

# The Essential Report

9 October 2018



## The Essential Report

**Date:** 9/10/2018

---

**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 4<sup>th</sup> to 7<sup>th</sup> October 2018 and is based on 1,025 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, trust in media, the ABC and asylum seekers on Nauru.

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 25/9/18	4 weeks ago 11/9/18	Election 2 Jul 16
Liberal	34%	34%	32%	
National	4%	3%	3%	
<b>Total Liberal/National</b>	<b>38%</b>	<b>37%</b>	<b>36%</b>	<b>42.0%</b>
<b>Labor</b>	<b>37%</b>	<b>36%</b>	<b>37%</b>	<b>34.7%</b>
Greens	10%	12%	10%	10.2%
Nick Xenophon Team	1%	1%	2%	
Pauline Hanson's One Nation	7%	5%	8%	
Other/Independent	8%	9%	7%	13.1%
<b>2 party preferred</b>				
Liberal National	<b>47%</b>	<b>47%</b>	<b>46%</b>	<b>50.4%</b>
Labor	<b>53%</b>	<b>53%</b>	<b>54%</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	Sep 2018	Turnbull Aug 2018
<b>Total approve</b>	<b>43%</b>	<b>24%</b>	<b>77%</b>	<b>29%</b>	<b>41%</b>	<b>37%</b>	<b>42%</b>
<b>Total disapprove</b>	<b>28%</b>	<b>48%</b>	<b>7%</b>	<b>46%</b>	<b>31%</b>	<b>31%</b>	<b>42%</b>
Strongly approve	10%	4%	22%	1%	9%	9%	9%
Approve	33%	20%	55%	28%	32%	28%	33%
Disapprove	17%	31%	5%	21%	19%	17%	23%
Strongly disapprove	11%	17%	2%	25%	12%	14%	19%
Don't know	28%	28%	17%	24%	27%	33%	16%

43% approved of the job Scott Morrison is doing as Prime Minister (up 6% from last month) and 28% disapproved (down 3%) – a change in net approval rating from +6 to +15. 28% could not give an opinion.

77% (up 14%) of Liberal/National voters approved of the job Scott Morrison is doing, compared to 24% of ALP voters, 29% of Greens and 41% of other voters.

By gender, men were 49% approve/32% disapprove and women 38% approve/26% 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	Sep 2018	Aug 2018	Jul 2018	Jun 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017
<b>Total Approve</b>	<b>33%</b>	<b>63%</b>	<b>18%</b>	<b>38%</b>	<b>15%</b>	<b>35%</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>45%</b>	<b>18%</b>	<b>69%</b>	<b>36%</b>	<b>69%</b>	<b>43%</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%	20%	3%	2%	1%	8%	7%	5%	6%	8%	7%	7%	5%	4%
Approve	25%	43%	15%	36%	14%	27%	27%	26%	27%	29%	29%	29%	29%	26%
Disapprove	23%	16%	30%	30%	26%	21%	22%	25%	23%	23%	23%	25%	28%	26%
Strongly disapprove	22%	2%	39%	6%	43%	22%	22%	22%	23%	21%	22%	22%	15%	23%
Don't know	23%	19%	14%	25%	17%	22%	22%	21%	21%	19%	19%	17%	23%	22%

33% approved of the job Bill Shorten is doing as Opposition Leader (down 2% from last month), and 45% disapproved (up 2%) - a change in net approval rating from -8 to -12.

63% (down 1%) of ALP voters approved of the job Bill Shorten is doing, compared to 38% of Greens voters and 18% of Liberal/National voters.

By gender, men were 37% approve/49% disapprove and women 28% approve/41% 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	Sep 2018	Aug 2018 Turnbull
Scott Morrison	<b>42%</b>	16%	79%	19%	51%	39%	39%	41%
Bill Shorten	<b>27%</b>	57%	6%	39%	14%	27%	29%	27%
Don't know	<b>31%</b>	27%	15%	41%	35%	34%	32%	31%

42% thought that Scott Morrison would make the better Prime Minister (up 3% from last month), and 27% thought Bill Shorten would be better (no change). 31% did not know who would make a better Prime Minister.

The results were split by party, with 79% 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 (39%) to Scott Morrison (19%).

46% of men prefer Scott Morrison and 31% prefer Bill Shorten.

39% of women prefer Scott Morrison and 22% prefer Bill Shorten.



## Trust in media

Q How much trust do you have in what you read or hear in the following media?

