

The Essential Report

28 August 2018



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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 24th to 26th August 2018 and is based on 1,035 respondents.

Aside from the standard question on voting intention, this week's report includes questions on perceptions of political parties, the Liberal leadership change and gambling.

The methodology used to carry out this research is described in the appendix on page 18.

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 14/8/18	4 weeks ago 31/7/18	Election 2 Jul 16
Liberal	32%	36%	36%	
National	3%	3%	4%	
Total Liberal/National	35%	39%	41%	42.0%
Labor	39%	37%	36%	34.7%
Greens	10%	10%	10%	10.2%
Nick Xenophon Team	2%	1%	1%	
Pauline Hanson's One Nation	7%	6%	6%	
Other/Independent	7%	7%	6%	13.1%
2 party preferred				
Liberal National	45%	48%	49%	50.4%
Labor	55%	52%	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.

Attributes of the Liberal Party

Q Here is a list of things both favourable and unfavourable that have been said about various political parties. Which statements do you feel fit the Liberal Party?

	Total	Change	Jul 2018
Divided	79%	+23	56%
Out of touch with ordinary people	69%	+5	64%
Will promise to do anything to win votes	68%	+4	64%
Too close to the big corporate and financial interests	67%	-	67%
Moderate	48%	-8	56%
Have a vision for the future	43%	-9	52%
Have good policies	40%	-6	46%
Understands the problems facing Australia	40%	-2	42%
Extreme	40%	+6	34%
Clear about what they stand for	33%	-12	45%
Looks after the interests of working people	32%	-5	37%
Has a good team of leaders	31%	-14	45%
Trustworthy	30%	-4	34%
Keeps its promises	28%	-5	33%

The Liberal Party's main attributes were – divided (79%), out of touch with ordinary people (69%), will promise anything to win votes (68%) and too close to the big corporate and financial interest (67%).

Main changes since last month were – divided (up 23%), has a good team of leaders (down 14%) and clear about what they stand for (down 12%).



Attributes of the Labor Party

Q And which statements do you feel fit the Labor Party?

	Total	Change	Jul 2018
Will promise to do anything to win votes	70%	+2	68%
Looks after the interests of working people	55%	-2	57%
Out of touch with ordinary people	51%	+3	48%
Moderate	50%	-3	53%
Have a vision for the future	48%	-2	50%
Understands the problems facing Australia	48%	-2	50%
Clear about what they stand for	47%	+1	46%
Divided	46%	-10	56%
Have good policies	43%	-2	45%
Has a good team of leaders	39%	+1	38%
Too close to the big corporate and financial interests	36%	-1	37%
Extreme	36%	+2	34%
Trustworthy	34%	+1	33%
Keeps its promises	30%	-4	34%



The Labor Party's main attributes were - will promise anything to win votes (70%), looks after the interests of working people (55%), out of touch with ordinary people (51%) and moderate (50%).

Since this question was asked last month, the only substantial change has been for divided (down 10%).



Party Attributes Comparison – Labor vs Liberal

	Liberal	Labor	Difference
Divided	79%	46%	+33
Too close to the big corporate and financial interests	67%	36%	+31
Out of touch with ordinary people	69%	51%	+18
Extreme	40%	36%	+4
Will promise to do anything to win votes	68%	70%	-2
Moderate	48%	50%	-2
Keeps its promises	28%	30%	-2
Have good policies	40%	43%	-3
Trustworthy	30%	34%	-4
Have a vision for the future	43%	48%	-5
Understands the problems facing Australia	40%	48%	-8
Has a good team of leaders	31%	39%	-8
Clear about what they stand for	33%	47%	-14
Looks after the interests of working people	32%	55%	-23

The Labor Party is viewed more favourably in terms of looking after the interests of working people (-23), clear about what they stand for (-14), and not being divided (+33), too close to the big corporate and financial interests (+31) or out of touch with ordinary people (+18).

Approval of leadership change

Q Do you approve or disapprove of Scott Morrison replacing Malcolm Turnbull as leader of the Liberal Party?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	35%	29%	56%	20%	35%
Total disapprove	40%	50%	28%	56%	40%
Strongly approve	10%	9%	16%	4%	11%
Approve	25%	20%	40%	16%	24%
Disapprove	22%	24%	23%	26%	20%
Strongly disapprove	18%	26%	5%	30%	20%
Don't know	25%	20%	16%	24%	26%

35% approved of Scott Morrison replacing Malcolm Turnbull as leader of the Liberal Party and 40% disapproved.

