

Monday, 27 April 2015

## Australians support Tony Abbott as PM over Bill Shorten – but neither leader much liked

Despite neither Federal Leader having positive ‘job’ approval, Prime Minister Tony Abbott 44% (up 3% since January 2015) now leads Opposition Leader Bill Shorten 39% (down 4%) as the ‘Better PM’ according to a special telephone Morgan Poll conducted over three nights last week April 21-23, 2015.

### Job Performance – Approve/Disapprove

A majority of electors 53% (up 1%) disapprove of Prime Minister Tony Abbott’s handling of his job as Prime Minister while only 37% (unchanged) approve and 10% (down 1%) can’t say.

Australian electors have a similarly disappointed view of Opposition Leader Bill Shorten’s handling of his job as Opposition Leader; 48% (up 8%) disapprove, 34% (down 3%) approve and nearly twice as many as for Abbott, 18% (down 5%), still can’t say how they view the Opposition Leader after more than a year in the job.

### Analysis by Gender

Analysis by gender shows men clearly in support of Abbott as ‘Better PM’ with Abbott 50% (up 7%) cf. Shorten 37% (down 6%) while women slightly favour Shorten 42% (down 1%) over Abbott 39% (down 1%).

When judging Prime Minister Tony Abbott’s handling of the job as Prime Minister, a majority of men 51% (unchanged) disapprove while only 40% (up 1%) approve. Similarly, far more women disapprove 54% (up 2%) than approve 33% (down 2%) of Prime Minister Tony Abbott’s handling of the job as Prime Minister.

For Opposition Leader Bill Shorten’s handling of the job as Opposition Leader: over half of all men 51% (up a large 9%) disapprove of Opposition Leader Bill Shorten’s handling of the job while only just over a third 35% (down 4%) approve. There is also rising dissatisfaction with Shorten amongst women: 45% (up 7%) disapprove cf. 34% (down 2%) approve.

### **Gary Morgan says:**

*“This week’s special telephone Morgan Poll shows Prime Minister Tony Abbott has enjoyed some resurgence of support – now clearly rated as a ‘Better Prime Minister’ than Opposition Leader Bill Shorten by Australian electors; Abbott 44% (up 3% since January 2015) cf. Shorten 39% (down 4%) – although neither leader is rated highly for their performance of their respective jobs.*

*“However, despite leading Shorten, a clear majority of Australian electors disapprove (53%, up 1%) of Abbott’s handling of the job as Prime Minister compared to only 37% (unchanged) that approve. Shorten faces a similar issue and has seen his disapproval (48%, up 8%) increase significantly in the last three months to the highest in his time as Opposition Leader with only 34% (down 3%) of electors approving of Shorten’s handling of the job as Opposition Leader.”*

This special telephone Morgan Poll was conducted over three nights last week, April 21-23, 2015, with an Australia-wide cross section of 583 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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## Better Prime Minister: Abbott v Shorten

Electors were asked: "Thinking of Mr. Tony Abbott and Mr. Bill Shorten. In your opinion, who would make the better Prime Minister – Mr. Abbott or Mr. Shorten?"

	Prime Minister Rudd v Abbott			Prime Minister Abbott v Shorten				
	July <u>2013</u> %	Aug 12/13, <u>2013</u> %	Aug 28/29, <u>2013</u> %	Oct 18-20, <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> %
Prime Minister Rudd/ <b>Abbott</b>	52	46	43	40	38	44	41	44
Abbott/ <b>Shorten</b>	36	43	44	36	43	37	43	39
Rudd/ <b>Abbott lead</b>	<u>16</u>	<u>3</u>	<u>(1)</u>	<u>4</u>	<u>(5)</u>	<u>7</u>	<u>(2)</u>	<u>5</u>
Other / Can't say	12	11	13	24	19	19	16	17
<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 Sex & Age							
	Apr 21-23, <u>2015</u> %	Men %	Women %	18-24 %	25-34 %	35-49 %	50-64 %	65+ %
Abbott	44	50	39	40	25	44	50	56
Shorten	39	37	42	37	54	41	34	32
<b>Abbott lead</b>	<u>5</u>	<u>13</u>	<u>(3)</u>	<u>3</u>	<u>(29)</u>	<u>3</u>	<u>16</u>	<u>24</u>
Neither/ Can't say	17	13	19	23	21	15	16	12
<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					
	Apr 21-23, <u>2015</u> %	L-NP %	ALP %	Greens %	Ind/ Others %	Can't say %
Abbott	44	84	9	7	40	12
Shorten	39	7	77	76	19	24
<b>Abbott lead</b>	<u>5</u>	<u>77</u>	<u>(68)</u>	<u>(69)</u>	<u>21</u>	<u>(12)</u>
Neither/ Can't say	17	9	14	17	41	64
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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## Approval of Leaders – Tony Abbott v Bill Shorten

