

Monday, 27 August 2018

## **Julie Bishop easily preferred to Bill Shorten as PM, virtual dead-heat between Scott Morrison & Shorten while Shorten leads Peter Dutton clearly**

**A special Snap SMS Morgan Poll conducted with a cross-section of more than 2,000 Australian electors today (Thursday August 23) shows Deputy Liberal Leader Julie Bishop has easily the strongest performance against Opposition Leader Bill Shorten in a head-to-head matchup while fellow leadership aspirant Scott Morrison is in a virtual 'dead-heat' with Shorten.**

Yesterday's Snap SMS Morgan Poll showed Prime Minister Malcolm Turnbull with the edge over Shorten as 'Better PM' while Shorten holds a comprehensive lead over challenger Peter Dutton – [more details here](#).

### **Liberal Leadership contenders vs. Opposition Leader Bill Shorten**

**Julie Bishop (64%) cf. Bill Shorten (36%).**

**Malcolm Turnbull (54%) cf. Bill Shorten (46%).**

**Bill Shorten (50.5%) cf. Scott Morrison (49.5%).**

**Bill Shorten (62%) cf. Peter Dutton (38%).**

All 'can't say' and 'don't know' responses have been removed from these results to make them directly comparable.

### **Better Prime Minister: Scott Morrison v Bill Shorten**

#### **Analysis by Gender – Morrison leads amongst men while Shorten leads amongst women**

Men: Morrison 53% cf. Shorten 47%. Lead to Mr. Morrison 6%;

Women: Shorten 54% cf. Morrison 46%. Lead to Mr. Shorten 8%.

#### **Analysis by Age – Shorten leads Australians under 50, Morrison leads 50+ year olds**

18-24yr olds: Shorten 70% cf. Morrison 30%. Lead to Mr. Shorten 40%;

25-34yr olds: Shorten 63.5% cf. Morrison 36.5%. Lead to Mr. Shorten 27%;

35-49yr olds: Shorten 53% cf. Morrison 47%. Lead to Mr. Shorten 6%;

50-64yr olds: Morrison 57.5% cf. Shorten 42.5%. Lead to Mr. Morrison 15%;

65+yrs old: Morrison 61% cf. Shorten 39%. Lead to Mr. Morrison 22%.

#### **Analysis by Party – Morrison leads among L-NP & Ind./Others and Shorten ahead with ALP & Greens**

L-NP supporters: Morrison 91% cf. Shorten 9%. Lead to Mr. Morrison 82%;

ALP supporters: Shorten 78.5% cf. Morrison 21.5%. Lead to Mr. Shorten 57%;

Greens supporters: Shorten 88.5% cf. Morrison 11.5%. Lead to Mr. Shorten 77%;

Ind./Others supporters: Morrison 54% cf. Shorten 46%. Lead to Mr. Morrison 8%.

#### **Analysis by State – Shorten leads in Vic, WA, SA & Tas while Morrison ahead in NSW & QLD**

NSW: Morrison 51% cf. Shorten 49%. Lead to Mr. Morrison 2%;

Victoria: Shorten 54% cf. Morrison 46%. Lead to Mr. Shorten 8%;

Queensland: Morrison 53.5% cf. Shorten 46.5%. Lead to Mr. Morrison 7%;

WA: Shorten 50.5% cf. Morrison 49.5%. Lead to Mr. Shorten 1%;

SA: Shorten 52.5% cf. Morrison 47.5%. Lead to Mr. Shorten 5%;

Tasmania: Shorten 55.5% cf. Morrison 44.5%. Lead to Mr. Shorten 11%.

## **Better Prime Minister: Julie Bishop v Bill Shorten**

### **Analysis by Gender – Bishop leads shorten easily amongst both women and men**

Men: Bishop 62.5% cf. Shorten 37.5%. Lead to Ms. Bishop 25%;

Women: Bishop 65.5% cf. Shorten 34.5%. Lead to Ms. Bishop 31%.

### **Analysis by Age – Bishop leads Shorten easily across all age groups**

18-24yr olds: Bishop 57.5% cf. Shorten 42.5%. Lead to Ms. Bishop 15%;

25-34yr olds: Bishop 65% cf. Shorten 35%. Lead to Ms. Bishop 30%;

35-49yr olds: Bishop 66.5% cf. Shorten 33.5%. Lead to Ms. Bishop 33%;

50-64yr olds: Bishop 66.5% cf. Shorten 33.5%. Lead to Ms. Bishop 33%;

65+yr olds: Bishop 61% cf. Shorten 39%. Lead to Ms. Bishop 22%.

