

Wednesday, 14 January 2015

More Australians believe Bill Shorten would make a 'Better PM' than Tony Abbott

Despite neither Leader having positive job approval, Opposition Leader Bill Shorten (43%, up 6% since October 2014) now narrowly leads Prime Minister Tony Abbott 41% (down 3%) as the 'Better PM' according to a special telephone Morgan Poll conducted over the last two nights January 12-13, 2015.

Job Performance – Approve/Disapprove

Prime Minister Tony Abbott has lost popularity with a majority of electors 52% (up 5%) now disapproving of his handling of his job as Prime Minister, only 37% (down 7%) approve while 11% (up 2%) can't say.

Australian electors have a similar view of Opposition Leader Bill Shorten's handling his job as Opposition Leader; 40% (down 2%) disapprove and 37% (unchanged) approve although a much higher 23% (up 2%) 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 are equally divided on the two leaders with Abbott 43% (down 6%) cf. Shorten 43% (up 9%) as 'Better PM' while women slightly favour Shorten 43% (up 2%) over Abbott 40% (unchanged).

When judging Prime Minister Tony Abbott's handling of the job as Prime Minister, a majority of men 51% (up 8%) disapprove while only 39% (down 12%) approve. Similarly, more women disapprove 52% (up 1%) than approve 35% (down 3%) 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: Less than half of men 42% (down 3%) disapprove of Opposition Leader Bill Shorten's handling of the job while 39% (down 1%) approve. Among women: 38% (down 1%) disapprove cf. 36% (up 2%) approve.

Gary Morgan says:

"Today's special telephone Morgan Poll shows neither political leader enjoys widespread support – although Opposition Leader Bill Shorten (43%, up 6% since October 2014) is narrowly preferred to Prime Minister Tony Abbott (41%, down 3%) as the 'Better PM' by Australian electors.

"However, both Leaders are rated poorly for their handling of their respective jobs. Clearly more Australian electors disapprove (52%) of Abbott's handling of the job as Prime Minister than approve (37%) and the same applies for Shorten as Opposition Leader: Disapprove (40%) cf. approve (37%).

"In contrast to previous Morgan Polls on this question dissatisfaction with Prime Minister Abbott is widespread with a negligible 'gender gap' when electors assess Prime Minister Abbott's job performance - a majority of both men (51%) and women (52%) disapprove of Abbott's handling of the job as Prime Minister."

This special telephone Morgan Poll was conducted over the last two nights this week, January 12/13, 2015, with an Australia-wide cross section of 523 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

In addition to interviewing electors on how they view the leadership of the two major parties the Morgan Poll also measured voting intention for all electors which showed a two-party preferred result over the last two nights of ALP (53.5%) cf. L-NP (46.5%). This result is similar to the [multi-mode Morgan Poll result of the past two weekends](#) (January 3/4 & 10/11, 2015) which showed the ALP (54.5%) cf. L-NP (45.5%).

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?"

	PM Gillard v Abbott	Prime Minister Rudd v Abbott			Prime Minister Abbott v Shorten			
	June 11/12,	July 16/17,	Aug 12/13,	Aug 28/29,	Oct 18-20,	June 4-6,	Sep 30-Oct 2,	Jan 12-13
	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2014</u>	<u>2014</u>	<u>2015</u>
	%	%	%	%	%	%	%	%
Prime Minister Gillard/ Rudd/ Abbott	50	52	46	43	40	38	44	41
Abbott/ Abbott/ Shorten	43	36	43	44	36	43	37	43
Gillard/ Rudd/ Abbott lead	<u>7</u>	<u>16</u>	<u>3</u>	<u>(1)</u>	<u>4</u>	<u>(5)</u>	<u>7</u>	<u>(2)</u>
Other / Can't say	7	12	11	13	24	19	19	16
TOTAL	100	100	100	100	100	100	100	100

	Electors 18+		Analysis by Sex & Age					
	Jan 12-13, <u>2015</u>	Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Abbott	41	43	40	34	40	36	40	56
Shorten	43	43	43	51	45	51	42	26
Abbott lead	<u>(2)</u>	=	<u>(3)</u>	<u>(17)</u>	<u>(5)</u>	<u>(15)</u>	<u>(2)</u>	<u>30</u>
Neither/ Can't say	16	14	17	15	15	13	18	18
TOTAL	100	100	100	100	100	100	100	100

