

Friday, 20 May 2016

Economic Issues the key to the Federal Election

In May 2016, less than two months before this year's Federal Election, 42% of Australians believe Economic Issues are the most important set of problems facing **Australia**. This is up 4% since October 2015; and way ahead of Social and Environmental Issues. On the **World** front, concerns about Terrorism & War (23%) have now been surpassed by Environmental Issues (25%) and Economic concerns (24%). These are the key findings of new research conducted by Roy Morgan Research with into the issues that concern Australians. The research interviewed 655 Australians in May 2016 after the Federal Budget.

Australian views on Problems facing Australia

When asked about the most important problem facing **Australia**, 42% of Australians (up 4% since October 2015) mentioned some kind of Economic or Financial Issue. Within the group of Economic & Financial issues the most important are the Economy/ Economic problems and Interest rates 13% (up 2%) and Unemployment 11% (unchanged), Poverty and the Gap between the rich and poor 4% (unchanged), Foreign Ownership and Investment 2% (up 1%) and Over reliance on the Mining Industry 2% (unchanged) following the end of the mining boom in Australia.

The next most important set of issues, Religion/Immigration/Human Rights are named by 13% (down 3%) including the related policy issues of Immigration/Immigration policy 6% (up 2%), Refugees & Asylum seeker problems 2% (down 2%) and Multiculturalism/Integration/Assimilation 2% (unchanged).

A further 13% (up 3%) of Australians mentioned a Social Issue as the most important problem. The most important Social Issues mentioned were Educational Issues 4% (up 3%) and Social apathy/ Family breakdown/ Selfishness/ Moral decline 3% (up 1%).

Environmental issues are mentioned by 10% (unchanged) of Australians as the most important problem facing **Australia** including Climate Change/ Global warming 7% (unchanged).

Government/ Leadership from politicians/ The Prime Minister was mentioned by 9% (up 1%) of Australians. These issues include Politics/ Political system/Too much Government spending 5% (up 2%) and Leadership from Politicians/ Courage to lead/ Lack of vision 4% (down 1%).

Analysis by Gender shows men more concerned about Economic Issues than women (45% cf. 40%) but more women worried about unemployment (13% cf. 9%) and women more concerned about Social Issues (16% cf. 9%) especially Education (6% cf. 2%).

The most important problems according to women are Unemployment (13%), The Economy/Economic problems/Interest rates (9%), Global warming (7%), Education (6%) and Immigration (6%) while according to men they are The Economy/Economic problems/Interest rates (17%), Unemployment (9%), Global warming (7%), Immigration (6%) and Politics/Political system/Government spending (6%).

Australian views on Problems facing the World

The biggest **World** problems are Environmental Issues mentioned by 25% (up 4% since October 2015) of respondents. This is the first time Environmental Issues are considered the largest set of problems facing the **World** since June 2011 when 32% considered Environmental Issues the biggest problems. The most important Environmental issue is clearly Climate Change/ Global warming 17% (up 1%).

Economic/ Financial Issues were mentioned by 24% (up 7%) including Poverty/ The Gap between the rich and poor 9% (up 4%), The Economy/ Economic problems/ Interest rates were mentioned by 5% (unchanged), Over-population 4% (up 2%) and Unemployment 4% (up 2%). Just behind Environmental and Economic Issues, Terrorism/ Wars/ Security are mentioned by 23% (down 7%). Terrorism was mentioned by 15% (down 4%) and Wars and Conflicts by 4% (down 4%).

Religion/ Immigration/ Human Rights are mentioned as being the **World's** biggest problem by 8% (down 7%). These problems include Refugees & Asylum seeker problems 5% (down 4%) and Religion/ Religious fundamentalism 2% (down 1%). Politics/Political system/Leadership is mentioned by 3% (up 1%).

Social Issues are mentioned by 9% (unchanged) of Australians including Social Apathy/ Family breakdowns/ Selfishness/ Moral decline 3% (up 1%) and several Social Issues are mentioned by 1% of Australians including Anger/ Violence/ Aggression, Corruption, Drugs and drug abuse, Educational issues and Greed/ Materialism.

