

# The Essential Report

5 June 2018



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**Date:** 5/6/2018

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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 31<sup>st</sup> May to 3<sup>rd</sup> June 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, unemployment benefits and business taxes.

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 22/5/18	4 weeks ago 8/5/18	Election 2 Jul 16
Liberal	34%	38%	35%	
National	3%	2%	3%	
<b>Total Liberal/National</b>	<b>36%</b>	<b>40%</b>	<b>38%</b>	<b>42.0%</b>
<b>Labor</b>	<b>37%</b>	<b>36%</b>	<b>37%</b>	<b>34.7%</b>
Greens	10%	10%	10%	10.2%
Nick Xenophon Team	2%	1%	2%	
Pauline Hanson's One Nation	8%	8%	6%	
Other/Independent	7%	6%	6%	13.1%
<b>2 party preferred</b>				
Liberal National	<b>46%</b>	<b>49%</b>	<b>47%</b>	<b>50.4%</b>
Labor	<b>54%</b>	<b>51%</b>	<b>53%</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.

## 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	May 2018	Apr 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017
<b>Total approve</b>	<b>42%</b>	<b>28%</b>	<b>79%</b>	<b>22%</b>	<b>24%</b>	<b>40%</b>	<b>39%</b>	<b>41%</b>	<b>41%</b>	<b>41%</b>	<b>36%</b>	<b>33%</b>
<b>Total disapprove</b>	<b>42%</b>	<b>60%</b>	<b>14%</b>	<b>61%</b>	<b>63%</b>	<b>42%</b>	<b>42%</b>	<b>43%</b>	<b>44%</b>	<b>46%</b>	<b>45%</b>	<b>50%</b>
Strongly approve	7%	5%	17%	3%	2%	9%	8%	9%	8%	7%	5%	5%
Approve	34%	23%	62%	19%	22%	31%	31%	32%	33%	34%	31%	28%
Disapprove	23%	30%	11%	35%	35%	22%	26%	26%	27%	28%	28%	30%
Strongly disapprove	18%	30%	3%	26%	28%	20%	16%	17%	17%	18%	17%	20%
Don't know	16%	12%	7%	16%	12%	19%	19%	16%	15%	14%	19%	18%

42% approved of the job Malcolm Turnbull is doing as Prime Minister (up 2% from last month), and 42% disapproved (no change) – a change in net approval rating from -2 to 0. This is Malcolm Turnbull's best net approval rating since June 2016.

79% (up 6%) of Liberal/National voters approved of the job Malcolm Turnbull is doing, compared to 28% of ALP voters and 22% of Greens and 24% of other voters.

By gender, men were 48% approve/43% 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	May 2018	Apr 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017
<b>Total Approve</b>	<b>33%</b>	<b>63%</b>	<b>19%</b>	<b>33%</b>	<b>16%</b>	<b>37%</b>	<b>35%</b>	<b>37%</b>	<b>36%</b>	<b>36%</b>	<b>34%</b>	<b>30%</b>
<b>Total Disapprove</b>	<b>46%</b>	<b>20%</b>	<b>71%</b>	<b>44%</b>	<b>69%</b>	<b>41%</b>	<b>43%</b>	<b>44%</b>	<b>45%</b>	<b>47%</b>	<b>43%</b>	<b>49%</b>
Strongly approve	6%	16%	3%	-	3%	8%	6%	8%	7%	7%	5%	4%
Approve	27%	47%	16%	33%	13%	29%	29%	29%	29%	29%	29%	26%
Disapprove	23%	17%	29%	34%	27%	21%	22%	23%	23%	25%	28%	26%
Strongly disapprove	23%	3%	42%	10%	42%	20%	21%	21%	22%	22%	15%	23%
Don't know	21%	17%	10%	22%	15%	23%	23%	19%	19%	17%	23%	22%

33% approved of the job Bill Shorten is doing as Opposition Leader (down 4% from last month), and 46% disapproved (up 5%) - a change in net approval rating from -4 to -13.

62% (down 2%) of ALP voters approved of the job Bill Shorten is doing, compared to 33% of Greens voters and 19% of Liberal/National voters.

By gender, men were 36% approve/51% disapprove and women 32% 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	May 2018	Apr 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017	Dec 2016
Malcolm Turnbull	<b>41%</b>	18%	82%	21%	38%	40%	41%	41%	42%	43%	39%	38%	39%
Bill Shorten	<b>27%</b>	55%	6%	40%	13%	26%	26%	26%	28%	29%	26%	26%	28%
Don't know	<b>32%</b>	27%	12%	39%	48%	34%	33%	33%	31%	28%	34%	36%	33%

41% thought that Malcolm Turnbull would make the better Prime Minister (up 1% from last month), and 27% thought Bill Shorten would be better (up 1%). 32% 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 (40%) to Malcolm Turnbull (21%).

48% of men prefer Malcolm Turnbull and 27% prefer Bill Shorten.

34% of women prefer Malcolm Turnbull and 26% prefer Bill Shorten.