56% of Liberal National voters approved and 28% disapproved. 50% of Labor voters and 56% of Greens voters disapproved.



Statements about leadership change

Q Do you agree or disagree with the following statements?

	Total agree	Total disagree	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Scott Morrison should call an early election	52%	30%	28%	24%	20%	10%	18%
Scott Morrison should be given the chance to show he can do a better job of governing Australia	56%	29%	19%	37%	17%	12%	15%
The leadership change makes no difference to the Liberal Party's ability to govern Australia	48%	35%	19%	29%	23%	12%	16%
The Liberal Party is divided and no longer fit to govern Australia	57%	27%	31%	26%	20%	7%	16%

There was majority (56%) agreement that Scott Morrison should be given a chance to show he can govern Australia.

However, more than half agreed that he should call an early election – and that the Liberal Party is no longer fit to govern. 70% of Labor voters and 73% of Greens voters agreed he should call and early election – and 33% of LNP voters agreed compared to 56% disagree.

48% agreed that the leadership change makes no difference to the Liberal Party's ability to govern and 35% disagreed.

Best leader of the Liberal Party

Q Which of the following do you think would make the best leader of the Liberal Party?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Jun 2014	Aug 2015	Mar 2016	Aug 2017	Dec 2017	Apr 2018	Jul 2018
Julie Bishop	23%	24%	25%	28%	20%	4%	17%	12%	20%	19%	17%	16%
Malcolm Turnbull	15%	20%	18%	15%	5%	31%	24%	39%	25%	21%	24%	28%
Scott Morrison	10%	5%	22%	1%	7%	1%	3%	2%	2%	2%	2%	2%
Tony Abbott	9%	6%	12%	2%	17%	18%	18%	9%	10%	10%	11%	10%
Peter Dutton	4%	3%	3%	4%	8%				3%	4%	3%	5%
Christopher Pyne	1%	1%	1%	3%	1%	<1%	1%	1%	3%	2%	2%	2%
Someone else	13%	17%	4%	21%	22%	19%	13%	15%	13%	15%	14%	14%
Don't know	25%	22%	14%	26%	20%	21%	22%	21%	25%	27%	27%	24%

23% (up 7% since July) think Julie Bishop would make the best leader of the Liberal Party, 15% prefer Malcolm Turnbull (down 13%), 10% Scott Morrison (up 8%) and 9% prefer Tony Abbott (down 1%). 13% (down 1%) prefer someone else.

Among Liberal/National voters, 25% prefer Julie Bishop (up 11%), 22% Scott Morrison (up 20%), 18% Malcolm Turnbull (down 33%) and 12% Tony Abbott (up 1%).



Preferred Prime Minister

Q Who do you think would make the better Prime Minister out of Scott Morrison and Bill Shorten?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aug 2018	Jul 2018	Jun 2018	Mar 2018	Dec 2017	Sep 2017	Jun 2017	Mar 2017	Dec 2016
Scott Morrison	39%	17%	76%	17%	40%	41%	42%	41%	41%	42%	43%	39%	38%	39%
Bill Shorten	29%	57%	8%	49%	15%	27%	25%	27%	26%	28%	29%	26%	26%	28%
Don't know	32%	25%	16%	34%	45%	31%	34%	32%	33%	31%	28%	34%	36%	33%

39% thought that Scott Morrison would make the better Prime Minister (down 2% from Malcolm Turnbull's rating last month), and 29% thought Bill Shorten would be better (up 2%). 32% did not know who would make a better Prime Minister.

The results were split by party, with 76% of Liberal/National voters saying that Scott Morrison would be a better Prime Minister, and 57% of Labor voters saying Bill Shorten would.

Greens voters preferred Bill Shorten (49%) to Scott Morrison (17%).

43% of men prefer Scott Morrison and 31% prefer Bill Shorten.

34% of women prefer Scott Morrison and 27% prefer Bill Shorten.

