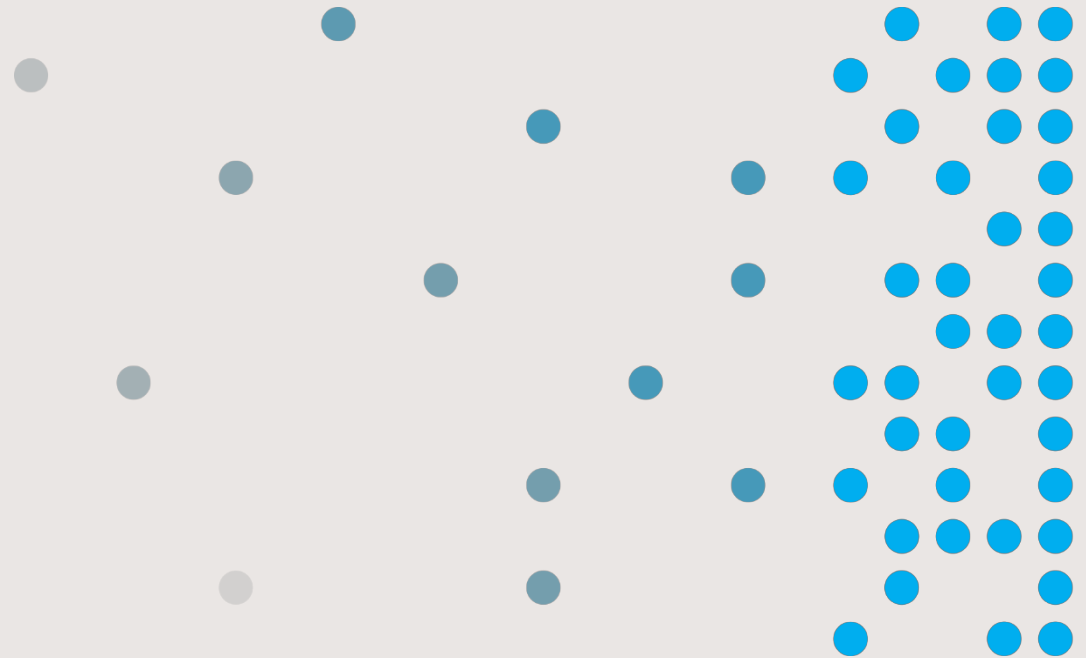


# The Essential Report

06<sup>th</sup> May 2019



## The Essential Report

**Date:** 06/05/2019

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**Prepared By:** Essential Research

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**Data Supplied by:**



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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 2<sup>nd</sup> May 2019 to 6<sup>th</sup> May 2019 and is based on 1,079 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 and policy packages.

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	1 week ago 29/04/19	5 weeks ago 08/04/19	Election 02/07/16
Liberal	36%	36%	36%	
National	2%	4%	3%	
<b>Total Liberal/National</b>	<b>38%</b>	<b>39%</b>	<b>38%</b>	<b>42.0%</b>
<b>Labor</b>	<b>34%</b>	<b>37%</b>	<b>35%</b>	<b>34.7%</b>
Greens	12%	9%	11%	10.2%
Pauline Hanson's One Nation	7%	6%	5%	
Other/Independent	9%	9%	10%	13.1%
<b>2 party preferred</b>				
Liberal/National	<b>48%</b>	<b>49%</b>	<b>48%</b>	<b>50.4%</b>
Labor	<b>52%</b>	<b>51%</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.

## 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	Last Week
Labor	<b>54%</b>	90%	21%	68%	47%	<b>59%</b>
Liberal/National	<b>46%</b>	10%	79%	32%	53%	<b>41%</b>

- 54% of voters believe Labor will be victorious over the Liberal/National coalition in the 2019 Federal election, down 5%pts from last week from 59%.
- Expectations among supporters of the Labor party of a Labor win have dropped from 95% last week to 90% this week.
- The majority of Coalition voters (79%, up from 74%) and those intending to vote for another party/independent candidate (53%, no change) expect the Coalition to form Government following the election.

