The Essential Report

29th April 2019

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Prepared By: Essential Research

Data Supplied by:

qualtrics

AMSRS

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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 24th April 2019 to 29th April 2019 and is based on 1,010 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the 2019 Federal election and preferences and perceptions of the major party 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.

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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	3 Weeks ago 08/04/19	5 weeks ago 25/03/19	Election 02/07/16
Liberal	36%	36%	35%	
National	4%	3%	4%	
Total Liberal/National	**39%**	**38%**	**39%**	**42.0%**
Labor	**37%**	**35%**	**36%**	**34.7%**
Greens	9%	11%	10%	10.2%
Pauline Hanson's One Nation	6%	5%	7%	
Other/Independent	9%	10%	8%	13.1%
2 party preferred				
Liberal/National	**49%**	**48%**	**48%**	**50.4%**
Labor	**51%**	**52%**	**52%**	**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.

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Expected Winner

Q   Which party do you expect will win the 2019 Federal election and form Government?

	Total	Vote Labor	Vote Liberal / National	Vote Greens	NET: Vote Other
Labor	**59%**	95%	26%	73%	47%
Liberal/National	**41%**	5%	74%	27%	53%

- 59% of voters believe Labor will be victorious over the Liberal/National coalition in the 2019 Federal election. Expectations among supporters of the Labor party are high, with 95% believe Labour will win. The majority of Coalition voters (74%) and those intending to vote for another party/independent candidate (53%) expect the Coalition to form Government following the election.

- A majority of both men (60%) and women (58%) expect Labor to win the election.

- Over half of each of the age ranges 18-34 (61%), 35-54 (61%) and 55+ (56%) also expect Labour to form the next Government.

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- On a 0-10 importance scale, 40% of people said Healthcare was an important issue (giving highest score of 10 out of 10). This was rated as an important issue by just under half of Labor voters (49%) and by the highest proportion of those voting for a minor party or independent (41%).

- 35% thought National security and terrorism was a very important election issue. This result was highest among Coalition voters (40%), where it was the top issue, and those voting for another party or independent (38%).

- The issues given a 'Very important' rating by Greens voters were Climate change (50%) and the Environment (50%).

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Election Engagement

Q   How much attention have you been paying to the news, advertising and updates from the Federal Election?

	Total	Vote Labor	Vote Liberal / National	Vote Greens	NET: Vote Other
Have not been paying any attention	**19%**	14%	12%	15%	19%
Have been paying little attention	**29%**	30%	29%	31%	27%
Have been paying some attention	**33%**	35%	33%	37%	40%
Have been paying a lot of attention	**20%**	21%	27%	17%	14%

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	Total	Aged 18-34	Aged 35-54	Aged 55+
Have not been paying any attention	**19%**	26%	19%	11%
Have been paying little attention	**29%**	34%	31%	21%
Have been paying some attention	**33%**	26%	35%	38%
Have been paying a lot of attention	**20%**	14%	14%	29%

- Just under one in five people (19%) say they have not been paying any attention to the election. This was highest among those aged 18-34 (26%).

- Engagement in the election was lower among those intending to vote for a minor or independent candidate. 19% of these voters say they haven't been paying any attention the election, and just 14% say they have been paying a lot of attention.

- Older voters are so far most engaged with the election, with 29% saying they have been paying a lot of attention.

- Men were more likely than women to say they had been paying a lot of attention to the election (25% to 14%).

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News Stories

Q What news stories about the campaign have you noticed?
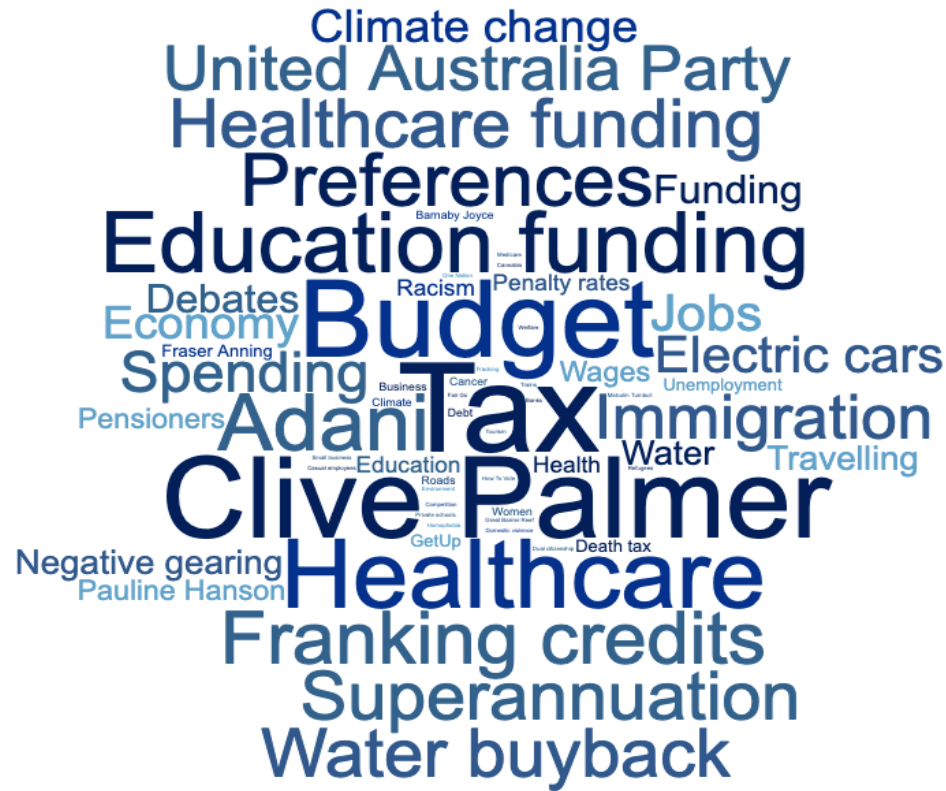
- The preference agreement between the Liberals and UAP has been dominating the news this week. 'Clive Palmer', 'United Australia Party' and 'Preferences' all received a notable number of mentions.