Note: figures up to August 2018 refer to Malcolm Turnbull vs Bill Shorten



Support for policies

Q Would you support or oppose the following policies?

	Total support	Total oppose	Strongly support	Support	Oppose	Strongly oppose	Don't know
Withdraw from the Paris climate change agreement on reducing emissions	32%	46%	14%	18%	21%	25%	23%
Funding more coal-fired power stations	41%	41%	14%	27%	20%	21%	17%
Cutting immigration numbers	62%	27%	33%	29%	17%	10%	11%
Expanding short-term work visas	34%	46%	8%	26%	27%	19%	20%
Cutting the tax rate for big businesses	25%	62%	6%	19%	25%	37%	13%
Cutting the tax rate for people earning over \$200,000	23%	64%	6%	17%	28%	36%	13%

There was strong majority support for cutting immigration – including 55% of Labor voters and 78% of LNP voters. A majority opposed cutting tax rates for big businesses (62% oppose) and wealthy people (64% oppose).

Respondents were more likely to oppose withdrawing from the Paris climate agreement and expanding short-term work visas.

They were split (41%/41%) over funding more coal-fired power stations.



Frequency of gambling

Q How often do you gamble in the following ways?

	Regularly (more than once a month)	Sometimes (up to 10 times a year)	Rarely (no more than once a year)	Never	Not sure	Reg/ some Men	Reg/ some women	Reg/ some aged 18-34	Reg/ some aged 35-54	Reg/ some aged 55+
Racing (horse, greyhounds)	9%	10%	19%	58%	3%	28%	10%	27%	16%	15%
Poker machines	6%	17%	21%	53%	3%	29%	16%	27%	21%	22%
Cards	4%	7%	9%	77%	3%	16%	7%	23%	10%	1%
Sporting events (football etc)	9%	9%	10%	70%	2%	29%	8%	30%	19%	6%

19% regularly or sometimes gamble on racing, 23% play poker machines, 11% gamble on card games and 18% gamble on sport.

Men are more than twice as likely as women to gamble on racing, cards and sport.

Poker machines are used across all age groups, while those aged 18-34 are more likely to gamble on racing, cards and sport.



Gambling policies

Q Would you support or oppose each of the following?

	Total support	Strongly support	Support	Oppose	Strongly oppose	Don't know
Reduce maximum bet on poker machines to \$1 as recommended by PC.	63%	27%	36%	10%	5%	21%
Reduce trading hours of venues that have poker machines	60%	27%	33%	18%	5%	16%
Regulation to make poker machine design less addictive	71%	35%	36%	10%	3%	16%
Restrict poker machines to designated venues such as casinos	64%	34%	30%	17%	6%	14%
Ban gambling advertising during sports matches	69%	39%	30%	12%	4%	16%
Place bans on gambling companies and gambling outlets like clubs making political donations (as developers have in some states)	68%	38%	30%	12%	3%	17%
Place a levy of gambling companies and venues using poker machines to fund anti-gambling awareness campaigns and services for victims.	69%	35%	34%	9%	4%	19%

There was at least 60% support for all policies listed. There was highest support for Regulation to make poker machine design less addictive (71%). There was lowest support for reducing trading hours of venues that have poker machines (60%).

There was also majority support for all policies from each of the regular/sometime gambling groups. In fact, gamblers were more in favour of the most policies than non-gamblers.



	Total support	Gamble reg/some Racing	Gamble reg/some Poker machines	Gamble reg/some Cards	Gamble reg/some Sport
Reduce maximum bet on poker machines to \$1 as recommended by PC.	63%	73%	69%	77%	75%
Reduce trading hours of venues that have poker machines	60%	65%	59%	73%	64%
Regulation to make poker machine design less addictive	71%	74%	71%	77%	78%
Restrict poker machines to designated venues such as casinos	64%	68%	57%	76%	72%
Ban gambling advertising during sports matches	69%	64%	65%	69%	64%
Place bans on gambling companies and gambling outlets like clubs making political donations (as developers have in some states)	68%	69%	71%	61%	69%
Place a levy of gambling companies and venues using poker machines to fund anti-gambling awareness campaigns and services for victims.	69%	69%	69%	69%	68%



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.

