

Monday, 16 May 2016

In the first week of the campaign ALP grabs election winning lead: ALP 52.5% cf. L-NP 47.5%

In mid-May ALP support 52.5% (up 1.5%) is now clearly in front of the L-NP 47.5% (down 1.5%) on a two-party preferred basis after the first week of official campaigning following Prime Minister Malcolm Turnbull's decision to call a Double Dissolution Election for Saturday July 2.

This is easily the best result for ALP since Malcolm Turnbull became Prime Minister in September 2015 and if a Federal Election were held now the ALP would win.

Primary support for the L-NP is 36.5% (down 3.5%) with ALP at 33% (up 0.5%). Support for the Greens is up 2% to 15.5%, Nick Xenophon Team (NXT) 5% (up 1%; 19.5% in South Australia), Katter's Australian Party is 0.5% (down 0.5%), Palmer United Party is 0% (unchanged) and Independents/ Others are at 9.5% (up 0.5%).

The massive vote for minority parties (30.5%) suggests that today they would definitely control the Senate and the Greens and the Nick Xenophon Team (NXT) could control the House of Representatives.

Roy Morgan Government Confidence Rating

The Roy Morgan Government Confidence Rating is up this week to 102 with 41.5% (up 2%) of Australians saying Australia is 'heading in the right direction' and 39.5% (down 2%) saying Australia is 'heading in the wrong direction'.

This week's Morgan Poll on Federal voting intention was conducted last weekend, May 14/15, 2016, with an Australia-wide cross-section of 2,318 Australian electors.

Analysis by Gender

Analysis by Gender shows women heavily favouring the ALP and men slightly in favour of the L-NP. Men: L-NP 51% (down 1%) cf. ALP 49% (up 1%); Women: ALP 56.5% (up 2.5%) cf. L-NP 43.5% (down 2.5%).

Analysis by Age group

Analysis by Age group shows that Turnbull's biggest problem remains convincing younger voters to support the L-NP. The ALP leads easily with electors under 50: 18-24yr olds (ALP 65.5% cf. L-NP 34.5%), and 25-34yr olds (ALP 67% cf. L-NP 33%) and 35-49yr olds (ALP 54% cf. L-NP 46%). However the L-NP leads the 50-64yr olds (L-NP 51% cf. ALP 49%) and the L-NP leads easily amongst those aged 65+ (L-NP 60.5% cf. ALP 39.5%).

Analysis by States

The L-NP now holds a two-party preferred lead in only one Australian State. The ALP leads in Tasmania: ALP 57.5% cf. L-NP 42.5%, Victoria: ALP 56.5% cf. L-NP 43.5%, Western Australia: ALP 54% cf. L-NP 46%, South Australia: ALP 53% cf. L-NP 47% and New South Wales: ALP 50.5% cf. L-NP 49.5% and the L-NP leads in only Queensland: L-NP 51% cf. ALP 49%.

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 Newspoll does not measure or reference the PUP or NXT 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 Newspoll) shows the ALP (52%) cf. L-NP (48%) for trends see the [Morgan Poll historic data table](#).

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Gary Morgan, Executive Chairman Roy Morgan Research says:

"The ALP 52.5% (up 1.5%) has an election-winning two-party preferred lead over the L-NP 47.5% (down 1.5%) after the first week of official campaigning. Prime Minister Malcolm Turnbull called the Federal Election just over a week ago and today's Morgan Poll shows the first week has been won by Opposition Leader Bill Shorten.

"The ALP increased support strongly in Western Australia ALP 54% (up 5%) cf. L-NP 46% (down 5%) and Tasmania ALP 57% (up 5%) cf. L-NP 43% (down 5%) after the first week and there were also smaller swings to the ALP in Victoria and Queensland.

"However, there is still a long way to go in the Federal Election campaign and the massive vote (30.5%) for the minor parties shows the minor parties will definitely hold the balance of power in the Senate and led by the Greens and the Nick Xenophon Team (NXT) could also control the balance of power in the House of Representatives.

