

The Essential Report

23 October 2018



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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 18th to 21st October 2018 and is based on 1,027 respondents.

Aside from the standard question on voting intention, this week's report includes questions on important issues, climate change and Scott Morrison.

The methodology used to carry out this research is described in the appendix on page 14.

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 9/10/18	4 weeks ago 25/9/18	Election 2 Jul 16
Liberal	36%	34%	34%	
National	2%	4%	3%	
Total Liberal/National	38%	38%	37%	42.0%
Labor	37%	37%	36%	34.7%
Greens	10%	10%	12%	10.2%
Pauline Hanson's One Nation	7%	7%	5%	
Other/Independent	8%	9%	10%	13.1%
2 party preferred				
Liberal National	47%	47%	47%	50.4%
Labor	53%	53%	53%	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.



Important issues

Q Which of the following issues are the most important for the Federal Government to address over the next 12 months? Select up to 3.

	Total	1 st	2 nd	3 rd	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	April 2018	Change
Cost of living	60%	31%	18%	11%	60%	56%	54%	68%	51%	+9
Improving our health system	37%	9%	15%	13%	40%	35%	39%	38%	36%	+1
Housing affordability	29%	8%	12%	10%	33%	22%	34%	25%	29%	-
Creating jobs and reducing unemployment	27%	10%	9%	9%	30%	27%	24%	18%	32%	-5
Improving workers wages and conditions	22%	5%	7%	9%	27%	20%	24%	16%	22%	-
Promoting economic growth	20%	6%	8%	6%	16%	29%	11%	18%	21%	-1
National security and terrorism	20%	6%	5%	8%	12%	26%	8%	29%	21%	-1
Promoting renewable energy	20%	7%	5%	7%	21%	17%	44%	21%	19%	+1
Tax avoidance by big companies	17%	4%	6%	6%	18%	16%	22%	20%	20%	-3
Reducing the budget deficit	13%	5%	4%	5%	7%	22%	7%	16%	14%	-1
More funds for education	13%	3%	3%	7%	18%	7%	22%	13%	13%	-
Income tax cuts	12%	3%	4%	5%	10%	15%	6%	13%	15%	-3
Business tax cuts	5%	2%	1%	2%	5%	7%	7%	2%	6%	-1



The most important issues for the Federal Government to address over the next 12 months were –

- Cost of living (60%)
- Improving our health system (37%)
- Housing affordability (29%)
- Creating jobs and reducing unemployment (27%)

Labor voters were more likely to think Improving workers wages and conditions (27%) was important.

Liberal/National voters were more likely to think promoting economic growth (29%) and reducing the budget deficit (22%) were important.

Greens voters were more likely to think promoting renewable energy (44%) and more funds for education (22%) were important.

Since this question was asked in April, there has been a substantial increase for cost of living – up 9 points to 60%.



New Government

Q Thinking about the recent change of Prime Minister, do you consider the Morrison Government too be a new government or has the change made no difference and they are still the same government?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
They are a new Government	20%	14%	34%	13%	12%
They are the same Government	59%	71%	48%	72%	76%
Not sure	22%	15%	17%	15%	12%

59% think that the leadership change has made no difference and that we still have the same Government. 20% think of it as a new Government.

Liberal National voters were split but more likely to think it is the same Government (48% to 34%).



Preferred Prime Minister

Q Who would you prefer as Prime Minister out of Scott Morrison and Malcolm Turnbull?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Scott Morrison	35%	23%	57%	19%	40%
Malcolm Turnbull	28%	36%	29%	39%	21%
Don't know	36%	41%	14%	43%	39%

35% prefer Scott Morrison as Prime Minister and 28% prefer Malcolm Turnbull. Labor and Greens voters were more likely to prefer Malcolm Turnbull but Liberal voters preferred Scott Morrison by 57% to 29%.

