

The Essential Report

4 December 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 29th November to 2nd December 2018 and is based on 1,032 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, personal happiness, negative gearing, climate change and dividend imputation.

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 20/11/18	4 weeks ago 6/11/18	Election 2 Jul 16
Liberal	34%	34%	33%	
National	4%	3%	3%	
Total Liberal/National	38%	37%	36%	42.0%
Labor	39%	35%	39%	34.7%
Greens	10%	11%	10%	10.2%
Pauline Hanson's One Nation	6%	7%	6%	
Other/Independent	7%	10%	9%	13.1%
2 party preferred				
Liberal National	46%	48%	46%	50.4%
Labor	54%	52%	54%	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	Nov 2018	Oct 2018	Sep 2018	Turnbull Aug 2018
Total approve	42%	25%	77%	21%	36%	41%	43%	37%	42%
Total disapprove	34%	51%	12%	57%	48%	37%	28%	31%	42%
Strongly approve	10%	6%	21%	3%	4%	10%	10%	9%	9%
Approve	32%	19%	55%	18%	32%	31%	33%	28%	33%
Disapprove	19%	26%	10%	27%	26%	21%	17%	17%	23%
Strongly disapprove	15%	25%	2%	30%	21%	16%	11%	14%	19%
Don't know	24%	24%	11%	22%	16%	23%	28%	33%	16%

42% approved of the job Scott Morrison is doing as Prime Minister (up 1%pt from last month) and 34% disapproved (down 3%pts from 37% in November). Just under a quarter of people (24%) could not give an opinion of his leadership of the country.

77% (down 5%) of Liberal/National voters approved of the job Scott Morrison is doing, compared to 25% of ALP voters, 21% of Greens and 36% of other voters.

By gender, men were 46% approve/37% disapprove and women 38% approve/32% 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	Nov 2018	Oct 2018	Sep 2018	Jun 2018	Mar 2018	Dec 2017	Sep 2017	June 2017	Mar 2017
Total approve	35%	62%	18%	46%	15%	38%	33%	35%	33%	37%	36%	36%	34%	30%
Total disapprove	43%	15%	73%	31%	75%	44%	45%	43%	46%	44%	45%	47%	43%	49%
Strongly approve	8%	19%	2%	5%	2%	8%	8%	8%	6%	8%	7%	7%	5%	4%
Approve	27%	43%	16%	41%	13%	30%	25%	27%	27%	29%	29%	29%	29%	26%
Disapprove	21%	11%	30%	25%	35%	24%	23%	21%	23%	23%	23%	25%	28%	26%
Strongly disapprove	22%	3%	43%	6%	40%	20%	22%	22%	23%	21%	22%	22%	15%	23%
Don't know	22%	24%	9%	23%	10%	18%	23%	22%	21%	19%	19%	17%	23%	22%

35% approved of the job Bill Shorten is doing as Opposition Leader (down 3%pts from last month), and 43% disapproved (down 1%).

62% of ALP voters approved of the job Bill Shorten is doing, compared to 46% of Greens voters and 18% of Liberal/National voters.

By gender, men were 41% approve/44% disapprove and women 28% approve/43% disapprove. 15% of men and 29% of women didn't give a rating of Bill Shorten's performance.



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	Nov 2018	Oct 2018	Sep 2018	Sep 2018	Aug 2018 Turnbull
Scott Morrison	40%	17%	77%	19%	44%	41%	42%	39%	39%	41%
Bill Shorten	29%	56%	7%	45%	18%	29%	27%	27%	29%	27%
Don't know	31%	27%	15%	37%	39%	29%	31%	34%	32%	31%

40% thought that Scott Morrison would make the better Prime Minister (down 1%pt from last month), and 29% 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 77% of Liberal/National voters saying that Scott Morrison would be a better Prime Minister (down 3%pts from November), and 56% of Labor voters saying Bill Shorten would (down 3%pts from 59% in November).

Greens voters preferred Bill Shorten (45%) to Scott Morrison (19%).

43% of men prefer Scott Morrison and 31% prefer Bill Shorten.

36% of women prefer Scott Morrison and 26% prefer Bill Shorten.

Personal Happiness

Q Thinking about your own personal situation, do you agree or disagree with the following statements?

	Total agree	Total disagree	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Jun 2017 Agree
I am happy in my personal/family life	73%	10%	26%	47%	17%	7%	2%	79%
I am happy in my life overall	70%	10%	21%	49%	19%	7%	3%	74%
I am happy in my social life	66%	12%	19%	47%	22%	10%	2%	71%
I am happy in my spiritual life	56%	7%	18%	39%	36%	5%	2%	62%
I am happy in my work life	42%	17%	10%	32%	41%	12%	5%	52%

All but one statement (I am happy in my work life) received majority agreement. The area in which happiness was the highest was personal/family life, in which 73% were happy, while the area in which happiness was lowest overall was work life, in which 42% were happy.

