

Monday, 27 July 2015

L-NP support slumps amid Bronwyn Bishop travel expense ‘misconduct’ and as the ALP commits to renewable energy & ‘turn back the boats’ policy

In late July L-NP support is down 3% to 46% cf. ALP 54% (up 3%) after Opposition Leader Bill Shorten sided with the Government on their ‘turning back the boats policy’ and committed Labor policy to ensure 50% of Australia’s energy needs are met with renewable energy by 2030. If a Federal Election were held now the ALP would win easily.

Primary support for the L-NP is down 2.5% to 39% still clearly ahead of the ALP 35.5% (up 1%). Support for other parties shows the Greens at 15% (up 1.5%) – **the highest Greens vote since September 2010**, Palmer United Party 1% (unchanged), Katter’s Australian Party 1.5% (unchanged), while Independents/ Others were 8% (unchanged).

This week’s Morgan Poll on Federal voting intention was conducted over the last two weekends, July 18/19 & 25/26, 2015, with an Australia-wide cross-section of 3,316 Australian electors.

Roy Morgan Government Confidence Rating

The Roy Morgan Government Confidence Rating is up 0.5pts to 91pts this week with 46.5% (up 1%) of Australians saying Australia is ‘heading in the wrong direction’ (**the highest for a year since July 2014**) and 37.5% (up 1.5%) saying Australia is ‘heading in the right direction’.

Analysis by Gender

Analysis by Gender shows a majority of both genders now supporting the ALP. Women: ALP 56.5% (up 2.5%) cf. L-NP 43.5% (down 2.5%); Men: ALP 51.5% (up 4%) cf. L-NP 48.5% (down 4%).

Analysis by Age group

Analysis by Age group shows the ALP still with its strongest advantage among younger Australians. 18-24yr olds heavily favour the ALP 68.5% cf. L-NP 31.5%; 25-34yr olds also heavily favour the ALP 64.5% cf. L-NP 35.5%; 35-49yr olds favour the ALP 54.5% cf. L-NP 45.5% while 50-64yr olds now slightly favour the ALP 51.5% cf. L-NP 48.5% and those aged 65+ heavily favour the L-NP 58.5% cf. ALP 41.5%.

Analysis by States

The ALP now has a two-party preferred lead in 5 Australian States. South Australia: ALP 60.5% cf. L-NP 39.5%, Victoria: ALP 58.5% cf. L-NP 41.5%, Tasmania: ALP 55% cf. L-NP 45%, Western Australia: ALP 53.5% cf. L-NP 46.5% and Queensland: ALP 51% cf. LNP 49%, while New South Wales narrowly favour the L-NP 50.5% cf. ALP 49.5%.

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 poll* shows the ALP (53.5%) cf. L-NP (46.5%) – for trends see the [Morgan Poll historic data table](#).

FOR IMMEDIATE RELEASE

Gary Morgan says:

“In late July L-NP support slumped 3% to 46% cf. ALP 54% (up 3%) on a two-party preferred basis as the travel expense ‘misconduct’ surrounding Parliamentary Speaker Bronwyn Bishop’s incorrect use of taxpayer entitlements continued to impact negatively on the Government.

“In addition, Opposition Leader Bill Shorten’s important policy announcements last week including a Labor commitment to have 50% of Australian energy produced by renewable energy by 2030 and a decision by Shorten for the ALP to adopt the Abbott Government’s successful ‘turn back the boats’ policy towards asylum seekers appeared to give the ALP a much needed boost.

“The damage Shorten suffered as a result of appearing at the Trade Union Royal Commission early in July hasn’t had a lasting impact on ALP support although it clearly had a strong negative impact on Shorten’s personal popularity as shown by two special telephone Morgan Polls last week: Abbott supported as Liberal Leader by only 13% and Shorten as ALP Leader by only 12% and Australians are evenly divided over Tony Abbott or Bill Shorten as PM – both leaders unpopular.

“The rise in ALP support came as the ALP concluded its three day national conference on Sunday with a decision to bind Labor MPs to supporting same-sex marriage in Parliament following the (likely) 2019 Federal Election.

