

The Essential Report

1 February 2019



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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 Qualtrics. The survey was conducted online from 23rd to 31th January 2019 and is based on 1,652 respondents.

Aside from the standard question on voting intention, this week's report includes questions on gender in politics, Australia Day, Australian values and preferred election results.

The methodology used to carry out this research is described in the appendix on page 17.

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 14/01/19 | 5 weeks ago 18/12/18 | Election 02/07/16 |
|-------------------------------|------------|-------------------------|-------------------------|----------------------|
| Liberal | 34% | 34% | 34% | |
| National | 4% | 4% | 3% | |
| Total Liberal/National | 38% | 38% | 37% | 42.0% |
| Labor | 36% | 38% | 36% | 34.7% |
| Greens | 10% | 10% | 11% | 10.2% |
| Pauline Hanson's One Nation | 7% | 7% | 7% | |
| Other/Independent | 9% | 8% | 9% | 13.1% |
| 2 party preferred | | | | |
| Liberal/National | 48% | 47% | 47% | 50.4% |
| Labor | 52% | 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.

Gender in politics

Q Currently there are 43 (out of 150) federal MPs who are women. To what extent to you agree or disagree with the following reasons why there are fewer women than men in parliament.

| | Strongly agree + Somewhat agree | Somewhat disagree + Strongly disagree | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Don't know |
|---|---------------------------------|---------------------------------------|----------------|----------------|-------------------|-------------------|------------|
| Political parties do not do enough to ensure gender equality in their organisations | 57% | 30% | 22% | 35% | 19% | 11% | 14% |
| The process used by political parties to select electoral candidates favours men, rather than women | 54% | 28% | 20% | 34% | 17% | 11% | 18% |
| Women choose not to get involved with politics | 47% | 41% | 12% | 35% | 23% | 19% | 12% |
| Voters prefer to elect men, rather than women | 39% | 46% | 10% | 29% | 28% | 18% | 15% |
| Women are less likely than men to have the experience and skills to make a good politician | 20% | 72% | 7% | 14% | 23% | 49% | 8% |

Over half of all people agreed that “Political parties do not do enough to ensure gender equality in their organisations” (57%), “The process used by political parties to select electoral candidates favours men, rather than women” (54%) and disagreed that “Women are less likely than men to have the experience and skills to make a good politician” (72%).



| | Total (Strongly agree + Somewhat agree) | Male | Female | 18-34 | 35-54 | 55+ |
|---|---|------|--------|-------|-------|-----|
| Political parties do not do enough to ensure gender equality in their organisation | 57% | 53% | 61% | 59% | 55% | 56% |
| The process used by political parties to select electoral candidates favours men, rather than women | 54% | 50% | 57% | 56% | 48% | 57% |
| Women choose not to get involved with politics | 47% | 50% | 44% | 43% | 44% | 53% |
| Voters prefer to elect men, rather than women | 39% | 38% | 40% | 46% | 37% | 35% |
| Women are less likely than men to have the experience and skills to make a good politician | 20% | 25% | 15% | 29% | 17% | 15% |

By gender, males were more likely than females to agree that “Women choose not to get involved with politics” (50% vs. 48%) and “Women are less likely than men to have the experience and skills to make a good politician” (25% vs. 15%).



| | Total (Strongly agree + Somewhat agree) | Labor | Liberal + National | Greens | NET: Other |
|---|--|-------|-----------------------|--------|------------|
| Political parties do not do enough to ensure gender equality in their organisation | 57% | 64% | 51% | 70% | 51% |
| The process used by political parties to select electoral candidates favours men, rather than women | 54% | 65% | 48% | 64% | 45% |
| Women choose not to get involved with politics | 47% | 41% | 56% | 38% | 52% |
| Voters prefer to elect men, rather than women | 39% | 40% | 42% | 45% | 35% |
| Women are less likely than men to have the experience and skills to make a good politician | 20% | 16% | 27% | 14% | 19% |

Over half of voters for all political parties agreed that “Political parties do not do enough to ensure gender equality in their organisation”.



