

The Essential Report

13 March 2018



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Date: 13/03/2018

Prepared By: Essential Research

Data Supplied by:



AMSRS 

Our researchers are members of the Australian Market and Social Research Society.

About this poll

This report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The survey was conducted online from 8th to 11th March 2018 and is based on 1,025 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, the Adani coal mine, economic measures and same sex marriage.

The methodology used to carry out this research is described in the appendix on page 12.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

Federal voting intention

Q If a Federal Election was held today to which party will you probably give your first preference vote? If not sure, which party are you currently leaning toward? If don't know - Well which party are you currently leaning to?

	Total	2 weeks ago 27/2/18	4 weeks ago 13/2/18	Election 2 Jul 16
Liberal	33%	32%	33%	
National	3%	3%	3%	
Total Liberal/National	36%	35%	36%	42.0%
Labor	38%	35%	37%	34.7%
Greens	9%	10%	10%	10.2%
Nick Xenophon Team	3%	2%	4%	
Pauline Hanson's One Nation	8%	8%	6%	
Other/Independent	7%	10%	7%	13.1%
2 party preferred				
Liberal National	46%	47%	46%	50.4%
Labor	54%	53%	54%	49.6%

NB. Respondents who select 'don't know' are not included in the results. The two-party preferred estimate is calculated by distributing the votes of the other parties according to their preferences at the 2016 election.

Malcolm Turnbull

Q Do you approve or disapprove of the job Malcolm Turnbull is doing as Prime Minister?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Feb 2018	Jan 2018	Dec 2017	Sep 2017	June 2017	Mar 2017	Dec 2016	June 2016	Dec 2015
Total approve	41%	29%	75%	25%	24%	39%	38%	41%	41%	36%	33%	34%	38%	56%
Total disapprove	43%	60%	16%	63%	65%	42%	45%	44%	46%	45%	50%	46%	40%	23%
Strongly approve	9%	10%	16%	8%	3%	7%	7%	8%	7%	5%	5%	5%	6%	13%
Approve	32%	19%	59%	17%	21%	32%	31%	33%	34%	31%	28%	29%	32%	43%
Disapprove	26%	33%	12%	37%	41%	26%	25%	27%	28%	28%	30%	30%	24%	16%
Strongly disapprove	17%	27%	4%	26%	24%	16%	20%	17%	18%	17%	20%	16%	16%	7%
Don't know	16%	11%	9%	12%	11%	19%	18%	15%	14%	19%	18%	20%	21%	21%

41% approved of the job Malcolm Turnbull is doing as Prime Minister (up 2% from last month), and 43% disapproved (up 1%) – a change in net approval rating from -3 to -2.

75% (up 2%) of Liberal/National voters approved of the job Malcolm Turnbull is doing, compared to 29% of ALP voters and 25% of Greens voters.

By gender, men were 46% approve/45% disapprove and women 36% approve/41% disapprove.



Bill Shorten

Q Do you approve or disapprove of the job Bill Shorten is doing as Opposition Leader?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Feb 2018	Jan 2018	Dec 2017	Sep 2017	June 2017	Mar 2017	Dec 2016	Dec 2015	Dec 2014
Total Approve	37%	66%	23%	39%	20%	33%	32%	36%	36%	34%	30%	35%	27%	35%
Total Disapprove	44%	20%	67%	42%	66%	46%	49%	45%	47%	43%	49%	38%	47%	39%
Strongly approve	8%	17%	5%	9%	3%	7%	7%	7%	7%	5%	4%	6%	4%	7%
Approve	29%	49%	18%	30%	17%	26%	25%	29%	29%	29%	26%	29%	23%	28%
Disapprove	23%	16%	29%	32%	30%	25%	26%	23%	25%	28%	26%	21%	26%	23%
Strongly disapprove	21%	4%	38%	10%	36%	21%	23%	22%	22%	15%	23%	17%	21%	16%
Don't know	19%	14%	10%	21%	15%	21%	20%	19%	17%	23%	22%	25%	25%	26%

37% approved of the job Bill Shorten is doing as Opposition Leader (up 4% from last month), and 44% disapproved (down 2%) - a change in net approval rating from -13 to -7.

66% (up 5%) of ALP voters approved of the job Bill Shorten is doing, compared to 39% of Greens voters and 23% of Liberal/National voters.

By gender, men were 44% approve/47% disapprove and women 30% approve/40% disapprove.



Preferred Prime Minister

Q Who do you think would make the better Prime Minister out of Malcolm Turnbull and Bill Shorten?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Feb 2018	Jan 2018	Dec 2017	Sep 2017	June 2017	Mar 2017	Dec 2016	Jun 2016	Dec 2015
Malcolm Turnbull	41%	21%	82%	25%	32%	42%	42%	42%	43%	39%	38%	39%	40%	54%
Bill Shorten	26%	55%	5%	38%	16%	27%	25%	28%	29%	26%	26%	28%	29%	15%
Don't know	33%	24%	13%	37%	53%	31%	33%	31%	28%	34%	36%	33%	32%	31%

41% thought that Malcolm Turnbull would make the better Prime Minister (down 1% from last month), and 26% thought Bill Shorten would be better (down 1%). 33% did not know who would make a better Prime Minister.

The results were split by party, with 82% of Liberal/National voters saying that Malcolm Turnbull would be a better Prime Minister, and 55% of Labor voters saying Bill Shorten would.

Greens voters preferred Bill Shorten (38%) to Malcolm Turnbull (25%).

49% of men prefer Malcolm Turnbull and 27% prefer Bill Shorten.

33% of women prefer Malcolm Turnbull and 26% prefer Bill Shorten.



