

# The Essential Report

8 May 2018



## The Essential Report

**Date:** 8/5/2018

---

**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 3<sup>rd</sup> to 6<sup>th</sup> May 2018 and is based on 1,033 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, the Federal budget, tax cuts and handling stress.

The methodology used to carry out this research is described in the appendix on page 16.

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 24/4/18	4 weeks ago 10/4/18	Election 2 Jul 16
Liberal	35%	35%	35%	
National	3%	3%	3%	
<b>Total Liberal/National</b>	<b>38%</b>	<b>37%</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%	11%	10%	10.2%
Nick Xenophon Team	2%	2%	2%	
Pauline Hanson's One Nation	6%	8%	7%	
Other/Independent	6%	6%	7%	13.1%
<b>2 party preferred</b>				
Liberal National	<b>47%</b>	<b>47%</b>	<b>47%</b>	<b>50.4%</b>
Labor	<b>53%</b>	<b>53%</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	Apr 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017	Dec 2016	June 2016	Dec 2015
<b>Total approve</b>	<b>40%</b>	<b>27%</b>	<b>73%</b>	<b>20%</b>	<b>20%</b>	<b>39%</b>	<b>41%</b>	<b>41%</b>	<b>41%</b>	<b>36%</b>	<b>33%</b>	<b>34%</b>	<b>38%</b>	<b>56%</b>
<b>Total disapprove</b>	<b>42%</b>	<b>60%</b>	<b>16%</b>	<b>55%</b>	<b>65%</b>	<b>42%</b>	<b>43%</b>	<b>44%</b>	<b>46%</b>	<b>45%</b>	<b>50%</b>	<b>46%</b>	<b>40%</b>	<b>23%</b>
Strongly approve	9%	5%	17%	4%	4%	8%	9%	8%	7%	5%	5%	5%	6%	13%
Approve	31%	22%	56%	16%	16%	31%	32%	33%	34%	31%	28%	29%	32%	43%
Disapprove	22%	32%	13%	28%	21%	26%	26%	27%	28%	28%	30%	30%	24%	16%
Strongly disapprove	20%	28%	3%	27%	44%	16%	17%	17%	18%	17%	20%	16%	16%	7%
Don't know	19%	13%	11%	24%	15%	19%	16%	15%	14%	19%	18%	20%	21%	21%

40% approved of the job Malcolm Turnbull is doing as Prime Minister (up 1% from last month), and 42% disapproved (no change – a change in net approval rating from -3 to -2).

73% (up 3%) of Liberal/National voters approved of the job Malcolm Turnbull is doing, compared to 27% of ALP voters and 20% of Greens and other voters.

By gender, men were 45% approve/43% disapprove and women 35% approve/40% 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	Apr 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017	Dec 2016	Dec 2015	Dec 2014
<b>Total Approve</b>	<b>37%</b>	<b>65%</b>	<b>25%</b>	<b>36%</b>	<b>13%</b>	<b>35%</b>	<b>37%</b>	<b>36%</b>	<b>36%</b>	<b>34%</b>	<b>30%</b>	<b>35%</b>	<b>27%</b>	<b>35%</b>
<b>Total Disapprove</b>	<b>41%</b>	<b>19%</b>	<b>60%</b>	<b>37%</b>	<b>67%</b>	<b>43%</b>	<b>44%</b>	<b>45%</b>	<b>47%</b>	<b>43%</b>	<b>49%</b>	<b>38%</b>	<b>47%</b>	<b>39%</b>
Strongly approve	8%	17%	4%	5%	1%	6%	8%	7%	7%	5%	4%	6%	4%	7%
Approve	29%	48%	21%	31%	12%	29%	29%	29%	29%	29%	26%	29%	23%	28%
Disapprove	21%	16%	26%	29%	25%	22%	23%	23%	25%	28%	26%	21%	26%	23%
Strongly disapprove	20%	3%	34%	8%	42%	21%	21%	22%	22%	15%	23%	17%	21%	16%
Don't know	23%	16%	14%	27%	19%	23%	19%	19%	17%	23%	22%	25%	25%	26%

37% approved of the job Bill Shorten is doing as Opposition Leader (up 2% from last month), and 41% disapproved (down 2%) - a change in net approval rating from -8 to -4.

65% (up 6%) of ALP voters approved of the job Bill Shorten is doing, compared to 36% of Greens voters and 25% of Liberal/National voters.

