

Monday, 9 May 2016

Turnbull 57% (but down 19%) still preferred Australian PM cf. Shorten 24% (up 10%) after Federal Budget handed down

Prime Minister Malcolm Turnbull 57% (down a large 19% since a telephone Morgan Poll in October, 2015) is still preferred to Opposition Leader Bill Shorten 24% (up 10%) as 'Better PM' but much less than he was at the time he became Prime Minister in September 2015 according to a special telephone Morgan Poll conducted over the last two nights of May 4-5, 2016 following the Federal Budget.

Turnbull still leads among all key Demographics

Analysis by Gender

Men: Turnbull 57% (down 20%) cf. Shorten 26% (up 12%). Lead to Mr. Turnbull 31% (down 32%);

Women: Turnbull 58% (down 17%) cf. Shorten 22% (up 9%). Lead to Mr. Turnbull 36% (down 26%).

Analysis by Party – Turnbull leads among L-NP electors, but Shorten now ahead with ALP electors

L-NP supporters: Turnbull 90% (down 4%) cf. Shorten 2% (unchanged). Lead to Mr. Turnbull 88% (down 4%);

ALP supporters: Turnbull 31% (down 27%) cf. Shorten 46% (up 15%). Lead to Mr. Shorten 15% (up 42%);

Greens supporters: Turnbull 36% (down 30%) cf. Shorten 50% (up 29%). Lead to Mr. Shorten 14% (up 59%);

Ind/Others supporters: Turnbull 49% (down 22%) cf. Shorten 23% (up 18%). Lead to Mr. Turnbull 26% (down 40%).

Analysis by State – Turnbull leads clearly across all States

NSW: Turnbull 58% (down 21%) cf. Shorten 24% (up 10%). Lead to Mr. Turnbull 34% (down 31%);

Victoria: Turnbull 49% (down 26%) cf. Shorten 32% (up 20%). Lead to Mr. Turnbull 17% (down 46%);

Queensland: Turnbull 60% (down 13%) cf. Shorten 21% (up 4%). Lead to Mr. Turnbull 39% (down 17%);

WA: Turnbull 66% (down 13%) cf. Shorten 13% (up 3%). Lead to Mr. Turnbull 53% (down 16%);

SA: Turnbull 55% (down 19%) cf. Shorten 22% (up 7%). Lead to Mr. Turnbull 33% (down 26%);

Tasmania: Turnbull 59% (unchanged) cf. Shorten 35% (up 4%). Lead to Mr. Turnbull 24% (down 4%);

Job Performance – Approve/Disapprove

Less than half of Australian electors 43% (down a large 23%) now approve of Prime Minister Malcolm Turnbull's handling of his job as Prime Minister while 41% (up 25%) disapprove and 16% (down 2%) can't say.

A similar proportion of men 44% (down 22%) approve of Turnbull's handling of the job as Prime Minister as disapprove 43% (up 26%). Of women 43% (down 23%) approve while 39% (up 25%) disapprove of Prime Minister Malcolm Turnbull's handling of the job as Prime Minister.

Australian electors have a different view of Opposition Leader Bill Shorten's handling of his job as Opposition Leader. Just short of a majority of 49% (down 13%) disapprove, while 34% (up 9%) approve and a further 17% (up 4%) can't say.

Neither gender is impressed with Shorten's handling of the job with over half of all men 52% (down 13%) disapproving of Opposition Leader Bill Shorten's handling of the job while 36% (up 9%) approve. In addition slightly less than a majority of women: 46% (down 12%) disapprove cf. 32% (up 9%) approve.

Gary Morgan says:

"This week's special telephone Morgan Poll shows that despite a large drop in support for Prime Minister Malcolm Turnbull over the past six months, Turnbull 57% (down 19%) is still clearly preferred to Opposition Leader Bill Shorten 24% (up 10%) as 'Better Prime Minister' after Treasurer Scott Morrison handed down his first Federal Budget and Turnbull prepares to call an early Federal Election this weekend.

“Despite large movements over the past six months Australian electors still narrowly give Turnbull a positive rating for ‘job performance’ with 43% (down 23%) approving of Turnbull’s handling of the job as Prime Minister compared to 41% (up 25%) that disapprove of Turnbull’s performance.

“In contrast, and despite improving his standing, Shorten is set to enter the Federal Election campaign with a negative view of his job performance as Opposition Leader amongst Australian electors: 49% (down 13%) disapprove cf. 34% (up 9%) approve.

