

Thursday, 23 July 2015

Abbott supported as Liberal Leader by only 13% and Shorten as ALP Leader by only 12%

A telephone Morgan Poll over three nights this week (July 20-22, 2015) finds:

- **Former Liberal Party Leader Malcolm Turnbull is again clearly preferred as Liberal Leader by 44% of electors (up 6% since April 21-23, 2015) well ahead of Deputy Liberal Leader Julie Bishop 15% (down 12%) and Prime Minister Tony Abbott 13% (up 1%).**
- L-NP voters also narrowly prefer Turnbull as Liberal Party Leader 32% (up 2%), ahead of Prime Minister Tony Abbott 26% (up 1%), Deputy Liberal Leader Julie Bishop 16% (down 9%) and Scott Morrison 13% (up 5%). All are now well ahead of Treasurer Joe Hockey 4% (unchanged).
- Deputy ALP Leader Tanya Plibersek 26% (up 3%) of electors is still the preferred Labor Leader ahead of Shadow Minister for Infrastructure and Transport Anthony Albanese 19% (up 6%), Opposition Leader Bill Shorten 12% (down 9%) and former Treasurer Wayne Swan 10% (unchanged).
- Tanya Plibersek 32% (up 2%) is also preferred amongst ALP supporters ahead of Bill Shorten 17% (down 9%), Anthony Albanese 16% (up 5%) and Wayne Swan 9% (unchanged).
- If Mr Abbott were to resign as Prime Minister tomorrow, electors clearly prefer Malcolm Turnbull 47% (up 7%) ahead of Julie Bishop 19% (down 11%). Their support is more evenly matched amongst L-NP voters with Turnbull 37% (up 3%) preferred to Bishop 24% (down 8%) and Scott Morrison 21% (up 8%).
- If Labor Leader Bill Shorten were to resign for any reason, Tanya Plibersek 29% (up 3%) is clearly preferred as ALP Leader ahead of Anthony Albanese 21% (up 5%) and Wayne Swan 12% (down 3%). Their support amongst ALP voters favours Plibersek 38% (up 4%) even more preferred to Albanese 20% (up 3%) and Swan 11% (down 4%).

Gary Morgan says:

"Australians aren't fond of either major party leader - Prime Minister Tony Abbott 13% (up 1% since April) trails both former Liberal Party Leader Malcolm Turnbull 44% (up 6%) and Deputy Leader Julie Bishop 15% (down 12%) as preferred Liberal Party Leader while Opposition Leader Bill Shorten 12% (down 9%) is well behind Deputy ALP Leader Tonya Plibersek 26% (up 3%) and former ALP leadership rival Anthony Albanese 19% (up 6%) as preferred ALP Leader in the eyes of Australian electors.

"Abbott has consistently trailed Turnbull over the past few years on this measure, however, Shorten was the preferred ALP Leader as recently as January and has lost more than half of his support over the past 6 months.

"Even amongst L-NP supporters - who have traditionally favoured Abbott over both Turnbull and Bishop - Turnbull has for the second straight survey retained the most support as the preferred Liberal Party Leader 32% (up 2%) ahead of Abbott 26% (up 1%) while Bishop 16% (down 9%) has lost a great deal of support over the past few months.

"Worryingly for Shorten, Deputy ALP Leader Plibersek 32% (up 2%) is clearly the choice of ALP voters well ahead of both Shorten 17% (down 9%) and Albanese 16% (up 5%). It appears Australian electors haven't been impressed by Shorten's recent appearance at the Royal Commission into Trade Unions. However, whilst Abbott can be voted out of the leadership by the Liberal Party room - Shorten can't be removed before the next election given the new rules surrounding a change of leadership adopted by the Federal ALP."

This special telephone Morgan Poll was conducted over three nights this week, July 20-22, 2015 with an Australia-wide cross section of 587 electors.

Visit the [Roy Morgan Online Store](#) to browse our [Voter Profiles](#) by electorate, detailed [Voting Intention Demographics Reports](#) and [Most important Political Issue Reports](#) (all 150 electorates ranked by an issue).

Preferred Coalition Leader

Electors were asked: "If you were a Liberal or National Party voter and helping to choose the Coalition Leader for the next Federal Election, who would you prefer?"

