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Electors say Tony Abbott (44%) is ‘Better PM’ than Kevin Rudd (43%) for the first time.
But neither Leader has positive job approval

Opposition Leader Tony Abbott (44%, up 1% since August 12/13, 2013) now narrowly leads Prime Minister Kevin Rudd (43%, down 3%) as ‘Better Prime Minister’ according to a special telephone Morgan Poll conducted over the last two nights (August 28/29, 2013).

Job Performance – Approve/Disapprove

Australian electors clearly disapprove of Prime Minister Kevin Rudd’s handling of his job as Prime Minister with 53% (up 4%) disapproving compared to 36% (down 4%) approving while 11% (unchanged) can’t say.

Australian electors have similar view of Opposition Leader Tony Abbott’s handling of the job as Opposition Leader, 51% (up 3%) disapprove, 41% (down 1%) approve and 8% (down 2%) can’t say.

Analysis by Gender

Analysis by gender shows Rudd has lost support from Men and Women since August 12/13, 2013 while Abbott has gained in support from Men. Men now prefer Abbott (49%, up 6%) cf. Rudd (41%, down 6%) and Women prefer Rudd (46%, up 1%) cf. Abbott (39%, down 3%).

Now more Men (55%, up 7%) and Women (51%, up 1%) disapprove of Prime Minister Kevin Rudd’s handling of the job than approve (Men: 37%, down 6% and Women: 35%, down 2%). More Men (49%, up 5%) approve of Tony Abbott’s handling of the job as Opposition Leader than disapprove (46%, down 1%) while more Women (55%, up 7%) disapprove than approve (35%, down 4%).

Wednesday Night Leaders Debate – The Reactor shows a win to PM Kevin Rudd

Despite Prime Minister Kevin Rudd trailing Opposition Leader Tony Abbott as ‘Better PM’ for the first time over the last two nights, the Roy Morgan Reactor shows Rudd scored an important victory in Wednesday night’s third, and final, Leaders’ Debate in Rooty Hill in Sydney.

The second-by-second *reactions* of approximately 700 Australians to the third Leaders’ Debate were broadcast live in a Network Ten News Special on ONE HD. At the end of the debate, the *reactors* were asked who won. **The results were a strong victory for Kevin Rudd (56%) cf. Tony Abbott (23%).** 12% thought it was a draw and 9% were undecided.

Further details on the results of Wednesday’s nights Leaders’ Debate can be [viewed here](#).

Michele Levine says:

“Today’s special telephone Morgan Poll shows Opposition Leader Tony Abbott (44%, up 1% since August 12/13) now ahead of Prime Minister Kevin Rudd (43%, down 3%) as the ‘Better PM’ for the first time since becoming Opposition Leader back in December 2009.

“However, neither leader is rated positively for their job performance – 53% (up 4%) disapprove of Rudd’s performance as Prime Minister compared to only 36% (down 4%) that approve while 51% (up 3%) disapprove of Abbott’s performance as Opposition Leader compared to only 41% (down 1%) that approve.”

For the Poll nerds

The multi-mode Morgan Poll shows Two-Party preferred: L-NP 53% cf. ALP 47%. The primary vote is L-NP 44%, ALP 30.5%, Greens 12% and Independent/Others 13.5%. Of those surveyed 2% did not name a party.

This special telephone Morgan Poll was conducted over the last two nights this week of August 28/29, 2013, with an Australia-wide cross section of 574 electors.

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).

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Opposition Leader: Tony Abbott

Electors were asked: "Do you APPROVE or DISAPPROVE of the way Mr. Abbott is handling his job as Leader of the Opposition?"

Tony Abbott as Opposition Leader

| | Mar 16/17, <u>2011</u> % | Jan 17/18, <u>2012</u> % | Sep 17-20, <u>2012</u> % | Nov 27-29, <u>2012</u> % | June 11/12, <u>2013</u> % | July 16/17, <u>2013</u> % | Aug 12/13, <u>2013</u> % | Aug 28/29, <u>2013</u> % |
|-----------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|---------------------------------|---------------------------------|--------------------------------|--------------------------------|
| Approve | 37 | 36 | 32 | 28 | 41 | 38 | 42 | 41 |
| Disapprove | 54 | 56 | 60 | 63 | 51 | 54 | 48 | 51 |
| Approve - Disapprove | (17) | (20) | (28) | (35) | (10) | (16) | (6) | (10) |
| Can't say | 9 | 8 | 8 | 9 | 8 | 8 | 10 | 8 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Electors 18+ Analysis by Sex & Age

| | Aug 28/29, <u>2013</u> % | <u>Men</u> % | <u>Women</u> % | <u>18-24</u> % | <u>25-34</u> % | <u>35-49</u> % | <u>50+</u> % |
|-----------------------------|--------------------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-----------------|
| Approve | 41 | 49 | 35 | 28 | 43 | 40 | 45 |
| Disapprove | 51 | 46 | 55 | 64 | 52 | 53 | 46 |
| Approve - Disapprove | (10) | 3 | (20) | (36) | (9) | (13) | (1) |
| Can't say | 8 | 5 | 10 | 8 | 5 | 7 | 9 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Electors 18+ Analysis by Federal Voting Intention

| | Aug 28/29, <u>2013</u> % | <u>ALP</u> % | <u>L-NP</u> % | <u>Greens</u> % | <u>Others</u> % | <u>Can't say</u> % |
|-----------------------------|--------------------------------|-----------------|------------------|--------------------|--------------------|-----------------------|
| Approve | 41 | 13 | 74 | 7 | 34 | 9 |
| Disapprove | 51 | 83 | 17 | 85 | 58 | 70 |
| Approve - Disapprove | (10) | (70) | 57 | (78) | (24) | (61) |
| Can't say | 8 | 4 | 9 | 8 | 8 | 21 |
| TOTAL | 100 | 100 | 100 | 100 | 100 | 100 |

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.

| <u>Sample Size</u> | <u>Percentage Estimate</u> | | | |
|--------------------|----------------------------|-------------------|-------------------|------------------|
| | <u>40%-60%</u> | <u>25% or 75%</u> | <u>10% or 90%</u> | <u>5% or 95%</u> |
| 500 | ±4.5 | ±3.9 | ±2.7 | ±1.9 |

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The Morgan Poll is conducted by the **ONLY** Australian and New Zealand member of the Gallup International Association.

No other public opinion poll taken in Australia has this qualification.