Climate change

Q Do you believe that there is fairly conclusive evidence that climate change is happening and caused by human activity or do you believe that the evidence is still not in and we may just be witnessing a normal fluctuation in the earth's climate which happens from time to time?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Nov 2009	Dec 2010	Jun 2011	Oct 2012	Oct 2013	Dec 2014	Nov 2015	Aug 2016	Sep 2017
Climate change is happening and is caused by human activity	63%	73%	57%	78%	47%	53%	45%	50%	48%	52%	57%	56%	57%	64%
We are just witnessing a normal fluctuation in the earth's climate	25%	15%	34%	12%	45%	34%	36%	39%	39%	36%	29%	32%	26%	24%
Don't know	13%	12%	9%	10%	8%	13%	19%	12%	13%	12%	14%	12%	17%	12%

63% (down 1% since September last year) agree that climate change is happening and is caused by human activity and 25% (up 1%) believe that we may just be witnessing a normal fluctuation in the earth's climate.

By age groups, those aged under 35 split 66%/19% and those aged 55+ split 56%/37%. People with higher education were more likely to think climate change is happening and is caused by human activity - those with university degrees split 70%/20%.



Doing enough to address climate change

Q As far as you know, do you think Australia is doing enough, not enough or too much to address climate change?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aug 2015	Mar 2016	Aug 2016	Dec 2016	Sep 2017
Doing enough	23%	16%	36%	5%	24%	24%	21%	22%	22%	20%
Not doing enough	56%	69%	45%	88%	45%	53%	57%	52%	49%	56%
Doing too much	7%	3%	9%	2%	21%	7%	8%	8%	11%	8%
Don't know	13%	12%	10%	5%	9%	16%	13%	18%	18%	16%

56% (no change since September last year) think Australia is not doing enough to address climate change and 23% (up 3%) think Australia is doing enough.

Those most likely to think Australia is not doing enough were aged 18-44 (61%) and university educated (65%).

Liberal National voters were split but were more likely to think the Government was not doing enough (45%).

Scott Morrison

Q Here are some things that the Prime Minister, Scott Morrison has suggested or given his support to. Do you approve or disapprove of each of them?

	Total approve	Total dis-approve	Strongly approve	Approve	Dis-approve	Strongly dis-approve	Don't know	Approve Vote Labor	Approve Vote Lib/Nat	Approve Vote Greens	Approve Vote other
Relocate the Australian embassy in Israel from Tel Aviv to Jerusalem	26%	32%	7%	19%	16%	16%	42%	19%	40%	19%	29%
Force immigrants to move to regional areas	51%	32%	16%	35%	20%	12%	17%	46%	69%	30%	60%
Commemorate Captain Cook's discovery of Australia	58%	20%	20%	38%	11%	9%	22%	55%	76%	40%	63%

There was majority approval for commemorating Captain Cook's discovery of Australia (58%) and forcing immigrants to move to regional areas (51%). However, there was strong majority disapproval of allowing religious schools to refuse to hire gay teachers (60%).

Respondents were split on the issue of relocating the Australian embassy in Israel from Tel Aviv to Jerusalem – 26% approve, 32% disapprove with 42% don't know.

National day

Q It has been suggested that Australia should have a separate national day to recognise indigenous Australians. Do you -



	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Support a separate day alongside Australia Day	36%	41%	37%	31%	32%
Support a separate day instead of Australia Day	14%	14%	13%	34%	11%
Do not support a separate day	37%	32%	44%	23%	52%
Don't know	12%	14%	6%	12%	5%

Half the respondents supported a national day to recognise indigenous Australians, with 36% supporting a separate day alongside Australia Day and 14% supporting a separate day instead of Australia Day. 37% did not support a separate day at all.

Dogs

Q Do you think dogs should be allowed in the following places?

	Yes	No	Don't know	Yes Vote Labor	Yes Vote Lib/Nat	Yes Vote Greens	Yes Vote other
In public parks	78%	16%	6%	80%	73%	84%	80%
On public transport	41%	50%	9%	43%	38%	46%	45%
In cafes	32%	61%	7%	30%	32%	45%	32%
In pubs	26%	66%	8%	27%	28%	30%	29%
In offices and workplaces	26%	64%	9%	29%	23%	39%	25%
In schools	26%	65%	9%	29%	24%	36%	23%

While a strong majority support allowing dogs in public parks (78%), a majority do not support allowing dogs in other areas. Only 26% support allowing dogs in pubs, offices/workplaces and schools.

There somewhat more support (although not majority) for allowing dogs for allowing dogs on public transport (41%) and in cafes (32%).

Across all areas there tended to be higher support from Greens voters and lower support from LNP voters.



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.

