

The Essential Report

14 August 2018



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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 9th to 12th August 2018 and is based on 1,032 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, climate change, support for industries, Nine/Fairfax merger and free speech.

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 31/7/18	4 weeks ago 17/7/18	Election 2 Jul 16
Liberal	36%	36%	37%	
National	3%	4%	4%	
Total Liberal/National	39%	41%	40%	42.0%
Labor	37%	36%	36%	34.7%
Greens	10%	10%	10%	10.2%
Nick Xenophon Team	1%	1%	1%	
Pauline Hanson's One Nation	6%	6%	6%	
Other/Independent	7%	6%	6%	13.1%
2 party preferred				
Liberal National	48%	49%	49%	50.4%
Labor	52%	51%	51%	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	Jul 2018	Jun 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017
Total approve	42%	19%	83%	36%	18%	43%	42%	41%	41%	41%	36%	33%
Total disapprove	42%	67%	10%	46%	70%	40%	42%	43%	44%	46%	45%	50%
Strongly approve	9%	5%	19%	4%	4%	8%	7%	9%	8%	7%	5%	5%
Approve	33%	14%	64%	32%	14%	35%	34%	32%	33%	34%	31%	28%
Disapprove	23%	35%	7%	22%	34%	22%	23%	26%	27%	28%	28%	30%
Strongly disapprove	19%	32%	3%	24%	36%	18%	18%	17%	17%	18%	17%	20%
Don't know	16%	14%	7%	17%	13%	17%	16%	16%	15%	14%	19%	18%

42% approved of the job Malcolm Turnbull is doing as Prime Minister (down 1% from last month), and 42% disapproved (up 2%) – a change in net approval rating from +3 to 0.

83% (up 4%) of Liberal/National voters approved of the job Malcolm Turnbull is doing, compared to 19% of ALP voters, 36% of Greens and 18% of other voters.

By gender, men were 44% approve/44% disapprove and women 39% 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	Jul 2018	Jun 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017
Total Approve	34%	65%	18%	45%	13%	31%	33%	37%	36%	36%	34%	30%
Total Disapprove	44%	14%	69%	33%	69%	47%	46%	44%	45%	47%	43%	49%
Strongly approve	7%	17%	3%	5%	1%	5%	6%	8%	7%	7%	5%	4%
Approve	27%	48%	15%	40%	12%	26%	27%	29%	29%	29%	29%	26%
Disapprove	22%	11%	29%	22%	33%	25%	23%	23%	23%	25%	28%	26%
Strongly disapprove	22%	3%	40%	11%	36%	22%	23%	21%	22%	22%	15%	23%
Don't know	22%	21%	12%	21%	18%	21%	21%	19%	19%	17%	23%	22%

34% approved of the job Bill Shorten is doing as Opposition Leader (up 3% from last month), and 44% disapproved (down 3%) - a change in net approval rating from -16 to -10.

65% (up 7%) of ALP voters approved of the job Bill Shorten is doing, compared to 45% of Greens voters and 18% of Liberal/National voters.

By gender, men were 37% 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	Jul 2018	Jun 2018	Mar 2018	Dec 2017	Sep 2017	Jun e 2017	Mar 2017	Dec 2016
Malcolm Turnbull	41%	14%	84%	28%	34%	42%	41%	41%	42%	43%	39%	38%	39%
Bill Shorten	27%	59%	4%	40%	19%	25%	27%	26%	28%	29%	26%	26%	28%
Don't know	31%	26%	12%	32%	47%	34%	32%	33%	31%	28%	34%	36%	33%

41% thought that Malcolm Turnbull would make the better Prime Minister (down 1% from last month), and 27% thought Bill Shorten would be better (up 2%). 31% did not know who would make a better Prime Minister.

The results were split by party, with 84% of Liberal/National voters saying that Malcolm Turnbull would be a better Prime Minister, and 59% of Labor voters saying Bill Shorten would.

Greens voters preferred Bill Shorten (40%) to Malcolm Turnbull (28%).

45% of men prefer Malcolm Turnbull and 31% prefer Bill Shorten.

