

Friday, 23 October 2015

## Turnbull supported as Liberal Leader by 64% while Shorten (9%) is fourth choice as ALP Leader behind Plibersek, Albanese & Swan

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

- **Prime Minister Malcolm Turnbull is again clearly preferred as Liberal Leader by 64% of electors (up 20% since July 20-22, 2015) well ahead of Deputy Liberal Leader Julie Bishop 12% (down 3%) and former Prime Minister Tony Abbott 8% (down 5%).**
- L-NP voters easily prefer Turnbull as Liberal Party Leader 70% (up 38%), ahead of Tony Abbott 12% (down 14%), Deputy Liberal Leader Julie Bishop 7% (down 9%) and Treasurer Scott Morrison 5% (down 8%).
- Deputy Labor Leader Tanya Plibersek 27% (up 1%) of electors is still the preferred Labor Leader ahead of Shadow Minister for Infrastructure and Transport Anthony Albanese 23% (up 4%), former Treasurer Wayne Swan 10% (unchanged) and Opposition Leader Bill Shorten 9% (down 3%).
- Tanya Plibersek 34% (up 2%) is also preferred amongst ALP supporters ahead of Anthony Albanese 21% (up 5%), Wayne Swan 12% (up 3%) and Bill Shorten 10% (down 7%).
- If Mr Turnbull were to resign as Prime Minister tomorrow, electors clearly prefer Julie Bishop as Prime Minister 46% (up 27%) from Scott Morrison 15% (up 7%). Their support levels are similar amongst L-NP voters with Bishop 46% (up 22%) preferred to Scott Morrison 21% (unchanged).
- If Labor Leader Bill Shorten were to resign for any reason, Tanya Plibersek 28% (down 1%) is preferred as ALP Leader ahead of Anthony Albanese 24% (up 3%) and Wayne Swan 11% (down 1%). Their support amongst ALP voters favours Plibersek 36% (down 2%) over Albanese 23% (up 3%) and Swan 13% (up 2%).

### Gary Morgan says:

*“New Prime Minister Malcolm Turnbull is clearly the preferred Liberal Leader 64% (up 20% since July) ahead of Deputy Liberal Leader Julie Bishop 12% (down 3%) and the man he deposed just over a month ago, Tony Abbott 8% (down 5%).*

*“However, Opposition Leader Bill Shorten has slipped even further – now fourth behind his Labor colleagues as preferred Labor Leader. Shorten 9% (down 3%) trails Deputy Labor Leader Tanya Plibersek 27% (up 1%), former leadership challenger Anthony Albanese 23% (up 4%) and even former Treasurer Wayne Swan 10% (unchanged).*

*“L-NP supporters, traditionally former Prime Minister Tony Abbott’s strongest supporters, have swung decisively behind the new Prime Minister. L-NP supporters now strongly prefer Turnbull 70% (up 38%) ahead of Abbott 12% (down 14%) and Julie Bishop 7% (down 9%).*

*“However, the news is not so good for Shorten – who is also the fourth choice of ALP supporters. Once again Plibersek 34% (up 2%) leads clearly ahead of Albanese 21% (up 5%), Swan 12% (up 3%) and Shorten 10% (down 7%). Nevertheless, despite his falling levels of support, Shorten’s position as Labor Leader is guaranteed until the next Federal Election under new rules adopted by the Federal ALP after the fiascos of the Rudd-Gillard-Rudd years. Shorten can’t be removed from the leadership unless he agrees to resign his post.”*

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.

**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.

### 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			Malcolm Turnbull as PM	Analysis by Federal Voting Intention			
	Jan 12-13,	April 21-23,	July 20-22,	Oct 20-22,	L-NP	ALP	Greens	Ind/ Other
	2015	2015	2015	2015				
	%	%	%	%	%	%	%	%
Turnbull	36	38	44	64	70	65	59	53
J. Bishop	26	27	15	12	7	13	25	17
Abbott	14	12	13	8	12	4	1	15
Morrison	2	5	5	4	5	7	1	2
Joyce	4	3	5	3	3	4	1	2
Pyne	2	2	1	1	*	2	2	2
Robb	*	*	*	-	-	-	-	-
Hockey	4	5	5	n/a	n/a	n/a	n/a	n/a
Someone else	1	1	1	*	-	*	-	-
Can't say	11	7	11	8	3	5	11	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>

\*Indicates support for this candidate of less than 0.5%. Former Treasurer Joe Hockey was removed from this question following his decision to resign from his seat in Parliament made after he left the front-bench.

### Preferred Coalition Leader other than Malcolm Turnbull

Electors who preferred Malcolm Turnbull were then asked:

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

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

	Tony Abbott as Prime Minister			Malcolm Turnbull as PM	Analysis by Federal Voting Intention			
	Jan 12-13,	April 21-23,	July 20-22,	Oct 20-22,	L-NP	ALP	Greens	Ind/ Other
	2015	2015	2015	2015				
	%	%	%	%	%	%	%	%
Turnbull	38	40	47	n/a	n/a	n/a	n/a	n/a
J. Bishop	32	30	19	46	46	43	61	35
Morrison	3	7	8	15	21	12	7	11
Abbott	n/a	n/a	n/a	10	15	6	1	15
Joyce	4	4	7	7	7	10	2	2
Pyne	3	2	2	4	2	7	5	2
Robb	*	1	*	2	1	2	4	3
Hockey	6	6	6	n/a	n/a	n/a	n/a	n/a
Someone else	1	1	1	1	1	*	-	-
Can't say	13	9	10	15	7	20	20	32
<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>

\*Indicates support for this candidate of less than 0.5%. Former Treasurer Joe Hockey was removed from this question following his decision to resign from his seat in Parliament made after he left the front-bench.

### 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			Malcolm Turnbull as PM	Analysis by Federal Voting Intention			
	Jan 12-13,	April 21-23,	July 20-22,	Oct 20-22,	L-NP	ALP	Greens	Ind/ Other
	<u>2015</u>	<u>2015</u>	<u>2015</u>	<u>2015</u>				
	%	%	%	%	%	%	%	%
Plibersek	18	23	26	27	23	34	36	13
Albanese	10	13	19	23	26	21	29	10
Swan	10	10	10	10	10	12	4	13
Shorten	25	21	12	9	7	10	13	16
Bowen	6	5	7	5	7	4	-	12
Burke	5	4	4	5	7	3	5	5
Macklin	5	4	4	4	3	2	6	7
Someone else	2	1	2	2	1	3	2	4
Can't say	19	19	16	15	16	11	5	20
<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>

### 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			Malcolm Turnbull as PM	Analysis by Federal Voting Intention			
	Jan 12-13,	April 21-22,	July 20-22,	Oct 20-22,	L-NP	ALP	Greens	Ind/ Other
	<u>2015</u>	<u>2015</u>	<u>2015</u>	<u>2015</u>				
	%	%	%	%	%	%	%	%
Plibersek	21	26	29	28	23	36	39	13
Albanese	14	16	21	24	27	23	29	13
Swan	16	15	12	11	11	13	4	17
Bowen	9	8	7	6	8	5	4	12
Burke	7	5	5	6	8	4	6	5
Macklin	7	6	4	5	4	4	7	7
Someone else	2	1	2	2	1	3	3	4
Can't say	24	23	20	18	18	12	8	29
<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>

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.

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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.”

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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