- 'Tax' was one of the most mentioned issued participants recall seeing in the news this week, along with continuing topics relating to the Budget announcement made earlier in the month.

- 'Healthcare' and 'Healthcare funding' have been one of the most noticed policy topics over the past week.

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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	Mar 2019	Jan 2019	Dec 2018	Nov 2018	Oct 2018	Sep 2018
Scott Morrison	**40%**	10%	78%	25%	44%	44%	42%	40%	41%	42%	39%
Bill Shorten	**31%**	62%	10%	38%	15%	31%	30%	29%	29%	27%	27%
Don't know	**29%**	27%	12%	37%	40%	26%	28%	31%	29%	31%	34%

- 40% thought that Scott Morrison would make the better Prime Minister (down 4%pts from last month), and 31% thought Bill Shorten would be better (no change from March). 29% did not know who would make a better Prime Minister.

- The results were split by party allegiance, with 78% of Liberal/National voters saying that Scott Morrison would be a better Prime Minister (down 4%pts from March), and 62% of Labor voters saying Bill Shorten would (down 4%pts from 63% in March).

- Greens voters preferred Bill Shorten (38%) to Scott Morrison (25%).

- Both men (47% to 32%) and women (33% to 30%) would prefer Scott Morrison to Bill Shorten as Prime Minister.

Perceptions of leaders

Q Which party leader would you…?

	Scott Morrison	Bill Shorten	Unsure
Ask their advice about investing money	37%	21%	42%
Most trust to give your children advice about the future	31%	25%	45%
Most like to go to the pub for a beer with	31%	29%	41%
Most like to go to the footy with	31%	25%	44%
Most like to have over for dinner	30%	28%	42%
Prefer to have negotiate your next pay rise	29%	37%	34%
Think would be more likely to stop and help if your car was stranded	29%	28%	43%
Think would be more likely to lend you $100 if you needed it	26%	31%	43%
Most like to have babysit your children	25%	21%	54%
Most trust to cook a good meal	25%	22%	53%
Most like to go on holiday with	24%	21%	55%
Ask their advice about a personal issue	24%	24%	52%
Most trust to look after your pet	24%	24%	52%
Ask to help you with home renovations	22%	24%	54%

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Perceptions of leaders (Unsure Removed)

Q   Which party leader would you…?

	Scott Morrison	Bill Shorten	Difference
Ask their advice about investing money	64%	36%	**+28**
Most like to go to the footy with	56%	44%	**+12**
Most trust to give your children advice about the future	55%	45%	**+10**
Most like to have babysit your children	54%	46%	**+8**
Most like to go on holiday with	53%	47%	**+6**
Most like to have over for dinner	52%	48%	**+4**
Most like to go to the pub for a beer with	52%	48%	**+4**
Most trust to cook a good meal	52%	48%	**+4**
Most trust to look after your pet	50%	50%	**0**
Ask their advice about a personal issue	50%	50%	**0**
Think would be more likely to stop and help if your car was stranded	50%	50%	**0**
Ask to help you with home renovations	48%	52%	**-4**
Think would be more likely to lend you $100 if you needed it	46%	54%	**-8**
Prefer to have negotiate your next pay rise	44%	56%	**-12**

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- Comparing the two party leaders, voters would prefer Scott Morrison to Bill Shorten to ask about investing money (64% to 36%), go to the footy with (56% to 44%) and give their children advice about the future (55% to 45%).

- Bill Shorten was more trusted to negotiate a pay rise (56% to 44%).

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2019 Voting Method

Q Which of the following best describes how you intend to vote at the Federal Election?

	Total	Vote Labor	Vote Liberal / National	Vote Greens	NET: Vote Other
I will vote at a pre-poll before election day	**21%**	24%	23%	20%	16%
I will vote by post	**12%**	14%	12%	13%	9%
I will vote at a polling station on election day	**56%**	54%	60%	57%	70%
I'm not sure how I will vote	**7%**	7%	3%	7%	3%
I don't intend to vote	**3%**	1%	1%	2%	1%
I intend to vote informal	**1%**	0%	0%	1%	0%

- Just over half (56%) of voters intend to visit a polling station on election day, with pre-polling the second most popular option, with 21% intending to do this.

- Voters of a minor or independent candidate are most likely to wait until election day to register their vote, with 70% indenting to vote at a station on election day.

- Voters aged 55 and over are most likely to complete a pre-poll vote before election day (29%).

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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.

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