

Friday, 17 March 2017

Women preferred to lead both major parties again L-NP Coalition: Bishop (30%) cf. Turnbull (27%); ALP: Plibersek (26%) cf. Albanese (19%) and Shorten (15%).

A telephone Morgan Poll over the last three nights (March 14-16, 2017) finds:

- **Foreign Minister Julie Bishop is once again preferred as Coalition leader by 30% (down 4% since October 2016) electors ahead of Prime Minister Malcolm Turnbull 27% (up 2%). Both are well ahead of former Prime Minister Tony Abbott's 9% (down 5%), Nationals Leader Barnaby Joyce 5% (down 1%) and Immigration Minister Peter Dutton 5% - the subject of recent media speculation about leadership.**
- **However, amongst L-NP supporters Turnbull is still the preferred Coalition Leader 38% (up 3%) now just ahead of Bishop 34% (up 9%) with both well ahead of Abbott 8% (down 8%), Federal Treasurer Scott Morrison 7% (up 3%), Joyce 6% (down 4%) and Dutton 6%.**
- Deputy Labor Leader Tanya Plibersek 26% (up 1%) of electors is once again the clearly preferred Labor Leader – for the sixth time in a row since April 2015, ahead of Shadow Minister for Infrastructure and Transport Anthony Albanese 19% (down 5%) and both are well ahead of current Opposition Leader Bill Shorten 15% (up 1%).
- **ALP supporters also clearly favour Plibersek 34% (up 6%) as ALP Leader over current Leader Bill Shorten 23% (down 6%) with both well ahead of Anthony Albanese 12% (down 9%).**
- If Mr Turnbull were to resign as Prime Minister, a plurality of electors prefer Julie Bishop as Prime Minister 43% (down 7%) ahead of Tony Abbott 11% (down 5%). L-NP supporters agree with a clear preference for Bishop 51% (up 6%) ahead of Scott Morrison 13% (up 4%) and Abbott 12% (down 7%).
- If Labor Leader Bill Shorten were to resign for any reason, Tanya Plibersek 31% (up 1%) is preferred as ALP Leader ahead of Anthony Albanese 22% (down 5%). Support amongst ALP voters heavily favours Plibersek 41% (up 4%) streets ahead of Albanese 16% (down 12%).

Gary Morgan says:

"In March 2017 for the second straight survey Australian electors prefer women to lead both the major parties ahead of the incumbent Prime Minister and Opposition Leader.

"Deputy Liberal Leader Julie Bishop is preferred Coalition Leader 30% (down 4% since October 2016) ahead of current Prime Minister Malcolm Turnbull 27% (up 2%) and Deputy Labor Leader Tanya Plibersek 26% (up 1%) has extended her lead as preferred ALP Leader over Shadow Infrastructure Minister Anthony Albanese 19% (down 5%) and current ALP Leader Bill Shorten 15% (up 1%).

*"Plibersek has now been the preferred ALP Leader **six times in a row since early 2015** although the rules regarding the ALP Leadership mean it's unlikely she can replace Shorten before the next Federal Election due in 2019. The relatively new ALP Leadership rules, instituted by former Prime Minister Kevin Rudd, may be the only roadblock standing between a Federal Election contested in 2019 by two women given Turnbull's increasingly shaky hold on the Liberal Leadership."*

This special telephone Morgan Poll was conducted over the last three nights March 14-16, 2017 with an Australia-wide cross section of 534 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?"

	Malcolm Turnbull as Prime Minister				Analysis by Federal Voting Intention				
	Oct 20-22,	May 4-5,	Oct 24-26,	Mar 14-16,	L-NP	ALP	Greens	One	Ind/
	2015	2016	2016	2017					
	%	%	%	%	%	%	%	%	%
Bishop	12	24	34	30	34	34	31	17	15
Turnbull	64	41	25	27	38	25	22	13	25
Abbott	8	7	14	9	8	5	4	32	15
Joyce	3	6	6	5	6	3	4	9	0
Dutton	n/a	n/a	n/a	5	6	1	2	14	18
Morrison	4	5	3	4	7	3	3	0	5
Pyne	1	2	2	4	0	6	3	3	8
Robb	0	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Someone else	*	1	1	1	0	1	4	0	0
Can't say	8	12	15	15	1	22	27	12	14
TOTAL	100	100	100	100	100	100	100	100	100

*Indicates support for this candidate of less than 0.5%. Former Trade Minister 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, Peter Dutton, 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.

	Malcolm Turnbull as Prime Minister				Analysis by Federal Voting Intention				
	Oct 20-22,	May 4-5,	Oct 24-26,	Mar 14-16,	L-NP	ALP	Greens	One	Ind/
	2015	2016	2016	2017					
	%	%	%	%	%	%	%	%	%
Bishop	46	42	50	43	51	47	42	19	19
Abbott	10	11	16	11	12	6	4	35	26
Joyce	7	9	7	7	9	4	4	9	0
Morrison	15	12	6	7	13	5	3	6	9
Dutton	n/a	n/a	n/a	5	7	1	2	14	18
Pyne	4	5	3	5	2	7	3	3	8
Robb	2	3	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Someone else	1	2	1	1	*	1	4	0	0
Can't say	15	16	17	21	6	29	38	14	20
TOTAL	100	100	100	100	100	100	100	100	100

*Indicates support for this candidate of less than 0.5%. Former Trade Minister 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?"

	Prime Minister Malcolm Turnbull				Analysis by Federal Voting Intention				
	Oct 20-22,	May 4-5,	Oct 24-26,	Mar 14-16,	L-NP	ALP	Greens	One Nation#	Ind/Other#
	2015	2016	2016	2017					
	%	%	%	%	%	%	%	%	%
Plibersek	27	22	25	26	17	34	45	21	12
Albanese	23	20	24	19	28	12	9	22	20
Shorten	9	14	14	15	14	23	10	10	17
Swan	10	8	5	7	10	3	4	8	9
Macklin	4	3	3	5	3	3	9	11	4
Bowen	5	8	2	4	4	5	1	7	0
Burke	5	3	3	4	5	4	3	0	9
Someone else	2	1	2	2	2	3	2	0	3
Can't say	15	21	22	18	17	13	17	21	26
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.

	Prime Minister Malcolm Turnbull				Analysis by Federal Voting Intention				
	Oct 20-22,	May 4-5,	Oct 24-26,	Mar 14-16,	L-NP	ALP	Greens	One Nation#	Ind/Other#
	2015	2016	2016	2017					
	%	%	%	%	%	%	%	%	%
Plibersek	28	25	30	31	22	41	49	24	15
Albanese	24	23	27	22	30	16	12	25	23
Swan	11	9	6	8	10	5	5	10	9
Macklin	5	4	4	6	4	5	11	11	4
Burke	6	4	4	5	6	4	3	0	9
Bowen	6	10	3	4	4	6	1	7	0
Someone else	2	1	2	2	2	3	2	0	3
Can't say	18	24	24	22	22	20	17	23	37
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.”

[View Federal Voting Intention Trend](#)

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