

Sunday, 30 October 2016

Turnbull leads Shorten as 'Better PM' but poor approval ratings for both leaders

Now 47% of Australian electors prefer Prime Minister Malcolm Turnbull as 'Better Prime Minister' ahead of Opposition Leader Bill Shorten 32%. This is a small decrease for Turnbull (down 4% from July 5, 2016 – just after the Federal Election when it was still unclear who had won), but a big decrease for Shorten (down 15%) according to a special telephone Morgan Poll conducted on October 24-26, 2016.

Preferred Prime Minister

Analysis by Gender – Turnbull holds similar lead amongst both men and women

Men: Turnbull 47% (down 5%) cf. Shorten 33% (down 12%). Lead to Mr. Turnbull 14% (up 7%);

Women: Turnbull 47% (down 2%) cf. Shorten 31% (down 19%). Lead to Mr. Turnbull 16% (up 17%).

Analysis by Party – Turnbull leads among L-NP electors and Shorten well ahead with ALP electors

L-NP supporters: Turnbull 86% (unchanged) cf. Shorten 4% (down 8%). Lead to Mr. Turnbull 82% (up 8%);

ALP supporters: Turnbull 14% (down 4%) cf. Shorten 65% (down 16%). Lead to Mr. Shorten 51% (down 12%);

Greens supporters: Turnbull 22% (up 7%) cf. Shorten 54% (down 29%). Lead to Mr. Shorten 32% (down 36%);

Ind/Others supporters: Turnbull 51% (up 3%) cf. Shorten 25% (down 25%). Lead to Mr. Turnbull 26% (up 28%).

Analysis by State – Turnbull leads clearly across all States

NSW: Turnbull 44% (down 14%) cf. Shorten 36% (up 12%). Lead to Mr. Turnbull 8% (down 26%);

Victoria: Turnbull 43% (down 6%) cf. Shorten 32% (unchanged). Lead to Mr. Turnbull 11% (down 6%);

Queensland: Turnbull 51% (down 9%) cf. Shorten 22% (up 1%). Lead to Mr. Turnbull 29% (down 10%);

*WA: Turnbull 50% (down 16%) cf. Shorten 30% (up 17%). Lead to Mr. Turnbull 20% (down 33%);

*SA: Turnbull 51% (down 4%) cf. Shorten 37% (up 15%). Lead to Mr. Turnbull 14% (down 19%);

*Tasmania: Turnbull 53% (down 6%) cf. Shorten 33% (down 2%). Lead to Mr. Turnbull 20% (down 4%);

Job Performance – Approve/Disapprove

Less than a third of Australian electors, 31% (down a large 12%) approve of Prime Minister Malcolm Turnbull's handling of his job as Prime Minister while 53% (up 12%) disapprove and 16% (unchanged) can't say.

A clear majority of men, 58% (up 15%), now disapprove of Turnbull's handling of the job as Prime Minister compared to only a third of men 33% (down 11%) who approve. In slight contrast, just under a half, 48% (up 9%), of women disapprove of Turnbull's handling of the job compared to only 28% (down 15%) who approve.

Australian electors have a similarly poor view of Opposition Leader Bill Shorten's handling of his job as Opposition Leader. Just short of a majority of 49% (unchanged) disapprove, while only 31% (down 3%) approve and a large number of electors, 20% (up 3%), can't say.

Neither gender is impressed with Shorten's handling of the job with just under a half of all men 49% (down 3%) disapproving of Opposition Leader Bill Shorten's handling of the job while 35% (down 1%) approve. Among women 48% (up 2%) disapprove cf. 31% (down 1%) approve.

Gary Morgan says:

“Today’s special telephone Morgan Poll reveals bad news for both political leaders in Australia. While Malcolm Turnbull is clearly preferred over Bill Shorten as Prime Minister (47% cf. 32%), both leaders have lost support. Malcolm Turnbull is down 4% and Bill Shorten is down 15%.

“Moreover, both leaders have more detractors than approvers among the Australian electorate – a clear majority 53% (up 12%) of electors disapprove of Prime Minister Malcolm Turnbull’s handling of his job compared to only 31% (down 12%) who approve while nearly half of Australian electors, 49% (unchanged) disapprove of Opposition Leader Bill Shorten’s handling of his job. In short – Australians aren’t impressed with either Turnbull or Shorten.