Michele Levine, CEO Roy Morgan, says:

*“Economic Issues (42%, up 4% since October) are easily the most important set of problems facing **Australia** heading towards a Double Dissolution Election in six weeks’ time. Prominent Economic Issues include The Economy/ Economic problems/ Interest rates (13%), Unemployment (11%), Poverty and the gap between rich and poor (4%), Housing affordability (2%) and Foreign ownership & investment/ Selling our assets (2%). Economic Issues have dominated since early 2011 when Environmental Issues were briefly regarded as the most important problems facing Australia.*

“Other issues mentioned by respondents include Religion/ Immigration/ Human Rights Issues (13%) which includes Immigration (6%), Multiculturalism/ Integration/ Assimilation (2%) and Refugees and Asylum seeker problems (2%); Social Issues (13%) including Education (4%) and Social apathy/ Family breakdowns/ Selfishness/ Moral decline (3%) and Environmental Issues (10%) – dominated by the issue of Climate change/ Global warming (7%).

*“Government/ Politics/ Leadership is mentioned by 9% of respondents, down from a recent high of 18% in June 2014 after the Government’s first Federal Budget and is clearly lower now than it was for most of the time Tony Abbott was Prime Minister. Terrorism/ Wars/ Security Issues are mentioned by only 4% as a problem facing **Australia** equal with Health Issues (4%).*

*“Australians have a different view on the most important problems facing the **World** with almost a three-way tie between Environmental Issues (25%), Economic Issues (24%) and Terrorism/ Wars/ Security (23%). Climate change/ Global warming (17%) is regarded as the single most important problem the **World** faces – its highest level October 2013 and this reflects the ongoing discussion surrounding the Paris climate agreement which was formally signed by Australia in late April.*

*“Terrorism is mentioned by 15% of respondents – down slightly from October, but far higher than Wars and conflicts (4%) and Security/ Safety (2%). The apparent downing of the EgyptAir flight between Paris and Cairo overnight may once again highlight the terrorism problem the **World** faces although no conclusions have yet been made whether the flight was attacked or suffered a mechanical failure.*

