

# The Essential Report

25 March 2019



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**Prepared By:** Essential Research

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**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 Qualtrics. The survey was conducted online from 21<sup>th</sup> March 2019 to 25<sup>th</sup> March 2019 and is based on 1,085 respondents.

Aside from the standard question on voting intention, this week's report includes questions on budget expectations and priorities, what people worry about, reaction to the terror attack in Christchurch, NZ and perception of international leaders.

The methodology used to carry out this research is described in the appendix at the end of the report.

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 11/03/19	4 weeks ago 25/02/19	Election 02/07/16
Liberal	35%	34%	35%	
National	4%	3%	3%	
<b>Total Liberal/National</b>	<b>39%</b>	<b>37%</b>	<b>38%</b>	<b>42.0%</b>
<b>Labor</b>	<b>36%</b>	<b>38%</b>	<b>37%</b>	<b>34.7%</b>
Greens	10%	8%	9%	10.2%
Pauline Hanson's One Nation	7%	7%	6%	
Other/Independent	8%	10%	10%	13.1%
<b>2 party preferred</b>				
Liberal/National	<b>48%</b>	<b>47%</b>	<b>48%</b>	<b>50.4%</b>
Labor	<b>52%</b>	<b>53%</b>	<b>52%</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.

## Federal Budget Expectations

Q The Federal Budget will be announced on Tuesday 2nd April.

In general, do you expect the Federal Budget will be good or bad for the following?

	NET: Very Good / Good	Neither good nor bad	NET: Very bad / Bad	Don't know
People who are well off	58%	23%	9%	10%
Australian business	50%	26%	13%	10%
The economy overall	35%	33%	24%	9%
Australian families	31%	30%	30%	9%
Average working people	27%	32%	33%	9%
Younger Australians	26%	32%	31%	10%
Older Australians	25%	28%	38%	9%
People of lower incomes	24%	25%	42%	10%
You personally	19%	37%	34%	9%

- Majority of people think the upcoming budget will be good or Very good for those who are well off (58%) and half think it will benefit Australian businesses (50%).
- People on lower incomes (42%) and older Australians (38%) are most expected to be worse off following the announcement
- Just 19% believe they will personally benefit from the budget, and 34% think it will be bad/very bad for them.

## Federal Budget Expectations

Q The Federal Budget will be announced on Tuesday 2nd April.

In general, do you expect the Federal Budget will be good or bad for the following?

NET: Very good / Good	Total	Vote Labor	Vote Liberal / National	Vote Greens	NET: Vote Other
People who are well off	<b>58%</b>	64%	50%	65%	68%
Australian business	<b>50%</b>	49%	59%	49%	45%
The economy overall	<b>35%</b>	28%	54%	25%	23%
Australian families	<b>31%</b>	24%	48%	25%	21%
Average working people	<b>27%</b>	21%	42%	15%	18%
Younger Australians	<b>26%</b>	21%	41%	15%	20%
Older Australians	<b>25%</b>	24%	33%	22%	14%
People of lower incomes	<b>24%</b>	20%	36%	13%	15%
You personally	<b>19%</b>	18%	29%	13%	8%

- Coalition voters are least likely to expect those well off will have a good or very good budget (50%, compared to 58% overall), but more likely than those voting for Labor, Greens or other parties to think all other groups will have a good budget.
- 29% of Coalition voters think they will have a good budget. This was higher than Labor (18%), Greens (13%) or those voting for an other independent/minor party (8%).

## Budget Spending Priorities

Q And do you think the Government should increase, decrease or keep spending the same for...?

	Increase spending	Keep spending the same	Decrease spending	Don't know
Healthcare	67%	24%	3%	6%
Education	59%	30%	5%	7%
Age pensions	59%	29%	5%	7%
More affordable housing	53%	33%	7%	7%
Public transport infrastructure	48%	39%	6%	7%
Renewable energy	48%	32%	12%	8%
Environmental protection	43%	39%	10%	8%
Anti-terrorism	42%	42%	8%	9%
Building highways and roads	40%	44%	8%	8%
Providing tax reductions for individuals	40%	40%	10%	9%
Assistance to the unemployed	35%	41%	15%	9%
Providing tax reductions for corporations	12%	32%	46%	10%
Foreign Aid	11%	31%	49%	9%

- The most popular areas for the Government to increase spending are Healthcare (67%), Education (59%) and Aged Care (59%).
- There is greatest support for a decrease in spending to tax cuts for corporations (46%) and foreign aid (49%).

