

Monday, 2 November 2015

## Federal Voting Intention virtually unchanged - L-NP (56.5%) leads ALP (43.5%) – biggest lead for L-NP since April 2013

In early November L-NP support is 56.5% (up 0.5%) cf. ALP 43.5% (down 0.5%) on a two-party preferred basis. If a Federal Election were held now the L-NP would win easily.

Primary support for the L-NP rose 0.5% to 47% and ALP support rose 1% to 28.5%.

Support for the Greens fell to 14.5% (down 1%) while Katter's Australian Party is 1% (down 0.5%), Palmer United Party is 1% (up 0.5%), while Independents/ Others are at 8% (down 0.5%).

This week's Morgan Poll on Federal voting intention was conducted over the last two weekends, October 24/25, 31 & November 1, 2015, with an Australia-wide cross-section of 3,262 Australian electors.

### Roy Morgan Government Confidence Rating

The Roy Morgan Government Confidence Rating is unchanged this week at 112 with 48% (up 1%) of Australians saying Australia is 'heading in the right direction' (the highest for this indicator for two years since mid-November 2013) and 36% (up 1%) saying Australia is 'heading in the wrong direction'.

### Analysis by Gender

Analysis by Gender shows a majority of both genders supporting the L-NP. Men: L-NP 58.5% (down 1.5%) cf. ALP 41.5% (up 1.5%); Women: L-NP 54% (up 2%) cf. ALP 46% (down 2%).

### Analysis by Age group

Analysis by Age group shows that Turnbull's biggest problem is convincing younger voters to support the L-NP. The ALP leads with 18-24yr olds: ALP 59% cf. L-NP 41% and leads the L-NP amongst 25-34yr olds: ALP 56.5% cf. L-NP 43.5%. However, the L-NP leads comfortably with all older age groups: 35-49yr olds favour the L-NP 58.5% cf. ALP 41.5% while 50-64yr olds favour the L-NP 60.5% cf. ALP 39.5% and those aged 65+ easily favour the L-NP 65% cf. ALP 35%.

### Analysis by States

The L-NP now has a two-party preferred lead in all Australian States. Tasmania: L-NP 63% cf. ALP 37%, Queensland: LNP 59% cf. ALP 41%, New South Wales: L-NP 58% cf. ALP 42%, Western Australia: L-NP 58% cf. ALP 42%, South Australia: L-NP 56% cf. ALP 44%, and Victoria: L-NP 52% cf. ALP 48%.

The Morgan Poll surveys a larger sample (including people who only use a mobile phone) than any other public opinion poll. **The Morgan Poll asks Minor Party supporters which way they will vote their preferences. \*News Corp's poll does not measure or reference the PUP vote!**

**The Morgan Poll allocated preferences based on how people say they will vote – allocating preferences by how electors voted at the last Federal Election, (as used by News Corp's Newspann) shows the L-NP (55%) cf. ALP (45%) – for trends see the [Morgan Poll historic data table](#).**

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**Gary Morgan, Executive Chairman Roy Morgan Research says:**

*"Today's Morgan Poll shows the Turnbull Government's honeymoon continues (L-NP 56.5% cf. ALP 43.5%) with few, if any, positive suggestions from the Opposition on how they would manage the challenging economic conditions due to the fall in commodity prices.*

*"However the Coalition's suggested policy of increasing the GST to 15% is capable of dividing the nation unless handled correctly. While it is obvious an increase in the GST could be made fair and would then be supported by a large majority of the electorate – irrespective of what Bill Shorten and his colleagues say – the problems centre around what taxes are dropped or changed, how much compensation is made for different welfare payments and how the 'spoils' are fairly divided between the States.*

*"Real unemployment and under-employment is Australia's major problem so payroll tax should be eliminated by the States. The Federal Government must then curtail middle class welfare 'rorts'; and to satisfy the electorate all companies/businesses, both Australian and overseas, must be made to pay their appropriate share of tax!*

*"For a fair split of GST revenue the GST distribution model needs to be significantly changed so the States of Western Australia & Victoria are NOT significantly disadvantaged, as now, by the outdated formula used by the Federal Government.*

*"Irrespective of debating an increase in the GST the Federal Government should immediately introduce reforms to eliminate the 'cash economy' and free-up the labour market – the rorts uncovered at 7-Eleven and 'illegal' union deals with big business should be at the top of the Turnbull Government's agenda.*

*"By implementing reforms to free-up the Australian labour market the new Turnbull Government will have a much greater and more positive impact on the Australian economy overall - including increasing employment growth - than increasing the rate of the GST to 15%."*

Electors were asked: *"If an election for the House of Representatives were held today – which party will 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).