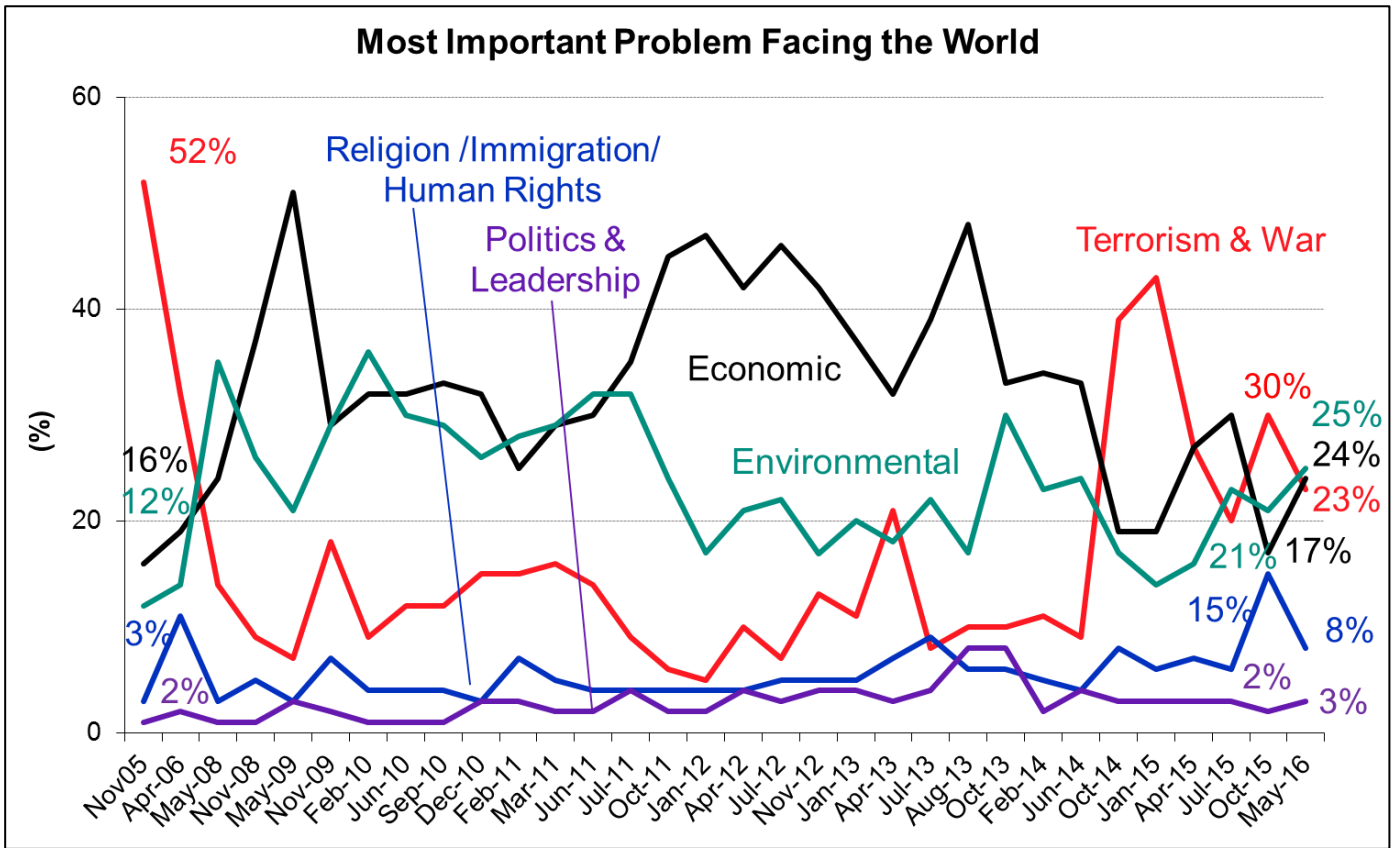
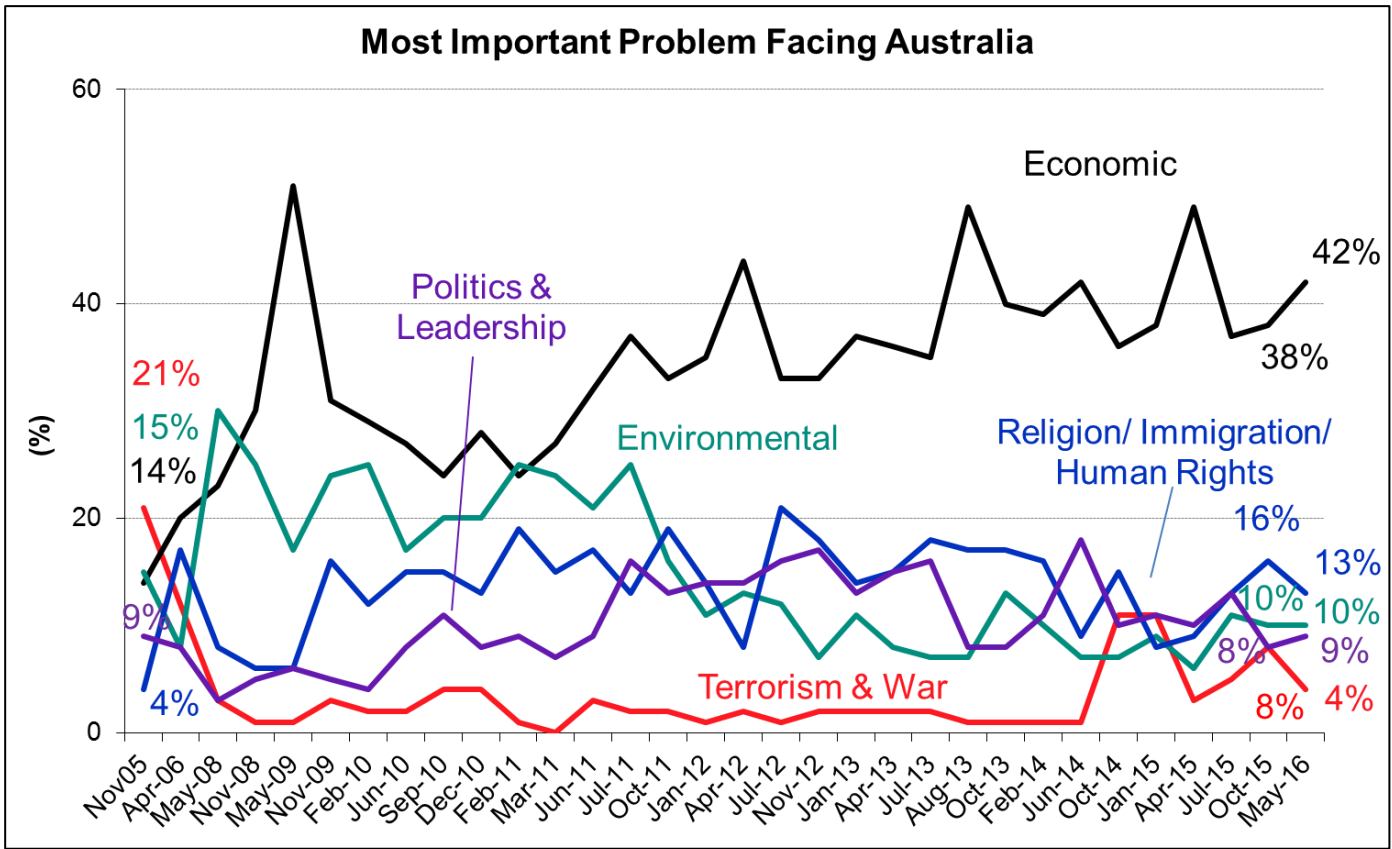
*“The most important Economic Issues facing the **World** include Poverty and the gap between the rich and poor (9%), The Economy/ Economic problems/ Interest rates (5%), Unemployment (4%) and Over-population (4%). There are Australians taking notice of the US Presidential Election as well – nine respondents mentioned US Republican Presidential candidate Donald Trump as the biggest problem facing the **World** six months before Americans vote on their next President.”*

