

Tuesday, 15 September 2015

## New Prime Minister Malcolm Turnbull gets immediate mandate from Australian electors as Better PM: Turnbull 70% cf. Shorten 24%

New Prime Minister Malcolm Turnbull has received an immediate mandate from Australian electors as Better PM: Malcolm Turnbull 70% cf. 24% Opposition Leader Bill Shorten with 6% of electors indicating either someone else, neither candidate or they couldn't say according to a special Snap SMS Morgan Poll conducted this afternoon with 1,204 Australian electors.

### Turnbull leads all key Demographics

#### Analysis by Gender

Men: Turnbull 72% cf. Shorten 23%. Lead to Mr. Turnbull 49%;

Women: Turnbull 67% cf. Shorten 24%. Lead to Mr. Turnbull 43%.

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

L-NP supporters: Turnbull 86% cf. Shorten 7%. Lead to Mr. Turnbull 79%;

ALP supporters: Turnbull 50% cf. Shorten 44%. Lead to Mr. Turnbull 6%;

Greens supporters: Turnbull 57% cf. Shorten 38%. Lead to Mr. Turnbull 19%;

Ind/ Others supporters: Turnbull 68% cf. Shorten 29%. Lead to Mr. Turnbull 39%.

#### Analysis by State – Turnbull leads clearly across all States & Territories

NSW: Turnbull 72% cf. Shorten 19%. Lead to Mr. Turnbull 53%;

Victoria: Turnbull 69% cf. Shorten 27%. Lead to Mr. Turnbull 42%;

Queensland: Turnbull 69% cf. Shorten 24%. Lead to Mr. Turnbull 45%;

WA: Turnbull 76% cf. Shorten 20%. Lead to Mr. Turnbull 56%;

SA: Turnbull 67% cf. Shorten 26%. Lead to Mr. Turnbull 41%;

Tasmania: Turnbull 65% cf. Shorten 34%. Lead to Mr. Turnbull 31%;

ACT: Turnbull 61% cf. Shorten 30%. Lead to Mr. Turnbull 31%.

#### Gary Morgan says:

*“Australian electors have given a massive mandate to new Prime Minister Malcolm Turnbull on his first day as Prime Minister – preferring Turnbull 70% cf. 24% Opposition Leader Bill Shorten in a special snap SMS Morgan Poll conducted this afternoon on who Australian electors regard as the Better PM.*

*“Turnbull leads clearly amongst both genders, across all States & Territories and leads Shorten across supporters of both major parties. L-NP supporters have given Turnbull a huge show of support: Turnbull 86% cf. Shorten 7%. Even more remarkably, a majority of ALP supporters say Turnbull is the Better PM: Turnbull 50% cf. 44% ALP Leader Shorten. Greens supporters have also swung behind the new Prime Minister: Turnbull 57% cf. Shorten 38%.*

*“Today’s result places immediate pressure on Opposition Leader Bill Shorten over the coming few days as electors in the West Australian seat of Canning get set to cast their vote on Australia’s new Malcolm Turnbull-led Government – the Coalition should walk it in in the Canning by-election.*

*“The new Malcolm Turnbull-led Government must now tell the electorate how they will reverse the recent decline in Australia’s GDP growth (only 0.2% in June Quarter 2015). Real unemployment and under-employment (a total of 16.6% (2.12 million Australians) are either unemployed or under-employed in August 2015) needs to be significantly reduced while the **cash economy, wages rorts** (as exposed by the recent 7-Eleven & United Petroleum scandals) and **union/employer corruption** need to be the top priorities in establishing ‘a fair days pay for a fair days work’.”*

FOR IMMEDIATE RELEASE

## 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 2013	June 2014	Oct 2014	Jan 2015	Apr 2015	July 20-22, 2015	Sep 15, 2015
	%	%	%	%	%	%	%
Prime Minister Abbott/ <b>Turnbull</b>	40	38	44	41	44	42	70
<b>Shorten</b>	36	43	37	43	39	41	24
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>
Other/Neither/Can't say	24	19	19	16	17	17	6
<b>TOTAL</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					
	Sep 15, 2015	Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Prime Minister <b>Turnbull</b>	70	72	67	61	65	72	71	75
<b>Shorten</b>	24	23	24	35	29	23	20	20
<b>Turnbull lead</b>	<b>46</b>	<b>49</b>	<b>43</b>	<b>26</b>	<b>36</b>	<b>49</b>	<b>51</b>	<b>55</b>
Other/Neither/Can't say	6	5	9	4	6	5	9	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			
	Sep 15, 2015	L-NP	ALP	Greens	Ind/ Others	Can't say
	%	%	%	%	%	%
Prime Minister <b>Turnbull</b>	70	86	50	57	68	71
<b>Shorten</b>	24	7	44	38	29	15
<b>Turnbull lead</b>	<b>46</b>	<b>79</b>	<b>6</b>	<b>19</b>	<b>39</b>	<b>56</b>
Other/Neither/Can't say	6	7	6	5	3	14
<b>TOTAL</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 today, September 15, 2015, with an Australia-wide cross section of 1,204 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).

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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.”

[View Federal Voting Intention Trend](#)