38% of women prefer Malcolm Turnbull and 23% prefer Bill Shorten.



Drought and climate change

Q Do you think that the current drought across eastern Australia is likely or unlikely to be linked to climate change?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Likely to be linked to climate change	54%	64%	47%	80%	40%
Unlikely to be linked to climate change	25%	17%	33%	13%	45%
Don't know	21%	19%	19%	7%	15%

54% think that the current drought is likely to be linked to climate change and 25% think it is unlikely to be linked to climate change.

Those most likely to think it is linked to climate change were Greens voters (80%), Labor voters (64%), aged under 35 (62%) and university educated (62%).

Those thinking it is not linked to climate change were more likely to be other party voters (45%) and aged 65+ (40%).

Government support for industries

Q Do you approve or disapprove of governments giving the following types of financial support to these industries?

	Total approve	Total disapprove	Strongly approve	Approve	Disapprove	Strongly disapprove	Don't know	2014 approve
Agriculture - drought relief	88%	5%	52%	36%	3%	2%	6%	83%
Renewable energy – subsidies for wind and solar power	76%	15%	39%	37%	8%	7%	9%	-
Health care - private health rebate	73%	14%	30%	43%	9%	5%	12%	72%
Tourism - development grants	63%	22%	11%	52%	18%	4%	16%	61%
Food processing - production subsidies	55%	24%	12%	43%	19%	5%	21%	55%
Film - production grants	45%	36%	8%	37%	25%	11%	19%	46%
Banks - guaranteeing debt	37%	42%	9%	28%	23%	19%	20%	36%
Real estate investment - negative gearing	36%	42%	9%	27%	22%	20%	22%	35%
Mining industry - fuel rebate	33%	44%	8%	25%	27%	17%	23%	26%

There was majority approval of the Government giving financial support to agriculture (88% approve), renewable energy (76%), health care (73%), tourism (63%) and food processing (55%). Approval of drought relief has increased 5% since this question was asked in 2014.

Liberal/National voters are more likely than Labor voters to approve support for tourism (72% to 58%), food processing (62%/52%), banks (47%/33%), real estate (49%/32%) and mining (43%/30%).

Merger of Nine and Fairfax

Q Do you think the merger of the media companies Nine and Fairfax will be good or bad for the following?

	Total good	Total bad	Very good	Good	Bad	Very bad	Don't know	Vote Labor Good	Vote LNP Good
Quality of news coverage	47%	28%	9%	38%	17%	11%	25%	46%	59%
Diversity of news media	42%	34%	8%	34%	21%	13%	24%	41%	49%
Jobs in the media	33%	39%	6%	27%	26%	13%	28%	36%	39%
News coverage in regional areas	38%	32%	7%	31%	19%	13%	30%	39%	47%

Overall, respondents were more likely to think the Nine/Fairfax merger would be good for quality of news coverage and diversity of news media. They were more evenly split on whether it was good or bad for jobs in media and news coverage in regional areas.

Liberal National voters were more likely to think it will be good for quality of news coverage, diversity of news media and news coverage in regional areas.



Free speech

Q As you may be aware, there has been debate about whether or not social media platforms should be able to ban pages promoting views some people describe as hate speech. Most recently, this has involved so-called Alt-Right speakers being banned from Facebook, Youtube, Apple and Spotify. Which of the following is closer to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Social media platforms should have to allow such people even if they don't like what those people are saying, because those people have a right to free speech	32%	31%	35%	29%	40%
An individual's right to free speech doesn't mean that social media sites must provide those individuals a platform to speak from.	48%	47%	49%	61%	49%
Don't know	20%	23%	16%	10%	11%

32% agreed more with the statement that “social media platforms should have to allow such people . . . have a right to free speech”. Those most likely to support this statement were men (37%), aged under 35 (43%) and other party voters (40%).

Nearly half (48%) agreed more with the statement that the “right to free speech doesn't mean that social media sites must provide . . . a platform”. Those most likely to support this statement were aged 55+ (57%) and Greens voters (61%).

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.

