

# The Essential Report

19 June 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 14<sup>th</sup> to 17<sup>th</sup> June 2018 and is based on 1,027 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party trust on issues, international relations, taxation and the ABC.

The methodology used to carry out this research is described in the appendix on page 15.

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 5/618	4 weeks ago 22/5/18	Election 2 Jul 16
Liberal	35%	34%	38%	
National	3%	3%	2%	
<b>Total Liberal/National</b>	<b>38%</b>	<b>36%</b>	<b>40%</b>	<b>42.0%</b>
<b>Labor</b>	<b>35%</b>	<b>37%</b>	<b>36%</b>	<b>34.7%</b>
Greens	11%	10%	10%	10.2%
Nick Xenophon Team	2%	2%	1%	
Pauline Hanson's One Nation	7%	8%	8%	
Other/Independent	7%	7%	6%	13.1%
<b>2 party preferred</b>				
Liberal National	<b>48%</b>	<b>46%</b>	<b>49%</b>	<b>50.4%</b>
Labor	<b>52%</b>	<b>54%</b>	<b>51%</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.

## Party trust to handle issues

Q Which party would you trust most to handle the following issues?

	Liberal	Labor	Don't know	Difference	Difference Jan 2018
Security and the war on terrorism	42%	25%	33%	<b>+17</b>	+18
Management of the economy	39%	33%	28%	<b>+6</b>	+10
Controlling interest rates	35%	29%	36%	<b>+6</b>	+4
Political leadership	34%	32%	34%	<b>+2</b>	-2
Managing population growth	32%	30%	38%	<b>+2</b>	+3
Ensuring a quality water supply	30%	31%	39%	<b>-1</b>	+1
Treatment of asylum seekers	31%	33%	36%	<b>-2</b>	+1
Addressing climate change	26%	33%	41%	<b>-7</b>	-14
Ensuring a fair taxation system	30%	38%	32%	<b>-8</b>	-11
Ensuring a quality education for all children	30%	39%	31%	<b>-9</b>	-11
Housing affordability	26%	35%	39%	<b>-9</b>	-12
Protecting the environment	26%	35%	39%	<b>-9</b>	-12
Ensuring the quality of Australia's health system	30%	40%	30%	<b>-10</b>	-11
Protecting Australian jobs and protection of local industries	28%	38%	33%	<b>-10</b>	-10
A fair industrial relations system	28%	40%	32%	<b>-12</b>	-13



The Liberal Party is trusted more to handle security and the war on terrorism (+17, down 1 since January), management of the economy (+6, down 4) and controlling interest rates (+6, up 2).

The Labor Party is trusted more to handle a fair industrial relations system (+12, down 1), protecting Australian jobs and protection of local industries (+10, no change) and ensuring the quality of Australia's health system (+10, down 1).

Since this question was asked in January, the Labor Party has improved its position against the Liberal Party on management of the economy (up 4) while losing ground on addressing climate change (down 7).



## Importance of international relationships

Q How important is it for Australia to have a close relationship with the following nations?

	Very important	Quite important	Not very important	Don't know	Very important Mar 11	Very important Nov 13	Very important Oct 14	Very important May 15	Very important Jul 16	Very important Mar 17	Change
United States	<b>50%</b>	38%	5%	6%	60%	59%	53%	44%	49%	47%	<b>+3</b>
United Kingdom	<b>47%</b>	39%	8%	6%	56%	48%	48%	39%	41%	47%	-
China	<b>39%</b>	44%	10%	7%	48%	54%	44%	39%	42%	43%	<b>-4</b>
Japan	<b>30%</b>	49%	12%	8%	39%	35%	31%	31%	25%	30%	-
Canada	<b>24%</b>	45%	22%	10%	na	na	26%	24%	22%	25%	<b>-1</b>
Indonesia	<b>23%</b>	46%	21%	10%	31%	40%	32%	21%	26%	25%	<b>-2</b>
Germany	<b>16%</b>	46%	26%	11%	23%	20%	22%	20%	19%	20%	<b>-4</b>
India	<b>19%</b>	45%	26%	10%	26%	26%	22%	22%	19%	17%	<b>+2</b>
Russia	<b>17%</b>	39%	33%	12%	na	na	16%	13%	17%	17%	-
Saudi Arabia	<b>14%</b>	35%	36%	15%	na	na	17%	14%	13%	13%	<b>+1</b>



50% of respondents think it is very important to have a close relationship with the United States and 47% think it is very important to have a close relationship with the United Kingdom and 39% with China. Relations with Russia (17%) and Saudi Arabia (14%) were thought to be the least important.

A close relationship with the United States is considered very important by 66% of Liberal/National voters, 44% of Labor voters and 37% of Greens voters.

Since this question was asked in March last year, the importance of our relationship with the United States has increased 3% and the importance of our relationships with China and Germany declined by 4%.





## World leaders

Q Do you hold favourable or unfavourable views of the following world leaders?

