

The Essential Report

3 July 2018



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Prepared By: Essential Research

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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 28th June to 1st July 2018 and is based on 1,030 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, taxation, energy and relationships.

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 19/6/18	4 weeks ago 5/6/18	Election 2 Jul 16
Liberal	36%	35%	34%	
National	4%	3%	3%	
Total Liberal/National	40%	38%	36%	42.0%
Labor	37%	35%	37%	34.7%
Greens	11%	11%	10%	10.2%
Nick Xenophon Team	1%	2%	2%	
Pauline Hanson's One Nation	6%	7%	8%	
Other/Independent	5%	7%	7%	13.1%
2 party preferred				
Liberal National	48%	48%	46%	50.4%
Labor	52%	52%	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	Jun 2018	May 2018	Apr 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017
Total approve	43%	28%	79%	25%	27%	42%	40%	39%	41%	41%	41%	36%	33%
Total disapprove	40%	59%	14%	58%	56%	42%	42%	42%	43%	44%	46%	45%	50%
Strongly approve	8%	3%	19%	5%	3%	7%	9%	8%	9%	8%	7%	5%	5%
Approve	35%	25%	60%	20%	24%	34%	31%	31%	32%	33%	34%	31%	28%
Disapprove	22%	28%	10%	35%	27%	23%	22%	26%	26%	27%	28%	28%	30%
Strongly disapprove	18%	31%	4%	23%	29%	18%	20%	16%	17%	17%	18%	17%	20%
Don't know	17%	12%	7%	16%	17%	16%	19%	19%	16%	15%	14%	19%	18%

43% approved of the job Malcolm Turnbull is doing as Prime Minister (up 1% from last month), and 40% disapproved (down 2%) – a change in net approval rating from 0 to +3. This is Malcolm Turnbull’s first positive net approval rating since May 2016.

79% (no change) of Liberal/National voters approved of the job Malcolm Turnbull is doing, compared to 28% of ALP voters, 25% of Greens and 27% of other voters.

By gender, men were 49% approve/40% disapprove and women 38% approve/39% 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	Jun 2018	May 2018	Apr 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017
Total Approve	31%	58%	18%	34%	18%	33%	37%	35%	37%	36%	36%	34%	30%
Total Disapprove	47%	23%	72%	41%	69%	46%	41%	43%	44%	45%	47%	43%	49%
Strongly approve	5%	12%	2%	4%	2%	6%	8%	6%	8%	7%	7%	5%	4%
Approve	26%	46%	16%	30%	16%	27%	29%	29%	29%	29%	29%	29%	26%
Disapprove	25%	19%	31%	31%	27%	23%	21%	22%	23%	23%	25%	28%	26%
Strongly disapprove	22%	4%	41%	10%	42%	23%	20%	21%	21%	22%	22%	15%	23%
Don't know	21%	19%	10%	24%	14%	21%	23%	23%	19%	19%	17%	23%	22%

31% approved of the job Bill Shorten is doing as Opposition Leader (down 2% from last month), and 47% disapproved (up 1%) - a change in net approval rating from -13 to -16.

58% (down 4%) of ALP voters approved of the job Bill Shorten is doing, compared to 34% of Greens voters and 18% of Liberal/National voters.

By gender, men were 34% approve/52% disapprove and women 29% approve/44% 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	Jun 2018	May 2018	Apr 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017	Dec 2016
Malcolm Turnbull	42%	16%	83%	24%	36%	41%	40%	41%	41%	42%	43%	39%	38%	39%
Bill Shorten	25%	53%	6%	39%	10%	27%	26%	26%	26%	28%	29%	26%	26%	28%
Don't know	34%	31%	12%	37%	54%	32%	34%	33%	33%	31%	28%	34%	36%	33%

42% thought that Malcolm Turnbull would make the better Prime Minister (up 1% from last month), and 25% thought Bill Shorten would be better (down 2%). 34% did not know who would make a better Prime Minister.

The results were split by party, with 83% of Liberal/National voters saying that Malcolm Turnbull would be a better Prime Minister, and 53% of Labor voters saying Bill Shorten would.

Greens voters preferred Bill Shorten (39%) to Malcolm Turnbull (24%).

46% of men prefer Malcolm Turnbull and 24% prefer Bill Shorten.