People in WA were least happy with their work life (with 15% strongly disagreeing with the statement) and their lives overall (10% strongly disagreeing with statement).

All areas have seen a decline in happiness since 2017, with the proportion of people agreeing they are happy with their work life declining by 10%pts (from 52%) and spiritual life declining 6%pts.

Additional breakdowns of this question are on the following page.



Additional table

This table provides a cross-tabulation of the proportion who “very strongly” agreed with each statement across a number of demographics.

	Total	Vote Labor	Vote Lib/Nat	Vote Green	Vote Other	Male	Female	Earn <\$78k	Earn >\$78k	18-34	35-54	55+
I am happy in my personal/family life	26%	25%	32%	20%	25%	26%	27%	21%	32%	25%	23%	32%
I am happy in my social life	19%	19%	22%	12%	22%	20%	18%	16%	22%	17%	16%	25%
I am happy in my work life	10%	9%	14%	4%	9%	10%	9%	7%	14%	9%	9%	10%
I am happy in my spiritual life	18%	15%	21%	17%	21%	17%	18%	16%	20%	16%	17%	21%
I am happy in my life overall	21%	21%	23%	17%	24%	22%	21%	18%	25%	19%	17%	30%

Liberal voters are more likely to strongly agree (14%) that they are happy in their work life, than voters of other parties.

Those with a household income of more than \$78,000 are more likely to be happy in their life overall (25%), their personal/family life (32%), their social life (22%) and their work life (14%).

People aged 55 and over are more likely to strongly agree that they are happy with their life overall than those aged under 55 (30% vs. 19%)



Negative gearing - impact on house prices

Q Property investors can receive tax deductions if the cost of buying and maintaining their investment properties is more than the revenue they receive from them (called negative gearing). Do you think restricting negative gearing to new homes will increase house prices, lower house prices or make no difference?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Lower house prices	24%	26%	27%	29%	17%
Increase house prices	21%	18%	24%	22%	22%
Make no difference	27%	29%	26%	18%	37%
Don't know	29%	27%	23%	30%	24%

Just under a quarter of people believe restricting negative gearing would lower house prices (24%). 21% believe it would lead to increased house prices and 27% think it would make no difference.

People aged 65 and over are most likely to believe changing the laws regarding negative gearing would not impact house prices (35%).

Negative gearing - impact on rents

Q And do you think restricting negative gearing to new homes will increase rents, lower rents or make no difference?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Lower rents	14%	20%	11%	12%	10%
Increase rents	37%	29%	49%	31%	41%
Make no difference	24%	28%	19%	26%	30%
Don't know	26%	24%	21%	30%	18%

Labour voters are more likely than other voters to believe restricting negative gearing will lower rents (20%), whereas Coalition voters are more likely than others to this it will increase rents (49%).

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	Oct 2018
Doing enough	24%	23%	32%	10%	24%	24%	21%	22%	22%	20%	23%
Not doing enough	53%	63%	42%	82%	53%	53%	57%	52%	49%	56%	56%
Doing too much	9%	3%	14%	1%	9%	7%	8%	8%	11%	8%	7%
Don't know	14%	11%	12%	7%	14%	16%	13%	18%	18%	16%	13%

Just over half (53%) think Australia is not doing enough to address climate change. This has not statistically changed from October 2018. Those people most likely to think Australia was not doing enough include women (58%), Greens voters (82%) and Labor voters (63%).



Dividend imputation

- Q When companies pay dividends to Australian shareholders out of after-tax profit, shareholders receive franking credits, which they can claim as a tax deduction. If the shareholder does not pay any tax, they receive a cash refund from the tax office. This system is known as "dividend imputation" and these cash payments cost the Government about \$8 billion per year. The Labor Party has proposed to end the cash refunds for imputation credits. Taxpayers will still be able to claim a tax deduction. Do you support or oppose ending the cash refunds?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total support	39%	50%	32%	49%	40%
Total oppose	30%	22%	44%	21%	35%
Strongly support	15%	22%	9%	19%	16%
Support	25%	29%	23%	30%	24%
Oppose	16%	15%	21%	14%	16%
Strongly oppose	14%	7%	24%	7%	19%
Don't know	31%	28%	24%	30%	25%

Those most likely to support ending the cash refunds for imputation credits are aged under 34 (54%), Labor voters (50%), Greens voters (49%), full-time workers (46%), those with a household income of over \$78,000 (48%) and those who are university educated (46%).

Those who are most likely to oppose the idea are aged over 55 (42%) and Coalition voters (44%).

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 panellist 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.