

Thursday, 26 May 2016

Indi: Can former Liberal MP Sophie Mirabella stage a political comeback to defeat Independent Cathy McGowan?

At the 2013 Federal Election Independent candidate Cathy McGowan caused the biggest upset of the election defeating incumbent Liberal MP Sophie Mirabella against the national swing. Mirabella had won Indi at the four previous Federal Elections (2001, 2004, 2007, 2010).

Facing re-election in early July, McGowan is once again facing Mirabella for the seat. Can McGowan consolidate her victory of three years ago and secure another term in Parliament?

Analysing Roy Morgan voting data in Indi since the 2013 Federal Election (interviews with 596 Indi electors) shows considerable support for Independent McGowan (19.5%), although support for the L-NP 44% (Liberal 37% & National 7%) has held up.

It's important to understand no candidate names were read out during this period which inherently favours support for the major parties and is why ALP support (24.0%) is measured above support for McGowan.

Since September when Malcolm Turnbull became Prime Minister there has been a noticeable lift in support for the L-NP 52.5% (Liberal 42.0% & National 10.5%) which has reduced support for both McGowan 16.5% and the ALP 16.5% in Indi.

Analysing data on a two-party preferred basis in Indi relies on distribution of preferences at the same rate as at the 2013 Federal Election which showed McGowan attracted 80% of ALP, Greens & Other preferences cf. Mirabella receiving 20% of preferences.

Based on a repeat of this preference flow the L-NP 51% is narrowly ahead of McGowan 49% on a two-party preferred basis since the 2013 Federal Election and this gap has increased since Turnbull became Prime Minister in September: L-NP 58.5% cf. McGowan 41.5% - although these figures are based on a considerably smaller sample size they are indicative of a positive impact for the L-NP since Turnbull became Prime Minister.

The Top Issues in Indi – All electors

	%
Keeping day to day living costs down	38.0
Improving health services and hospitals	24.0
Open and honest government	17.5
Improving education	16.0
The needs of families	14.5

Respondents were presented with a list of issues and asked: "What three issues are the most important to you?"

Roy Morgan asked Indi electors what three issues they regarded as the most important and the results show the differences between those supporting the L-NP, ALP and Independent clearly. All Indi electors (38%) clearly regarded 'Keeping day to day living costs down' as the most important issue although there are differences between supporters of different parties (L-NP 42% cf. ALP 37.5% cf. IND 34%).

The second most important issue for electors is 'Improving health services and hospitals (24%); this is a very important issue for L-NP supporters (28%) and Independent supporters (28%), but not so important for ALP supporters (15.5%). 'Open and honest government' (17.5%) is the third most important issue in Indi, but it is Independent supporters (23.5%) and ALP supporters (21%) that regard this as an important issue while it isn't so important for L-NP supporters (14%).

Similarly, the fourth most important issue in Indi is 'Improving education' (16%), which is again led by ALP supporters (21%) and Independent supporters (17.5%), but not regarded as a top issue for L-NP supporters (12%). However, 'Australia's ageing population' (14%) is regarded as an important issue by L-NP supporters (18%), and also Independent supporters (18%), but only 7% of ALP supporters.

The Top Issues in Indi – L-NP supporters

	%
Keeping day to day living costs down	42.0
Improving health services and hospitals	28.0
Australia's ageing population	18.0
Managing the economy	17.0
Reducing crime and maintaining law and order	16.0

Respondents were presented with a list of issues and asked: "What three issues are the most important to you?"

The Top Issues in Indi – ALP supporters

	%
Keeping day to day living costs down	37.5
Open and honest government	21.5
Improving education	21.0
The needs of families	21.0
Managing the economy	17.0

Respondents were presented with a list of issues and asked: "What three issues are the most important to you?"

The Top Issues in Indi – IND supporters

	%
Keeping day to day living costs down	34.0
Improving health services and hospitals	28.0
Open and honest government	23.5
Australia's ageing population	18.0
Improving education	17.5

Respondents were presented with a list of issues and asked: "What three issues are the most important to you?"

