

Sunday, 30 October 2016

Women preferred to lead both major parties - Foreign Minister Julie Bishop is preferred Coalition Leader for first time ahead of PM Malcolm Turnbull while Tanya Plibersek well ahead of Bill Shorten as preferred ALP Leader

A telephone Morgan Poll over three nights last week (October 24-26, 2016) finds:

- **Foreign Minister Julie Bishop preferred as Coalition leader by 34% of electors (up 10% since May 4-5, 2016) has overtaken Prime Minister Malcolm Turnbull 25% (down 16%) for the first time and both Julie Bishop and Malcolm Turnbull are well ahead of former Prime Minister Tony Abbott's 14% (up 7%) – although this is easily the highest level of support for Abbott since he lost the Prime Ministership just over a year ago in September 2015.**
- However, despite the loss of support for Turnbull, L-NP voters easily prefer Turnbull as Coalition Leader 35% (but down a large 21%), ahead of Deputy Leader Julie Bishop 25% (up 8%), former Prime Minister Tony Abbott 16% (up 6%), and Deputy Prime Minister Barnaby Joyce 10% (up 5%).
- Deputy Labor Leader Tanya Plibersek 25% (up 3%) of electors is still the marginally preferred Labor Leader, slightly ahead of Shadow Minister for Infrastructure and Transport Anthony Albanese 24% (up 4%) and both are well ahead of current Opposition Leader Bill Shorten 14% (unchanged).
- However, ALP supporters are still loyal to the current Leader with Bill Shorten 29% (up a large 11%) now preferred just ahead of Tanya Plibersek 28% (up 5%) and well ahead of Anthony Albanese 21% (up 3%).
- If Mr Turnbull were to resign as Prime Minister tomorrow, a clear plurality of electors prefer Julie Bishop as Prime Minister 50% (up 8%) well ahead of Tony Abbott 16% (up 5%). L-NP supporters agree with a clear preference for Bishop 45% (up 4%) ahead of Tony Abbott 19% (up 2%).
- If Labor Leader Bill Shorten were to resign for any reason, Tanya Plibersek 30% (up 5%) is preferred as ALP Leader just ahead of Anthony Albanese 27% (up 4%). Their support amongst ALP voters also favours Plibersek 37% (up 10%) clearly ahead of Albanese 28% (up 6%).

Gary Morgan says:

"Foreign Minister and Deputy Liberal Leader Julie Bishop is the preferred Coalition Leader 34% (up 10% since May 2016) ahead of both current Prime Minister Malcolm Turnbull 25% (down 16%) and even further ahead of former Prime Minister Tony Abbott 14% (up 7%)."

"Australian electors have a similar opinion of the ALP leadership – preferring Deputy ALP Leader Tanya Plibersek is preferred leader by 25% (up 3%), just ahead of Anthony Albanese with 24% (up 4%) and incumbent Opposition Leader Bill Shorten 14% (unchanged). Plibersek has now been the preferred ALP Leader the last four times the Morgan Poll has asked this question."

"The leads for Bishop and Plibersek come two weeks before Americans vote in a historic Presidential Election between Democratic candidate Hillary Clinton and Republican opponent Donald Trump. Clinton is the first woman to stand as a major party candidate for the Presidency and is heavily favoured to be elected as the first female President of the United States on November 8."

This special telephone Morgan Poll was conducted over the three nights last week of October 24-26, 2016 with an Australia-wide cross section of 552 electors.

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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 PM	Malcolm Turnbull as Prime Minister			Analysis by Federal Voting Intention				
	July 20-22, 2015	Oct 20-22, 2015	May 4-5, 2016	Oct 24-26, 2016	L-NP	ALP	Greens	One Nation#	Ind/ Other
	%	%	%	%	%	%	%	%	%
Bishop	15	12	24	34	25	42	43	23	39
Turnbull	44	64	41	25	35	21	26	5	20
Abbott	13	8	7	14	16	12	2	48	13
Joyce	5	3	6	6	10	2	4	6	8
Morrison	5	4	5	3	4	1	2	5	4
Pyne	1	1	2	2	2	2	2	2	4
Robb	*	0	2	n/a	n/a	n/a	n/a	n/a	n/a
Hockey	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Someone else	1	*	1	1	-	-	-	4	-
Can't say	11	8	12	15	8	20	21	7	12
TOTAL	100	100	100	100	100	100	100	100	100

*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 and Andrew Robb was removed from this question after resigning from Parliament at the 2016 Federal Election. #Sample sizes less than 50 should be treated with caution.

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, 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 PM	Malcolm Turnbull as Prime Minister			Analysis by Federal Voting Intention				
	July 20-22, 2015	Oct 20-22, 2015	May 4-5, 2016	Oct 24-26, 2016	L-NP	ALP	Greens	One Nation#	Ind/ Other
	%	%	%	%	%	%	%	%	%
Turnbull	47	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Bishop	19	46	42	50	45	57	65	27	52
Abbott	n/a	10	11	16	19	13	2	48	14
Joyce	7	7	9	7	11	2	5	7	10
Morrison	8	15	12	6	9	2	2	5	4
Pyne	2	4	5	3	5	2	2	2	4
Robb	*	2	3	n/a	n/a	n/a	n/a	n/a	n/a
Hockey	6	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Someone else	1	1	2	1	-	1	-	4	-
Can't say	10	15	16	17	11	23	24	7	16
TOTAL	100	100	100	100	100	100	100	100	100

*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 and Andrew Robb was removed from this question after resigning from Parliament at the 2016 Federal Election. #Sample sizes less than 50 should be treated with caution.

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?"

	PM Tony Abbott	Prime Minister Malcolm Turnbull				Analysis by Federal Voting Intention				
	July 20-22, 2015	Oct 20-22, 2015	May 4-5, 2016	Oct 24-26, 2016	L-NP	ALP	Greens	One Nation#	Ind/Other	
	%	%	%	%	%	%	%	%	%	
Plibersek	26	27	22	25	21	28	41	12	24	
Albanese	19	23	20	24	30	21	25	15	27	
Shorten	12	9	14	14	9	29	7	10	5	
Swan	10	10	8	5	7	4	-	3	5	
Burke	4	5	3	3	6	-	3	13	1	
Macklin	4	4	3	3	3	4	2	3	4	
Bowen	7	5	8	2	4	*	2	3	4	
Someone else	2	2	1	2	1	1	2	16	3	
Can't say	16	15	21	22	19	13	18	25	27	
TOTAL	100	100	100	100	100	100	100	100	100	

#Sample sizes less than 50 should be treated with caution.

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.

	PM Tony Abbott	Prime Minister Malcolm Turnbull				Analysis by Federal Voting Intention				
	July 20-22, 2015	Oct 20-22, 2015	May 4-5, 2016	Oct 24-26, 2016	L-NP	ALP	Greens	One Nation#	Ind/Other	
	%	%	%	%	%	%	%	%	%	
Plibersek	29	28	25	30	25	37	47	14	26	
Albanese	21	24	23	27	31	28	25	22	27	
Swan	12	11	9	6	7	7	-	3	6	
Burke	5	6	4	4	6	1	3	13	1	
Macklin	4	5	4	4	3	5	3	3	4	
Bowen	7	6	10	3	5	1	2	3	4	
Someone else	2	2	1	2	1	1	2	16	3	
Can't say	20	18	24	24	22	20	18	26	29	
TOTAL	100	100	100	100	100	100	100	100	100	

#Sample sizes less than 50 should be treated with caution.

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.

Morgan Poll Accuracy — Recent Elections State & Federal (2007-16)

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