	Favourable	Unfavourable	Don't know	Favourable Vote Labor	Favourable Vote Lib/Nat	Favourable Vote Greens	Favourable Vote other	Favourable July 2017
New Zealand Prime Minister Jacinda Ardern	54%	11%	34%	61%	56%	72%	48%	na
Canadian Prime Minister Justin Trudeau	54%	14%	32%	59%	61%	65%	41%	51%
German Chancellor Angela Merkel	43%	18%	39%	47%	48%	49%	35%	43%
French President Emmanuel Macron	42%	15%	43%	41%	51%	48%	33%	41%
UK Prime Minister Theresa May	42%	19%	40%	42%	55%	34%	34%	33%
US President Donald Trump	22%	64%	14%	18%	30%	6%	38%	16%
Russian President Vladimir Putin	19%	56%	25%	21%	18%	18%	24%	16%
North Korean Chairman Kim Jong-Un	9%	68%	23%	9%	11%	4%	12%	6%

More than half the respondents had a favourable view of Jacinda Ardern (54%) and Justin Trudeau (54%).

Liberal/National voters were more likely than average to have a favourable view of Theresa May (55%), Emmanuel Macron (51%), and Donald Trump (30%).

Labor voters did not differ much from the average – except for their high rating of Jacinda Ardern (61% favourable).

Main changes since this question was asked in July last year were increased favourability for Theresa May (up 9%) and Donald Trump (up 6%).



## US North Korea agreement

Q Do you think the agreement signed by US President Donald Trump and North Korean Chairman Kim Jong-un will make the world more safe or less safe or will it make no difference?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Make the world more safe	<b>35%</b>	34%	46%	24%	32%
Make the world less safe	<b>8%</b>	8%	5%	20%	10%
Make no difference	<b>41%</b>	44%	38%	41%	45%
Don't know	<b>16%</b>	14%	11%	15%	13%

35% think that the agreement signed by US President Donald Trump and North Korean Chairman Kim Jong-un will make the world more safe, 8% think it will make the world less safe and 41% think it will make no difference.

46% of Liberal National voters think it will make the world more safe.



## Tax cuts

Q Do you support or oppose the following Government proposals for tax cuts?

	Total support	Total oppose	Strongly support	Support	Oppose	Strongly oppose	Don't know
A tax cut of \$530 for middle and lower income earners from next year.	79%	9%	35%	44%	6%	3%	12%
Changing the tax rates so that workers earning between \$40,000 and \$200,000 pay the same rate of tax	37%	47%	12%	25%	28%	19%	16%
Cutting the tax rate for businesses from 30% to 25% estimated to cost \$65 billion over the next 10 years	39%	39%	12%	27%	21%	18%	23%

There was strong support (79%) for the proposed tax cut of \$530 for middle and lower income earners from next year.

However, respondents were more likely to oppose changing the tax rates so that workers earning between \$40,000 and \$200,000 pay the same rate of tax (37% support/47% oppose). Full-time workers were split on this (45% support/43% oppose) while part-time workers were strongly opposed (29% support/56% oppose). All income groups were more likely to be opposed except for those earning over \$2,000 pw who were split 47% support/42% oppose.

Respondents were evenly divided over cutting the tax rate for businesses (39% support/39% oppose). Liberal National voters tended to support this (56% support/28% oppose) while Labor voters were more likely to be opposed (29% support/51% oppose).



## Preferred tax plans

Q The Government’s budget proposes to provide a tax cut of \$530 for middle and lower income earners from next year, and then in seven years change the tax rates so that workers earning between \$40,000 and \$200,000 pay the same rate of tax. Labor proposes to provide a larger tax cut of \$928 for middle and lower income earners, and ask those in the top tax bracket to pay a little more to help reduce the deficit. Which of these proposals do you prefer?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	May 2018
The Government proposal	<b>29%</b>	12%	53%	18%	27%	33%
The Labor proposal	<b>50%</b>	76%	30%	65%	52%	45%
Don't know	<b>21%</b>	12%	17%	17%	21%	22%

50% prefer the Labor tax plan and 33% the Government’s plan.

All income groups strongly favour the Labor plan. Even those earning more than \$2,000 pw favour then Labor plan 50% to 36%.

Since this question was asked last month there has been a considerable shift in favour of the Labor plan.



## ABC

Q Do you think funding for the following ABC services should be increased, decreased or stay the same?

	Increase funding	Decrease funding	Same funding	Don't know
Local news in rural and regional areas	36%	11%	38%	16%
Emergency broadcasts	45%	8%	32%	15%
Children's entertainment	20%	14%	50%	15%
News and current affairs	28%	13%	45%	14%
Support for local Australian content and film makers	38%	12%	35%	16%

The majority believe that funding for all ABC services should be increased or maintained.

The services with most support for increased funding were emergency broadcasts (45%), local Australian content and film makers (38%) and local news in rural and regional areas (36%).

## 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.