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

"This special electorate profile of Indi shows a tight battle between incumbent Independent candidate Cathy McGowan – elected for the first time at the 2013 Federal Election, and former local MP Sophie Mirabella of the Liberal party.

"Support in the Indi electorate since the last election is nearly evenly split between the L-NP (51%) and McGowan (49%) on a two-party preferred basis. McGowan captured the seat with a narrow majority of 50.2% of the two-party preferred vote in 2013.

"The Indi winner in early July will be which candidate convinces electors they are best placed to deal with the issues that are important to Indi electors. Clearly the most important issue for Indi electors is 'Keeping day to day living costs down' (38%) ahead of 'Improving health services and hospitals' (24%) and 'Open and honest government' (17.5%).

"Although supporters of all parties mentioned these issues, supporters of the Independent candidate McGowan in particular mentioned 'Open and honest government (23.5%) far more frequently than other Indi electors and 'Australia's ageing population' (18%) is equal with L-NP supporters. If Mirabella wants to regain the seat at the expense of McGowan she must convince the Indi electors that she is best placed to deliver results on these two issues in particular."

Voting Intention Indi

	2013 Federal Election	October 2013- Present	January 2015- Present	September 2015- Present
Primary	%	%	%	%
LIB	44.7	37.0	38.5	42.0
NAT	0.0	7.0	9.0	10.5
L-NP	44.7	44.0	47.5	52.5
ALP	11.7	24.0	17.5	16.5
IND	31.2	19.5	21.0	16.5
Greens	3.4	8.0	8.0	7.0
Others	9.0	4.5*	6.0*	7.5*
Total	100	100	100	100
2PP#				
IND	50.2	49.0	46.5	41.5
L-NP	49.8	51.0	53.5	58.5
Total	100	100	100	100

*Source: Based on interviews with 596 Indi electors between October 2013 – March 2016. #2PP calculated by using the same preference flows as at the 2013 Federal Election. 80% IND cf. 20% L-NP. *Others include electors who gave 'no answer' when asked for their voting preference.*

Note: No candidate names for the electorate were read out alongside party affiliation which favours the major parties.

Analysis by Age & Gender

	October 2013 -Present	Gender		Age			
		Men	Women	18-34	35-49	50-64	65+
Primary	%	%	%	%	%	%	%
LIB	37.0	36.0	38.0	24.5	34.0	34.0	51.5
NAT	7.0	6.5	7.5	6.0	4.5	7.5	10.5
L-NP	44.0	42.5	45.5	30.5	38.5	41.5	62.0
ALP	24.0	26.0	22.0	29.5	23.5	23.0	21.5
IND	19.5	19.5	19.5	20.0	19.5	25.5	12.5
Greens	8.0	6.0	10.0	12.0	14.0	6.0	2.0
Others	4.5*	6.0*	3.0*	8.0*	4.5*	4.0*	2.0*
Total	100	100	100	100	100	100	100
2PP#							
IND	49.0	50.0	47.5	60.0	53.5	52.0	33.0
L-NP	51.0	50.0	52.5	40.0	46.5	48.0	67.0
Total	100	100	100	100	100	100	100

*Source: Based on interviews with 596 Indi electors between October 2013 – March 2016. #2PP calculated by using the same preference flows as at the 2013 Federal Election. 80% IND cf. 20% L-NP. *Others include electors who gave 'no answer' when asked for their voting preference.*

Note: No candidate names for the electorate were read out alongside party affiliation which favours the major parties.

