

# The Essential Report

24 April 2018



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**Prepared By:** Essential Research

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**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 19<sup>th</sup> to 22<sup>nd</sup> April 2018 and is based on 1,026 respondents.

Aside from the standard question on voting intention, this week's report includes questions on important issues, population and immigration.

The methodology used to carry out this research is described in the appendix on page 13.

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 10/4/18	4 weeks ago 27/3/18	Election 2 Jul 16
Liberal	35%	35%	35%	
National	3%	3%	3%	
<b>Total Liberal/National</b>	<b>37%</b>	<b>38%</b>	<b>38%</b>	<b>42.0%</b>
<b>Labor</b>	<b>36%</b>	<b>37%</b>	<b>36%</b>	<b>34.7%</b>
Greens	11%	10%	9%	10.2%
Nick Xenophon Team	2%	2%	2%	
Pauline Hanson's One Nation	8%	7%	8%	
Other/Independent	6%	7%	7%	13.1%
<b>2 party preferred</b>				
Liberal National	<b>47%</b>	<b>47%</b>	<b>48%</b>	<b>50.4%</b>
Labor	<b>53%</b>	<b>53%</b>	<b>52%</b>	<b>49.6%</b>

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.

## Important issues

Q Which of the following issues are the most important for the Federal Government to address over the next 12 months? Select up to 3.

	Total	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Cost of living	51%	22%	14%	15%	52%	44%	42%	57%
Improving our health system	36%	12%	12%	12%	40%	35%	32%	32%
Creating jobs and reducing unemployment	32%	13%	11%	8%	29%	33%	31%	36%
Housing affordability	29%	7%	10%	12%	29%	26%	28%	26%
Improving workers wages and conditions	22%	7%	8%	7%	29%	18%	20%	20%
National security and terrorism	21%	7%	8%	6%	14%	26%	10%	34%
Promoting economic growth	21%	7%	7%	7%	18%	31%	12%	15%
Tax avoidance by big companies	20%	5%	7%	8%	23%	16%	29%	21%
Promoting renewable energy	19%	7%	6%	6%	19%	12%	49%	13%
Income tax cuts	15%	4%	6%	5%	17%	15%	4%	11%
Reducing the budget deficit	14%	4%	5%	5%	7%	23%	4%	22%
More funds for education	13%	2%	5%	6%	15%	13%	28%	9%
Business tax cuts	6%	2%	2%	2%	4%	7%	6%	3%



The most important issues for the Federal Government to address over the next 12 months were –

- Cost of living (51%)
- Improving our health system (36%)
- Creating jobs and reducing unemployment (32%)
- Housing affordability (29%)

Labor voters were more likely to think Improving workers wages and conditions (29%) was important.

Liberal/National voters were more likely to think promoting economic growth (31%) and reducing the budget deficit (23%) were important.

Greens voters were more likely to think tax avoidance by big companies (29%), promoting renewable energy (49%) and more funds for education (28%) were important.

Other voters were more likely to think cost of living (57%), national security and terrorism (34%) and reducing the budget deficit (22%) were important.



## Population growth

Q Australia's population has nearly reached 25 million and is growing by about 400,000 a year. Do you think Australia's population growth rate is too fast, too slow or about right?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Apr 2013
Too fast	<b>54%</b>	53%	50%	44%	77%	45%
Too slow	<b>4%</b>	6%	4%	3%	1%	5%
About right	<b>31%</b>	31%	38%	44%	10%	37%
Don't know	<b>11%</b>	10%	8%	9%	11%	13%

54% think that Australia's population growth rate is too fast – up from 45% recorded 5 years ago. 31% think the growth rate is about right and 4% think it is too slow.

A majority of most voter groups believed the growth rate was too fast although Greens voters were divided 44% too fast/44% about right.

## Immigration level

Overall, do you think the level of immigration into Australia over the last ten years has been too high, too low or about right?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Oct 2016
<b>Total too high</b>	<b>64%</b>	<b>62%</b>	<b>68%</b>	<b>35%</b>	<b>86%</b>	<b>50%</b>
<b>Total too low</b>	<b>5%</b>	<b>6%</b>	<b>4%</b>	<b>21%</b>	<b>2%</b>	<b>12%</b>
Much too high	37%	34%	37%	17%	64%	28%
A little too high	27%	28%	31%	18%	22%	22%
About right	23%	24%	26%	37%	9%	28%
A little too low	4%	5%	3%	16%	1%	8%
Much too low	1%	1%	1%	5%	1%	4%
Don't know	7%	7%	3%	8%	3%	10%

64% think that the level of immigration into Australia over the last ten years has been too high – up from 50% recorded in October 2016. 23% think it is about right and only 5% think it is too low. Over 60% of both Labor and Liberal National voters think it is too high.