These findings come from a special Roy Morgan telephone survey conducted in Australia on attitudes towards issues facing **Australia** and the **World** in the future. The research conducted was both **qualitative** (in that people were asked to use their own words) and **quantitative** (in that the ‘open-ended’ responses were analysed and ‘coded’ so that the results could be counted and reported as percentages).

In Australia, a cross-section of 655 men and women aged 14 or over were interviewed by telephone on the nights of May 4-5, 2016. Respondents were asked: “Firstly, what do you think is the most important problem facing the **World** today?” and “What do you think is the most important problem facing **Australia** today?”

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Most Important Problem Facing Australia

Australia

	Oct 2013 %	Feb 2014 %	Jun 2014 %	Oct 2014 %	Jan 2015 %	Apr 2015 %	July 2015 %	Oct 2015 %	May 2016 %
The Economy/ Economic problems/ Interest rates	14	12	12	9	9	15	10	11	13
Housing affordability	2	2	1	1	1	1	2	1	2
Cost of living issues/ Rising prices/ Inflation	2	1	2	2	2	2	1	1	1
Financial problems/ Money issues	1	1	1	1	1	2	2	1	1
General Taxation – Mining Tax, Resource Tax etc.	*	*	1	1	1	1	*	*	1
Banks/ Bank interest rates	-	1	-	-	*	-	*	-	-
(SUB TOTAL) TOTAL Financial Issues/ Cost of Living	19	17	17	13	13	21	15	13	18
Unemployment	9	11	8	11	13	13	9	11	11
Poverty, & Gap between rich and poor	3	4	4	3	2	3	3	4	4
Foreign ownership & investment/ Selling our assets	1	2	1	1	1	2	2	1	2
Over reliance on Mining Industry/ Impact of Mining	1	1	*	1	2	2	2	2	2
Farming/ Cut food imports and support our farmers	1	1	*	-	*	*	1	*	1
Federal Budget	-	-	6	3	2	2	1	*	1
General Infrastructure/ Energy, Water, Internet etc.	1	*	1	1	*	1	1	1	1
Globalisation/Fairer world trade	1	1	2	1	1	1	2	2	1
Homelessness/ Lack of housing	1	1	1	1	1	1	1	1	1
Transport/ Transport infrastructure/ Road & rail	1	*	-	1	*	*	*	1	1
Over-population	1	-	1	1	1	1	*	1	*
Approve Carbon Tax	*	-	*	*	-	-	-	-	-
Disapprove Carbon Tax	*	-	*	*	-	-	-	-	-
TOTAL Economic/ Financial issues (INCLUDING Carbon Tax)	40	39	42	36	38	49	37	38	42
Immigration/ Immigration policy	3	2	2	2	2	3	3	4	6
Multiculturalism/ Integration/ Assimilation	2	1	1	2	1	*	1	2	2
Refugees and Asylum seeker problems	9	9	4	3	2	2	4	4	2
Aboriginal Issues/ Health/ Rights	1	2	1	1	*	1	1	*	1
Human rights (Including gay rights)	1	1	1	2	-	1	1	2	1
Intolerance/Discrimination	*	-	1	1	1	1	*	*	1
Racism/Racial tensions	1	1	*	1	2	*	2	1	1
Religion/ Religious fundamentalism	1	*	*	3	1	1	1	3	*
TOTAL Religion/ Immigration/ Human Rights	17	16	9	15	8	9	13	16	13
Educational issues	3	3	3	2	4	2	2	1	4
Social apathy/Family breakdowns/ Selfishness/Moral decline	2	3	3	3	4	2	2	2	3
Anger/Violence/Aggression	1	1	1	1	1	1	*	1	1
Crime/ Law & Order	1	1	*	1	1	1	1	*	1
Drugs and drug abuse	1	1	*	1	1	3	2	4	1
Greed/ Corporate greed/ Materialism	1	1	1	1	*	2	1	1	1
Social Welfare, Welfare Dependency	n/a	n/a	3	2	2	2	2	1	1
Youth issues (Homelessness/ Apathy etc.)	1	*	1	1	1	1	*	*	1
Corruption	-	-	-	-	-	1	1	*	*
TOTAL Social Issues	8	11	12	10	13	13	10	10	13
Climate Change/ Global warming	9	6	4	5	6	4	7	7	7
Other Environmental issues	2	3	1	1	2	2	3	1	2
Drought	*	1	*	*	1	1	1	1	1
Water conservation	1	*	*	-	*	*	1	1	1
Pollution/ Rubbish	*	*	*	-	*	*	*	*	*
Disapprove Carbon Tax	*	-	*	*	-	-	-	-	-
Approve Carbon Tax	*	-	-	*	-	-	-	-	-
Famine/ Food shortages	-	*	-	*	-	*	*	*	-
Natural disasters – Floods, Earthquakes, Bushfires	1	*	-	-	*	-	-	-	-
TOTAL Environmental Issues	13	10	7	7	9	6	11	10	10
Politics/ Political system/ Too much Government spending	8	11	10	4	5	3	7	3	5
Leadership from Politicians/ Courage to lead/ Lack of vision	n/a	n/a	4	3	4	5	3	5	4
Malcolm Turnbull/ The Prime Minister	n/a	n/a	4	3	2	2	2	-	-
TOTAL Government / Politics/ Leadership	8	11	18	10	11	10	13	8	9
Terrorism	-	*	-	6	8	2	4	6	2
Security, Safety	1	*	*	2	2	1	*	1	1
Relations with other countries, Indonesia, USA etc.	*	*	*	*	*	*	*	*	*
Wars and conflicts	*	*	*	3	*	1	*	*	-
World Peace	-	*	-	*	-	-	-	-	-
TOTAL Terrorism/Wars/Security/Safety	1	1	1	11	11	3	5	8	4
Other health issues	4	4	4	4	3	3	4	3	3
Hospitals	1	-	*	*	-	-	*	-	1
TOTAL Health Issues	5	4	4	4	3	3	4	3	4
Sustainable management of natural resources	2	1	1	*	1	1	2	1	1
Depletion of fossil fuels	*	-	*	-	-	*	*	-	-
Energy crisis	*	*	*	1	-	-	*	*	-
Petrol prices	-	-	*	-	-	-	-	-	-
TOTAL Energy Crisis/ Depletion of Fossil Fuels/Petrol Price	2	2	1	1	1	1	2	1	1
Other	*	*	*	*	*	*	*	5	4
Can't say	6	6	6	6	6	6	5	1	-
TOTAL	100	100	100	100	100	100	100	100	100

*Less than 1%.