Top 15 Most Important Issues in Indi compared to Australia

	Australia	Indi Electorate			
	All Electors	All Electors	L-NP	ALP	IND
	%	%	%	%	%
Keeping day to day living costs down	34.0	38.0	42.0	37.5	34.0
Improving health services and hospitals	26.0	24.0	28.0	15.5	28.0
Open and honest government	18.5	17.5	14.0	21.5	23.5
Improving education	18.5	16.0	12.0	21.0	17.5
The needs of families	13.0	14.5	7.0	21.0	14.5
Managing the economy	20.5	14.0	17.0	17.0	7.5
Australia's ageing population	12.5	14.0	18.0	7.0	18.0
Reducing crime and maintaining law and order	13.5	12.5	16.0	14.0	7.5
Global warming and climate change	16.5	11.0	3.5	12.0	15.0
The needs of people outside cities	4.0	10.0	10.0	4.0	16.0
Reducing unemployment	13.0	9.0	9.5	10.5	6.0
Reducing the number of illegal migrants coming to Australia	6.5	8.0	13.0	0.5	7.5
Defence and national security	8.0	7.5	11.0	3.5	6.5
Managing immigration and population growth	6.5	7.0	5.5	13.5	4.0
Improving business in Australia	8.0	6.0	9.5	2.0	4.0

Respondents were presented with a list of issues and asked: "What three issues are the most important to you?"

Extensive analysis of any of Australia's 150 electorates is available for purchase for \$7,850. Contact Julian McCrann, julian.mccrann@roymorgan.com for more details.

Finding No. 6829: 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).

For further information:

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

Electoral Profile: Indi (Victoria)

Held by Cathy McGowan (IND). 2013-

2013 Federal Election Result: Cathy McGowan (IND) 50.2% cf. 49.8% Sophie Mirabella (LIB).

Key Towns: Alexandra, Beechworth, Benalla, Bonnie Doon, Bright, Corowa, Eildon, Glenrowan, Mansfield, Marysville, Myrtleford, Rutherglen, Wangaratta, Wodonga, Yackandandah, Yea.

FOR IMMEDIATE RELEASE

Federal Electoral Division of INDI



Federal Voting Intention Summary – House of Reps (%)

	L-NP	ALP	The Greens	Palmer United	Katter	Nick Xenophon Team (NXT)	Ind./ Others
RECENT FEDERAL ELECTION RESULTS	%	%	%	%	%	%	%
Election March 2, 1996	47.3 (8.6)	38.8	1.7	0.0	0.0	0.0	12.2
Election October 3 [^] , 1998	39.5 (5.3)	40.1	2.1	0.0	0.0	0.0	18.3
Election November 10, 2001	43 (5.6)	37.8	4.4	0.0	0.3	0.0	13.5
Election October 9, 2004	46.4 (5.9)	37.6	7.2	0.0	0.3	0.0	8.5
Election November 24, 2007	42.1 (5.9)	43.4	7.8	0.0	0.3	0.0	6.4
Election, August 21, 2010	43.6 (3.7)	38.0	11.8	0.0	0.3	0.0	6.3
Election, September 7, 2013	45.5 (4.3)	33.4	8.7	5.5	1.0	0.0	5.9
MORGAN POLL							
January 31/ February 1 & 7/8, 2015	35.5 (2)	41.5	12	2	1	0.0	8
February 14/15 & 21/22, 2015	37.5 (2.5)	40.5	10	2	1.5	0.0	8.5
February 28/ March 1 & 7/8, 2015	39 (2.5)	38	11.5	2	1.5	0.0	8
March 14/15 & 21/22, 2015	38 (3)	40	11	1.5	1.5	0.0	8
March 28/29 & April 3-6, 2015	40.5 (3)	36	12.5	1.5	1.5	0.0	8
April 11/12 & 18/19, 2015	38.5 (2.5)	38	12	1	1.5	0.0	9
April 25/26 & May 2/3, 2015	40 (2.5)	37.5	11.5	1.5	1	0.0	8.5
May 16/17, 2015	41.5 (3)	35.5	12.5	1.5	1.5	0.0	7.5
May 23/24 & 30/31, 2015	41 (3)	37	13	1	1.5	0.0	6.5
June 6/7 & 13/14, 2015	37.5 (2.5)	37.5	13.5	1.5	1	0.0	9
June 20/21 & 27/28, 2015	39 (2)	36	14	1.5	1	0.0	8.5
July 4/5 & 11/12, 2015	41.5 (2.5)	34.5	13.5	1	1.5	0.0	8
July 18/19 & 25/26, 2015	39 (2.5)	35.5	15	1	1.5	0.0	8
August 1/2 & 8/9, 2015	36.5 (3)	37	15.5	1	1.5	0.0	8.5
August 15/16 & 22/23, 2015	38.5 (2.5)	36	14	1.5	1.5	0.0	8.5
August 29/30 & September 5/6, 2015	36.5 (2)	35.5	16.5	1	1.5	0.0	9
September 12/13, 2015	35 (2.5)	36.5	16	1.5	0.5	0.0	10.5
September 14-15, 2015 – Malcolm Turnbull challenges and deposes Tony Abbott as Prime Minister							
September 19/20, 2015	46 (2.5)	29.5	13	1.5	1.5	0.0	8.5
September 26/27 & October 1-5, 2015	47 (3)	27.5	14	1.5	1.5	0.0	8.5
October 10/11 & 17/18, 2015	46.5 (3)	27.5	15.5	0.5	1.5	0.0	8.5
October 24/25, 31 & November 1, 2015	47 (3)	28.5	14.5	1	1	0.0	8
November 7/8 & 14/15, 2015	46 (2.5)	28	14.5	1	2	0.0	8.5
November 21/22 & 28/29, 2015	46.5 (2.5)	28.5	14	1	1	0.0	9
December 5/6 & 12/13, 2015	48 (3)	27	14.5	1	1.5	0.0	8
January 2/3 & 9/10, 2016	47 (3)	29	13	1	1.5	0.0	8.5
January 16/17 & 23/24, 2016	43.5 (3)	28	15	0.5	2	2	9
January 30/31 & February 6/7, 2016	43.5 (2.5)	29	16	0.5	0.5	1	9.5
February 13/14 & 20/21, 2016	43.5 (3.5)	29.5	15	1	1	1.5	8.5
February 27/28 & March 5/6, 2016	43 (3.5)	29.5	13	0.5	1	5	8
March 12/13 & 19/20, 2016	40 (3.5)	33	14	0.0	1	4	8
March 26/27 & April 2/3, 2016	42 (3.5)	31	13	0.0	0.5	4.5	9
April 9/10 & 16/17, 2016	40.5 (3)	32	14	0.0	0.5	4.5	8.5
April 23/24, 30 & May 1, 2016	40 (3)	32.5	13.5	0.0	1	4	9
May 14/15, 2016	36.5 (3)	33	15.5	0.0	0.5	5	9.5