	Total a lot /some trust	A lot of trust	Some trust	Not much trust	No trust at all	Don't know	Don't use	% change	Total a lot /some Oct 17
ABC TV news and current affairs	<b>62%</b>	19%	43%	14%	9%	5%	10%	-1	63%
SBS TV news and current affairs	<b>61%</b>	18%	43%	14%	6%	5%	15%	-	61%
ABC radio news and current affairs	<b>57%</b>	17%	40%	17%	8%	4%	14%	-1	58%
Commercial TV news and current affairs	<b>48%</b>	8%	40%	29%	12%	5%	7%	+3	45%
News and opinion in local newspapers	<b>47%</b>	6%	41%	27%	9%	4%	13%	+3	44%
ABC radio talkback programs	<b>44%</b>	8%	36%	22%	10%	5%	20%	-	44%
News and opinion in daily newspapers	<b>44%</b>	6%	38%	28%	10%	5%	12%	+2	42%
Commercial radio news and current affairs	<b>44%</b>	5%	39%	28%	11%	5%	13%	+3	41%
News and opinion websites	<b>39%</b>	4%	35%	32%	11%	5%	13%	-1	40%
Commercial radio talkback programs	<b>35%</b>	4%	31%	29%	14%	5%	18%	-	35%
Internet blogs	<b>17%</b>	2%	15%	34%	22%	6%	20%	-3	20%





Overall, there has been little change in trust in media since this question was asked 12 months ago.

The most trusted media were ABC TV news and current affairs (62% a lot/some trust), SBS TV news and current affairs (61%) and ABC radio news and current affairs (57%).

The least trusted were internet blogs (17%) and commercial radio talkback programs (35%).



## Trust in news sources

Q How much trust do you have in what you read in the following newspapers and news websites?

	Total a lot /some trust	A lot of trust	Some trust	Not much trust	No trust at all	Don't know
ABC news websites	<b>69%</b>	21%	48%	16%	9%	6%
The Australian	<b>59%</b>	12%	47%	22%	11%	9%
The Guardian Australia website	<b>55%</b>	10%	45%	23%	11%	12%
News.com.au	<b>55%</b>	10%	45%	27%	12%	7%
Sydney Morning Herald	<b>54%</b>	13%	41%	25%	11%	10%
The Age	<b>53%</b>	9%	44%	24%	13%	11%
Nine.com.au	<b>53%</b>	8%	45%	27%	13%	6%
The Telegraph	<b>49%</b>	10%	39%	26%	14%	11%
Herald Sun	<b>46%</b>	8%	38%	27%	15%	11%
Yahoo 7 News website	<b>45%</b>	6%	39%	29%	16%	9%
Courier Mail	<b>44%</b>	6%	38%	30%	15%	13%
Daily Mail website	<b>39%</b>	6%	33%	31%	21%	10%

\* Note : Percentages based only on respondents who had read/used each newspaper/website

Overall, among those who have read or used them, the most trusted news sources were the ABC news websites (69%), The Australian (59%), The Guardian Australia (55%) and news.com.au (55%).

The least trusted were The Daily Mail (39%) and The Courier Mail (44%).



## Government influence over ABC

Q Thinking about recent events concerning the ABC CEO and board, do you think that the Government has too much or not enough influence over the ABC?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Government has too much influence	<b>36%</b>	54%	19%	47%	40%
Government has not enough influence	<b>16%</b>	7%	24%	16%	22%
Level of Government influence about right	<b>17%</b>	13%	29%	13%	12%
Don't know	<b>31%</b>	26%	28%	25%	27%

36% think that the Government has too much influence over the ABC and 16% think they have not enough influence. 17% think they have about the right level of influence.

54% of Labor voters and 47% of Greens voters think the Government has too much influence compared to only 19% of LNP voters.

## Independence of ABC

Q Overall, do you think the news reporting and comment on the ABC is independent and unbiased?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Yes	<b>40%</b>	50%	40%	52%	28%
No	<b>34%</b>	24%	43%	23%	50%
Don't know	<b>26%</b>	25%	17%	25%	22%

40% think that the news reporting and comment on the ABC is independent and unbiased and 34% think it isn't.

Those most likely to think the ABC is not independent and unbiased were LNP voters (43%), other party voters (50%) and aged 55+ (40%).



## Asylum seekers

Q Would you support or oppose the following actions regarding the refugees being held on Nauru?

	Total support	Total oppose	Strongly support	Support	Oppose	Strongly oppose	Don't know
Close the detention centre on Nauru and transfer all the remaining asylum seekers to Australia	<b>37%</b>	<b>42%</b>	14%	23%	17%	25%	22%
Transfer the families and children from Nauru to Australia	<b>40%</b>	<b>39%</b>	15%	25%	17%	22%	21%
Keep all asylum seekers on Nauru indefinitely	<b>35%</b>	<b>43%</b>	15%	20%	22%	21%	23%

	Total support	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Close the detention centre on Nauru and transfer all the remaining asylum seekers to Australia	<b>37%</b>	51%	32%	68%	18%
Transfer the families and children from Nauru to Australia	<b>40%</b>	53%	36%	65%	21%
Keep all asylum seekers on Nauru indefinitely	<b>35%</b>	26%	42%	17%	58%



37% support and 42% oppose closing the detention centre on Nauru and transferring all the remaining asylum seekers to Australia. Those most likely to support were aged under 34 (48%), university educated (48%), Labor voters (51%) and Greens voters (68%).

40% support and 39% oppose transferring the families and children from Nauru to Australia. Those most likely to support were aged under 34 (51%), university educated (52%), Labor voters (53%) and Greens voters (65%).

35% support and 43% oppose keeping all asylum seekers on Nauru indefinitely. Those most likely to support were other party voters (58%).



## 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.