### Prime Minister: Tony Abbott

Electors were asked: “Do you APPROVE or DISAPPROVE of the way Mr. Abbott is handling his job as Prime Minister?”

	PM Gillard	Prime Minister Kevin Rudd			Prime Minister Tony Abbott			
	June 11/12, <u>2013</u> %	July 16/17, <u>2013</u> %	Aug 12/13, <u>2013</u> %	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> %
Approve	27	45	40	36	34	44	37	37
Disapprove	65	40	49	53	59	47	52	53
<b>Approve - Disapprove</b>	<b>(38)</b>	<b>5</b>	<b>(9)</b>	<b>(17)</b>	<b>(25)</b>	<b>(3)</b>	<b>(15)</b>	<b>(16)</b>
Can't say	8	15	11	11	7	9	11	10
<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 Sex & Age

	Apr 21-23, <u>2015</u> %	Men Women		18-24	25-34	35-49	50-64	65+
		%	%	%	%	%	%	%
Approve	37	40	33	28	21	37	43	46
Disapprove	53	51	54	53	62	53	53	43
<b>Approve - Disapprove</b>	<b>(16)</b>	<b>(11)</b>	<b>(21)</b>	<b>(25)</b>	<b>(41)</b>	<b>(16)</b>	<b>(10)</b>	<b>3</b>
Can't say	10	9	13	19	17	10	4	11
<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

	Apr 21-23, <u>2015</u> %	L-NP	ALP	Greens	Ind/ Others	Can't say
		%	%	%	%	%
Approve	37	69	11	2	25	15
Disapprove	53	19	81	94	61	56
<b>Approve - Disapprove</b>	<b>(16)</b>	<b>50</b>	<b>(70)</b>	<b>(92)</b>	<b>(36)</b>	<b>(41)</b>
Can't say	10	12	8	4	14	29
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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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?"

	<b>Tony Abbott as Opposition Leader</b>				<b>Bill Shorten as Opposition Leader</b>			
	June 11/12, July 16/17, Aug 12/13,		Aug 28/29,		June 4-6,	Sep 30-Oct 2,	Jan 12-13,	Apr 21-23,
	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2014</u>	<u>2014</u>	<u>2015</u>	<u>2015</u>
	%	%	%	%	%	%	%	%
Approve	41	38	42	41	35	37	37	34
Disapprove	51	54	48	51	45	42	40	48
<b>Approve - Disapprove</b>	<b>(10)</b>	<b>(16)</b>	<b>(6)</b>	<b>(10)</b>	<b>(10)</b>	<b>(5)</b>	<b>(3)</b>	<b>(14)</b>
Can't say	8	8	10	8	20	21	23	18
<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 Sex & Age**

	<u>Apr 21-23, 2015</u>			<u>18-24</u>	<u>25-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>
		<u>Men</u>	<u>Women</u>					
	%	%	%	%	%	%	%	%
Approve	34	35	34	32	40	34	32	33
Disapprove	48	51	45	36	40	49	57	49
<b>Approve - Disapprove</b>	<b>(14)</b>	<b>(16)</b>	<b>(11)</b>	<b>(4)</b>	<b>0</b>	<b>(15)</b>	<b>(25)</b>	<b>(16)</b>
Can't say	18	14	21	32	20	17	11	18
<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**

	<u>Apr 21-23, 2015</u>					
		<u>L-NP</u>	<u>ALP</u>	<u>Greens</u>	<u>Ind/ Others</u>	<u>Can't say</u>
	%	%	%	%	%	
Approve	34	25	55	23	14	31
Disapprove	48	61	28	55	62	33
<b>Approve - Disapprove</b>	<b>(14)</b>	<b>(36)</b>	<b>27</b>	<b>(32)</b>	<b>(48)</b>	<b>(2)</b>
Can't say	18	14	17	22	24	36
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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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 – 2014)**

**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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