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.

FOR IMMEDIATE RELEASE

Federal Voting Intention Summary – House of Reps (%)

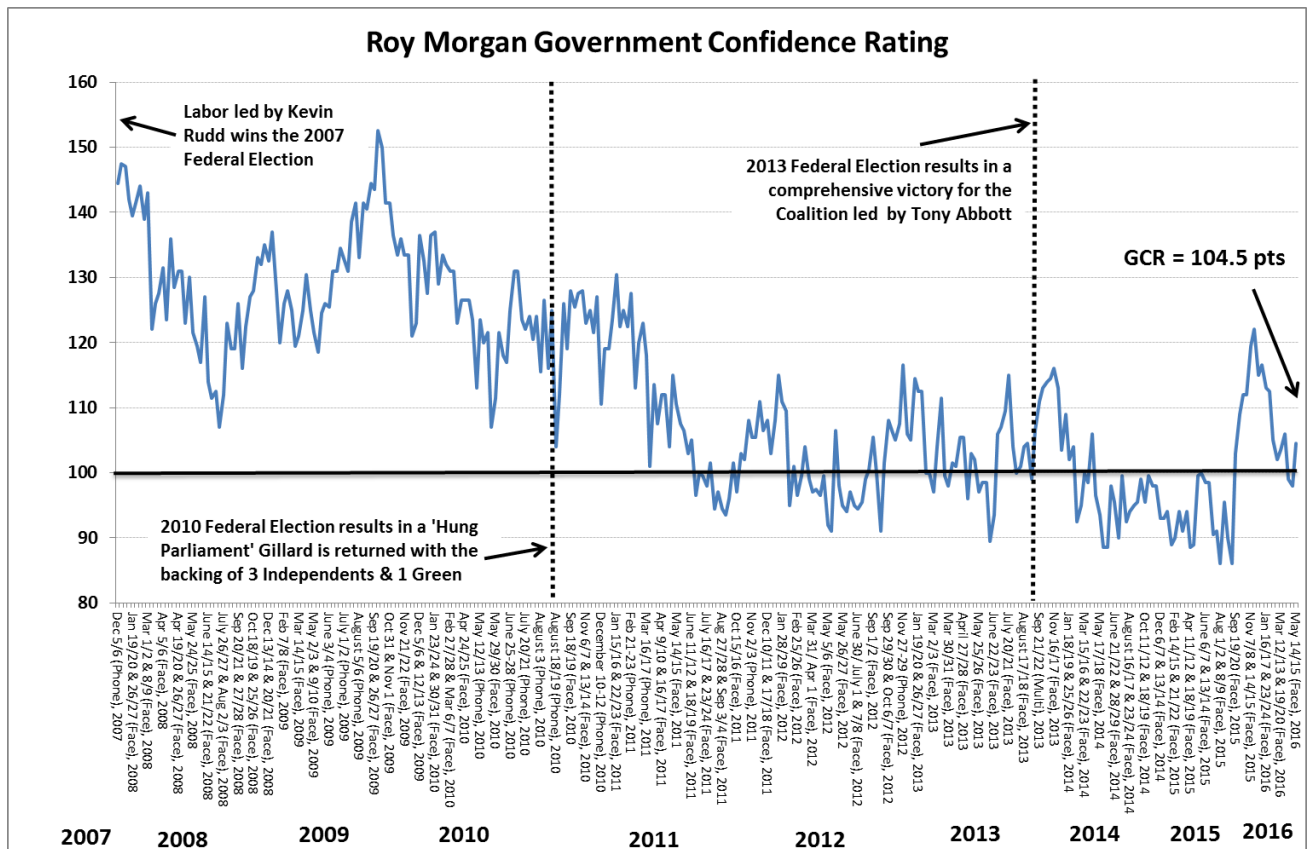
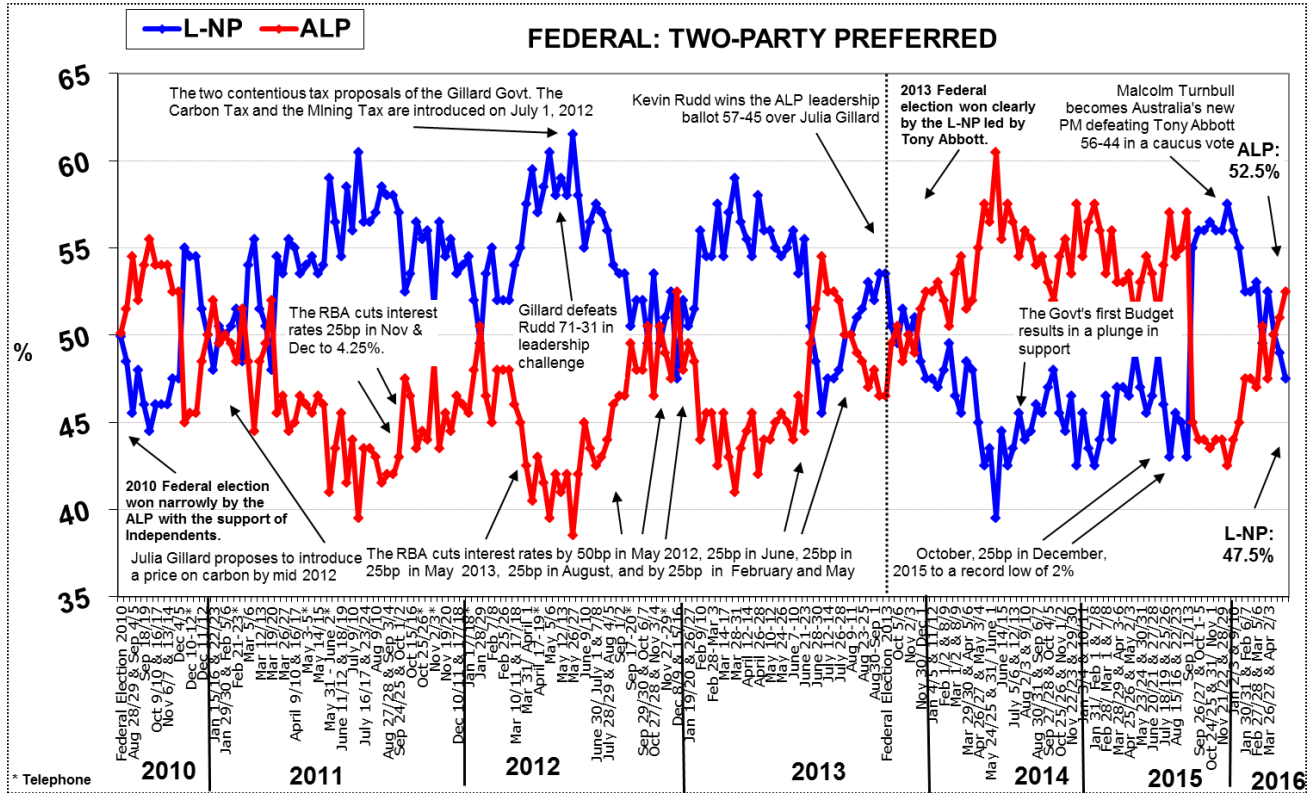
Two-Party Preferred Vote (%)

