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Tuesday, 16 January 2018

## South Australians have divided loyalties ahead of March State Election

**A special Roy Morgan SMS Survey taken on January 11-12, 2018 shows a three way contest between the Liberals on 32% support, new party SA Best on 28.5% and the governing ALP on just 23.5% support for the votes of South Australian electors heading to a State Election in exactly two months on Saturday March 17, 2018.**

Support for the major parties has declined substantially since the 2014 South Australian Election and largely gone to former Australian Senator Nick Xenophon's new party SA Best – however, most of this support had already left the major parties when we last interviewed South Australians about their State political preferences just over a year ago in October 2016.

Support for the Liberals is down 4.5% to 32% since October 2016 and most of this support has gone to new party Australian Conservatives headed by former South Australian Liberal Senator Cory Bernardi now on 3% (up 3%).

Support for the governing ALP has dropped 1% to only 23.5% and the Government now trails new party SA Best on 28.5% support – up 9% since October 2016. Support for the Greens has fallen to 9% (down 2%) and support for Independents and Others has fallen to just 4% (down 4.5%) which includes support for other parties represented in the South Australian Parliament such as Family First, Advance SA and Dignity for Disability.

### SA State Voting Intention (January 2018)

	SA Election March 15, 2014	SMS Morgan Poll October 1-2, 2016	SMS Morgan Poll Jan 11-12, 2018	% Change since SA Election
	%	%	%	%
Liberals	45	36.5	32	<b>-13.0</b>
SA Best	-	19.5	28.5	<b>+28.5</b>
ALP	36	24.5	23.5	<b>-12.5</b>
Greens	8.5	11	9	<b>+0.5</b>
Australian Conservatives	-	-	3	<b>+3.0</b>
Other	10.5	8.5	4	<b>-6.5</b>
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	

### Michele Levine, Chief Executive Officer, Roy Morgan, says:

*"The South Australian electorate is divided about who to vote for at the State Election in March. Since the 2014 State Election ALP support is down 12.5% to 23.5% and Liberal support is down 13% to 32% with the drop in support for the main parties going mainly to new party SA Best now at 28.5% although the 3% support for new party Australian Conservatives has also contributed to the decline in Liberal support.*

*"The three-way split in support between the Liberals, SA Best and the ALP means preference deals struck by the three leading parties will play a key role in deciding the results in many lower house seats. A majority of 24 seats in the 47 seat lower house is required for a governing majority in South Australia.*

*“Because of the uncertainty surrounding new party SA Best and the flow of the new party’s preferences, it is difficult to predict a two-party preferred result, and in any case a two-party preferred result holds no relevance in a likely multi-party lower house in which the third ranking party is likely to be in a position of ‘King-maker’ as we saw in the recent New Zealand Election.”*

*Finding No. 7458 – This special Roy Morgan SMS Survey was conducted with a representative cross-section of 521 South Australians on January 11-12, 2018. Electors were asked “At the next State Election who will receive your first preference?”*

**Results analysed by Roy Morgan Helix Personas are available on a subscription basis.**

**[www.HelixPersonas.com.au](http://www.HelixPersonas.com.au)**

**For further information:**

<b>Contact</b>	<b>Office</b>	<b>Mobile</b>
Gary Morgan:	+61 3 9224 5213	+61 411 129 094
Michele Levine:	+61 3 9224 5215	+61 411 129 093

## Morgan Poll Accuracy — Recent Elections State & Federal (2006 – 2016)

The Morgan Poll has proven to be consistently the most accurate regular poll in recent Australian Elections — including the 2013 Federal Election, 2010 Federal Election, 2007 Federal Election, 2010 Victorian State Election & 2012 Queensland State Election.

The Morgan Poll was the most accurate of all polling companies at [the 2013 Federal Election](#) for the two-party preferred vote (L-NP: 53.5% cf. ALP 46.5%) (sample 4,937 electors).

The Morgan Poll was the most accurate of all polling companies at [the 2007 Federal Election](#) for both primary vote and two-party preferred predictions (sample 2,115 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Queensland Election with a reduced majority](#) (sample 604 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Victorian Election with a reduced majority](#) (sample 956 electors). The Morgan Poll was also the most accurate on the primary vote of the major parties for the Victorian election.

**Note:** The [discussion on Possum Pollytics](#) regarding Morgan and Newspoll is well worth reading.

The following included comment says it all: “I find it interesting that for the only poll in the last five years for which there is any ‘real’ figure with which to compare, i.e. the polls immediately before the 2004 election, Morgan (45.5%) was closer to the actual Coalition Primary (46.7%) than Newspoll (45%) or Nielsen (49%), and Morgan (38.5%) was also closer to the ALP actual primary (37.6%) than Newspoll (39%), and only marginally further away than Nielsen (37%). Since we have no idea of how far away the ongoing polls are from ‘reality’ (whatever that means), surely we should just go with what we know, that in the most recent testable case, Morgan was better at forecasting the actual primary vote than Newspoll. On what possible basis should we decide that the Newspoll or Nielsen primary vote estimate is ‘better’ than Morgan’s.”

[View Federal Voting Intention Trend](#)

### Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.2	±2.7	±1.9	±1.4