57% of those aged under 45 think it is too high compared to 71% of those aged 45+.





## Types of immigration

Q Australia migration intake is currently made up of about 190,000 permanent migrants each year and more than one million people here on temporary visas at any given time. For each of the following classes of migration would you like to see more or fewer?

	More	Fewer	No change	Don't know
Short-term business visas	13%	34%	36%	16%
Short-term student visas	19%	29%	39%	13%
Short-term working holiday visas	16%	33%	38%	13%
Skilled working visas	22%	36%	29%	13%
Short-term working visas (eg 457s)	12%	47%	26%	15%
Permanent family reunion	22%	34%	30%	14%
Permanent refugee	19%	46%	21%	14%

47% think there should be fewer short-term working visas and 46% want fewer permanent refugees. About one third wanted fewer in each of the other visa categories. Respondents were more likely to want no change in short-term student visas (39%), short-term working holiday visas (38%) and short-term business visas (36%).

## Statements about immigration

Q Do you agree or disagree with the following statements?

	Total agree	Total disagree	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Bringing in foreign workers on short-term visas undermines local jobs	63%	25%	26%	37%	20%	5%	12%
Our cities can't cope with further population growth and we should reduce immigration until the infrastructure is in place	62%	25%	30%	32%	19%	6%	13%
Overall immigration has made a positive contribution to Australian society	61%	26%	17%	44%	16%	10%	13%
Immigration should be slowed as it causes too much change to our society	55%	33%	23%	32%	24%	9%	14%
Australia has a fragile environment that cannot bear further increases in population	51%	34%	20%	31%	27%	7%	16%
Migrants provide skills we need in the workforce to keep the economy strong.	49%	40%	9%	40%	28%	12%	11%
With an aging population, we need immigration to ensure we have enough younger, working age people to pay taxes and deliver services.	42%	45%	10%	32%	31%	14%	13%
Australia has the space and resources to cope with a much larger population	37%	51%	8%	29%	31%	20%	13%
Without immigration the rate of economic growth will fall, reducing living standards for all of us.	31%	51%	8%	23%	33%	18%	18%

A solid majority agreed that –

- Bringing in foreign workers on short-term visas undermines local jobs (63% agree)
- Our cities can't cope with further population growth and we should reduce immigration until the infrastructure is in place (62%)
- Overall immigration has made a positive contribution to Australian society (61%)
- Immigration should be slowed as it causes too much change to our society (55%)

A majority disagreed that –

- Without immigration the rate of economic growth will fall, reducing living standards for all of us. (51% disagree)
- Australia has the space and resources to cope with a much larger population (51%)



## Problems for cities

Q Which of the following are the main problems for our major cities? Rank your top 3 from 1 to 3 where 1 = the most important, 2 = second and 3 = third.

	Total	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Housing affordability pushing people to the fringes of major cities	66%	24%	24%	18%	68%	65%	70%	51%
Lack of government investment in infrastructure like roads and public transport	62%	28%	15%	19%	62%	60%	63%	59%
The lack of employment opportunities in the regions, driving people to the cities	62%	18%	23%	21%	58%	66%	59%	61%
Poor planning that means people live too far from where they work	45%	9%	18%	18%	46%	42%	54%	37%
Excessive levels of immigration	37%	15%	9%	13%	34%	40%	16%	62%
Lack of regulations for property developers	29%	7%	11%	11%	32%	26%	39%	30%

The main problems for major cities (each nominated by around two thirds of respondents) were – Housing affordability pushing people to the fringes of major cities, Lack of government investment in infrastructure like roads and public transport and The lack of employment opportunities in the regions, driving people to the cities.

Lack of regulations for property developers (29%) was the least important problem.



## Multiculturalism

Q Which of the following statements do you most agree with?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Mar 2015
Multiculturalism and cultural diversity has enriched the social and economic lives of all Australians	55%	59%	57%	84%	29%	55%
Multiculturalism has failed and caused social division and dangerous extremism in Australia	32%	31%	31%	11%	60%	33%
Don't know	13%	10%	13%	5%	11%	12%

A majority (55%) agree more that “Multiculturalism and cultural diversity has enriched the social and economic lives of all Australians” while 32% agree more that “Multiculturalism has failed and caused social division and dangerous extremism in Australia”.

Those most likely to agree that multiculturalism has enriched Australia were aged under 35 (62%), Greens voters (84%) and university educated (72%).

Those most likely to agree that multiculturalism has failed were aged 65+ (47%) and other party voters (60%).

Overall results were unchanged since this question was asked in March 2015.



## 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.