## Budget Spending Priorities

Q And do you think the Government should increase, decrease or keep spending the same for...?

INCREASE SPENDING	Total	Vote Labor	Vote Liberal / National	Vote Greens	NET: Vote Other
Healthcare	67%	69%	66%	69%	72%
Education	59%	64%	56%	63%	55%
Age pensions	59%	60%	58%	52%	70%
More affordable housing	53%	56%	48%	57%	54%
Public transport infrastructure	48%	50%	50%	49%	46%
Renewable energy	48%	55%	39%	72%	41%
Environmental protection	43%	51%	32%	66%	39%
Anti-terrorism	42%	42%	49%	21%	46%
Building highways and roads	40%	37%	47%	28%	42%
Providing tax reductions for individuals	40%	40%	41%	35%	44%
Assistance to the unemployed	35%	44%	27%	36%	35%
Providing tax reductions for corporations	12%	11%	16%	9%	10%
Foreign Aid	11%	13%	10%	18%	7%

- The top areas to increase spending for Coalition voters were healthcare (66%), Age pensions (58%) and Education (56%). Coalition voters were less likely than supporters of other parties to support increasing spending for renewable energy (39%), environmental protection (32%) and providing assistance to the unemployed (27%).





## What people worry about

Q To what extent are you concerned about the following issues?

	I worry about this all the time	I often worry about this	I sometimes worry about this	It's not something I worry about
Health of myself and family	27%	35%	31%	7%
My ability to pay for basics	27%	29%	25%	19%
Impact of climate change	21%	30%	28%	21%
Crime in my community	19%	31%	35%	16%
Threat of terrorism	19%	26%	36%	19%
My job security	16%	22%	20%	41%

- Family health (27%) and affording the basics (27%) are the things worrying Australians most frequently.
- Job security is less of a concern, with 41% saying this is not something they worry about.

## What people worry about

Q To what extent are you concerned about the following issues?

I WORRY ABOUT THIS ALL THE TIME	Total	Vote Labor	Vote Liberal / National	Vote Greens	NET: Vote Other
Health of myself and family	27%	31%	19%	29%	38%
My ability to pay for basics	27%	29%	19%	29%	37%
Impact of climate change	21%	24%	14%	42%	19%
Crime in my community	19%	18%	17%	10%	29%
Threat of terrorism	19%	18%	22%	6%	26%
My job security	16%	17%	13%	17%	18%

- 31% of Labor voters say they worry about their, and their family’s health all the time, and 21% say they always worry about being able to pay for the basics.
- Coalition voters say they worry about the threat of terrorism all the time (22%), this is more than any other concern.



## What people worry about

Q To what extent are you concerned about the following issues?

I WORRY ABOUT THIS ALL THE TIME	Total	Male	Female	18-34	35-54	55+
Health of myself and family	<b>27%</b>	24%	30%	27%	29%	26%
My ability to pay for basics	<b>27%</b>	24%	29%	29%	29%	22%
Impact of climate change	<b>21%</b>	21%	21%	27%	23%	14%
Crime in my community	<b>19%</b>	18%	19%	15%	21%	20%
Threat of terrorism	<b>19%</b>	17%	20%	19%	17%	19%
My job security	<b>16%</b>	17%	15%	22%	20%	8%

- 31% of Labor voters say they worry about their, and their family’s health all the time, and 21% say they always worry about being able to pay for the basics.
- Coalition voters say they worry about the threat of terrorism all the time (22%), this is more than any other concern.



## Christchurch Terror Attacks

Q To what extent do you agree or disagree with the following statements about the Mosque shooting in New Zealand?

	NET: Strongly / Somewhat agree	NET: Strongly / Somewhat disagree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Unsure
Social media platforms should be forced to ensure violent material (such as the recording of the attack) is not broadcast	69%	11%	52%	17%	14%	6%	5%	6%
White extremism is every bit as dangerous as Muslim fundamentalism	63%	14%	44%	19%	17%	7%	6%	6%
Television networks and newspapers that have provided platforms (e.g. on lifestyle shows, breakfast TV or in opinion pieces) for people with extreme and racist views bear some responsibility for the attack	49%	19%	19%	30%	24%	11%	8%	8%
Politicians from Australia's major political parties have deliberately stirred up anti-Islamic sentiment as a way of getting votes	42%	23%	20%	22%	26%	11%	11%	9%
It was an isolated act of evil and has nothing to do with broader political debates	40%	31%	18%	22%	21%	18%	12%	8%
In my everyday life, I regularly hear people saying things that are racist and/or Islamophobic	37%	33%	12%	25%	25%	20%	13%	5%



## Christchurch Terror Attacks

Q To what extent do you agree or disagree with the following statements about the Mosque shooting in New Zealand?