Gender quotas

Q To what extent do you support or oppose political parties setting gender quotas when selecting candidates to achieve a representative number of women in parliament?

| | Total | Male | Female | Aged 18-34 | Aged 35-54 | Aged 55+ |
|---------------------|------------|------------|------------|------------|------------|------------|
| NET: Support | 46% | 45% | 48% | 59% | 44% | 38% |
| NET: Oppose | 40% | 44% | 36% | 29% | 40% | 49% |
| Strongly support | 18% | 17% | 19% | 26% | 14% | 14% |
| Somewhat support | 29% | 28% | 29% | 33% | 30% | 24% |
| Somewhat oppose | 20% | 21% | 19% | 16% | 19% | 22% |
| Strongly oppose | 20% | 23% | 18% | 12% | 21% | 26% |
| Don't know | 14% | 12% | 16% | 12% | 16% | 14% |

Just under one in five (18%) strongly support the introduction of gender quotas when selecting political candidates. Overall support was highest among 18-34 years olds (59%).

| | Total | Labor | Liberal + National | Greens | NET: Other |
|---------------------|------------|------------|--------------------|------------|------------|
| NET: Support | 46% | 59% | 37% | 65% | 32% |
| NET: Oppose | 40% | 30% | 50% | 22% | 52% |
| Strongly support | 18% | 24% | 13% | 27% | 11% |
| Somewhat support | 29% | 36% | 24% | 38% | 22% |
| Somewhat oppose | 20% | 17% | 22% | 16% | 25% |
| Strongly oppose | 20% | 14% | 29% | 6% | 28% |
| Don't know | 14% | 10% | 12% | 13% | 15% |

Support for gender quotas was highest among Greens voters (65%), followed by Labor (59%). Under half of Coalition voters (37%) were in support.



Australia Day

Q Will you personally be doing anything to celebrate Australia Day or do you treat it as just a public holiday?

| | Total | Aged 18-34 | Aged 35-54 | Aged 55+ | Jan '17 | Jan '16 | Jan '15 |
|---|------------|------------|------------|----------|---------|---------|---------|
| Doing something to celebrate Australia Day | 40% | 45% | 38% | 38% | 34% | 38% | 40% |
| Just a public holiday | 45% | 43% | 49% | 44% | 46% | 44% | 41% |
| Working – I don't get the Australia Day holiday | 6% | 7% | 5% | 5% | 5% | 6% | 7% |
| Don't know | 9% | 5% | 8% | 13% | 15% | 12% | 12% |

40% said they will be doing something to celebrate Australia Day, 45% treat Australia Day as just a public holiday and 6% are working because they don't get the Australia Day holiday.

People aged 18-34 were most likely to be engaging in specific celebrations to mark the National Day (45%).

National Day

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

| | Total | Labor | Liberal + National | Greens | NET: Other | Oct '18 |
|---|------------|-------|--------------------|--------|------------|---------|
| Support a separate day and keep Australia Day | 37% | 43% | 36% | 41% | 28% | 36% |
| Support a separate day to replace Australia Day | 15% | 18% | 11% | 34% | 9% | 14% |
| NET: Support a separate day | 52% | 61% | 46% | 74% | 38% | 50% |
| Do not support a separate day | 40% | 30% | 49% | 21% | 58% | 37% |
| Don't know | 8% | 9% | 5% | 3% | 5% | 12% |

Support for a separate day to recognise Indigenous Australians (either in place, or alongside Australia Day) has increased 2%pts from Oct '18, from 50% to 52%.

37% support including a separate national day with a further 15% supporting a replacement of Australia Day.

Support for a separate day was highest among Greens (74%) and Labor (61%) voters.

| | Total | Aged 18-34 | Aged 35-54 | Aged 55+ |
|---|------------|------------|------------|----------|
| Support a separate day and keep Australia Day | 37% | 51% | 37% | 26% |
| Support a separate day to replace Australia Day | 15% | 21% | 17% | 9% |
| NET: Support a separate day | 52% | 72% | 54% | 35% |
| Do not support a separate day | 40% | 21% | 36% | 59% |
| Don't know | 8% | 7% | 10% | 6% |

Support for a separate day was highest among those aged 18-34, with 72% support. This dropped to 54% support among 35-54 year olds and 35% among those aged over 55.