By gender, men were 42% approve/43% disapprove and women 31% approve/39% 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	Apr 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017	Dec 2016	Jun 2016	Dec 2015
Malcolm Turnbull	<b>40%</b>	18%	78%	19%	37%	41%	41%	42%	43%	39%	38%	39%	40%	54%
Bill Shorten	<b>26%</b>	54%	7%	36%	18%	26%	26%	28%	29%	26%	26%	28%	29%	15%
Don't know	<b>34%</b>	28%	15%	44%	45%	33%	33%	31%	28%	34%	36%	33%	32%	31%

40% thought that Malcolm Turnbull would make the better Prime Minister (down 1% from last month), and 26% thought Bill Shorten would be better (no change). 34% did not know who would make a better Prime Minister.

The results were split by party, with 78% of Liberal/National voters saying that Malcolm Turnbull would be a better Prime Minister, and 54% of Labor voters saying Bill Shorten would.

Greens voters preferred Bill Shorten (36%) to Malcolm Turnbull (19%).

44% of men prefer Malcolm Turnbull and 30% prefer Bill Shorten.

36% of women prefer Malcolm Turnbull and 23% prefer Bill Shorten.



## State of the economy

Q Overall, how would you describe the current state of the Australian economy?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Dec 2016	May 2017	Nov 2017
<b>Total Good</b>	<b>39%</b>	<b>36%</b>	<b>58%</b>	<b>29%</b>	<b>22%</b>	<b>23%</b>	<b>30%</b>	<b>33%</b>
<b>Total Poor</b>	<b>24%</b>	<b>28%</b>	<b>13%</b>	<b>25%</b>	<b>44%</b>	<b>36%</b>	<b>29%</b>	<b>24%</b>
Very good	8%	6%	14%	3%	4%	2%	3%	3%
Good	31%	30%	44%	26%	18%	21%	27%	30%
Neither good nor poor	32%	35%	27%	37%	34%	37%	36%	38%
Poor	18%	21%	11%	21%	28%	28%	23%	17%
Very poor	6%	7%	2%	4%	16%	8%	6%	7%
Don't know	5%	2%	25	8%	-	4%	5%	5%

Overall, 39% thought that the state of the economy was good (up 6% from November). 24% thought it was bad (no change).

58% of Liberal/National voters thought the state of the economy was good, compared to 36% of Labor voters, 29% of Greens voters and 22% of other/independent voters.



## Federal budget priorities

Q The Federal Budget will be announced on Tuesday 8<sup>th</sup> May. Do you think the Government should increase, decrease or keep spending the same for –

	Increase spending	Keep spending the same	Decrease spending	Don't know	Increase spending May 2017	Change since May 2017
Health care	<b>67%</b>	25%	3%	5%	62%	+5
Age pensions	<b>56%</b>	31%	5%	8%	48%	+8
Education	<b>55%</b>	33%	6%	6%	54%	+1
More affordable housing	<b>52%</b>	36%	6%	6%	44%	+8
Assistance to the needy in Australia	<b>46%</b>	41%	7%	7%	38%	+8
Protecting Australian jobs	<b>44%</b>	43%	6%	7%	44%	-
Renewable energy	<b>43%</b>	39%	12%	6%	41%	+2
Public transport infrastructure	<b>41%</b>	44%	8%	7%	47%	-6
Building highways, roads	<b>37%</b>	48%	9%	6%	38%	+1
Scientific research	<b>36%</b>	48%	9%	7%	37%	-1
Environmental protection	<b>35%</b>	44%	15%	6%	30%	+5
Assistance to the unemployed	<b>33%</b>	44%	17%	6%	22%	+11
Anti-terrorism	<b>31%</b>	51%	11%	7%	32%	-1

	Increase spending	Keep spending the same	Decrease spending	Don't know	Increase spending May 2017	Change since May 2017
Military/defence	20%	50%	23%	7%	20%	-
Assistance to businesses	13%	47%	33%	7%	10%	+3
Assistance to the needy in the rest of the world	12%	33%	48%	7%	11%	+1

The areas with majority support for increasing spending were health care (67% support), age pensions (56%), education (55%) and affordable housing (52%).

Since this time last year, the main changes have been increased support for spending on assistance to the unemployed (up 11%), age pensions (up 8%), more affordable housing (up 8%) and assistance to the needy in Australia (up 8%).

The areas with the highest support for decreasing spending were assistance to the needy in the rest of the world (48% support), assistance to businesses (33%) and military/defence (23%).