	Electors 18+		Analysis by Federal Voting Intention				
	Jan 12-13, <u>2015</u>	L-NP	ALP	Greens	Palmer	Ind/ Others	Can't say
	%	%	%	%	%	%	%
Abbott	41	86	10	5	44	29	25
Shorten	43	7	77	78	7	32	-
Abbott lead	<u>(2)</u>	<u>79</u>	<u>(67)</u>	<u>(73)</u>	<u>37</u>	<u>(3)</u>	<u>25</u>
Neither/ Can't say	16	7	13	17	49	39	75
TOTAL	100	100	100	100	100	100	100

FOR IMMEDIATE RELEASE

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 Julia Gillard		Prime Minister Kevin Rudd			Prime Minister Tony Abbott		
	Nov 27-29, June 11/12, 2012	June 11/12, 2013	July 16/17, 2013	Aug 12/13, 2013	Aug 28/29, 2013	June 4-6, 2014	Sep 30-Oct 2, 2014	Jan 12-13, 2015
	%	%	%	%	%	%	%	%
Approve	42	27	45	40	36	34	44	37
Disapprove	48	65	40	49	53	59	47	52
Approve - Disapprove	(6)	(38)	5	(9)	(17)	(25)	(3)	(15)
Can't say	10	8	15	11	11	7	9	11
TOTAL	100	100	100	100	100	100	100	100

Electors 18+ Analysis by Sex & Age

	Jan 12-13, 2015	Sex		Age				
		Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Approve	37	39	35	36	32	28	36	57
Disapprove	52	51	52	54	56	60	50	35
Approve - Disapprove	(15)	(12)	(17)	(18)	(24)	(32)	(14)	22
Can't say	11	10	13	10	12	12	14	8
TOTAL	100	100	100	100	100	100	100	100

Electors 18+ Analysis by Federal Voting Intention

	Jan 12-13, 2015	Federal Voting Intention					
		L-NP	ALP	Greens	Palmer	Ind/ Others	Can't say
	%	%	%	%	%	%	%
Approve	37	76	10	3	35	25	24
Disapprove	52	14	77	94	44	58	41
Approve - Disapprove	(15)	62	(67)	(91)	(9)	(33)	(17)
Can't say	11	10	13	3	21	17	35
TOTAL	100	100	100	100	100	100	100

FOR IMMEDIATE RELEASE

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 Opposition Leader					Bill Shorten as Opposition Leader		
	Nov 27-29,	June 11/12,	July 16/17,	Aug 12/13,	Aug 28/29,	June 4-6,	Sep 30-Oct 2,	Jan 12-13,
	<u>2012</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2014</u>	<u>2014</u>	<u>2015</u>
	%	%	%	%	%	%	%	%
Approve	28	41	38	42	41	35	37	37
Disapprove	63	51	54	48	51	45	42	40
Approve - Disapprove	(35)	(10)	(16)	(6)	(10)	(10)	(5)	(3)
Can't say	9	8	8	10	8	20	21	23
TOTAL	100	100	100	100	100	100	100	100

Electors 18+ Analysis by Sex & Age

	Jan 12-13, <u>2015</u>	Sex		Age				
		<u>Men</u>	<u>Women</u>	<u>18-24</u>	<u>25-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>
	%	%	%	%	%	%	%	%
Approve	37	39	36	31	33	39	39	37
Disapprove	40	42	38	44	32	39	37	48
Approve - Disapprove	(3)	(3)	(2)	(13)	1	-	2	(11)
Can't say	23	19	26	25	35	22	24	15
TOTAL	100	100	100	100	100	100	100	100

Electors 18+ Analysis by Federal Voting Intention

	Jan 12-13, <u>2015</u>	Federal Voting Intention					
		<u>L-NP</u>	<u>ALP</u>	<u>Greens</u>	<u>Palmer</u>	<u>Ind/ Others</u>	<u>Can't say</u>
	%	%	%	%	%	%	%
Approve	37	35	49	30	-	20	5
Disapprove	40	51	25	41	71	53	37
Approve - Disapprove	(3)	(16)	24	(11)	(71)	(33)	(32)
Can't say	<u>23</u>	14	26	29	29	27	58
TOTAL	100	100	100	100	100	100	100

For further information:

Contact	Office	Mobile
Gary Morgan:	+61 3 9224 5213	+61 411 129 094
Michele Levine:	+61 3 9224 5215	+61 411 129 093

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.”

[View Federal Voting Intention Trend](#)