## Business tax cuts

- Q Do you approve or disapprove of the Federal Government's proposal to cut the tax rate for businesses from 30% to 25% estimated to cost \$65 billion over the next 10 years?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total Approve</b>	<b>37%</b>	<b>22%</b>	<b>65%</b>	<b>22%</b>	<b>38%</b>
<b>Total Disapprove</b>	<b>37%</b>	<b>56%</b>	<b>16%</b>	<b>52%</b>	<b>41%</b>
Strongly approve	11%	6%	21%	2%	11%
Approve	26%	16%	44%	20%	27%
Disapprove	19%	26%	10%	31%	19%
Strongly disapprove	18%	30%	6%	21%	22%
Don't know	26%	23%	20%	26%	22%

37% approve of the Federal Government's proposal for business tax cuts and 37% disapprove. 26% did not give an opinion.

65% of Liberal National voters approve but 56% of Labor voters and 52% of Greens voters disapprove. Other voters are split 38% approve, 41% disapprove. 42% of full-time workers approve and 33% disapprove.



## Awareness of Newstart

Q As for as you know how much is the weekly NewStart, which is the benefit paid to people who are out of work?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Less than \$250 per week	23%	25%	21%	28%	24%
Between \$250 and \$300 per week	27%	32%	23%	30%	28%
Between \$300 and \$400 per week	10%	11%	11%	12%	10%
More than \$400 per week	4%	3%	4%	3%	3%
Don't know	36%	28%	41%	27%	34%

50% think that the weekly Newstart benefit is less than \$300. Only 14% think it is more than \$300. There were not substantial differences between voter and demographic groups, although Liberal National voters were more likely to say “don’t know” (41%).



## Opinion of Newstart

Q The Newstart benefit for a single person with no children is about \$270 per week. Do you think it is too high, too low or about right?

	Total	Aged 18-34	Aged 35-54	Aged 55+	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Inc. less than \$600 pw	Inc. \$600-\$1,000 pw	Inc. \$1,000-\$1,500 pw	Inc. \$1,500-\$2,000 pw	Inc. more than \$2,000 pw
Too high	9%	14%	8%	6%	6%	12%	4%	12%	4%	4%	10%	11%	15%
Too low	50%	45%	50%	56%	63%	36%	59%	50%	58%	66%	50%	50%	39%
About right	26%	30%	24%	24%	22%	35%	28%	24%	26%	17%	27%	26%	34%
Don't know	15%	11%	18%	14%	9%	17%	9%	14%	11%	13%	14%	13%	13%

50% think that the Newstart benefit is too low, 26% think it is about right and 9% think it is too high.

Those most likely to think it is too low were Labor voters (63%), Greens voters (59%) and incomes under \$1,000 pw (62%).

Those most likely to think it is too high or about right were Liberal National voters (47%), aged 18-34 (44%) and incomes over \$2,000 pw (49%).



## Statements about Newstart

Q Do you agree or disagree with the following statements?

	Total agree	Total disagree	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
The Government's has a responsibility to ensure every Australian has enough money to put a roof over their head and food on their table.	77%	16%	35%	42%	13%	3%	7%
In Australia, no one should go without basic essentials like food, healthcare, transport and power.	92%	5%	48%	44%	4%	1%	4%
I support an increase in Newstart, the benefit paid to unemployed people, as it has not been increased in real terms for 24 years.	68%	19%	33%	35%	13%	6%	13%
A fair government would raise the rate of Newstart, Youth Allowance and related payments to ensure everybody has enough to live on while they look for paid work.	70%	20%	33%	37%	14%	6%	11%
A responsible government would increase Newstart payments by a minimum of \$10 a day to ensure every person can afford a roof over their head and food on the table	64%	21%	32%	32%	15%	6%	15%

There was strong majority agreement with all statements about raising the Newstart benefit and that it is the Government's responsibility to ensure all Australian's can afford the basic essentials. 64% agreed that Newstart payments should increase by a minimum of \$10 a day.



## Minimum income

Q Thinking about yourself personally, what is the minimum you could comfortably live on per week (including rent/mortgage, food, energy and clothing)

	Total	Aged 18-34	Aged 35-54	Aged 55+	Inc. less than \$600 pw	Inc. \$600-\$1,000 pw	Inc. \$1,000-\$1,500 pw	Inc. \$1,500-\$2,000 pw	Inc. more than \$2,000 pw
Less than \$300 per week	6%	10%	4%	6%	9%	5%	3%	10%	7%
\$300-\$400 per week	14%	18%	10%	15%	22%	11%	12%	9%	13%
\$400-\$500 per week	19%	19%	15%	24%	25%	26%	23%	18%	12%
\$500- \$750 per week	24%	21%	26%	25%	25%	28%	24%	29%	19%
\$750- \$1,000 per week	15%	14%	19%	12%	7%	18%	12%	16%	21%
\$1,000- \$1500 per week	7%	5%	9%	6%	3%	4%	11%	7%	11%
More than \$1500	4%	3%	6%	1%	-	1%	3%	2%	8%
Don't know	11%	10%	11%	11%	8%	7%	10%	8%	7%
<b>Average</b>	<b>\$660</b>	<b>\$600</b>	<b>\$740</b>	<b>\$595</b>	<b>\$515</b>	<b>\$610</b>	<b>\$680</b>	<b>\$640</b>	<b>\$765</b>

On average, respondents think they would need a weekly income of at least \$660 to live comfortably. Those aged under 35 think they could live comfortably on \$600 pw while those aged 35-44/54 would need at least \$740.



## 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.