*Finding No. 6536 – This multi-mode Morgan Poll on Federal voting intention was conducted via face-to-face and SMS interviewing over the last two weekends October 24/25, 31 & November 1, 2015 with an Australia-wide cross-section of 3,262 Australian electors aged 18+, of all electors surveyed 2.5% (unchanged) did not name a party.*

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## Federal Voting Intention Summary – House of Reps (%)

	L-NP	ALP	The Greens	Palmer United	Katter	Ind./ Others
<b>RECENT FEDERAL ELECTION RESULTS</b>	%	%	%	%	%	%
Election March 2, 1996	47.3 (8.6)	38.8	1.7	0.0	0.0	12.2
Election October 3 <sup>^</sup> , 1998	39.5 (5.3)	40.1	2.1	0.0	0.0	18.3
Election November 10, 2001	43 (5.6)	37.8	4.4	0.0	0.3	13.5
Election October 9, 2004	46.4 (5.9)	37.6	7.2	0.0	0.3	8.5
Election November 24, 2007	42.1 (5.9)	43.4	7.8	0.0	0.3	6.4
Election, August 21, 2010	43.6 (3.7)	38.0	11.8	0.0	0.3	6.3
Election, September 7, 2013	45.5 (4.3)	33.4	8.7	5.5	1.0	5.9
<b>MORGAN POLL</b>						
August 2/3 & 9/10, 2014	37.5 (2.5)	38	11	5.5	1	7
August 16/17 & 23/24, 2014	37.5 (2.5)	38.5	10.5	4.5	1.5	7.5
August 30/31 & September 6/7, 2014	38 (2.5)	37	10.5	4.5	1	9
September 13/14 & 20/21, 2014	38.5 (2)	37.5	12	4	1	7
September 27/28 & October 4/5, 2014	40 (2)	35	12	3.5	1.5	8
October 11/12 & 18/19, 2014	39.5 (2.5)	35.5	12	3.5	1	8.5
October 25/26 & November 1/2, 2014	38.5 (2)	37.5	12.5	3	1.5	7
November 8/9 & 15/16, 2014	38 (2)	38.5	12	2.5	2	7
November 22/23 & 29/30, 2014	39 (2.5)	37.5	12	2	1	8.5
December 6/7 & 13/14, 2014	35 (3)	41	11.5	2	1.5	9
January 3/4 & 10/11, 2015	38.5 (2.5)	38.5	9.5	2	2	9.5
January 23-27, 2015	37.5 (2.5)	39.5	12	3	1	7
January 31/ February 1 & 7/8, 2015	35.5 (2)	41.5	12	2	1	8
February 14/15 & 21/22, 2015	37.5 (2.5)	40.5	10	2	1.5	8.5
February 28/ March 1 & 7/8, 2015	39 (2.5)	38	11.5	2	1.5	8
March 14/15 & 21/22, 2015	38 (3)	40	11	1.5	1.5	8
March 28/29 & April 3-6, 2015	40.5 (3)	36	12.5	1.5	1.5	8
April 11/12 & 18/19, 2015	38.5 (2.5)	38	12	1	1.5	9
April 25/26 & May 2/3, 2015	40 (2.5)	37.5	11.5	1.5	1	8.5
May 16/17, 2015	41.5 (3)	35.5	12.5	1.5	1.5	7.5
May 23/24 & 30/31, 2015	41 (3)	37	13	1	1.5	6.5
June 6/7 & 13/14, 2015	37.5 (2.5)	37.5	13.5	1.5	1	9
June 20/21 & 27/28, 2015	39 (2)	36	14	1.5	1	8.5
July 4/5 & 11/12, 2015	41.5 (2.5)	34.5	13.5	1	1.5	8
July 18/19 & 25/26, 2015	39 (2.5)	35.5	15	1	1.5	8
August 1/2 & 8/9, 2015	36.5 (3)	37	15.5	1	1.5	8.5
August 15/16 & 22/23, 2015	38.5 (2.5)	36	14	1.5	1.5	8.5
August 29/30 & September 5/6, 2015	36.5 (2)	35.5	16.5	1	1.5	9
September 12/13, 2015	35 (2.5)	36.5	16	1.5	0.5	10.5
<b>September 14-15, 2015 – Malcolm Turnbull challenges and deposes Tony Abbott as Prime Minister</b>						
September 19/20, 2015	46 (2.5)	29.5	13	1.5	1.5	8.5
September 26/27 & October 1-5, 2015	47 (3)	27.5	14	1.5	1.5	8.5
October 10/11 & 17/18, 2015	46.5 (3)	27.5	15.5	0.5	1.5	8.5
October 24/25, 31 & November 1, 2015	47 (3)	28.5	14.5	1	1	8

**Note:** <sup>^</sup> 1998 Federal election results have been updated to include results from the electorate of Newcastle supplementary election. The L-NP did not have a candidate contesting the electorate of Newcastle.