*“The **Coalition Government has no alternative** but to show the electorate how they will grow the economy and provide more jobs (real unemployment and underemployment was 2.32 million in June – the number needs to fall significantly). The answer is NOT a higher GST, as suggested last week by NSW Premier Mike Baird at COAG, or an increase in the Medicare levy, as suggested by Victorian Premier Daniel Andrews.”*

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. 6365 – This multi-mode Morgan Poll on Federal voting intention was conducted via face-to-face and SMS interviewing over the last two weekends July 18/19 & 25/26, 2015 with an Australia-wide cross-section of 3,316 Australian electors aged 18+, of all electors surveyed 3% (up 1%) 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
RECENT FEDERAL ELECTION RESULTS	%	%	%	%	%	%
Election March 2, 1996	47.3 (8.6)	38.8	1.7	0.0	0.0	12.2
Election October 3 [^] , 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
MORGAN POLL						
April 12/13 & 19/20, 2014	38.5 (2)	34	13	5	1.5	8
April 26/27 & May 3/4, 2014	37.5 (2)	37	12	5.5	1	7
May 17/18, 2014	35 (2)	38.5	12	6.5	1.5	6.5
May 24/25 & May 31/ June 1, 2014	35 (2)	38	11	7.5	1	7.5
June 7/8, 2014	33 (1.5)	42	12	4.5	1	7.5
June 14/15, 2014	36.5 (2)	38	12	5.5	1	7
June 21/22 & 28/29, 2014	35 (2.5)	36.5	12	7	1.5	8
July 5/6 & 12/13, 2014	34 (2)	38.5	11.5	7.5	1	7.5
July 19/20 & 26/27, 2014	38 (2)	39	10.5	5	0.5	7
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

Note: [^] 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.