Australian Values

Q Which of the following values and characteristics, which would you describe as ‘Uniquely Australian’, ‘Australian, but shared with other countries’ or ‘Not Australian’?

| | Uniquely Australian | Australian, but shared with other countries | NET: Australian value | Not Australian |
|--|---------------------|---|-----------------------|----------------|
| Mateship Offering help to each other in times of need | 52% | 45% | 97% | 3% |
| Larrikinism We have a sense of humour and don't take authority too seriously | 64% | 29% | 93% | 7% |
| 'Fair-go' People are judged on their merits and everyone has a chance to succeed | 46% | 47% | 93% | 7% |
| Education Learning and self-improvement should be available to everyone | 21% | 72% | 93% | 7% |
| Freedom of speech People can say what they what, how they want to | 25% | 67% | 92% | 8% |
| Democracy The political system provides safety to live peacefully | 21% | 71% | 92% | 8% |
| Hard-working Individual commitment and dedication is rewarded | 25% | 66% | 91% | 9% |
| Tradition | 32% | 58% | 90% | 10% |



Care for the land, its wildlife and respect for Indigenous peoples

| | | | | |
|--|-----|-----|-----|-----|
| Innovation Being creative, modern and moving with the times | 19% | 71% | 90% | 10% |
| Fairness Everyone is treated equally, regardless of background | 26% | 63% | 89% | 11% |

The majority of people believe all the values and characteristics are Australian (either uniquely, or shared with other countries). The most “Uniquely Australian” characteristics were Larrikinism (62%) and Mateship (52%).

One in ten people did not believe “Care for the land, its wildlife and respect for Indigenous peoples”, “Being creative, modern and moving with the times” and “Everyone is treated equally, regardless of background” were Australian values.



| | Total (Uniquely Australian) | 18-34 | 35-54 | 55+ |
|-------------------|-----------------------------------|-------|-------|-----|
| Larrikinism | 64% | 55% | 65% | 70% |
| Mateship | 52% | 50% | 49% | 55% |
| 'Fair-go' | 46% | 42% | 45% | 50% |
| Tradition | 32% | 33% | 31% | 33% |
| Fairness | 26% | 28% | 24% | 27% |
| Freedom of speech | 25% | 26% | 21% | 28% |
| Hard-working | 25% | 29% | 21% | 25% |
| Education | 21% | 24% | 18% | 22% |
| Democracy | 21% | 26% | 17% | 21% |
| Innovation | 19% | 23% | 16% | 20% |

While over half of 18-34 years olds believe Larrikinism is a uniquely Australian characteristic (55%), it is lower than those aged 55+ (70%).



Preferred election results

Q Which party do you think each of the following groups would prefer to win the next federal election in 2019?

| | Labor | Liberal/National Coalition | Don't know |
|------------------------------------|-------|----------------------------|------------|
| Big business | 13% | 63% | 24% |
| Mining companies | 17% | 54% | 29% |
| Major banks | 14% | 54% | 31% |
| Private health insurance companies | 16% | 50% | 34% |
| Small business owners | 29% | 43% | 27% |
| Farmers | 30% | 39% | 31% |
| The media | 25% | 32% | 43% |
| Pensioners | 42% | 28% | 30% |
| People with a disability | 44% | 22% | 34% |
| Families with young children | 50% | 21% | 30% |
| People who are unemployed | 55% | 16% | 30% |

The majority of people believe big businesses (63%), mining companies (54%), major banks (54%) and private health insurers (50%) would prefer to see a Coalition victory at the next election, whereas they believe families with young children (50%) and those who are unemployed (55%) would welcome a Labor triumph.

Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a fortnightly online omnibus conducted by Qualtrics.

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.

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 online omnibus is live from the Wednesday night and closed on the following Sunday. Incentives are offered to participants. 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.

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