Most Important Problem Facing Australia

Australia

	May 2016 %	Sex	
		Men %	Women %
The Economy/ Economic problems/ Interest rates	13	17	9
Housing affordability	2	3	2
Cost of living issues/ Rising prices/ Inflation	1	1	2
Financial problems/ Money issues	1	1	1
General Taxation – Mining Tax. Resource Tax etc.	1	1	-
Banks/ Bank interest rates	-	-	-
(SUB TOTAL) TOTAL Financial Issues/ Cost of Living	18	22	14
Unemployment	11	9	13
Poverty, & Gap between rich and poor	4	4	3
Foreign ownership & investment/ Selling our assets	2	1	2
Over reliance on Mining/ Impact of Mining	2	2	2
Farming/ Cut food imports and support our farmers	1	*	1
Federal Budget	1	1	1
General Infrastructure/ Energy, Water, Internet etc.	1	1	-
Globalisation/Fairer world trade	1	2	*
Homelessness/ Lack of housing	1	1	2
Transport/ Transport infrastructure/ Road & rail	1	2	-
Over-population	*	*	1
Approve Carbon Tax	-	-	-
Disapprove Carbon Tax	-	-	-
TOTAL Economic/ Financial issues (INCLUDING Carbon Tax)	42	45	40
Immigration/ Immigration policy	6	6	6
Multiculturalism/ Integration/ Assimilation	2	2	1
Refugees and Asylum seeker problems	2	2	2
Aboriginal Issues/ Health/ Rights	1	1	1
Human rights (Including gay rights)	1	*	1
Intolerance/Discrimination	1	1	-
Racism/Racial tensions	1	1	1
Religion/ Religious fundamentalism	*	*	*
TOTAL Religion/ Immigration/ Human Rights	13	13	13
Educational issues	4	2	6
Social apathy/Family breakdowns/Selfishness/Moral decline	3	3	3
Anger/Violence/Aggression	1	1	1
Crime/ Law & Order	1	1	1
Drugs and drug abuse	1	*	2
Greed/ Corporate greed/ Materialism	1	1	1
Social Welfare/ Welfare Dependency	1	1	1
Youth issues (Homelessness/ Apathy etc.)	1	-	2
Corruption	*	1	*
TOTAL Social Issues	13	9	16
Climate Change/ Global warming	7	7	7
Other Environmental issues	2	3	2
Drought	1	1	1
Water conservation	1	1	*
Pollution/ Rubbish	*	*	-
Approve Carbon Tax	-	-	-
Disapprove Carbon Tax	-	-	-
Famine/ Food shortages	-	-	-
Natural disasters – Floods, Earthquakes, Bushfires	-	-	-
TOTAL Environmental Issues	10	12	9
Terrorism	2	3	1
Security, Safety	1	1	1
Relations with other countries	*	*	-
Wars and conflicts	-	-	-
World Peace	-	-	-
TOTAL Terrorism/Wars/Security/Safety	4	5	3
Politics/ Political system/ Too much Government spending	5	6	4
Leadership from Politicians/ Courage to lead/ Lack of vision	4	5	4
Malcolm Turnbull/ The Prime Minister	-	-	-
TOTAL Government/ Politics/ Leadership	9	11	8
Other health issues	3	1	5
Hospitals	1	*	1
TOTAL Health Issues	4	1	6
Sustainable management of natural resources	1	1	1
Depletion of fossil fuels	-	-	-
Energy crisis	-	-	-
Petrol prices	-	-	-
TOTAL Energy Crisis/ Depletion of Fossil Fuels/Petrol Price	1	1	1
Other	4	3	4
Can't say	-	-	-
TOTAL	100	100	100

*Less than 1%. #Sample sizes under 50 should be treated with caution.

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Most Important Problem Facing the World

