

Thursday, 23 July 2015

Australians are evenly divided over Tony Abbott or Bill Shorten as PM – both leaders unpopular

Neither Federal Leader has positive 'job' approval and Prime Minister Tony Abbott 42% (down 2% since April 2015) is virtually level with ALP Leader Bill Shorten 41% (up 2%) as the 'Better PM' according to a special telephone Morgan Poll conducted over the last three nights of July 20-22, 2015.

Job Performance – Approve/Disapprove

An increasing majority of electors 59% (up 6%) disapprove of Prime Minister Tony Abbott's handling of his job as Prime Minister while only 34% (down 2%) approve and 7% (down 4%) can't say.

Australian electors have a similarly disappointing view of Opposition Leader Bill Shorten's handling of his job as Opposition Leader. A clear majority of 60% (up a large 12%) disapprove, only a record low 24% (down 10%) approve and more than twice as many as for Abbott, 16% (down 2%), still can't say how they view the Opposition Leader after nearly two years in the job.

Analysis by Gender

Analysis by gender shows men clearly in support of Abbott as 'Better PM' with Abbott 47% (down 3%) cf. Shorten 38% (up 1%) while women clearly favour Shorten 43% (up 1%) over Abbott 36% (down 3%).

When judging Prime Minister Tony Abbott's handling of the job as Prime Minister, a majority of men 54% (up 3%) disapprove while only 37% (down 3%) approve. However, far more women disapprove 65% (up 11%) than approve 31% (down 2%) of Prime Minister Tony Abbott's handling of the job as Prime Minister.

For Opposition Leader Bill Shorten's handling of the job as Opposition Leader: well over half of all men 64% (up a large 13%) disapprove of Opposition Leader Bill Shorten's handling of the job while only 21% (down 14%) approve. There is also rising dissatisfaction with Shorten amongst women: 57% (up 12%) disapprove cf. 27% (down 7%) approve.

Gary Morgan says:

"This week's special telephone Morgan Poll shows Australian electors can hardly split Prime Minister Tony Abbott 42% (down 2% since April 2015) cf. Opposition Leader Bill Shorten 41% (up 2%) as 'Better PM'. However, Australian electors are united in strongly disapproving of how both leaders are handling their jobs.

"A growing majority of Australian electors disapprove (59%, up 6%) of Abbott's handling of the job as Prime Minister compared to only 34% (down 2%) that approve. However, the numbers aren't any better for Shorten with 60% (up 12%) of electors disapproving of Shorten's handling of the job as Opposition Leader and a record low 24% (down 10%) approving.

"Another special telephone Morgan Poll conducted concurrently this week shows neither leader is the preferred leader of their respective parties: Abbott (13%) trails both Malcolm Turnbull (44%) and Julie Bishop (15%) as preferred Liberal Party Leader while Shorten (12%) trails both Tanya Plibersek (26%) and Albanese (19%) as preferred ALP Leader."

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).

Better Prime Minister: Abbott v Shorten

Electors were asked: "Thinking of Mr. Tony Abbott and Mr. Bill Shorten. In your opinion, who would make the better Prime Minister – Mr. Abbott or Mr. Shorten?"

	Prime Minister Rudd v Abbott		Prime Minister Abbott v Shorten					
	Aug 12/13, <u>2013</u> %	Aug 28/29, <u>2013</u> %	Oct <u>2013</u> %	June <u>2014</u> %	Oct <u>2014</u> %	Jan <u>2015</u> %	Apr <u>2015</u> %	July 20-22, <u>2015</u> %
Prime Minister Rudd/ Abbott	46	43	40	38	44	41	44	42
Abbott/ Shorten	43	44	36	43	37	43	39	41
Rudd/ Abbott lead	<u>3</u>	<u>(1)</u>	<u>4</u>	<u>(5)</u>	<u>7</u>	<u>(2)</u>	<u>5</u>	<u>1</u>
Other / Can't say	11	13	24	19	19	16	17	17
TOTAL	100	100	100	100	100	100	100	100

Electors 18+	Analysis by Sex & Age							
	July 20-22, <u>2015</u> %	Men %	Women %	18-24 %	25-34 %	35-49 %	50-64 %	65+ %
Abbott	42	47	36	30	28	42	49	48
Shorten	41	38	43	57	51	40	36	30
Abbott lead	<u>1</u>	<u>9</u>	<u>(7)</u>	<u>(27)</u>	<u>(23)</u>	<u>2</u>	<u>13</u>	<u>18</u>
Neither/ Can't say	17	15	21	13	21	18	15	22
TOTAL	100	100	100	100	100	100	100	100