## Federal Voting Intention Summary – House of Reps (%)

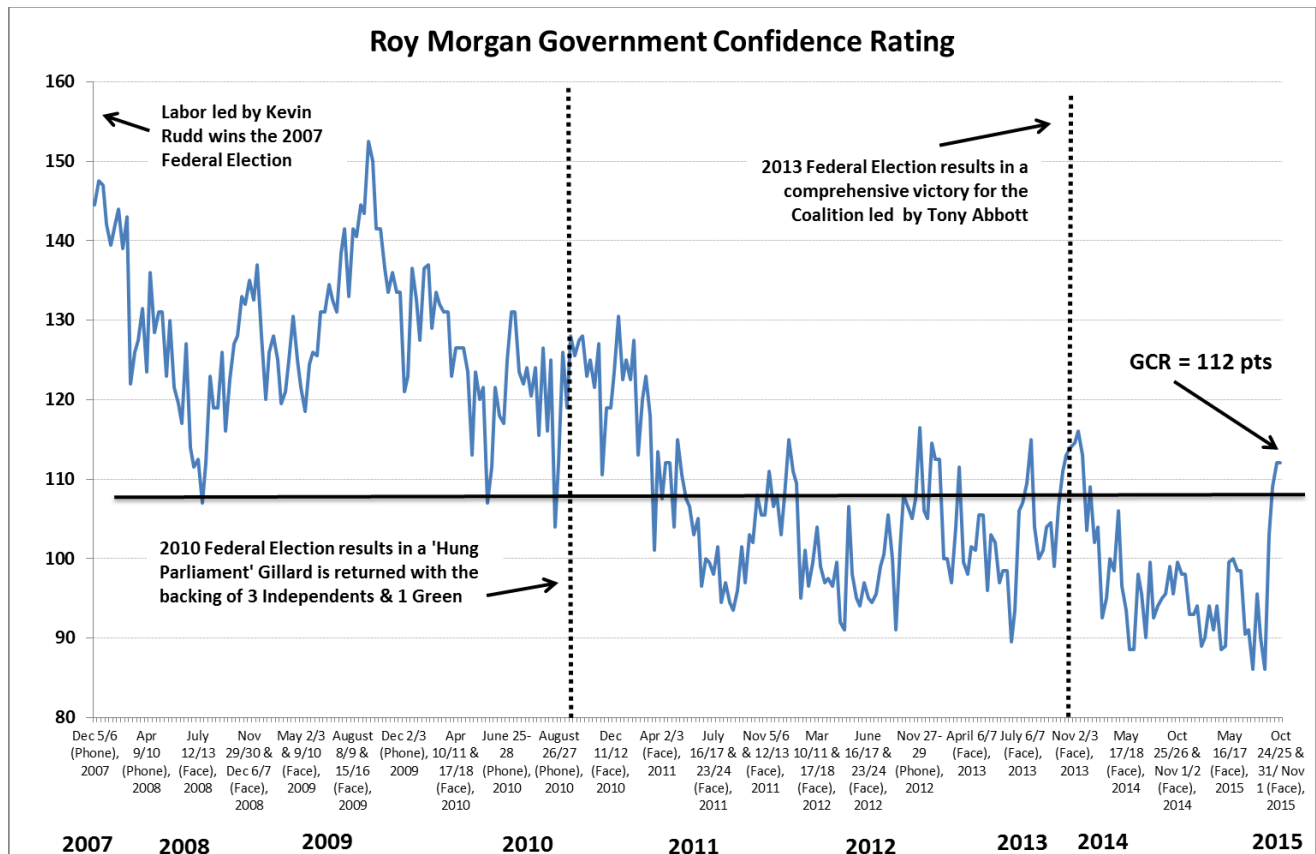