## Views on Liberal/National Policies

Q Here are some policies proposed by the Liberal-National Coalition. To what extent do you oppose or support each? NET: Strongly/Somewhat support

	Total	Vote Labor	Vote Liberal / National	Vote Greens	NET: Vote Other
Break up energy companies who are found to be charging too much	72%	66%	76%	72%	78%
Establish a new \$461 million package to support mental health for young people	68%	68%	69%	73%	66%
Investment of \$100 million into new infrastructure around Australia	67%	61%	79%	53%	69%
Reduce the marginal tax rate on all incomes above \$45,000 to 30%, from July 1st, 2024	50%	41%	62%	40%	54%
Investigate building a new coal-fired power plant in Queensland	32%	23%	48%	10%	37%
Change legislation so doctors have less of a say in the treatment of asylum seekers	28%	17%	42%	9%	38%



- The Liberal/National policy to 'Break up energy companies who are found to be charging too much' was the most supported of the Liberal/National policies, with 72% of all Australians supporting this. 'Establish a new \$461 million package to support mental health for young people' and 'Investment of \$100 million into new infrastructure around Australia' also received support from over half of the population.
- Among their own voters, the most favoured policy was 'Investment of \$100 million into new infrastructure around Australia', for which 79% of Liberal/National voters supported.
- There was more opposition than support for the policies to 'Investigate building a new coal-fired power plant in Queensland' (32% support, 34% oppose) and 'Change legislation so doctors have less of a say in the treatment of asylum seekers' (28% support, 34% oppose).
- Less than half of Liberal/National voters supported the policies to 'Investigate building a new coal-fired power plant in Queensland' (48% support) and 'Change legislation so doctors have less of a say in the treatment of asylum seekers' (42% support).



## Views on Labor Policies

Q Here are some policies proposed by Labor. To what extent do you oppose or support each? NET: Strongly/Somewhat support

	Total	Vote Labor	Vote Liberal / National	Vote Greens	NET: Vote Other
Extend Medicare to cover cancer and aged dental treatment	76%	83%	68%	85%	82%
Waive up-front fees for 100,000 students to enable them to attend TAFE	60%	73%	50%	70%	57%
Have a target for at least 50% of Australia's energy to be generated from renewables by 2030	58%	75%	42%	80%	54%
Reverse cuts to penalty rates	50%	66%	36%	60%	49%
Introduce a mechanism for First Nations people to have a greater say in policy issues that impact on their lives to parliament, often referred to as an indigenous voice	43%	55%	31%	65%	37%
Reduce tax concessions for investors and self-funded retirees	39%	54%	26%	49%	36%





- Over three-quarters of people support the Labor policy to 'Extend Medicare to cover cancer and aged dental treatment'. This was the most supported policy among Labor (83% support), Liberal/National (68%), Greens (85%) and other party/candidate (82%) voters.
- All Labor policies received majority support among Labor voters.
- The policy to 'Reduce tax concessions for investors and self-funded retirees' had the lowest support overall, with 39%. 32% of people opposed this policy.

## Preferred Policy Package

Q Regardless of your current vote, which one of the two groups of policies do you prefer?

	Total	Vote Labor	Vote Liberal / National	Vote Greens	NET: Vote Other
Liberal/National Package	<b>36%</b>	7%	75%	8%	39%
Labor Package	<b>46%</b>	81%	15%	76%	33%
Unsure	<b>18%</b>	12%	10%	16%	28%

- When asked to make a direct comparison between the policies of both major parties, 46% preferred that offered by the Labor party, compared to 36% for the Coalition.
- 15% of Liberal/National voters said they preferred the policies offered by Labor to those of the party they intend to vote for. 7% of Labor voters said they preferred the Coalition package.
- Respondents aged over 55 were more likely to prefer the Coalition package (43%, compared to 39% for Labor).

## 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	Last week
Have not been paying any attention	<b>16%</b>	14%	10%	17%	21%	<b>19%</b>
Have been paying little attention	<b>29%</b>	29%	28%	34%	30%	<b>29%</b>
Have been paying some attention	<b>36%</b>	38%	40%	31%	31%	<b>33%</b>
Have been paying a lot of attention	<b>19%</b>	19%	21%	18%	19%	<b>20%</b>

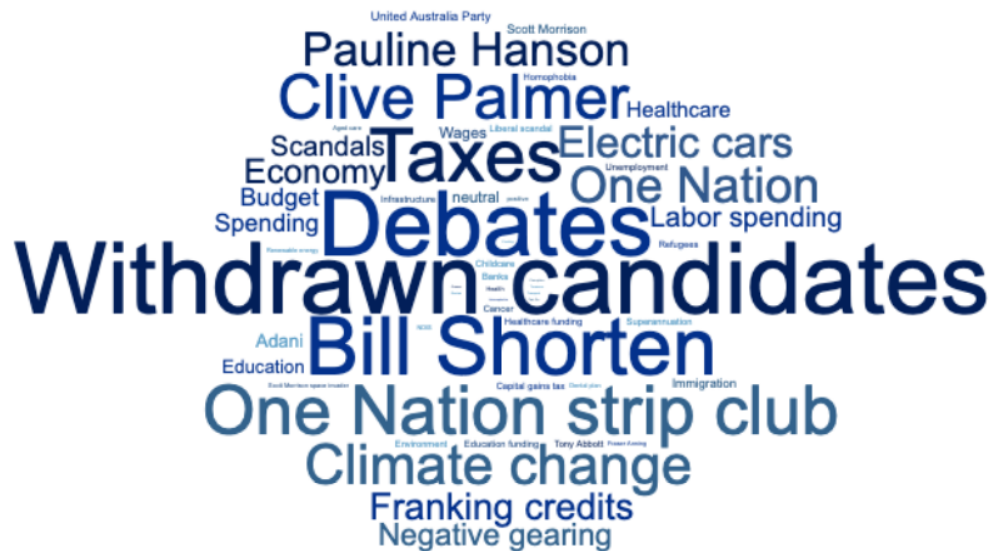
	Total	Aged 18-34	Aged 35-54	Aged 55+
Have not been paying any attention	<b>19%</b>	26%	15%	9%
Have been paying little attention	<b>29%</b>	32%	33%	23%
Have been paying some attention	<b>36%</b>	28%	38%	41%
Have been paying a lot of attention	<b>19%</b>	14%	14%	28%

