

The Essential Report

6 November 2018



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Prepared By: Essential Research

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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 1st to 4th November 2018 and is based on 1,028 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, becoming a republic, the Royal Family, horse racing and coal-fired power stations.

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 23/10/18	4 weeks ago 9/10/18	Election 2 Jul 16
Liberal	33%	36%	34%	
National	3%	2%	4%	
Total Liberal/National	36%	38%	38%	42.0%
Labor	39%	37%	37%	34.7%
Greens	10%	10%	10%	10.2%
Pauline Hanson's One Nation	6%	7%	7%	
Other/Independent	9%	8%	9%	13.1%
2 party preferred				
Liberal National	46%	47%	47%	50.4%
Labor	54%	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.



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	Oct 2018	Sep 2018	Turnbull Aug 2018
Total approve	41%	25%	72%	20%	41%	43%	37%	42%
Total disapprove	37%	58%	12%	63%	40%	28%	31%	42%
Strongly approve	10%	4%	23%	1%	8%	10%	9%	9%
Approve	31%	21%	49%	19%	33%	33%	28%	33%
Disapprove	21%	29%	11%	34%	22%	17%	17%	23%
Strongly disapprove	16%	29%	1%	29%	18%	11%	14%	19%
Don't know	23%	17%	16%	18%	19%	28%	33%	16%

41% approved of the job Scott Morrison is doing as Prime Minister (down 2% from last month) and 37% disapproved (up 9%) – a change in net approval rating from +15 to +4. 23% could not give an opinion.

7% (down 5%) of Liberal/National voters approved of the job Scott Morrison is doing, compared to 25% of ALP voters, 20% of Greens and 41% of other voters.

By gender, men were 46% approve/39% disapprove and women 34% approve/34% 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	Oct 2018	Sep 2018	Jun 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017
Total Approve	38%	67%	23%	40%	19%	33%	35%	33%	37%	36%	36%	34%	30%
Total Disapprove	44%	17%	67%	43%	71%	45%	43%	46%	44%	45%	47%	43%	49%
Strongly approve	8%	20%	2%	5%	1%	8%	8%	6%	8%	7%	7%	5%	4%
Approve	30%	47%	21%	35%	18%	25%	27%	27%	29%	29%	29%	29%	26%
Disapprove	24%	14%	31%	36%	31%	23%	21%	23%	23%	23%	25%	28%	26%
Strongly disapprove	20%	3%	36%	7%	40%	22%	22%	23%	21%	22%	22%	15%	23%
Don't know	18%	15%	9%	18%	10%	23%	22%	21%	19%	19%	17%	23%	22%

38% approved of the job Bill Shorten is doing as Opposition Leader (up 5% from last month), and 44% disapproved (down 1%) - a change in net approval rating from -12 to -6.

67% (up 4%) of ALP voters approved of the job Bill Shorten is doing, compared to 40% of Greens voters and 23% of Liberal/National voters.

By gender, men were 43% approve/46% disapprove and women 34% 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	Oct 2018	Sep 2018	Sep 2018	Aug 2018 Turnbull
Scott Morrison	41%	18%	80%	16%	47%	42%	39%	39%	41%
Bill Shorten	29%	59%	7%	46%	16%	27%	27%	29%	27%
Don't know	29%	2w3%	13%	37%	37%	31%	34%	32%	31%

41% thought that Scott Morrison would make the better Prime Minister (down 1% from last month), and 29% thought Bill Shorten would be better (up 2%). 29% did not know who would make a better Prime Minister.

The results were split by party, with 80% of Liberal/National voters saying that Scott Morrison would be a better Prime Minister, and 59% of Labor voters saying Bill Shorten would.

Greens voters preferred Bill Shorten (46%) to Scott Morrison (16%).

45% of men prefer Scott Morrison and 33% prefer Bill Shorten.

37% of women prefer Scott Morrison and 26% prefer Bill Shorten.



Republic

Q Would you support or oppose Australia becoming a republic with an Australian head of state?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Jan 2017	Jan 2018	May 2018
Total support	44%	53%	43%	57%	35%	44%	44%	48%
Total oppose	32%	26%	40%	23%	45%	30%	29%	30%
Strongly support	16%	22%	12%	17%	16%	21%	18%	21%
Support	28%	31%	31%	40%	19%	23%	26%	27%
Oppose	15%	14%	20%	12%	15%	18%	14%	17%
Strongly oppose	17%	12%	20%	11%	30%	12%	15%	13%
Don't know	24%	22%	17%	20%	20%	26%	26%	22%

44% support Australia becoming a republic and 32% oppose. 24% have no opinion.

This is a small drop in support (down 4%) for a republic since this question was asked in May.