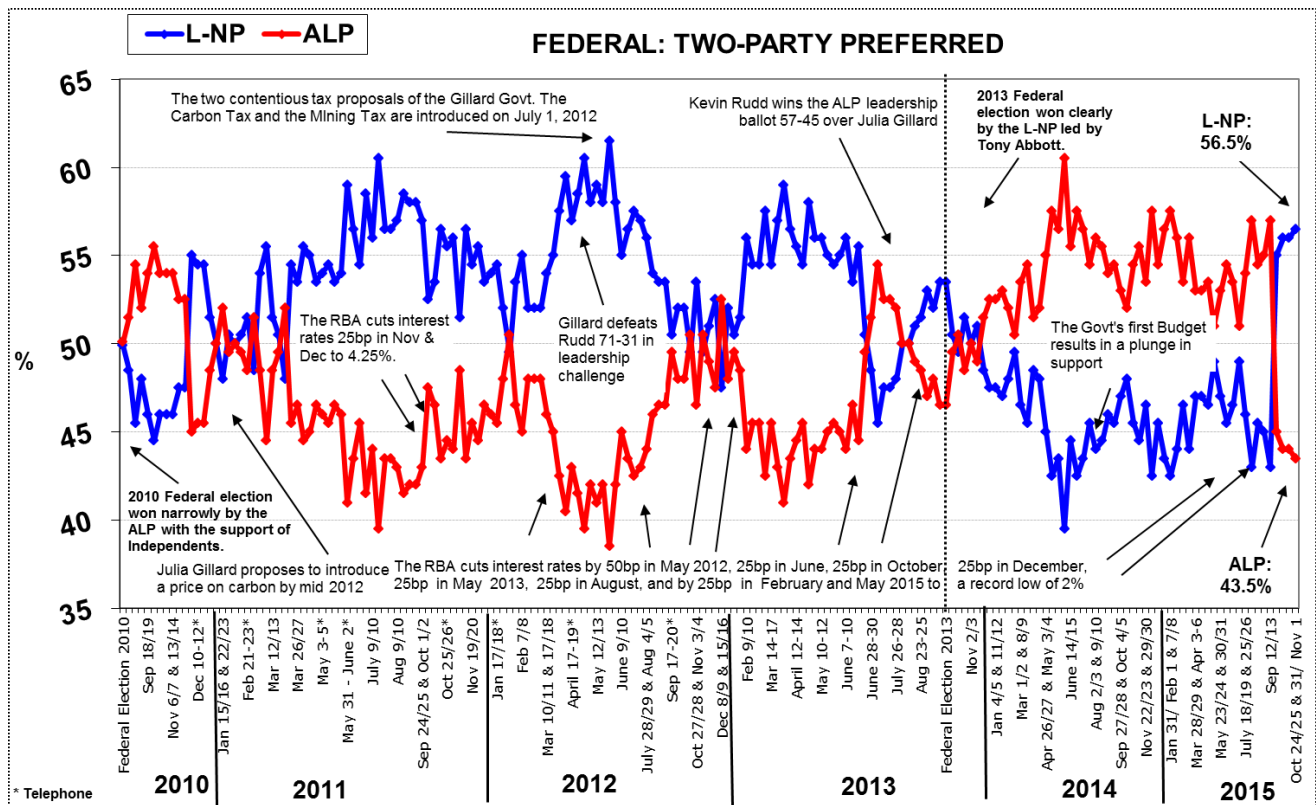
### Two-Party Preferred Vote (%)

