

Monday, 9 April 2018

Federal Election still too close to call: ALP 51% cf. L-NP 49%

The latest Morgan Poll shows Federal support for the ALP unchanged at 51% narrowly ahead of the L-NP on 49% on a two-party preferred basis. The Morgan Poll was conducted over the last two weekends of March 24/25 & March 31/April 1, 2018 with 1,477 electors.

Primary support for the L-NP is at 38.5%, down 1.5% from the previous fortnight just ahead of the ALP on 37.5%, up 2%. Support for the Greens dropped 1% to 11% while support for One Nation dropped 0.5% to 3%. Support for Independents/ Others was up 1% to 10% with 6% of electors undecided.

Analysis by States

The ALP now holds a two-party preferred lead in New South Wales: ALP 54% cf. L-NP 46% and Western Australia: ALP 52% cf. L-NP 48% while the L-NP holds a two-party preferred lead in South Australia: L-NP 59% cf. ALP 41%, Tasmania: L-NP 54.5% cf. ALP 45.5% and Queensland: L-NP 51% cf. ALP 49% and the two parties are dead even in Victoria: ALP 50% cf. L-NP 50%.

Roy Morgan Government Confidence Rating

The Roy Morgan Government Confidence Rating is down 2.5pts to 103 this week with 42.5% (down 1%) of Australians saying Australia is 'heading in the right direction' and 39.5% (up 1.5%) saying Australia is 'heading in the wrong direction'.

Analysis of Federal Voting Intentions by Personal Income of respondent

Special analysis of the Morgan Poll by the personal income of the respondent covered today by [Adam Creighton in The Australian – 'Ideas matter in politics' – Friday April 6, 2018](#) reveals that there are plenty of Australians at all income levels who vote for both major parties and there is in fact nothing between the parties on a two-party preferred basis amongst Australians earning over \$100,000 per year.

Two-Party Preferred Voting intention by Personal Income of respondent

	Australian Electors	\$0K - \$30K	\$30K - \$60K	\$60K - \$100K	\$100K+
	%	%	%	%	%
ALP	51	52	53.5	46	50
L-NP	49	48	46.5	54	50
TOTAL	100	100	100	100	100

Analysis of two-party preferred voting intention at different income levels shows the ALP holds a narrow edge for Australians earning between \$0 to \$30,000 with the ALP 52% cf. L-NP 48% and this lead increases for Australians on a slightly higher wage of \$30,000 to \$60,000 with the ALP on 53.5% cf. L-NP 46.5%.

Interestingly Australians earning between \$60,000 to \$100,000 are the strongest supporters of the L-NP giving the coalition a two-party preferred result of 54% compared to the ALP on 46%. However, this edge disappears when considering the highest earning Australians with those earning over \$100,000 unable to split the two major parties on a two-party preferred basis: L-NP 50% cf. ALP 50%.

Primary voting intentions by income are covered below.

Gary Morgan, Executive Chairman, Roy Morgan Research says:

"Last week's Morgan Poll revealed the two major parties are in fact much closer on a two-party preferred basis than many may realise with the ALP on 51% only narrowly ahead of the L-NP on 49% on a two-party preferred basis.

"Today's Morgan Poll shows little has changed over the past week and if an election were called today it would be too close to call with the performance of the respective parties in the campaign the key to determining who would win.

"Adam Creighton of *The Australian* has today published an important article – '[Ideas matter in politics – Friday April 6, 2018](#)' highlighting that despite the stereotypical view that 'rich people vote for the L-NP' and 'poor people vote for the ALP' there are in fact many many Australians that do not conform to this simplistic view of voting intentions and the gap between the two parties is narrow at different income levels – and for those earning over \$100,000 per year the two parties are evenly preferred: L-NP 50% cf. ALP 50%.

"It's true, the ALP does garner wider support at lower income levels, but the lead is much narrower than many would think. For those earning under \$30,000 per year the ALP on 52% just leads the L-NP on 48% and the ALP actually performs better with those earning between \$30,000 to \$60,000 with the ALP on 53.5% cf. L-NP on 46.5%.

"In fact the best income strata for the coalition is those earning around the average income in Australia and just above that mark with people earning \$60,000 to \$100,000 preferring the L-NP on 54% compared to the ALP on 46%."

Electors were asked: "If an election for the House of Representatives were held today – which party would receive your first preference?"

Visit the Roy Morgan Online Store to browse our range of [Voter Profiles](#) by electorate, detailed [Voting Intention Demographics Reports](#) and [Most important Political Issue Reports](#) (all 150 electorates ranked by an issue).

To learn more about Roy Morgan's media or political research or tomorrow's Spotlight on Politics presentation, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

Finding No. 7559 – This Morgan Poll on Federal voting intention was conducted via face-to-face interviewing over the last two weekends, March 24/25 & March 31/ April 1, 2018 with an Australia-wide cross-section of 1,477 Australian electors aged 18+, of all electors surveyed 6% (down 1%) did not name a party.

Primary Voting intention by Personal Income of respondent

	Australian Electors	\$0K - \$30K	\$30K - \$60K	\$60K - \$100K	\$100K+
	%	%	%	%	%
ALP	37.5	39.5	38	31	35.5
L-NP	38.5	37.5	36	41.5	41.5
Greens	11	10.5	12.5	13.5	10.5
One Nation	3	3	2.5	3	3
Ind./Others	10	9.5	11	11	9.5
TOTAL	100	100	100	100	100

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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
1,500	±2.6	±2.2	±1.5	±1.1
2,000	±2.2	±1.9	±1.3	±1.0

Morgan Poll Accuracy — Recent Elections State & Federal (2006 – 2015)

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](#)