

# The Essential Report

20 November 2018



## The Essential Report

Date: 6/11/2018

---

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 15<sup>th</sup> to 18<sup>th</sup> November 2018 and is based on 1,027 respondents.

Aside from the standard question on voting intention, this week's report includes questions on firmness of vote, the Labor and Liberal leadership teams, important issues, perceptions of political parties and developments in technology.

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 6/11/18	4 weeks ago 23/10/18	Election 2 Jul 16
Liberal	34%	33%	36%	
National	3%	3%	2%	
<b>Total Liberal/National</b>	<b>37%</b>	<b>36%</b>	<b>38%</b>	<b>42.0%</b>
<b>Labor</b>	<b>35%</b>	<b>39%</b>	<b>37%</b>	<b>34.7%</b>
Greens	11%	10%	10%	10.2%
Pauline Hanson's One Nation	7%	6%	7%	
Other/Independent	10%	9%	8%	13.1%
<b>2 party preferred</b>				
Liberal National	<b>48%</b>	<b>46%</b>	<b>47%</b>	<b>50.4%</b>
Labor	<b>52%</b>	<b>54%</b>	<b>53%</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.

## Firmness of vote

Q How would you describe your choice?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Very firm and unlikely to change	44%	50%	46%	42%	28%
Firm but it might change	37%	33%	39%	42%	36%
Not that firm at all and you might well consider another choice as things develop	17%	15%	13%	13%	32%
Don't Know	2%	2%	2%	2%	4%

44% of those who gave a voting preference say their vote is firm and unlikely to change, 37% firm but might change and 17% not that firm. Other party voters are the least firm.

53% of those aged 45+ say their vote is firm compared to 36% of those aged under 45.



## Liberal team

Q How would you rate the Liberal Government's team of Ministers?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
<b>Total good</b>	<b>28%</b>	<b>13%</b>	<b>56%</b>	<b>15%</b>	<b>14%</b>
<b>Total poor</b>	<b>35%</b>	<b>55%</b>	<b>6%</b>	<b>51%</b>	<b>53%</b>
Very good	5%	3%	8%	1%	3%
Good	23%	10%	48%	14%	11%
Neither good nor poor	31%	29%	34%	28%	29%
Poor	15%	22%	4%	17%	25%
Very poor	20%	33%	2%	34%	28%
Don't know	7%	3%	3%	6%	3%

28% rate the Liberal Government's team of Ministers good and 35% poor. 56% of Liberal/National voters rate them as good.



## Labor team

Q And how would you rate the Labor Opposition’s team of shadow ministers?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
<b>Total good</b>	<b>28%</b>	<b>55%</b>	<b>18%</b>	<b>31%</b>	<b>10%</b>
<b>Total poor</b>	<b>33%</b>	<b>6%</b>	<b>48%</b>	<b>24%</b>	<b>62%</b>
Very good	7%	16%	4%	4%	1%
Good	21%	39%	14%	27%	9%
Neither good nor poor	32%	35%	30%	37%	24%
Poor	16%	5%	25%	19%	20%
Very poor	17%	1%	23%	5%	42%
Don't know	8%	5%	4%	8%	4%

28% rate the Labor Opposition’s team of shadow ministers good and 33% poor. 55% of Labor voters rate them as good.



## Best leadership team

Q And which party's team do you think would do the best job of governing Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
The Liberal Party team	35%	2%	84%	9%	37%
The Labor Party team	36%	83%	8%	56%	12%
Don't know	29%	15%	9%	34%	51%

35% think the Liberal Party team would do the best job of governing Australia and 36% think the Labor team would do the best job.



## Doing enough about issues

Q Is the Federal Government doing enough, not doing enough or doing too much on the following issues?

	Doing enough	Not doing enough	Doing too much	Don't know
Addressing the challenges of an ageing population	17%	67%	4%	12%
Transitioning to renewable energy	14%	64%	9%	13%
Ensuring people have access to affordable housing	16%	64%	6%	14%
Ensuring the economy delivers benefit to all Australians	20%	62%	4%	14%
Ensuring a dependable water supply	25%	56%	4%	16%
Supporting regional communities	21%	55%	5%	19%
Rolling out the NBN	26%	54%	5%	16%
Funding schools	30%	49%	6%	15%
Developing the new National Disability Insurance Scheme	25%	46%	7%	21%

Around two-thirds think the Government is not doing enough about addressing the challenges of an ageing population, transitioning to renewable energy and ensuring people have access to affordable housing.