Younger respondents were a little more likely to support a republic – 50% of those aged under 35 support a republic compared to 43% of aged 35-54 and 39% of those aged 55+.



Perceptions of Royal Family

Q Do you have a favourable or unfavourable opinion of the following members of the Royal family?

	Total favourable	Total unfavourable	Very favourable	Favourable	Neither favourable nor unfavourable	Unfavourable	Very unfavourable	Don't know
Queen Elizabeth	61%	10%	29%	32%	26%	5%	5%	3%
Prince Charles	33%	30%	9%	24%	35%	16%	14%	3%
Prince William	68%	9%	32%	36%	20%	4%	5%	3%
Prince Harry	70%	9%	40%	30%	19%	4%	5%	2%

	Total favourable	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Queen Elizabeth	61%	63%	71%	47%	59%
Prince Charles	33%	33%	45%	27%	24%
Prince William	68%	69%	76%	57%	69%
Prince Harry	70%	74%	76%	64%	69%



Overall, perceptions of Queen Elizabeth, Prince William and Prince Harry were highly favourable. 70% had a favourable opinion of Prince Harry, 68% Prince William and 61% Queen Elizabeth.

However, only 33% had a favourable opinion of Prince Charles – with 30% unfavourable and 35% neither.

Liberal/National voters tended to have a more favourable opinion of these members of the Royal family than other voter groups.

Interest in horseracing

Q How would you describe your level of interest in horse racing?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Oct 2011
High interest	8%	8%	10%	5%	5%	6%
Moderate interest	20%	23%	26%	15%	16%	16%
Low interest	26%	28%	26%	27%	22%	33%
No interest	44%	40%	37%	53%	56%	44%
Don't know	2%	2%	1%	-	1%	1%

8% say they have a high interest in horse racing and 20% have a moderate interest. 70% say they have low or no interest. This represents a little more interest than when this question was asked in 2011.

Those with most interest are men (34% high/moderate), aged 18-34 (37%), full-time workers (37%) and those earning more than \$2,000 pw (37%).



Statements about horseracing

Q Do you agree or disagree with the following statements?

	Total agree	Total dis-agree	Strongly agree	Agree	Dis-agree	Strongly dis-agree	Don't know
I regularly bet on horse races	19%	78%	7%	12%	21%	57%	3%
I rarely bet on horse races but will be watching the Melbourne Cup and placing a bet	38%	55%	13%	25%	21%	34%	7%
I will watch the Melbourne Cup but will not place a bet	33%	59%	10%	23%	26%	33%	8%
I have never been interested in the Melbourne Cup	33%	62%	15%	18%	34%	28%	5%
I have become less interested in the Melbourne Cup over recent years because of my concerns with gambling	26%	67%	9%	17%	33%	34%	8%
I have become less interested in the Melbourne Cup because of my concerns about animal cruelty	29%	63%	13%	16%	32%	31%	7%



	Total agree	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
I regularly bet on horse races	19%	22%	23%	14%	9%
I rarely bet on horse races but will be watching the Melbourne Cup and placing a bet	38%	41%	49%	27%	35%
I will watch the Melbourne Cup but will not place a bet	33%	32%	42%	29%	28%
I have never been interested in the Melbourne Cup	33%	34%	28%	36%	34%
I have become less interested in the Melbourne Cup over recent years because of my concerns with gambling	26%	29%	25%	34%	26%
I have become less interested in the Melbourne Cup because of my concerns about animal cruelty	29%	32%	25%	55%	23%

Despite only 19% saying they regularly bet on horse races, 38% say they will be watching the Melbourne Cup and placing a bet while 33% say they will be watching the Cup but not placing a bet.

However, 33% agree that they have never been interested in the Melbourne Cup. 26% agree they have become less interested because of concerns about gambling and 29% have become less interested because of concerns about animal cruelty.

Liberal/National voters tend to have more interest in the Melbourne Cup than other voter groups.



Coal-fired power stations

Q Would you approve or disapprove of the Government giving support to new coal-fired power stations, including indemnifying them against the future risk of a carbon price?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	39%	33%	58%	17%	43%
Total disapprove	35%	40%	25%	65%	36%
Strongly approve	14%	10%	23%	2%	21%
Approve	25%	23%	35%	15%	22%
Disapprove	16%	15%	18%	20%	14%
Strongly disapprove	19%	25%	7%	45%	22%
Don't know	26%	27%	17%	18%	22%

39% approve of the Government giving support to new coal-fired power stations, including indemnifying them against the future risk of a carbon price and 35% disapprove.

A majority of Liberal/National voters approve (58%) while 65% of Greens voters disapprove. Labor voters were split 33% approve/40% disapprove.

47% of men approve and 36% disapprove – while 30% of women approve and 34% disapprove.



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.

