

Friday, 23 October 2015

## **Turnbull (76%) clearly preferred Australian PM cf. Shorten 'Mr. 14%' December 1988: Hawke 69% cf. Howard 'Mr. 18%'**

**New Prime Minister Malcolm Turnbull 76% (up 6% since a special snap SMS Morgan Poll on September 15, 2015) is even more heavily preferred to Opposition Leader Bill Shorten 14% (down 10%) as 'Better PM' than he was at the time he became Prime Minister just over a month ago according to a special telephone Morgan Poll conducted over the last three nights of October 20-22, 2015.**

Opposition Leader Bill Shorten's rating of only 14% as 'Better Prime Minister' compared to Turnbull (76%) compares unfavourably with former Opposition Leader John Howard in December 1988.

Howard rated only 18% in a Morgan-Gallup Poll conducted in December 1988 compared to then Prime Minister Bob Hawke (69%) and was famously derided in a cover on the Bulletin magazine – 'Mr. 18%. Why on earth does this man even bother?'

### **Turnbull leads all key Demographics**

#### **Analysis by Gender**

Men: Turnbull 77% (up 5%) cf. Shorten 14% (down 9%). Lead to Mr. Turnbull 63% (up 14%);

Women: Turnbull 75% (up 8%) cf. Shorten 13% (down 11%). Lead to Mr. Turnbull 62% (up 19%).

#### **Analysis by Party – Turnbull leads among L-NP, ALP & Greens electors**

L-NP supporters: Turnbull 94% (up 8%) cf. Shorten 2% (down 5%). Lead to Mr. Turnbull 92% (up 13%);

ALP supporters: Turnbull 58% (up 8%) cf. Shorten 31% (down 13%). Lead to Mr. Turnbull 27% (up 21%);

Greens supporters: Turnbull 66% (up 9%) cf. Shorten 21% (down 17%). Lead to Mr. Turnbull 45% (up 26%);

Ind/ Others supporters: Turnbull 71% (up 3%) cf. Shorten 5% (down 24%). Lead to Mr. Turnbull 66% (up 27%).

#### **Analysis by State – Turnbull leads clearly across all States**

NSW: Turnbull 79% (up 7%) cf. Shorten 14% (down 5%). Lead to Mr. Turnbull 65% (up 12%);

Victoria: Turnbull 75% (up 6%) cf. Shorten 12% (down 15%). Lead to Mr. Turnbull 63% (up 21%);

Queensland: Turnbull 73% (up 4%) cf. Shorten 17% (down 7%). Lead to Mr. Turnbull 56% (up 11%);

WA: Turnbull 79% (up 3%) cf. Shorten 10% (down 10%). Lead to Mr. Turnbull 69% (up 13%);

SA: Turnbull 74% (up 7%) cf. Shorten 15% (down 11%). Lead to Mr. Turnbull 59% (up 18%);

Tasmania: Turnbull 59% (down 6%) cf. Shorten 31% (down 3%). Lead to Mr. Turnbull 28% (down 3%);

### **Job Performance – Approve/Disapprove**

A large majority of Australian electors 66% (up 32% from when Tony Abbott was Prime Minister in July 2015) approve of Prime Minister Malcolm Turnbull's handling of his job as Prime Minister while only 16% (down 43%) disapprove and 18% (up 11%) can't say.

A clear majority of men 66% (up 29% from when Tony Abbott was Prime Minister in July 2015) approve of Turnbull's handling of the job as Prime Minister while only 17% (down 37%) disapprove. An equal proportion of women approve 66% (up 35%) while only 14% (down 51%) disapprove of Prime Minister Malcolm Turnbull's handling of the job as Prime Minister.

However, Australian electors have a very different view of Opposition Leader Bill Shorten's handling of his job as Opposition Leader. A clear majority of 62% (up 2% since July 2015) disapprove, only 25% (up 1%) approve and a further 13% (down 3%) can't say.

Neither gender is impressed with Shorten's handling of the job with well over half of all men 65% (up 1%) disapproving of Opposition Leader Bill Shorten's handling of the job while only 27% (up 6%) approve. In addition a clear majority of women: 58% (up 1%) disapprove cf. 23% (down 4%) approve.