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
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
September 14-15, 2015 – Malcolm Turnbull challenges and deposes Tony Abbott as Prime Minister				
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
November 7/8 & 14/15, 2015	56	44	55	45
November 21/22 & 28/29, 2015	56	44	55	45
December 5/6 & 12/13, 2015	57.5	42.5	56	44
January 2/3 & 9/10, 2016	56	44	55.5	44.5
January 9/10 & 16/17, 2016	55	45	54	46
January 30/31 & February 6/7, 2016	52.5	47.5	52.5	47.5
February 13/14 & 20/21, 2016	52.5	47.5	52.5	47.5
February 27/28 & March 5/6, 2016	53	47	53	47
March 12/13 & 19/20, 2016	49.5	50.5	49.5	50.5
March 26/27 & April 2/3, 2016	52.5	47.5	51.5	48.5
April 9/10 & 16/17, 2016	50	50	49	51
April 23/24, 30 & May 1, 2016	49	51	49.5	50.5
May 14/15, 2016	47.5	52.5	48	52

[^] 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.**

FOR IMMEDIATE RELEASE



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 (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	Nov 7/8 & 14/15	Nov 21/22 & 28/29	Dec 5/6 & 12/13
	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%
Right direction	42.5	45.5	47	48	50.5	51.5	48.5
Wrong direction	39.5	36.5	35	36	31	29.5	33.5
Roy Morgan GCR*	103	109	112	112	119.5	122	115
Can't say	18	18	18	16	18.5	19	18
TOTAL	100	100	100	100	100	100	100

	Interviewing Dates — L-NP Government (Malcolm Turnbull v Bill Shorten)							
	Jan 2/3 & 9/10	Jan 16/17 & 23/24	Jan 30/31 & Feb 6/7	Feb 13/14 & 20/21	Feb 27/28 & Mar 5/6	Mar 12/13 & 19/20	Mar 26/27 & Apr 2/3	Apr 9/10 & 16/17
	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%
Right direction	48.5	48	47.5	43	41.5	43	42.5	40.5
Wrong direction	32	35	35	38	39.5	39.5	36.5	41.5
Roy Morgan GCR*	116.5	113	112.5	105	102	103.5	106	99
Can't say	19.5	17	17.5	19	19	17.5	21	18
TOTAL	100	100	100	100	100	100	100	100

	Interviewing Dates — L-NP Government (Malcolm Turnbull v Bill Shorten)							
	Apr 23/24, 30 & May 1	May 14/15						
	Face	Face						
	%	%						
Right direction	39.5	42.5						
Wrong direction	41.5	38						
Roy Morgan GCR*	98	104.5						
Can't say	19	19.5						
TOTAL	100	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%
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](#)