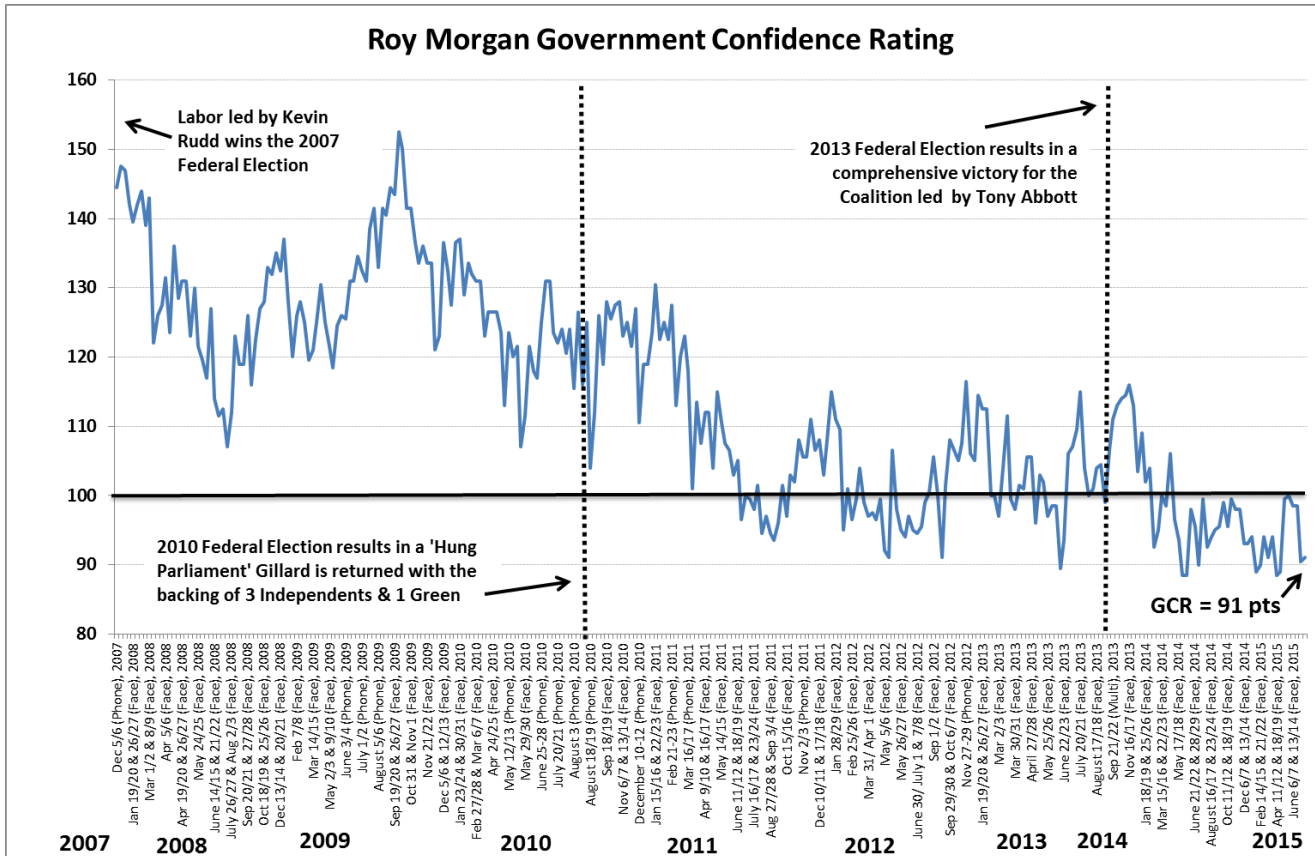
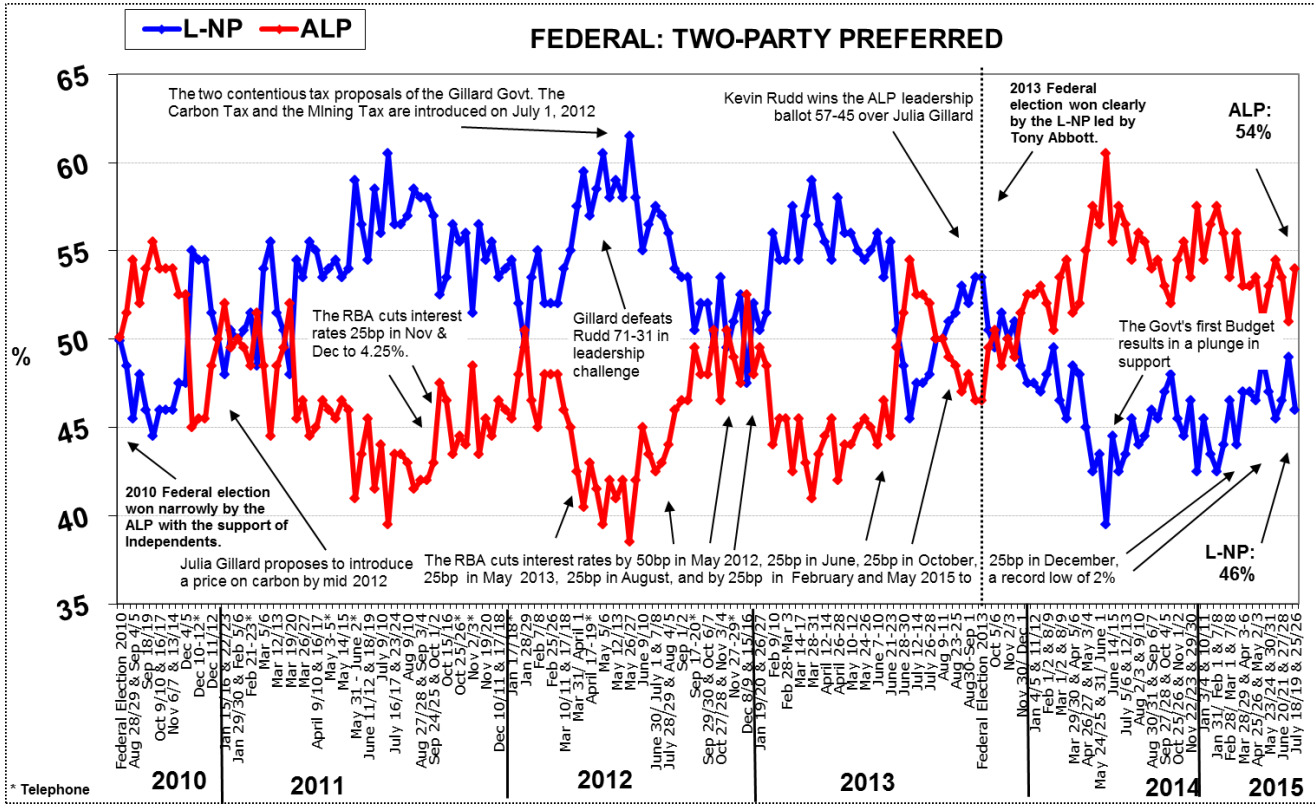
Federal Voting Intention Summary – House of Reps (%)