“Another special telephone Morgan Poll conducted concurrently this week shows while Turnbull (41%) is still the clearly preferred Liberal Party Leader ahead of Deputy Liberal Leader Julie Bishop (24%), Shorten (14%) is only third in line as preferred Labor Leader behind Deputy Labor Leader Tanya Plibersek (22%) and Shadow Minister for Infrastructure & Transport Anthony Albanese (20%).”

This special telephone Morgan Poll was conducted over three nights this week, May 4-5, 2016, with an Australia-wide cross section of 584 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 51% cf. ALP 49% based on how a cross-section of 584 Australian electors said they would vote – a direct reversal of the latest multi-mode Morgan Poll conducted over the last two weekends which showed the L-NP 49% cf. ALP 51% 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		
	June 2014	Oct 2014	Jan 2015	Apr 2015	July 20-22, 2015	Sep 15, 2015*	Oct 20-22, 2015	May 4-5, 2016
	%	%	%	%	%	%	%	%
Prime Minister Abbott/ Turnbull	38	44	41	44	42	70	76	57
Shorten	43	37	43	39	41	24	14	24
Abbott/ Turnbull lead	(5)	7	(2)	5	1	46	62	33
Neither / Can't say	19	19	16	17	17	6	10	19
TOTAL	100	100	100	100	100	100	100	100

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

Electors 18+ Analysis by Sex & Age

	May 4-5, 2016	Men Women		18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Turnbull	57	57	58	56	43	63	57	64
Shorten	24	26	22	21	28	21	28	21
Turnbull lead	33	31	36	35	15	42	29	43
Neither/ Can't say	19	17	20	23	29	16	15	15
TOTAL	100	100	100	100	100	100	100	100

Electors 18+ Analysis by Federal Voting Intention

	May 4-5, 2016	L-NP	ALP	Greens	Ind/ Others	Can't say
	%	%	%	%	%	%
Turnbull	57	90	31	36	49	14
Shorten	24	2	46	50	23	-
Turnbull lead	33	88	(15)	(14)	26	14
Neither/ Can't say	19	8	23	14	28	86
TOTAL	100	100	100	100	100	100

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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?”

	PM Kevin Rudd		Prime Minister Tony Abbott				PM Malcolm Turnbull	
	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	May 4-5, 2016
	%	%	%	%	%	%	%	%
Approve	36	34	44	37	37	34	66	43
Disapprove	53	59	47	52	53	59	16	41
Approve - Disapprove	(17)	(25)	(3)	(15)	(16)	(25)	50	2
Can't say	11	7	9	11	10	7	18	16
TOTAL	100	100	100	100	100	100	100	100

	Electors 18+ Analysis by Sex & Age							
	May 4-5, 2016	Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Approve	43	44	43	40	47	43	41	46
Disapprove	41	43	39	40	34	40	46	41
Approve - Disapprove	2	1	4	-	13	3	(5)	5
Can't say	16	13	18	20	19	17	13	13
TOTAL	100	100	100	100	100	100	100	100

	Electors 18+ Analysis by Federal Voting Intention					
	May 4-5, 2016	L-NP	ALP	Greens	Ind/ Others	Can't say
	%	%	%	%	%	%
Approve	43	71	22	26	36	-
Disapprove	41	18	60	60	52	32
Approve - Disapprove	2	53	(38)	(34)	(16)	(32)
Can't say	16	11	18	14	12	68
TOTAL	100	100	100	100	100	100

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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 Oppn. Ldr	Bill Shorten as Opposition Leader						
	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> %	May 4-5, <u>2016</u> %
Approve	41	35	37	37	34	24	25	34
Disapprove	51	45	42	40	48	60	62	49
Approve - Disapprove	(10)	(10)	(5)	(3)	(14)	(36)	(37)	(15)
Can't say	8	20	21	23	18	16	13	17
TOTAL	100	100	100	100	100	100	100	100

Electors 18+ Analysis by Sex & Age

	May 4-5, <u>2016</u> %	Men	Women	18-24	25-34	35-49	50-64	65+
		%	%	%	%	%	%	%
Approve	34	36	32	34	41	26	36	34
Disapprove	49	52	46	40	39	56	50	52
Approve - Disapprove	(15)	(16)	(14)	(6)	2	(30)	(14)	(18)
Can't say	17	12	22	26	20	18	14	14
TOTAL	100	100	100	100	100	100	100	100

Electors 18+ Analysis by Federal Voting Intention

	May 4-5, <u>2016</u> %	L-NP	ALP	Greens	Ind/ Others	Can't say
		%	%	%	%	%
Approve	34	24	51	39	22	-
Disapprove	49	62	30	41	68	39
Approve - Disapprove	(15)	(38)	21	(2)	(46)	(39)
Can't say	17	14	19	20	10	61
TOTAL	100	100	100	100	100	100

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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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