## Most important issues

Q And which 3 of these are the most important for the Government to address?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Ensuring the economy delivers benefit to all Australians	<b>45%</b>	42%	50%	27%	50%
Transitioning to renewable energy	<b>43%</b>	46%	38%	66%	44%
Addressing the challenges of an ageing population	<b>38%</b>	37%	41%	34%	45%
Ensuring people have access to affordable housing	<b>38%</b>	40%	37%	41%	34%
Ensuring a dependable water supply	<b>31%</b>	28%	32%	32%	42%
Funding schools	<b>24%</b>	30%	23%	18%	20%
Supporting regional communities	<b>16%</b>	15%	19%	4%	21%
Developing the new National Disability Insurance Scheme	<b>13%</b>	17%	13%	17%	9%
Rolling out the NBN	<b>12%</b>	14%	13%	215	9%
Don't know	<b>5%</b>	4%	2%	5%	2%

When asked to choose the three most important issues to address, respondents were most likely to nominate ensuring the economy delivers benefit to all Australians, transitioning to renewable energy, addressing the challenges of an ageing population and ensuring people have access to affordable housing

## Statements about politics

Q Do you agree or disagree with the following statements?

	Total agree	Total disagree	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Political parties in Australia are too ideological	42%	13%	13%	29%	45%	10%	3%
I would consider voting for an independent in the next Federal election	42%	24%	13%	29%	34%	14%	10%
There is no substantial difference between the policies of the Labor and Liberal Parties	38%	29%	12%	26%	32%	22%	7%
We don't need any new political parties - the Labor, Liberal and minor parties represent the interests of most Australians.	42%	23%	12%	30%	35%	16%	7%
There should be more independents and minor parties in Parliament.	38%	24%	13%	25%	38%	16%	8%
Neither Labor nor the Liberals have a long term plan for Australia.	51%	15%	17%	34%	34%	12%	3%
I have become less interested in politics over the last few years.	47%	24%	18%	29%	29%	17%	7%



	Total agree	Firm vote	Firm but might change	Not firm
Political parties in Australia are too ideological	42%	39%	49%	50%
I would consider voting for an independent in the next Federal election	42%	30%	50%	73%
There is no substantial difference between the policies of the Labor and Liberal Parties	38%	33%	44%	51%
We don't need any new political parties - the Labor, Liberal and minor parties represent the interests of most Australians.	42%	55%	44%	31%
There should be more independents and minor parties in Parliament.	38%	34%	48%	44%
Neither Labor nor the Liberals have a long term plan for Australia.	51%	46%	56%	67%
I have become less interested in politics over the last few years.	47%	45%	50%	46%

This table shows the relationships between the statements about politics and the firmness of voting intention.

Those who might change their vote are much more likely to consider voting for an independent in the next Federal election (50% of firm might change/73% of not firm), think that there is no substantial difference between the policies of the Labor and Liberal Parties (44%/51%) and think neither Labor nor the Liberals have a long term plan for Australia (56%/67%).

There is no significant relationship between firmness of vote and interest in politics.

However, those who would consider voting for an independent were much more likely to agree that political parties in Australia are too ideological (56%), there is no substantial difference between the policies of the Labor and Liberal Parties (56%), there should be more independents and minor parties in Parliament (66%) and neither Labor nor the Liberals have a long term plan for Australia (73%). But they were only a little more likely than average to say they had become less interested in politics over the last few years (55% cf 47%).

## Developments in technology

Q Overall, do you think technological advances in recent years have been positive for:

	Total agree	Total disagree	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	Total agree Jul 2017	Total disagree Jul 2017
National security	<b>48%</b>	<b>19%</b>	12%	36%	27%	13%	6%	6%	53%	16%
Culture/entertainment	<b>46%</b>	<b>13%</b>	10%	36%	33%	10%	3%	8%	57%	9%
Provision of private services	<b>44%</b>	<b>12%</b>	7%	37%	35%	8%	4%	9%	45%	11%
Provision of government services	<b>41%</b>	<b>17%</b>	6%	35%	35%	12%	5%	8%	50%	14%
Personal safety	<b>39%</b>	<b>22%</b>	8%	31%	34%	16%	6%	6%	49%	16%
Personal relationships	<b>26%</b>	<b>27%</b>	5%	21%	40%	18%	9%	8%	31%	30%
Job security	<b>23%</b>	<b>35%</b>	4%	19%	35%	25%	10%	7%	27%	34%

Nearly half the respondents think that technological advances have been positive for national security (48%) and culture/entertainment (46%), However, they were divided over job security (23% agree/35% disagree) and personal relationships (26%/27%). Since this question was asked last year, there has been a drop in agreement that advances have been positive across all items.



## 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.