### **Analysis by Party – Bishop leads easily amongst L-NP & Ind./Others supporters, Shorten ahead with ALP & Greens supporters**

L-NP supporters: Bishop 87% cf. Shorten 13%. Lead to Ms. Bishop 74%;

ALP supporters: Shorten 59.5% cf. Bishop 40.5%. Lead to Mr. Shorten 19%;

Greens supporters: Shorten 56.5% cf. Bishop 43.5%. Lead to Mr. Shorten 13%;

Ind./Others supporters: Bishop 70.5% cf. Shorten 29.5%. Lead to Ms. Bishop 41%.

### **Analysis by State – Bishop leads in all mainland states, huge lead in home state of WA**

NSW: Bishop 65.5% cf. Shorten 34.5%. Lead to Ms. Bishop 31%;

Victoria: Bishop 59% cf. Shorten 41%. Lead to Ms. Bishop 18%;

Queensland: Bishop 63.5% cf. Shorten 36.5%. Lead to Ms. Bishop 27%;

WA: Bishop 84% cf. Shorten 16%. Lead to Ms. Bishop 68%;

SA: Bishop 57% cf. Shorten 43%. Lead to Ms. Bishop 14%;

Tasmania: Shorten 51% cf. Bishop 49%. Lead to Mr. Shorten 2%.

This Snap SMS Morgan Poll was conducted on August 23, 2018, with an Australia-wide cross section of 1,126 electors for Scott Morrison v Bill Shorten and a further 985 electors for Julie Bishop v Bill Shorten 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 IMMEDIATE RELEASE

## Better Prime Minister: Morrison v Shorten

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

### Electors 18+ Analysis by Federal Voting Intention

	Aug 23, 2018	L-NP	ALP	Greens	Ind./ Others	Can't say#
	%	%	%	%	%	%
Morrison	49.5	91	21.5	11.5	54	60.5
Shorten	50.5	9	78.5	88.5	46	30.5
<b>Morrison lead</b>	<b>(1)</b>	<b>82</b>	<b>(57)</b>	<b>(77)</b>	<b>8</b>	<b>30</b>
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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

### Electors 18+ Analysis by Sex & Age

	Aug 23, 2018	Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Morrison	49.5	53	46	30	36.5	47	57.5	61
Shorten	50.5	47	54	70	63.5	53	42.5	39
<b>Morrison lead</b>	<b>(1)</b>	<b>6</b>	<b>(8)</b>	<b>(40)</b>	<b>(27)</b>	<b>(6)</b>	<b>15</b>	<b>22</b>
<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 Regions & States

	Aug 23, 2018	Country	Capital Cities	NSW	VIC	QLD	WA	SA	TAS#
	%	%	%	%	%	%	%	%	%
Morrison	49.5	52.5	47.5	51	46	53.5	49.5	47.5	44.5
Shorten	50.5	47.5	52.5	49	54	46.5	50.5	52.5	55.5
<b>Morrison lead</b>	<b>(1)</b>	<b>5</b>	<b>(5)</b>	<b>2</b>	<b>(8)</b>	<b>7</b>	<b>(1)</b>	<b>(5)</b>	<b>(11)</b>
<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>	<b>100</b>

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

FOR IMMEDIATE RELEASE

## Better Prime Minister: Bishop v Shorten

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

### Electors 18+ Analysis by Federal Voting Intention

	Aug 23, 2018	L-NP	ALP	Greens	Ind./ Others	Can't say#
	%	%	%	%	%	%
Bishop	64	87	40.5	43.5	70.5	50.5
Shorten	36	13	59.5	56.5	29.5	49.5
<b>Bishop lead</b>	<b>28</b>	<b>74</b>	<b>(19)</b>	<b>(13)</b>	<b>41</b>	<b>1</b>
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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

### Electors 18+ Analysis by Sex & Age

	Aug 23, 2018	Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Bishop	64	62.5	65.5	57.5	65	66.5	66.5	61
Shorten	36	37.5	34.5	42.5	35	33.5	33.5	39
<b>Bishop lead</b>	<b>28</b>	<b>25</b>	<b>31</b>	<b>15</b>	<b>30</b>	<b>33</b>	<b>33</b>	<b>22</b>
<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 Regions & States

	Aug 23, 2018	Country	Capital Cities	NSW	VIC	QLD	WA	SA	TAS#
	%	%	%	%	%	%	%	%	%
Bishop	64	60.5	66.5	65.5	59	63.5	84	57	49
Shorten	36	39.5	33.5	34.5	41	36.5	16	43	51
<b>Bishop lead</b>	<b>28</b>	<b>21</b>	<b>33</b>	<b>31</b>	<b>18</b>	<b>27</b>	<b>68</b>	<b>14</b>	<b>(2)</b>
<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>	<b>100</b>

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

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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 – 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](#)