NET: Strongly / Somewhat agree	Total	Male	Female	18-34	35-54	55+
Social media platforms should be forced to ensure violent material (such as the recording of the attack) is not broadcast	<b>69%</b>	64%	74%	61%	68%	76%
White extremism is every bit as dangerous as Muslim fundamentalism	<b>63%</b>	61%	66%	55%	60%	73%
Television networks and newspapers that have provided platforms (e.g. on lifestyle shows, breakfast TV or in opinion pieces) for people with extreme and racist views bear some responsibility for the attack	<b>49%</b>	47%	50%	50%	45%	50%
Politicians from Australia's major political parties have deliberately stirred up anti-Islamic sentiment as a way of getting votes	<b>42%</b>	45%	39%	49%	41%	37%
It was an isolated act of evil and has nothing to do with broader political debates	<b>40%</b>	44%	37%	37%	39%	44%
In my everyday life, I regularly hear people saying things that are racist and/or Islamophobic	<b>37%</b>	41%	34%	42%	40%	31%

## Christchurch Terror Attacks

Q To what extent do you agree or disagree with the following statements about the Mosque shooting in New Zealand?

NET: Strongly / Somewhat agree	Total	Vote Labor	Vote Liberal / National	Vote Greens	NET: Vote Other
Social media platforms should be forced to ensure violent material (such as the recording of the attack) is not broadcast	69%	71%	69%	74%	67%
White extremism is every bit as dangerous as Muslim fundamentalism	63%	67%	64%	72%	57%
Television networks and newspapers that have provided platforms (e.g. on lifestyle shows, breakfast TV or in opinion pieces) for people with extreme and racist views bear some responsibility for the attack	49%	51%	45%	66%	48%
Politicians from Australia's major political parties have deliberately stirred up anti-Islamic sentiment as a way of getting votes	42%	50%	31%	65%	43%
It was an isolated act of evil and has nothing to do with broader political debates	40%	34%	50%	29%	46%
In my everyday life, I regularly hear people saying things that are racist and/or Islamophobic	37%	38%	38%	46%	38%

- 69% of Australians agree that 'Social media platforms should be forced to ensure violent material (such as the recording of the attack) is not broadcast'. Women (74%), those over the age of 55 (76%) and Greens voters (74%) are most likely to agree with this statement.
- 37% agree that they hear people saying things that are racist and/or Islamophobic regularly.
- 45% agree that 'Politicians from Australia's major political parties have deliberately stirred up anti-Islamic sentiment as a way of getting votes'. Agreement was highest among Labor (50%) and Greens (65%) voters. Those least likely to agree with the statement were Coalition voters (31%) and One nation voters (36%).



## Perceptions of Domestic and International Leaders

Q Do you hold favourable or unfavourable views of the following world leaders?

	Favourable	Unfavourable	Don't know
New Zealand Prime Minister Jacinda Ardern	71%	11%	18%
Australian Prime Minister Scott Morrison	41%	40%	19%
German Chancellor Angela Merkel	36%	22%	42%
UK Prime Minister Theresa May	31%	31%	38%
US President Donald Trump	19%	68%	13%

- Jacinta Arden is seen as the most favourable world leader, with 71% voting her as such following her response the Christchurch attacks.
- There is a high proportion of people unable to give an opinion of either Angela Merkel (42%) or Theresa May (38%).
- Donald Trump is seen as the least favourable leader, with 68% rating him as such and just 19% of Australians viewing him favourably.



## Perceptions of Domestic and International Leaders

Q Do you hold favourable or unfavourable views of the following world leaders?

Hold Favourable View	Total	Male	Female	18-34	35-54	55+
New Zealand Prime Minister Jacinda Ardern	<b>71%</b>	69%	72%	65%	66%	80%
Australian Prime Minister Scott Morrison	<b>41%</b>	45%	37%	36%	32%	55%
German Chancellor Angela Merkel	<b>36%</b>	42%	31%	32%	30%	46%
UK Prime Minister Theresa May	<b>31%</b>	33%	29%	26%	26%	41%
US President Donald Trump	<b>19%</b>	25%	14%	17%	20%	21%

- Donald Trump is seen as more favourable by men than women (25% and 14%).
- Older Australians are more favourable to all the leaders compared to those aged 18-34 and 35-54.

## 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.

All Essential Research staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour.