

# The Essential Report

11 September 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 6<sup>th</sup> to 9<sup>th</sup> September 2018 and is based on 1,050 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, carbon emissions and views about the Government.

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 28/8/18	4 weeks ago 14/8/18	Election 2 Jul 16
Liberal	32%	32%	36%	
National	3%	3%	3%	
<b>Total Liberal/National</b>	<b>36%</b>	<b>35%</b>	<b>39%</b>	<b>42.0%</b>
<b>Labor</b>	<b>37%</b>	<b>39%</b>	<b>37%</b>	<b>34.7%</b>
Greens	10%	10%	10%	10.2%
Nick Xenophon Team	2%	2%	1%	
Pauline Hanson's One Nation	8%	7%	6%	
Other/Independent	7%	7%	7%	13.1%
<b>2 party preferred</b>				
Liberal National	<b>46%</b>	<b>45%</b>	<b>48%</b>	<b>50.4%</b>
Labor	<b>54%</b>	<b>55%</b>	<b>52%</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.

## Scott Morrison

Q Do you approve or disapprove of the job Scott Morrison is doing as Prime Minister?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Turnbull Aug 2018
<b>Total approve</b>	<b>37%</b>	<b>23%</b>	<b>63%</b>	<b>20%</b>	<b>35%</b>	<b>42%</b>
<b>Total disapprove</b>	<b>31%</b>	<b>44%</b>	<b>15%</b>	<b>51%</b>	<b>35%</b>	<b>42%</b>
Strongly approve	9%	5%	17%	3%	7%	9%
Approve	28%	18%	46%	17%	28%	33%
Disapprove	17%	22%	10%	24%	19%	23%
Strongly disapprove	14%	22%	5%	27%	16%	19%
Don't know	33%	33%	21%	30%	30%	16%

37% approved of the job Scott Morrison is doing as Prime Minister (down 5% from Malcolm Turnbull figures last month), and 31% disapproved (down 11%) – a change in net approval rating from 0 to +6. 33% could not give an opinion.

63% (down 20%) of Liberal/National voters approved of the job Scott Morrison is doing, compared to 23% of ALP voters, 20% of Greens and 35% of other voters.

By gender, men were 42% approve/31% disapprove and women 31% approve/29% 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	Aug 2018	Jul 2018	Jun 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017
<b>Total Approve</b>	<b>35%</b>	<b>64%</b>	<b>17%</b>	<b>50%</b>	<b>21%</b>	<b>34%</b>	<b>31%</b>	<b>33%</b>	<b>37%</b>	<b>36%</b>	<b>36%</b>	<b>34%</b>	<b>30%</b>
<b>Total Disapprove</b>	<b>43%</b>	<b>17%</b>	<b>70%</b>	<b>31%</b>	<b>67%</b>	<b>44%</b>	<b>47%</b>	<b>46%</b>	<b>44%</b>	<b>45%</b>	<b>47%</b>	<b>43%</b>	<b>49%</b>
Strongly approve	8%	18%	3%	6%	2%	7%	5%	6%	8%	7%	7%	5%	4%
Approve	27%	46%	14%	44%	19%	27%	26%	27%	29%	29%	29%	29%	26%
Disapprove	21%	15%	28%	24%	25%	22%	25%	23%	23%	23%	25%	28%	26%
Strongly disapprove	22%	2%	42%	7%	42%	22%	22%	23%	21%	22%	22%	15%	23%
Don't know	22%	19%	13%	19%	12%	22%	21%	21%	19%	19%	17%	23%	22%

35% approved of the job Bill Shorten is doing as Opposition Leader (up 1% from last month), and 43% disapproved (down 1%) - a change in net approval rating from -10 to -8.

64% (down 1%) of ALP voters approved of the job Bill Shorten is doing, compared to 50% of Greens voters and 17% of Liberal/National voters.

By gender, men were 38% 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 Scott Morrison and Bill Shorten?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Sep 2018 Morrison	Aug 2018 Turnbull
Scott Morrison	<b>39%</b>	14%	74%	15%	47%	39%	41%
Bill Shorten	<b>27%</b>	56%	7%	49%	15%	29%	27%
Don't know	<b>34%</b>	30%	19%	36%	38%	32%	31%

39% thought that Scott Morrison would make the better Prime Minister (no change in last fortnight), and 27% 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 74% of Liberal/National voters saying that Scott Morrison would be a better Prime Minister, and 56% of Labor voters saying Bill Shorten would.

Greens voters preferred Bill Shorten (49%) to Scott Morrison (15%).

43% of men prefer Scott Morrison and 30% prefer Bill Shorten.

35% of women prefer Scott Morrison and 24% prefer Bill Shorten.

## 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	2 weeks ago
<b>Total approve</b>	<b>35%</b>	<b>29%</b>	<b>47%</b>	<b>24%</b>	<b>40%</b>	<b>35%</b>
<b>Total disapprove</b>	<b>47%</b>	<b>56%</b>	<b>38%</b>	<b>64%</b>	<b>51%</b>	<b>40%</b>
Strongly approve	9%	7%	13%	7%	12%	10%
Approve	26%	22%	34%	17%	28%	25%
Disapprove	25%	28%	21%	38%	26%	22%
Strongly disapprove	22%	28%	17%	26%	25%	18%
Don't know	19%	16%	14%	13%	9%	25%

35% approved of Scott Morrison replacing Malcolm Turnbull as leader of the Liberal Party (same as 2 weeks ago) and 47% disapproved (up 7%). 467% of Liberal National voters approved and 38% disapproved. 56% of Labor voters and 64% of Greens voters disapproved.



## Attributes of Scott Morrison

Q Which of the following describe your opinion of the Prime Minister, Scott Morrison?

	Total	Apr 2018 Turnbull	Change
Intelligent	66%	74%	-8
Hard-working	60%	60%	-
A capable leader	54%	53%	+1
Out of touch with ordinary people	51%	63%	-12
Understands the problems facing Australia	51%	45%	+6
Good in a crisis	44%	47%	-3
Superficial	43%	51%	-8
Narrow-minded	41%	44%	-3
Trustworthy	41%	38%	+3
Visionary	39%	34%	+5
Arrogant	38%	51%	-13
More honest than most politicians	38%	36%	+2
Intolerant	36%	34%	+2
Aggressive	34%	30%	+4
Erratic	29%	34%	-5

Scott Morrison's key attributes were intelligent (66%, but down 8% on Malcolm Turnbull's last figures), hard working (60%, no change) and a capable leader (54%, up 1%).

Main changes from Malcolm Turnbull's ratings are for arrogant (down 13%), out of touch with ordinary people (down 12%), intelligent (down 8%) and superficial (down 8%).



## Leader attributes – Bill Shorten

Q Which of the following describe your opinion of the Opposition Leader, Bill Shorten?

	Total	Apr 2018	Change
Hard working	58%	60%	-2
Intelligent	55%	59%	-4
Out of touch with ordinary people	50%	50%	-
Superficial	50%	47%	+3
Arrogant	50%	43%	+7
Understands the problems facing Australia	48%	47%	+1
Narrow-minded	44%	44%	-
A capable leader	43%	44%	-1
Erratic	41%	40%	+1
Good in a crisis	39%	40%	-1
Intolerant	39%	36%	+3
Aggressive	38%	36%	+2
Visionary	34%	33%	+1
Trustworthy	33%	33%	-
More honest than most politicians	29%	30%	-1

Bill Shorten's key attributes were hard working (58%, down 2% since April), intelligent (55%, down 4%), out of touch with ordinary people (50%, no change), superficial (50%, up 3%) and arrogant (50%, up 7%).

The main changes since April have been for arrogant (up 7%) and intelligent (down 4%).



## Leader attributes – comparisons

	Scott Morrison	Bill Shorten	Difference
Intelligent	66%	55%	<b>+11</b>
A capable leader	54%	43%	<b>+11</b>
More honest than most politicians	38%	29%	<b>+9</b>
Trustworthy	41%	33%	<b>+8</b>
Good in a crisis	44%	39%	<b>+5</b>
Visionary	39%	34%	<b>+5</b>
Understands the problems facing Australia	51%	48%	<b>+3</b>
Hard-working	60%	58%	<b>+2</b>
Out of touch with ordinary people	51%	50%	<b>+1</b>
Narrow-minded	41%	44%	<b>-3</b>
Intolerant	36%	39%	<b>-3</b>
Aggressive	34%	38%	<b>-4</b>
Superficial	43%	50%	<b>-7</b>
Arrogant	38%	50%	<b>-12</b>
Erratic	29%	41%	<b>-12</b>

Compared to Bill Shorten, Scott Morrison is more likely to be considered intelligent (+11), a capable leader (+11), more honest than most politicians (+9) and trustworthy (+8).

Bill Shorten is more likely to be considered erratic (+12), arrogant (+12) and superficial (+7).



## Reducing carbon emissions

Q How important is it for the Federal Government to agree to a policy for reducing carbon emissions to address climate change?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
<b>Total important</b>	<b>69%</b>	<b>80%</b>	<b>62%</b>	<b>95%</b>	<b>57%</b>
<b>Total not important</b>	<b>23%</b>	<b>14%</b>	<b>32%</b>	<b>1%</b>	<b>36%</b>
Very important	33%	43%	21%	63%	28%
Quite important	36%	37%	41%	32%	29%
Not very important	15%	11%	21%	1%	20%
Not at all important	8%	3%	11%	-	16%
Don't know	9%	6%	6%	4%	8%

69% think it is important for the Federal Government to agree to a policy for reducing carbon emissions to address climate change and 23% think it is not important.

A majority of all voter groups think it is important – including 80% of Labor voters and 62% of LNP voters.



## Statements about the Government

Q Do you agree or disagree with the following statements?

	Total agree	Total disagree	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
I have lost trust in this government to function effectively and govern the country. Australia needs a new government.	<b>63%</b>	<b>24%</b>	34%	29%	16%	8%	13%
The new Prime Minister was not elected by the people and has no legitimacy. He needs to go to an election as soon as possible.	<b>60%</b>	<b>27%</b>	31%	29%	17%	10%	13%
Under Scott Morrison the Government will continue to put the interests of big business ahead of the interests of the broader community.	<b>57%</b>	<b>23%</b>	24%	33%	16%	7%	20%
The Government has no long-term plan for Australia's future	<b>59%</b>	<b>27%</b>	27%	32%	20%	7%	14%
Tony Abbott and his conservative supporters are really running the country now	<b>34%</b>	<b>41%</b>	10%	24%	27%	14%	25%
I'm sick of the major parties changing their leaders. I would consider voting for a third party to send a message to them both.	<b>67%</b>	<b>20%</b>	35%	32%	14%	6%	13%
Labor is the alternative government and I want to hear from them what their policies are – not what is wrong with the Liberal Party	<b>68%</b>	<b>20%</b>	29%	39%	10%	10%	12%





A majority agreed with all statements except for “Tony Abbott and his conservative supporters are really running the country now” (34% agree).

There was highest agreement with the statements “Labor is the alternative government and I want to hear from them what their policies are – not what is wrong with the Liberal Party” (68% agree) and “I’m sick of the major parties changing their leaders. I would consider voting for a third party to send a message to them both” (67% agree).



## 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.