## Federal budget impact

Q In general, do you expect the Federal Budget, will be good or bad for the following?

	Total good	Total bad	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know	Total Good (May '17)	Total Bad (May '17)
People who are well off	55%	8%	27%	28%	26%	6%	2%	11%	44%	7%
Australian business	47%	8%	10%	37%	31%	7%	1%	12%	43%	8%
The economy overall	35%	19%	6%	29%	34%	15%	4%	12%	21%	24%
Average working people	24%	29%	4%	20%	36%	24%	5%	10%	12%	35%
Australian families	23%	31%	5%	18%	33%	24%	7%	11%	14%	36%
People of lower incomes	22%	43%	5%	17%	25%	27%	16%	11%	11%	48%
Older Australians	20%	24%	5%	15%	27%	28%	12%	12%	10%	45%
Younger Australians	19%	28%	4%	15%	41%	20%	8%	12%	11%	33%
You personally	18%	24%	5%	13%	47%	18%	6%	11%	10%	30%

55% thought that the Federal Budget would be good for people who are well off (up 11% from last year's budget). 47% thought it would be good for Australian business (up 4%), and 35% thought it would be good for the economy overall (up 14%). Less than 25% thought the budget would be good for any another group – although for each group, respondents were more optimistic than last year.

18% thought the Federal Budget would be good for them personally (up 8% from last year's budget), and 24% thought it would be bad for them (down 6%).

## Important budget issues

Q Which of the following areas do you think is most important for the Government to address?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
More funding to schools and hospitals	<b>28%</b>	32%	26%	35%	21%
Supporting industries that create jobs	<b>22%</b>	19%	29%	13%	25%
Personal tax cuts	<b>17%</b>	16%	18%	11%	22%
Building infrastructure	<b>12%</b>	10%	15%	20%	9%
Fully funding the NDIS	<b>8%</b>	11%	4%	11%	14%
Don't know	<b>13%</b>	11%	9%	10%	9%

28% thought that more funding to schools and hospitals was the most important area for the Government to address, 22% nominated supporting industries that create jobs and 17% wanted personal tax cuts.

Labor (32%) and Greens (35%) voters were more likely to prefer more funding for schools and hospitals while 29% of Liberal National voters nominated supporting industries that create jobs.

## Personal tax cuts

Q What is the lowest amount of personal tax cut that would make a difference to you and your family?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Less than \$15 per week	<b>10%</b>	14%	7%	14%	9%
At least \$15 per week	<b>10%</b>	9%	13%	12%	11%
At least \$25 per week	<b>18%</b>	21%	21%	13%	17%
At least \$35 per week	<b>12%</b>	12%	16%	12%	11%
More than \$35 per week	<b>22%</b>	22%	18%	20%	32%
Don't know	<b>27%</b>	22%	26%	29%	20%

34% say that they would require \$35 or more per week in personal tax cuts to make a difference. Only 20% say that a tax cut of \$15 would make a difference – while a tax cut of \$25 per week would make a difference to 38%.

48% of those earning \$1,000-1,500 per week said a tax cut of \$25 per week would make a difference compared to 36% of those earning more than \$1,500.



## Relieving stress

Q Do you do any of the following things to relieve stress?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Watch TV	57%	50%	64%	57%	57%	58%
Go for a walk	54%	50%	57%	54%	53%	54%
Listen to music	53%	51%	55%	60%	53%	46%
Exercise	39%	38%	39%	47%	36%	32%
Read a book	38%	32%	45%	32%	35%	50%
Spend time with friends	35%	26%	43%	41%	29%	34%
Eat chocolate	30%	21%	40%	40%	31%	19%
Have a drink	29%	29%	29%	30%	33%	23%
Do gardening	26%	23%	30%	16%	22%	43%
Meditation	17%	15%	19%	22%	15%	15%
Listen to radio/podcasts	14%	12%	16%	17%	14%	9%
Yoga	12%	11%	12%	24%	6%	5%
None of them	8%	9%	7%	7%	7%	11%

The most commonly reported ways to relieve stress were watching TV (57%), going for a walk (54%) and listening to music (53%).

Women were more likely to watch TV (64%), read a book (45%), spend time with friends (43%) and eat chocolate (40%).

Those aged under 35 were more likely to listen to music (60%), exercise (47%), eat chocolate (40%) and do yoga (24%).

Those aged 55+ were more likely to read a book (50%) and do gardening (43%).



## 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.