Two-Party Preferred Vote (%)

RECENT FEDERAL ELECTION RESULTS	L-NP	ALP
	%	%
Election, March 2, 1996	53.6	46.4
Election, October 3 [^] , 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
Final Pre-Election Morgan Poll – September 4-6, 2013	53.5	46.5

	Preferences distributed by how electors say they will vote		Preferences distributed by how electors voted at the 2013 election	
	%	%	%	%
MORGAN POLL	L-NP	ALP	L-NP	ALP
April 12/13 & 19/20, 2014	48	52	48	52
April 26/27 & May 3/4, 2014	45	55	46.5	53.5
May 17/18, 2014	42.5	57.5	43.5	56.5
May 24/25 & May 31/ June 1, 2014	43.5	56.5	45	55
June 7/8, 2014	39.5	60.5	41	59
June 14/15, 2014	44.5	55.5	45.5	54.5
June 21/22 & 28/29, 2014	42.5	57.5	45.5	54.5
July 5/6 & 12/13, 2014	43.5	56.5	44	56
July 19/20 & 26/27, 2014	45.5	54.5	46	54
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

[^] 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.**



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)						
	Sep 13/14 & 20/21	Sep 20/27 & Oct 4/5	Oct 11/12 & 18/19	Oct 25/26 & Nov 1/2	Nov 8/9 & 15/16	Nov 22/23 & 29/30	Dec 6/7 & 13/14
	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%
Right direction	38	40	39	39.5	40.5	40.5	38
Wrong direction	42.5	41	43.5	40	42.5	42.5	45
Roy Morgan GCR*	95.5	99	95.5	99.5	98	98	93
Can't say	19.5	19	17.5	20.5	17	17	17
TOTAL	100	100	100	100	100	100	100

	Interviewing Dates — L-NP Government (Tony Abbott v Bill Shorten)							
	Jan 3/4 & 10/11	Jan 24/25	Jan 31/ Feb 1 & 7/8	Feb 14/15 & 21/22	Feb 28/ Mar 1 & 7/8	Mar 14/15 & 21/22	Mar 28/29 & April 3-6	April 11/12 & 18/19
	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%
Right direction	37	37.5	34.5	34.5	37.5	37	38.5	34
Wrong direction	44	43.5	45.5	44.5	43.5	46	44.5	45.5
Roy Morgan GCR*	93	94	89	90	94	91	94	88.5
Can't say	19	19	20	21	19	17	17	20.5
TOTAL	100	100	100	100	100	100	100	100

	Interviewing Dates — L-NP Government (Tony Abbott v Bill Shorten)						
	April 25/26 & May 2/3	May 16/17	May 23/24 & 30/31	June 6/7 & 13/14	June 20/21 & 27/28	July 4/5 & 11/12	July 18/19 & 25/26
	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%
Right direction	34	41.5	41.5	40	40	36	37.5
Wrong direction	45	42	41.5	41.5	41.5	45.5	46.5
Roy Morgan GCR*	89	99.5	100	98.5	98.5	90.5	91
Can't say	21	16.5	17	18.5	18.5	18.5	16
TOTAL	100	100	100	100	100	100	100

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%
500	±4.5	±3.9	±2.7	±1.9
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 – 2014)

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](#)