37% of women prefer Malcolm Turnbull and 25% 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 \$80 billion over the next 10 years?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Jun 2018
Total Approve	41%	25%	69%	37%	35%	37%
Total Disapprove	36%	57%	15%	43%	44%	37%
Strongly approve	11%	6%	20%	9%	8%	11%
Approve	30%	19%	49%	28%	27%	26%
Disapprove	19%	27%	11%	24%	24%	19%
Strongly disapprove	17%	30%	4%	21%	20%	18%
Don't know	22%	18%	16%	17%	21%	26%

41% (up 4% in last 4 weeks) approve of the Federal Government's proposal for business tax cuts and 36% (down 1%) disapprove. 22% did not give an opinion.

69% of Liberal National voters approve but 57% of Labor voters, 43% of Greens voters and 44% of other voters disapprove. 49% of full-time workers approve and 32% disapprove.

Statements about company tax cut

Q Which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Feb 2018
Cutting the company tax rate will bring Australia’s tax base into line with other nations, attract investment and create more jobs and higher wages	34%	21%	56%	29%	29%	32%
Cutting the company tax rate will simply deliver business \$80 billion more in profits – it won’t result in higher wages.	41%	59%	25%	49%	47%	38%
Not sure	25%	20%	19%	22%	24%	30%

Respondents were divided over these statements – but a little more likely to think that company tax cuts will not deliver higher wages. 41% (up 3% from February) agreed more that “Cutting the company tax rate will simply deliver business \$80 billion more in profits . . . “ and 34% (up 2%) agreed more that “Cutting the company tax rate will bring Australia’s tax base into line with other nations . . . “. 25% were not sure.

Those more likely to agree that “Cutting the company tax rate will simply deliver business \$80 billion more in profits . . . “ were Labor voters (59%), Greens voters (49%) and other voters (47%).

Those more likely to agree that “Cutting the company tax rate will bring Australia’s tax base into line with other nations . . . “. were LNP voters (56%) and workers on incomes over \$2,000pw. (40%).



National Energy Guarantee impact on prices

Q Do you think that the Government's energy plan – the National Energy Guarantee - will reduce or increase power prices or will it make no difference to prices?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Oct 2017
Increase prices	22%	26%	17%	23%	28%	31%
Reduce prices	15%	12%	20%	21%	11%	16%
Make no difference to prices	38%	41%	39%	28%	45%	31%
Don't know	25%	20%	24%	27%	16%	22%

Only 15% think that the National Energy Guarantee will reduce power prices. 22% think the plan will increase prices and 38% think it will make no difference. Since this question was asked in October there has been a 9% drop in those who think it will increase prices and a 7% increase for those who think it will make no difference.

Among Liberal National voters, 20% think it will reduce prices, 17% increase prices and 39% make no difference.

51% of those aged 55+ think it will make no difference.

Power prices

Q Who or what do you mostly blame most for rising power prices?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Sep 2017
Private power companies trying to maximise profits	44%	46%	47%	46%	44%	49%
The Turnbull Government for failing to have a long-term energy plan	21%	32%	12%	23%	25%	22%
Environmentalists for pushing for action on climate change	11%	4%	17%	10%	17%	9%
Renewable energy companies for producing higher-cost power	7%	4%	11%	4%	6%	5%
Don't know	17%	14%	13%	16%	8%	15%

44% think private power companies trying to maximise profits are most to blame for rising power prices and 21% think the Turnbull Government is most to blame. 11% blame environmentalists pushing for action on climate change and only 7% blame renewable energy costs.

Since this question was asked in September there has been a decrease in those who blame power companies (down 5% to 44%) and an increase in those who blame environmentalists or renewables (up 4% to 18%).

Relationships

Q Thinking about your personal situation which best described you?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
I am in a relationship and am happy with my life	54%	52%	63%	39%	46%	52%	55%	43%	58%	60%
I am in a relationship and not happy with my life	9%	9%	7%	18%	11%	11%	6%	12%	8%	6%
I am single and happy with my life	25%	28%	21%	27%	30%	23%	27%	31%	21%	24%
I am single and am not happy with my life	8%	8%	6%	11%	11%	8%	7%	8%	10%	6%
Prefer not to say	5%	4%	3%	5%	2%	6%	4%	6%	4%	5%

54% said they were in a relationship and happy with their life while 9% were in a relationship and not happy with their life. 25% said they were not in a relationship and happy with their life while 8% were not in a relationship and not happy with their life.

Liberal National voters were more likely to be in a relationship (70%) and more likely to be happy with their life (84%).

Greens voters were less likely to be in a relationship (57%) and more likely to be unhappy with their life (29%).

84% of those aged over 55 say they are happy with their life compared to 74% of under 35's.



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.