“Poll watchers will remember the [special snap SMS Morgan Poll](#) taken only days after the Federal Election showed Shorten with a huge increase in support following a much better than expected performance by the ALP. Shorten’s behaviour in the immediate aftermath of the election was likened by many to a ‘victory lap’ - although Shorten was forced to concede the ALP had lost the Federal Election more than a week after Australians voted.

“Although Shorten’s performance in the days after the election drew a large degree of mirth from many keen to point out that despite appearances Shorten had in fact lost the Federal Election – it did serve an important purpose for Shorten. The premature ‘victory lap’ did prevent the mandatory leadership challenge against a party leader who loses an election. Fellow ALP leadership aspirants Tanya Plibersek and Anthony Albanese were both pressured to announce their support for Shorten rather than challenge the incumbent as they had a right to.

“This last point is important – another special Morgan Poll released today shows that Deputy ALP Leader Tanya Plibersek (25%) and Shadow Minister for Infrastructure and Transport Anthony Albanese (24%) are both clearly preferred by Australian electors to lead the ALP over the incumbent Shorten (14%).

“The results for preferred Coalition Leader are also discouraging for Prime Minister Turnbull. Deputy Liberal Leader Julie Bishop (34%) has overtaken Turnbull (25%) as Australian electors’ choice to lead the Coalition and both are well ahead of former Prime Minister Tony Abbott (14%) – [click here for more details of preferred ALP & Coalition leaders.](#)”

This special telephone Morgan Poll was conducted over three nights last week, October 24-26, 2016, with an Australia-wide cross section of 552 electors. **Sample sizes of under 50 electors in WA, SA & Tasmania should be treated with caution.*

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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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				Prime Minister Malcolm Turnbull v Bill Shorten				
	Oct 2014	Jan 2015	Apr 2015	July 2015	Sep 15, 2015*	Oct 2015	May 2016	July 5, 2016**	Oct 24-26, 2016
	%	%	%	%	%	%	%	%	%
Prime Minister Abbott/ Turnbull	44	41	44	42	70	76	57	51	47
Shorten	37	43	39	41	24	14	24	47	32
Abbott/ Turnbull lead	<u>7</u>	<u>(2)</u>	<u>5</u>	<u>1</u>	<u>46</u>	<u>62</u>	<u>33</u>	<u>4</u>	<u>15</u>
Neither / Can't say	19	16	17	17	6	10	19	2	21
TOTAL	100	100	100	100	100	100	100	100	100

*The first 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, while the second special Snap SMS Morgan Poll was conducted immediately after the close 2016 Federal Election.

Electors 18+	Analysis by Federal Voting Intention						
	Oct 24-26, 2016	L-NP	ALP	Greens	One Nation#	Ind/ Others	Can't say#
	%	%	%	%	%	%	%
Turnbull	47	86	14	22	33	51	13
Shorten	32	4	65	54	15	25	27
Turnbull lead	<u>15</u>	<u>82</u>	<u>(51)</u>	<u>(32)</u>	<u>18</u>	<u>26</u>	<u>(14)</u>
Neither/ Can't say	21	10	21	24	52	24	60
TOTAL	100	100	100	100	100	100	100

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

Electors 18+	Analysis by Sex & Age							
	Oct 24-26, 2016	Men	Women	18-24#	25-34#	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Turnbull	47	47	47	34	34	58	39	55
Shorten	32	33	31	48	30	24	45	21
Turnbull lead	<u>15</u>	<u>14</u>	<u>16</u>	<u>(14)</u>	<u>4</u>	<u>34</u>	<u>(6)</u>	<u>34</u>
Neither/ Can't say	21	20	22	18	36	18	16	24
TOTAL	100	100	100	100	100	100	100	100

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

Electors 18+	Analysis by Regions & States								
	Oct 24-26, 2016	Country	Capital Cities	NSW	VIC	QLD	WA#	SA#	TAS#
	%	%	%	%	%	%	%	%	%
Turnbull	47	48	46	44	43	51	50	51	53
Shorten	32	29	34	36	32	22	30	37	33
Turnbull lead	<u>15</u>	<u>19</u>	<u>12</u>	<u>8</u>	<u>11</u>	<u>29</u>	<u>20</u>	<u>14</u>	<u>20</u>
Neither/ Can't say	21	23	20	20	25	27	20	12	14
TOTAL	100	100	100	100	100	100	100	100	100