The World

	Oct 2013 %	Feb 2014 %	Jun 2014 %	Oct 2014 %	Jan 2015 %	Apr 2015 %	July 2015 %	Oct 2015 %	May 2016 %
Climate Change/ Global warming	18	13	13	11	10	11	15	16	17
Other Environmental issues	3	4	4	3	2	2	3	2	4
Famine/ Food shortages	5	5	5	3	1	2	4	1	3
Pollution/ Rubbish	2	1	1	*	1	*	1	1	1
Water conservation	1	*	*	*	*	-	*	*	*
Approve Carbon Tax	-	-	-	-	-	-	-	-	-
Disapprove Carbon Tax	-	-	*	-	-	-	-	-	-
Climate Change concerns are exaggerated	*	*	*	-	-	-	*	-	-
Drought	-	-	-	-	-	-	*	*	-
Natural disasters – Floods, Earthquakes, Bushfires	*	-	-	-	*	*	-	-	-
TOTAL Environmental Issues	30	23	24	17	14	16	23	21	25
The Economy/ Economic problems/ Interest rates	12	8	6	4	5	8	10	5	5
Cost of living issues/ Rising prices/ Inflation	1	1	2	*	1	1	1	*	1
Financial problems/ Money issues	1	1	2	1	*	1	2	1	1
Banks/ Bank interest rates	-	-	-	-	-	-	-	-	*
General Taxation – Mining Tax, Resource Tax etc.	-	*	1	*	*	*	*	-	*
Housing affordability	*	-	*	-	-	-	*	1	-
(SUB TOTAL) TOTAL Financial Issues/ Cost of Living	15	10	11	5	6	10	13	7	6
Poverty, & Gap between rich and poor	10	14	14	7	7	10	9	5	9
Over-population	4	3	4	2	2	3	5	2	4
Unemployment	3	4	2	3	3	3	2	2	4
Homelessness/ Lack of housing	1	*	1	*	*	*	*	*	1
Foreign ownership & investment/ Selling our assets	*	-	-	*	*	-	-	-	*
Globalisation/Fairer world trade	*	1	1	1	*	1	*	1	*
Approve Carbon Tax	-	-	-	-	-	-	-	-	-
Disapprove Carbon Tax	-	-	*	-	-	-	-	-	-
Farming/ Cut food imports and support our farmers	-	*	-	-	-	-	-	-	-
Federal Budget	-	-	-	-	-	-	-	-	-
General Infrastructure/ Energy, Water, Internet etc.	-	*	-	-	-	-	*	-	-
Transport/ Transport infrastructure/ Road & rail	-	-	-	-	-	-	-	-	-
TOTAL Economic/ Financial issues (INCLUDING Carbon Tax)	33	34	33	19	19	27	30	17	24
Terrorism	2	1	1	19	35	15	13	19	15
Wars and conflicts	5	7	6	16	5	7	5	8	4
Security, Safety	*	*	1	2	2	2	1	2	2
World Peace	2	3	2	1	2	2	2	2	2
Relations with other countries	*	*	-	1	-	-	-	*	1
TOTAL Terrorism/Wars/Security/Safety	10	11	9	39	43	27	20	30	23
Refugees and Asylum seeker problems	2	2	*	*	*	1	1	9	5
Religion/ Religious fundamentalism	1	1	2	4	5	5	2	3	2
Immigration/ Immigration policy	1	*	1	*	1	-	1	2	1
Intolerance/Discrimination	*	-	-	*	*	1	*	1	*
Aboriginal Issues	-	-	-	-	-	-	*	-	*
Human rights (Including gay rights)	1	1	1	2	*	1	1	*	*
Multiculturalism/ Integration/ Assimilation	-	-	*	-	*	-	-	*	*
Racism/Racial tensions	*	1	*	1	*	1	*	*	-
TOTAL Religion/ Immigration/ Human Rights	6	5	4	8	6	7	6	15	8
Social apathy/Family breakdowns/ Selfishness/Moral decline	3	5	4	3	4	2	2	2	3
Anger/Violence/Aggression	1	2	2	1	*	1	*	2	1
Corruption	1	1	1	*	*	*	1	1	1
Drugs and drug abuse	*	1	1	*	1	2	1	2	1
Educational issues	1	1	2	1	1	1	1	1	1
Greed/ Materialism	2	3	2	1	1	2	2	*	1
Corporate greed	-	1	*	*	*	*	1	*	*
Crime/ Law & Order	1	*	1	*	1	1	1	*	*
Social Welfare/ Welfare Dependency	n/a	n/a	1	*	*	*	*	*	*
Youth issues (Homelessness/ Apathy etc.)	*	*	*	*	-	*	1	-	*
TOTAL Social Issues	9	13	13	7	8	9	10	9	9
Politics/ Political system/ Leadership (Donald Trump)	2	2	4	3	3	3	3	2	3
Sustainable management of natural resources	2	1	1	*	*	1	1	1	1
Depletion of fossil fuels	-	-	-	*	-	-	-	*	*
Energy crisis	-	*	1	1	*	-	*	*	*
Petrol prices	*	-	-	-	-	-	-	-	*
TOTAL Energy Crisis/ Depletion of Fossil Fuels/Petrol Price	2	2	2	1	1	1	1	2	2
Other health issues	3	2	4	2	2	3	2	1	2
Hospitals	*	1	*	-	-	-	-	-	*
TOTAL Health Issues	3	3	4	2	2	3	2	1	2
Other	*	1	*	*	*	*	-	3	4
Can't say	5	6	7	4	4	7	5	-	-
TOTAL	100	100	100	100	100	100	100	100	100