Adani coal mine

- Q Indian mining company Adani wants to build a large new coal mine in the Galilee Basin in Queensland which would produce coal to be exported back to India. Which of the following positions is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
The Liberal Party position - Support the mine and will allow it to go ahead	26%	15%	50%	9%	26%
The Labor Party position - Do not support the mine but will not revoke Adani's licence to develop the mine	19%	38%	10%	10%	11%
The Greens position - Oppose the mine and will not allow it to go ahead	30%	31%	19%	69%	40%
Don't know	24%	16%	21%	13%	24%

30% support the Greens position on the Adani coal mine – to oppose the mine and not allow it to go ahead. 26% support the Liberal Party position of supporting the coal mine and 19% support the Labor position of opposing the mine but not revoking their licence to develop the mine.

Among their own voters, the Greens have the highest support – 69% of Greens voters support the Greens position, 50% of Liberal voters support the Liberal position and 38% of Labor voters support the Labor position. 40% of minor party and independent voters and 31% of Labor voters support the Greens position.

Economic measures

Q Would you support or oppose each of the following?

	Total support	Total oppose	Strongly support	Support	Oppose	Strongly oppose	Don't know
Reduce corporate tax to stimulate investment	42%	39%	11%	31%	24%	15%	19%
Increase the Newstart allowance to increase consumer spending	52%	32%	18%	34%	21%	11%	16%
Regulate energy prices to reduce cost of living pressures	83%	7%	49%	34%	5%	2%	10%
Create a partnership between business, unions and government to better share the benefits of economic growth	66%	11%	18%	48%	7%	4%	23%

There was majority support for regulating energy prices (83%), creating a partnership between business, unions and Government (66%) and increasing the Newstart allowance (52%). Respondents were divided on reducing corporate tax (42% support/39% oppose).

61% of Liberal National voters support reducing corporate tax while 52% of Labor voters and 60% of Greens voters oppose.

Benefits of economic measures

Q Who do you think would benefit from each of these measures?

	Big business	Small business	Workers	People on low incomes	The economy overall	None of them	Don't know
Reduce corporate tax to stimulate investment	52%	29%	21%	14%	27%	2%	14%
Increase the Newstart allowance to increase consumer spending	10%	19%	18%	53%	24%	11%	14%
Regulate energy prices to reduce cost of living pressures	20%	35%	47%	59%	43%	3%	9%
Create a partnership between business, unions and government to better share the benefits of economic growth	28%	29%	30%	19%	37%	9%	23%

A majority think that big business will benefit from corporate tax cuts but only 21% think workers will benefit.

53% think people on low incomes will benefit from increasing the Newstart allowance.

Those most likely to benefit from regulating energy prices were thought to be people on low incomes (59%), workers (47%) and small business (35%).

The benefits of a partnership between business, unions and government were spread between big business (28%), small business (29%) and workers (30%).

Actions of most benefit to the economy overall were reducing energy prices (43%) and creating a partnership between business, unions and government (37%). Only 27% think reducing corporate tax will benefit the economy overall.



Same sex marriage

Q Do you think people of the same sex should or should not be allowed to marry?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Oct 2013	Jun 2014	Oct 2015	Jul 2016	Jun 2017	Oct 2017
Should be allowed to marry	65%	76%	54%	89%	54%	57%	60%	59%	58%	61%	61%
Should not be allowed to marry	26%	17%	37%	5%	41%	31%	28%	30%	28%	26%	32%
Don't know	9%	7%	9%	6%	4%	12%	12%	11%	14%	13%	7%

Support for same sex marriage appears to have increased a little since the national vote.

65% thought that people of the same sex should be able to marry and 26% thought that they should not.

Women (67% support) were more likely than men (62%) to support same sex marriage.

76% of 18-34 year olds supported same sex marriage, compared to 52% of over 65 year olds.



Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a fortnightly online omnibus conducted by Your Source. Essential Research has been utilizing the Your Source online panel to conduct opinion polling since November 2007.

Every two weeks, the team at Essential considers issues that are topical and a series of questions are devised to put to the Australian public. Some questions are repeated regularly (such as political preference and leadership approval), while others are unique to each week and reflect current media and social issues.

Your Source has a self-managed consumer online panel of over 100,000 members. The majority of panel members have been recruited using off line methodologies, effectively ruling out concerns associated with online self-selection.

Your Source has validation methods in place that prevent panelist over use and ensure member authenticity. Your Source randomly selects 18+ males and females (with the aim of targeting 50/50 males/females) from its Australia wide panel. An invitation is sent out to approximately 7000 – 8000 of their panel members.

The response rate varies each week, but usually delivers 1000+ interviews. In theory, with a sample of this size, there is 95 per cent certainty that the results are within 3 percentage points of what they would be if the entire population had been polled. However, this assumes random sampling, which, because of non-response and less than 100% population coverage cannot be achieved in practice. Furthermore, there are other possible sources of error in all polls including question wording and question order, interviewer bias (for telephone and face-to-face polls), response errors and weighting. The best guide to a poll's accuracy is to look at the record of the polling company - how have they performed at previous elections or other occasions where their estimates can be compared with known population figures. In the last poll before the 2016 election, the Essential Report estimates of first preference votes averaged less than 1% difference from the election results and the two-party preferred difference was only 0.1%.

The Your Source online omnibus is live from the Wednesday night and closed on the following Sunday. Incentives are offered to participants in the form of points. Essential Research uses the Statistical Package for the Social Sciences (SPSS) software to analyse the data. The data is weighted against Australian Bureau of Statistics (ABS) data.

All Essential Research and senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. Your Source holds Interviewer Quality Control Australia (IQCA) accreditation, Association Market and Social Research Organisations (AMSRO) membership and World Association of Opinion and Marketing Research Professionals (ESOMAR) membership.