"The strong performance of the minor parties in today's Morgan Poll shows that neither Turnbull nor Shorten has successfully articulated clear policies and a plan that minor party supporters will vote for."

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).

Finding No. 6808 – This multi-mode Morgan Poll on Federal voting intention was conducted via face-to-face and SMS interviewing last weekend May 14/15, 2016 with an Australia-wide cross-section of 2,318 Australian electors aged 18+, of all electors surveyed 3% (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	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.

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Federal Voting Intention Summary – House of Reps (%)

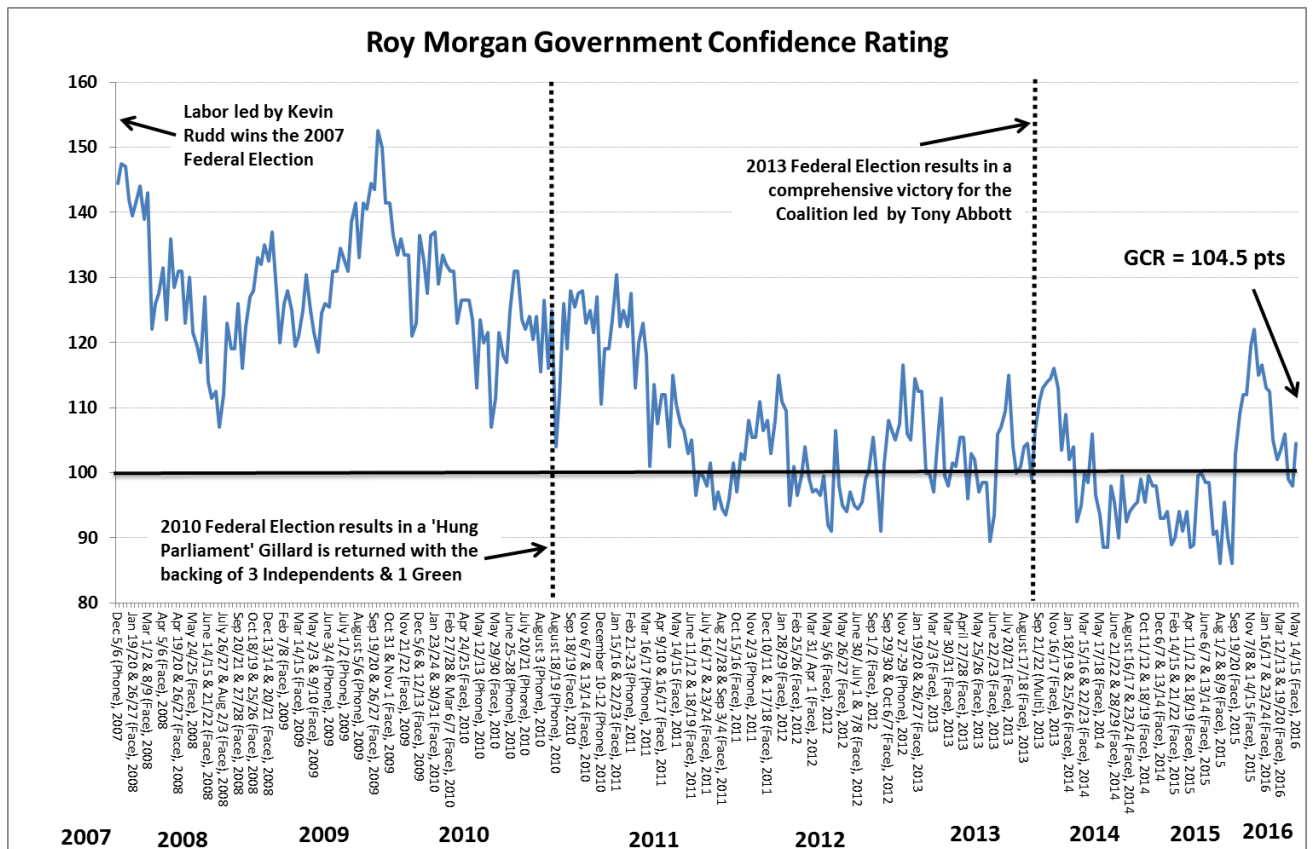
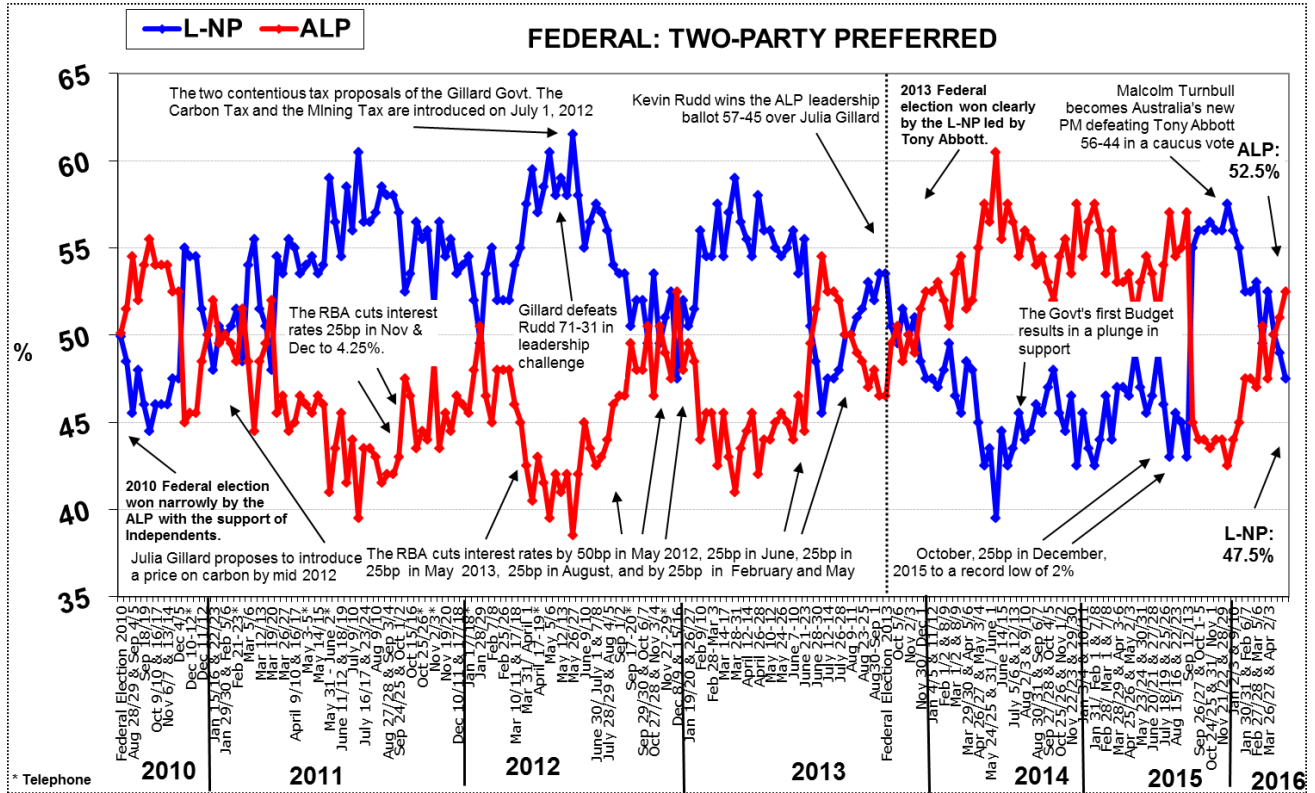
Two-Party Preferred Vote (%)

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.**

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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 (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](#)