RECENT FEDERAL ELECTION RESULTS	L-NP	ALP
	%	%
Election, March 2, 1996	53.6	46.4
Election, October 3 <sup>^</sup> , 1998	49	51
Election, November 10, 2001	51	49
Election, October 9, 2004	52.7	47.3
Election, November 24, 2007	47.3	52.7
Election, August 21, 2010	49.9	50.1
Election, September 7, 2013	53.5	46.5
<b>Final Pre-Election Morgan Poll – September 4-6, 2013</b>	<b>53.5</b>	<b>46.5</b>

	Preferences distributed by how electors say they will vote		Preferences distributed by how electors voted at the 2013 election	
	%	%	%	%
<b>MORGAN POLL</b>	<b>L-NP</b>	<b>ALP</b>	<b>L-NP</b>	<b>ALP</b>
August 2/3 & 9/10, 2014	44	56	46	54
August 16/17 & 23/24, 2014	44.5	55.5	46	54
August 30/31 & September 6/7, 2014	46	54	47	53
September 13/14 & 20/21, 2014	45.5	54.5	46.5	53.5
September 27/28 & October 4/5, 2014	47	53	48.5	51.5
October 11/12 & 18/19, 2014	48	52	48	52
October 25/26 & November 1/2, 2014	45.5	54.5	46.5	53.5
November 8/9 & 15/16, 2014	44.5	55.5	46	54
November 22/23 & 29/30, 2014	46.5	53.5	47	53
December 6/7 & 13/14, 2014	42.5	57.5	43.5	56.5
January 3/4 & 10/11, 2014	45.5	54.5	47	53
January 23-27, 2015	43.5	56.5	44.5	55.5
January 31/ February 1 & 7/8, 2015	42.5	57.5	43	57
February 14/15 & 21/22, 2015	44	56	45	55
February 28/ March 1 & 7/8, 2015	46.5	53.5	46.5	53.5
March 14/15 & 21/22, 2015	44	56	46	54
March 28/29 & April 3-6, 2015	47	53	47	53
April 11/12 & 18/19, 2015	47	53	46	54
April 25/26 & May 2/3, 2015	46.5	53.5	47	53
May 16/17, 2015	49	51	48.5	51.5
May 23/24 & 30/31, 2015	47	53	48	52
June 6/7 & 13/14, 2015	45.5	54.5	45.5	54.5
June 20/21 & 27/28, 2015	46.5	53.5	47	53
July 4/5 & 11/12, 2015	49	51	49	51
July 18/19 & 25/26, 2015	46	54	46.5	53.5
August 1/2 & 8/9, 2015	43	57	45.5	54.5
August 15/16 & 22/23, 2015	45.5	54.5	46.5	53.5
August 29/30 & September 5/6, 2015	45	55	44.5	55.5
September 12/13, 2015	43	57	43.5	56.5
<b>September 14-15, 2015 – Malcolm Turnbull challenges and deposes Tony Abbott as Prime Minister</b>				
September 19/20, 2015	55	45	53.5	46.5
September 26/27 & October 1-5, 2015	56	44	55	45
October 10/11 & 17/18, 2015	56	44	55	45
October 24/25, 31 & November 1, 2015	56.5	43.5	55	45

<sup>^</sup> 1998 Federal Election results have been updated to include results from the electorate of Newcastle supplementary election. The L-NP did not have a candidate contesting the electorate of Newcastle. **\*\*Multi = Multi-mode interviewing conducted via combined methodology.**

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## Australia Heading In “Right” Or “Wrong” Direction

Electors were asked: “Generally speaking, do you feel that things in Australia are heading in the right direction or would you say things are seriously heading in the wrong direction?”

	Interviewing Dates — L-NP Government (Tony Abbott v Bill Shorten)						
	Feb 28/ Mar 1 & 7/8	Mar 14/15 & 21/22	Mar 28/29 & April 3-6	April 11/12 & 18/19	April 25/26 & May 2/3	May 16/17	May 23/24 & 30/31
	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%
Right direction	37.5	37	38.5	34	34	41.5	41.5
Wrong direction	43.5	46	44.5	45.5	45	42	41.5
<b>Roy Morgan GCR*</b>	<b>94</b>	<b>91</b>	<b>94</b>	<b>88.5</b>	<b>89</b>	<b>99.5</b>	<b>100</b>
Can't say	19	17	17	20.5	21	16.5	17
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

	Interviewing Dates — L-NP Government (Tony Abbott v Bill Shorten)							
	June 6/7 & 13/14	June 20/21 & 27/28	July 4/5 & 11/12	July 18/19 & 25/26	Aug 1/2 & 8/9	Aug 15/16 & 22/23	Aug 29/30 & Sep 5/6	Sep 12/13
	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%
Right direction	40	40	36	37.5	34.5	40	36.5	35
Wrong direction	41.5	41.5	45.5	46.5	48.5	44.5	46.5	49
<b>Roy Morgan GCR*</b>	<b>98.5</b>	<b>98.5</b>	<b>90.5</b>	<b>91</b>	<b>86</b>	<b>95.5</b>	<b>90</b>	<b>86</b>
Can't say	18.5	18.5	18.5	16	17	15.5	17	16
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

	Interviewing Dates — L-NP Government (Malcolm Turnbull v Bill Shorten)				
	Sep 19/20	Sep 26/27 & Oct 3/4	Oct 10/11 & 17/18	Oct 24/25, 31 & Nov 1	
	Face	Face	Face	Face	
	%	%	%	%	
Right direction	42.5	45.5	47	48	
Wrong direction	39.5	36.5	35	36	
<b>Roy Morgan GCR*</b>	<b>103</b>	<b>109</b>	<b>112</b>	<b>112</b>	
Can't say	18	18	18	16	
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	

Phone: Telephone survey method; Face: Face-to-face survey method. \*Roy Morgan GCR = Roy Morgan Government Confidence Rating (100 plus the difference between the percentage of people who say the country is “going in the right direction” and the percentage who say the country is “going in seriously the wrong direction”).



## 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](#)