Electors 18+	Analysis by Federal Voting Intention					
	July 20-22, <u>2015</u> %	L-NP %	ALP %	Greens %	Ind/ Others %	Can't say %
Abbott	42	84	11	7	40	18
Shorten	41	5	73	72	32	18
Abbott lead	<u>1</u>	<u>79</u>	<u>(62)</u>	<u>(65)</u>	<u>8</u>	<u>(-)</u>
Neither/ Can't say	17	11	16	21	28	64
TOTAL	100	100	100	100	100	100

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Approval of Leaders – Tony Abbott v Bill Shorten

Prime Minister: Tony Abbott

Electors were asked: “Do you APPROVE or DISAPPROVE of the way Mr. Abbott is handling his job as Prime Minister?”

	Prime Minister Kevin Rudd				Prime Minister Tony Abbott			
	July 16/17,	Aug 12/13,	Aug 28/29,	June 4-6,	Sep 30-Oct 2,	Jan 12-13,	Apr 21-23,	July 20-22,
	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2014</u>	<u>2014</u>	<u>2015</u>	<u>2015</u>	<u>2015</u>
	%	%	%	%	%	%	%	%
Approve	45	40	36	34	44	37	37	34
Disapprove	40	49	53	59	47	52	53	59
Approve - Disapprove	5	(9)	(17)	(25)	(3)	(15)	(16)	(25)
Can't say	15	11	11	7	9	11	10	7
TOTAL	100	100	100	100	100	100	100	100

Electors 18+ Analysis by Sex & Age

	July 20-22, <u>2015</u>	Men Women		<u>18-24</u>	<u>25-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>
		%	%	%	%	%	%	%
Approve	34	37	31	24	23	35	36	42
Disapprove	59	54	65	66	70	54	61	53
Approve - Disapprove	(25)	(17)	(34)	(42)	(47)	(19)	(25)	(11)
Can't say	7	9	4	10	7	11	3	5
TOTAL	100	100	100	100	100	100	100	100

Electors 18+ Analysis by Federal Voting Intention

	July 20-22, <u>2015</u>	<u>L-NP</u>	<u>ALP</u>	<u>Greens</u>	<u>Ind/ Others</u>	<u>Can't say</u>
		%	%	%	%	%
Approve	34	71	8	4	30	13
Disapprove	59	20	86	95	62	55
Approve - Disapprove	(25)	51	(78)	(91)	(32)	(42)
Can't say	7	9	6	1	8	32
TOTAL	100	100	100	100	100	100

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Opposition Leader: Bill Shorten

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

	Tony Abbott as Opposition Leader			Bill Shorten as Opposition Leader				
	July 16/17,	Aug 12/13,	Aug 28/29,	June 4-6,	Sep 30-Oct 2,	Jan 12-13,	Apr 21-23,	July 20-22,
	2013	2013	2013	2014	2014	2015	2015	2015
	%	%	%	%	%	%	%	%
Approve	38	42	41	35	37	37	34	24
Disapprove	54	48	51	45	42	40	48	60
Approve - Disapprove	(16)	(6)	(10)	(10)	(5)	(3)	(14)	(36)
Can't say	8	10	8	20	21	23	18	16
TOTAL	100	100	100	100	100	100	100	100

	Electors 18+ Analysis by Sex & Age							
	July 20-22,			18-24	25-34	35-49	50-64	65+
	2015	Men	Women					
	%	%	%	%	%	%	%	%
Approve	24	21	27	27	27	24	24	24
Disapprove	60	64	57	48	55	59	65	67
Approve - Disapprove	(36)	(43)	(30)	(21)	(28)	(35)	(41)	(43)
Can't say	16	15	16	25	18	17	11	9
TOTAL	100	100	100	100	100	100	100	100

	Electors 18+ Analysis by Federal Voting Intention					
	July 20-22,	L-NP	ALP	Greens	Ind/	Can't say
	2015				Others	
	%	%	%	%	%	%
Approve	24	19	36	18	24	9
Disapprove	60	69	48	67	62	42
Approve - Disapprove	(36)	(50)	(12)	(49)	(38)	(33)
Can't say	16	12	16	15	14	49
TOTAL	100	100	100	100	100	100

FOR IMMEDIATE RELEASE

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

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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