*Less than 1%.

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Most Important Problem Facing the World

The World

	May 2016 %	Sex	
		Men %	Women %
Climate Change/ Global warming	17	17	17
Other Environmental issues	4	3	5
Famine/ Food shortages	3	3	3
Pollution/ Rubbish	1	1	1
Drought	-	-	-
Water conservation	*	*	1
Approve Carbon Tax	-	-	-
Disapprove Carbon Tax	-	-	-
Climate Change concerns are exaggerated	-	-	-
Natural disasters – Floods, Earthquakes, Bushfires	-	-	-
TOTAL Environmental Issues	25	24	26
The Economy/ Economic problems/ Interest rates	5	5	4
Financial problems/ Money issues	1	1	1
Housing affordability	-	-	-
Cost of living issues/ Rising prices/ Inflation	1	1	1
Banks/ Bank interest rates	*	*	-
General Taxation – Mining Tax. Resource Tax etc.	*	*	-
(SUB TOTAL) TOTAL Financial Issues/ Cost of Living	6	7	6
Poverty, & Gap between rich and poor	9	12	6
Over-population	4	5	3
Unemployment	4	3	4
Globalisation/Fairer world trade	*	1	*
Homelessness/ Lack of housing	1	-	1
Approve Carbon Tax	-	-	-
Disapprove Carbon Tax	-	-	-
Farming/ Cut food imports/ Support Farmers	-	-	-
Foreign ownership & investment/ Selling our assets	*	*	*
General Infrastructure/ Energy, Water, Internet etc.	-	-	-
Transport/ Transport infrastructure/ Road & rail	-	-	-
TOTAL Economic/ Financial issues (INCLUDING Carbon Tax)	24	28	21
Terrorism	15	15	14
Wars and conflicts	4	2	5
Security, Safety	2	1	2
World Peace	2	1	3
Relations with other countries	1	1	-
TOTAL Terrorism/Wars/Security/Safety	23	21	24
Refugees and Asylum seeker problems	5	4	5
Religion/ Religious fundamentalism	2	3	1
Immigration/ Immigration policy	1	1	1
Intolerance/Discrimination	*	1	-
Human rights (Including gay rights)	*	*	*
Multiculturalism/ Integration/ Assimilation	*	-	*
Racism/Racial tensions	-	-	-
Aboriginal Issues/ Health/ Rights	*	-	1
TOTAL Religion/ Immigration/ Human Rights	8	9	7
Anger/Violence/Aggression	1	*	2
Drugs and drug abuse	1	1	1
Social Apathy/Family Breakdown/Selfishness/Moral decline	3	2	4
Corruption	1	1	*
Educational issues	1	1	2
Corporate greed	*	1	-
Crime/ Law & Order	*	-	*
Greed/ Materialism	1	1	2
Social Welfare/ Welfare Dependency	*	1	-
Youth issues (Homelessness/ Apathy etc.)	*	-	1
TOTAL Social Issues	9	7	11
Politics/ Political system/ Leadership (Donald Trump)	3	4	3
Sustainable management of natural resources	1	2	1
Depletion of fossil fuels	*	*	-
Energy crisis	*	-	*
Petrol prices	*	1	-
TOTAL Energy Crisis/ Depletion of Fossil Fuels/Petrol Price	2	3	1
Other health issues	2	-	3
Hospitals	*	*	-
TOTAL Health Issues	2	*	3
Other	4	5	4
Can't say	-	-	-
TOTAL	100	100	100

*Less than 1%. #Sample sizes under 50 should be treated with caution.

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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%
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 – 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.”

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