**Gary Morgan says:**

*“This week’s special telephone Morgan Poll shows the honeymoon for new Prime Minister Malcolm Turnbull continues with a huge majority of 76% (up 6% since September 15, 2015) of Australian electors preferring Turnbull over Opposition Leader Bill Shorten 14% (down 10%) as ‘Better Prime Minister’.*

*“Turnbull leads clearly amongst both men (77% cf. 14% for Shorten) and women (75% cf. 13%) and amongst L-NP supporters (94% cf. 2%). Turnbull has even strengthened his large lead over Shorten amongst ALP supporters (58% cf. 31%) and Greens supporters (66% cf. 21%).*

*“A famous cover-story in the Bulletin magazine based on a December 1988 Morgan Poll showed then Opposition Leader John Howard with only 18% support compared to incumbent Prime Minister Bob Hawke (69%). Howard lost the Liberal leadership only a few months later. We can most certainly ask the same question now about Shorten.*

*“The difference is also clear when electors rate the job performance of each candidate. A large majority of Australian electors approve of Turnbull’s performance as Prime Minister (66% approve cf. 16% disapprove) whilst the reverse is true for Shorten (62% disapprove cf. 25% approve).*

*“Large majorities of supporters of both major parties approve of Turnbull’s job performance after a month as Prime Minister: L-NP supporters (79% approve cf. 7% disapprove) and ALP supporters (60% approve cf. 22% disapprove).*

*“Incredibly, Shorten loses out amongst both L-NP supporters (70% disapprove cf. 20% approve) and even ALP supporters (44% disapprove cf. 40% approve) when electors are asked how they view Shorten’s job performance.*

*“Another special telephone Morgan Poll conducted concurrently this week shows while Turnbull (64%) is overwhelmingly the preferred Liberal Party Leader ahead of Deputy Liberal Leader Julie Bishop (12%) and former Prime Minister Tony Abbott (8%), Shorten (9%) is only fourth in line as preferred Labor Leader behind Deputy Labor Leader Tanya Plibersek (27%), Shadow Minister for Infrastructure & Transport Anthony Albanese (23%) and even former Treasurer Wayne Swan (10%).”*

This special telephone Morgan Poll was conducted over three nights this week, October 20-22, 2015, with an Australia-wide cross section of 574 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).

**For the ‘poll-watchers’** out there this latest telephone Morgan Poll revealed a two-party preferred lead for the L-NP 54.5% cf. ALP 45.5% (on October 13-15 the telephone Morgan Poll showed the L-NP 54% cf. ALP 46%) based on how a cross-section of 574 Australian electors said they would vote – similar to the latest multi-mode Morgan Poll conducted over the last two weekends which showed the L-NP 56% cf. ALP 44% on a two-party preferred basis.

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## Better Prime Minister: Turnbull v Shorten

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

	Prime Minister Tony Abbott v Bill Shorten						PM Malcolm Turnbull v Bill Shorten	
	Oct	June	Oct	Jan	Apr	July 20-22,	Sep 15,	Oct 20-22,
	<u>2013</u>	<u>2014</u>	<u>2014</u>	<u>2015</u>	<u>2015</u>	<u>2015</u>	<u>2015*</u>	<u>2015</u>
	%	%	%	%	%	%	%	%
Prime Minister Abbott/ <b>Turnbull</b>	40	38	44	41	44	42	70	76
<b>Shorten</b>	36	43	37	43	39	41	24	14
Abbott/ <b>Turnbull lead</b>	<b>4</b>	<b>(5)</b>	<b>7</b>	<b>(2)</b>	<b>5</b>	<b>1</b>	<b>46</b>	<b>62</b>
Neither / Can't say	24	19	19	16	17	17	6	10
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

\*This special Snap SMS Morgan Poll was conducted on Tuesday September 15, 2015 – the day Malcolm Turnbull was sworn in as Australia's 29<sup>th</sup> Prime Minister replacing former Prime Minister Tony Abbott.

