Roy Morgan Research

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Australian opposition to Muslim immigration exaggerated

By Michele Levine, CEO, Roy Morgan Research, says:

In stark contrast to the widely reported Essential Research Poll in mid-September that claimed Australians opposed Muslim Immigration 49% cf. 40%, independent research by Roy Morgan shows Australians continue to support Muslim immigration (58% cf. 33%) as well as Asylum Seeker Immigration (66% to 25%).

Five weeks ago, Australians were bombarded with the news that we, as a nation, or the majority of us, did not want Muslims coming into the country – based on a poll by Essential Research.

I said at the time, in several interviews (Listen to radio interview with 2SER), that we believed it was highly unlikely that these results were true. Roy Morgan surveys over several years from 2010 to 2015, showed majority support for Muslims, refugees and others immigrating to Australia. We believed it highly unlikely that sentiment would have changed so dramatically. The latest Roy Morgan Research showed indeed Australians continue to support Muslim Immigration, albeit with a reduced majority.

It is crucial that public opinion surveys on such important issues as this are independent and conducted with a sample which is truly representative of the Australian population.

The increasingly prevalent use of internet surveys using 'Commercial panels' of respondents is extraordinarily dangerous. 'Commercial panels' are typically recruited in a variety of ways – opt-in, competitions, acquired email lists etc. The size of the 'Commercial panel' can never make up for the unknown and unknowable biases.

We see it as a little like the 'sub-prime' fiasco in the US that was at the heart of the Global Financial Crisis. Combining large quantities of 'high risk' mortgages into packages and re-labelling them didn't make them any less risky.

When it comes to sampling the Australian population – combining 'highly skewed' lists of people doesn't magically create a representative sample representing a cross-section of Australians.

Roy Morgan conducted this latest survey, and previous waves of the research, at our own cost because we believe it is important the people of Australia are accurately represented on an issue of such social, human and moral importance.

Click here to see the full results of the latest Roy Morgan survey on attitudes to immigration and population.

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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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