	Tony Abbott as Prime Minister				Analysis by Federal Voting Intention			
	Sep 30-Oct 2,	Jan 12-13,	April 21-23,	July 20-22,	L-NP	ALP	Greens	Ind/ Other
	2014	2015	2015	2015				
	%	%	%	%	%	%	%	%
Turnbull	38	36	38	44	32	56	62	32
J. Bishop	16	26	27	15	16	15	14	19
Abbott	19	14	12	13	26	4	2	13
Morrison	2	2	5	5	13	1	-	-
Joyce	3	4	3	5	4	4	6	11
Hockey	6	4	5	5	4	5	4	7
Pyne	1	2	2	1	1	1	2	2
Robb	*	*	*	*	-	-	1	2
Someone else	1	1	1	1	*	1	1	1
Can't say	14	11	7	11	4	13	8	13
TOTAL	100	100	100	100	100	100	100	100

*Indicates support for this candidate of less than 0.5%.

Preferred Coalition Leader other than Tony Abbott

Electors who preferred Tony Abbott were then asked:

"Still thinking about helping choose the Coalition Leader for the next Federal Election, who would you prefer out of: Malcolm Turnbull, Julie Bishop, Joe Hockey, Andrew Robb, Christopher Pyne, Barnaby Joyce & Scott Morrison?"

The answers were added to those preferred Coalition Leader from the previous question to show preferred leaders other than Tony Abbott.

	Tony Abbott as Prime Minister				Analysis by Federal Voting Intention			
	Sep 30-Oct 2,	Jan 12-13,	April 21-23,	July 20-22,	L-NP	ALP	Greens	Ind/ Other
	2014	2015	2015	2015				
	%	%	%	%	%	%	%	%
Turnbull	42	38	40	47	37	57	64	35
J. Bishop	23	32	30	19	24	15	14	23
Morrison	3	3	7	8	21	1	-	-
Joyce	4	4	4	7	7	5	6	13
Hockey	9	6	6	6	7	6	4	8
Pyne	2	3	2	2	2	1	2	5
Robb	*	*	1	*	-	-	1	2
Someone else	1	1	1	1	*	1	1	1
Can't say	16	13	9	10	2	14	8	13
TOTAL	100	100	100	100	100	100	100	100

*Indicates support for this candidate of less than 0.5%.

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.

Preferred Labor Leader

Electors were then asked: "If you were a Labor Party voter and helping to choose the Labor leader for the next Federal Election, who would you prefer?"

	Prime Minister Tony Abbott				Analysis by Federal Voting Intention			
	Sep 30-Oct 2,	Jan 12-13,	April 21-23,	July 20-22,	L-NP	ALP	Greens	Ind/ Other
	2014	2015	2015	2015				
	%	%	%	%	%	%	%	%
Plibersek	18	18	23	26	16	32	42	21
Albanese	15	10	13	19	25	16	13	15
Shorten	21	25	21	12	10	17	6	10
Swan	10	10	10	10	11	9	15	9
Bowen	6	6	5	7	7	8	3	6
Burke	3	5	4	4	6	3	2	10
Macklin	4	5	4	4	4	2	6	2
Someone else	2	2	1	2	*	2	4	1
Can't say	21	19	19	16	21	11	9	26
TOTAL	100	100	100	100	100	100	100	100

Preferred Labor Leader other than Bill Shorten

Electors who preferred Bill Shorten as ALP Leader were then asked:

"Still thinking about helping choose the Labor leader for the next Federal Election, who would you prefer out of: Anthony Albanese, Wayne Swan, Jenny Macklin, Chris Bowen, Tanya Plibersek or Tony Burke?"

The answers were added to those preferred for Labor Leader from the previous question to show preferred leaders other than Bill Shorten.

	Prime Minister Tony Abbott				Analysis by Federal Voting Intention			
	Sep 30-Oct 2,	Jan 12-13,	April 21-22,	July 20-22,	L-NP	ALP	Greens	Ind/ Other
	2014	2015	2015	2015				
	%	%	%	%	%	%	%	%
Plibersek	21	21	26	29	17	38	47	22
Albanese	19	14	16	21	27	20	13	16
Swan	14	16	15	12	13	11	16	12
Bowen	8	9	8	7	9	9	3	6
Burke	3	7	5	5	6	3	2	10
Macklin	5	7	6	4	4	3	7	2
Someone else	2	2	1	2	*	2	4	1
Can't say	28	24	23	20	24	14	8	31
TOTAL	100	100	100	100	100	100	100	100

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Morgan Poll Accuracy — Recent Elections State & Federal (2007-15)

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](#)

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	±4.3	±3.8	±2.6	±1.9
1,000	±3.2	±2.7	±1.9	±1.4