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

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 Rudd	Prime Minister Tony Abbott				PM Malcolm Turnbull		
	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	Oct 24-26, 2016
Approve	34	44	37	37	34	66	43	31
Disapprove	59	47	52	53	59	16	41	53
Approve - Disapprove	(25)	(3)	(15)	(16)	(25)	50	2	(22)
Can't say	7	9	11	10	7	18	16	16
TOTAL	100	100	100	100	100	100	100	100

	Electors 18+ Analysis by Federal Voting Intention						
	Oct 24-26, 2016	L-NP	ALP	Greens	One Nation#	Ind/ Others	Can't say#
Approve	31	55	16	4	7	30	18
Disapprove	53	27	70	71	79	57	59
Approve - Disapprove	(22)	28	(54)	(67)	(72)	(27)	(41)
Can't say	16	18	14	25	14	13	23
TOTAL	100	100	100	100	100	100	100

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

	Electors 18+ Analysis by Sex & Age							
	Oct 24-26, 2016	Men	Women	18-24#	25-34#	35-49	50-64	65+
Approve	31	33	28	21	21	37	28	35
Disapprove	53	58	48	50	50	47	61	52
Approve - Disapprove	(22)	(25)	(20)	(29)	(29)	(10)	(33)	(17)
Can't say	16	9	24	29	29	16	11	13
TOTAL	100	100	100	100	100	100	100	100

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

	Electors 18+ Analysis by Regions & States								
	Oct 24-26, 2016	Country	Capital Cities	NSW	VIC	QLD	WA#	SA#	TAS#
Approve	31	29	32	24	27	36	40	40	39
Disapprove	53	54	52	62	52	42	41	43	61
Approve - Disapprove	(22)	(25)	(20)	(38)	(25)	(6)	(1)	(3)	(22)
Can't say	16	17	16	14	21	22	19	17	-
TOTAL	100	100	100	100	100	100	100	100	100

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

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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?"

Bill Shorten as Opposition Leader

	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	Oct 24-26, 2016
	%	%	%	%	%	%	%	%
Approve	35	37	37	34	24	25	34	31
Disapprove	45	42	40	48	60	62	49	49
Approve - Disapprove	(10)	(5)	(3)	(14)	(36)	(37)	(15)	(18)
Can't say	20	21	23	18	16	13	17	20
TOTAL	100	100	100	100	100	100	100	100

Electors 18+ Analysis by Federal Voting Intention

	Oct 24-26, 2016	L-NP	ALP	Greens	One Nation#	Ind/ Others	Can't say#
	%	%	%	%	%	%	%
Approve	31	22	55	29	13	17	17
Disapprove	49	68	22	31	70	71	25
Approve - Disapprove	(18)	(46)	33	(2)	(57)	(54)	(8)
Can't say	20	10	23	40	17	12	58
TOTAL	100	100	100	100	100	100	100

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

Electors 18+ Analysis by Sex & Age

	Oct 24-26, 2016	Men	Women	18-24#	25-34#	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Approve	31	35	28	40	17	32	35	31
Disapprove	49	49	48	21	60	43	45	63
Approve - Disapprove	(18)	(14)	(20)	19	(43)	(11)	(10)	(32)
Can't say	20	16	24	39	23	25	20	6
TOTAL	100	100	100	100	100	100	100	100

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

Electors 18+ Analysis by Regions & States

	Oct 24-26, 2016	Country	Capital Cities	NSW	VIC	QLD	WA#	SA#	TAS#
	%	%	%	%	%	%	%	%	%
Approve	31	26	35	38	29	23	28	53	24
Disapprove	49	56	44	44	50	53	48	41	57
Approve - Disapprove	(18)	(30)	(9)	(6)	(21)	(30)	(20)	12	(33)
Can't say	20	18	21	18	21	24	24	6	19
TOTAL	100	100	100	100	100	100	100	100	100

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

FOR IMMEDIATE RELEASE

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 – 2016)

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](#)