	Electors 18+		Analysis by Sex & Age					
	Oct 20-22,	Men	Women	18-24	25-34	35-49	50-64	65+
	<u>2015</u>	%	%	%	%	%	%	%
Turnbull	76	77	75	58	67	79	79	82
Shorten	14	14	13	21	23	12	11	9
<b>Turnbull lead</b>	<b>62</b>	<b>63</b>	<b>62</b>	<b>37</b>	<b>44</b>	<b>67</b>	<b>68</b>	<b>73</b>
Neither/ Can't say	10	9	12	21	10	9	10	9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

	Electors 18+		Analysis by Federal Voting Intention			
	Oct 20-22,	L-NP	ALP	Greens	Ind/ Others	Can't say
	<u>2015</u>	%	%	%	%	%
Turnbull	76	94	58	66	71	37
Shorten	14	2	31	21	5	10
<b>Turnbull lead</b>	<b>62</b>	<b>92</b>	<b>27</b>	<b>45</b>	<b>66</b>	<b>27</b>
Neither/ Can't say	10	4	11	13	24	53
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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## Approval of Leaders – Malcolm Turnbull v Bill Shorten

### Prime Minister: Malcolm Turnbull

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

	Prime Minister Kevin Rudd			Prime Minister Tony Abbott				PM Turnbull
	Aug 12/13, 2013	Aug 28/29, 2013	June 4-6, 2014	Sep 30-Oct 2, 2014	Jan 12-13, 2015	Apr 21-23, 2015	July 20-22, 2015	Oct 20-22, 2015
	%	%	%	%	%	%	%	%
Approve	40	36	34	44	37	37	34	66
Disapprove	49	53	59	47	52	53	59	16
<b>Approve - Disapprove</b>	<b>(9)</b>	<b>(17)</b>	<b>(25)</b>	<b>(3)</b>	<b>(15)</b>	<b>(16)</b>	<b>(25)</b>	<b>50</b>
Can't say	11	11	7	9	11	10	7	18
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

	Electors 18+ Analysis by Sex & Age							
	Oct 20-22, 2015	Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Approve	66	66	66	63	59	63	64	77
Disapprove	16	17	14	15	20	14	17	13
<b>Approve - Disapprove</b>	<b>50</b>	<b>49</b>	<b>52</b>	<b>48</b>	<b>39</b>	<b>49</b>	<b>47</b>	<b>64</b>
Can't say	18	17	20	22	21	23	19	10
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

	Electors 18+ Analysis by Federal Voting Intention					
	Oct 20-22, 2015	L-NP	ALP	Greens	Ind/ Others	Can't say
	%	%	%	%	%	%
Approve	66	79	60	53	52	26
Disapprove	16	7	22	24	23	27
<b>Approve - Disapprove</b>	<b>50</b>	<b>72</b>	<b>38</b>	<b>29</b>	<b>29</b>	<b>(1)</b>
Can't say	18	14	18	23	25	47
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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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					
	Aug 12/13, <u>2013</u>	Aug 28/29, <u>2013</u>	June 4-6, <u>2014</u>	Sep 30-Oct 2, <u>2014</u>	Jan 12-13, <u>2015</u>	Apr 21-23, <u>2015</u>	July 20-22, <u>2015</u>	Oct 20-22, <u>2015</u>
	%	%	%	%	%	%	%	%
Approve	42	41	35	37	37	34	24	25
Disapprove	48	51	45	42	40	48	60	62
<b>Approve - Disapprove</b>	<b>(6)</b>	<b>(10)</b>	<b>(10)</b>	<b>(5)</b>	<b>(3)</b>	<b>(14)</b>	<b>(36)</b>	<b>(37)</b>
Can't say	10	8	20	21	23	18	16	13
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### Electors 18+ Analysis by Sex & Age

	Oct 20-22, <u>2015</u>	Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Approve	25	27	23	23	31	23	24	24
Disapprove	62	65	58	53	55	58	66	71
<b>Approve - Disapprove</b>	<b>(37)</b>	<b>(38)</b>	<b>(35)</b>	<b>(30)</b>	<b>(24)</b>	<b>(35)</b>	<b>(42)</b>	<b>(47)</b>
Can't say	13	8	19	24	14	19	10	5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### Electors 18+ Analysis by Federal Voting Intention

	Oct 20-22, <u>2015</u>	L-NP	ALP	Greens	Ind/ Others	Can't say
	%	%	%	%	%	%
Approve	25	20	40	16	23	12
Disapprove	62	70	44	76	58	37
<b>Approve - Disapprove</b>	<b>(37)</b>	<b>(50)</b>	<b>(4)</b>	<b>(60)</b>	<b>(35)</b>	<b>(25)</b>
Can't say	13	10	16	8	19	51
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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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	±4.3	±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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