- There has been limited change in the interest shown in the election during the past week. 16% (down 3%pts from 19% last week) said 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. 21% of these voters say they haven't been paying any attention the election.
- Older voters are so far most engaged with the election, with 28% 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 (24% to 14%).



## News Stories

Q What news stories about the campaign have you noticed?



- The withdrawal of candidates was the most mentioned item of news this week, with Liberal candidates Jessica Whelan (Lyons), Peter Killin (Wills) and Jeremy Hearn (Isaacs) all withdrawing. Labor lost candidates - Wayne Kurnorth (NT Senate) and Luke Creasey (Melbourne).
- The leadership debates also received a lot of mentions this week, with a third scheduled for this week.
- The scandal involving One Nation senator Steve Dickson had high awareness, with specific mentions, along with 'One Nation' and 'Pauline Hanson' both being talked about.

## 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	Apr 2019	Mar 2019	Jan 2019	Dec 2018	Nov 2018	Oct 2018
Scott Morrison	<b>42%</b>	13%	80%	13%	42%	40%	44%	42%	40%	41%	42%
Bill Shorten	<b>31%</b>	63%	7%	48%	19%	31%	31%	30%	29%	29%	27%
Don't know	<b>27%</b>	25%	12%	40%	39%	29%	26%	28%	31%	29%	31%

- 42% thought that Scott Morrison would make the better Prime Minister (up 2%pts from last week), and 31% thought Bill Shorten would be better (no change). 27% did not know who would make a better Prime Minister.
- Greens voters have become more open to the idea of Bill Shorten as Prime Minister this week. 48% of Greens voters said Bill Shorten would make a better PM, up 10%pts from 38% last week. Preference for Scott Morrison has fallen 12%pts from 25% last week to 13% this week.
- The results were split by party allegiance, with 80% of Liberal/National voters saying that Scott Morrison would be a better Prime Minister (up 2% pts from last week), and 63% of Labor voters saying Bill Shorten would (up 1%pt).
- Both men (44% to 35%) and women (40% to 27%) would prefer Scott Morrison to Bill Shorten as Prime Minister.

## 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	Last Week
I will vote at a pre-poll before election day	<b>24%</b>	30%	26%	21%	22%	<b>21%</b>
I will vote by post	<b>13%</b>	12%	13%	13%	18%	<b>12%</b>
I will vote at a polling station on election day	<b>50%</b>	50%	55%	55%	48%	<b>56%</b>
I'm not sure how I will vote	<b>9%</b>	7%	5%	5%	7%	<b>7%</b>
I don't intend to vote	<b>3%</b>	1%	1%	1%	3%	<b>3%</b>
I intend to vote informal	<b>1%</b>	0%	0%	0%	3%	<b>1%</b>

- Half (50%) of voters intend to visit a polling station on election day, with pre-polling the second most popular option, with 24% intending to do this.
- As election day gets closer, fewer people said they intend to vote on the day. Last week 56% intended to vote on election day, this is now 50%, with those intending to pre-poll increasing from 21% to 24%, and voting by post moving from 12% to 13%.
- Voters aged 55 and over are most likely to complete a pre-poll vote before election day (30%).





## Previous Voting Practice

Q Which of the following statements best describes how you have voted in previous Federal elections?

	Total	Vote Labor	Vote Liberal / National	Vote Greens	NET: Vote Other
I always vote for a major party (either Labor or Liberal/National)	44%	58%	59%	5%	15%
I usually vote for the major parties, but sometimes shift to minor party or independent	36%	35%	36%	36%	37%
I usually vote for a minor party or independent but sometimes vote for a major party	13%	6%	3%	40%	30%
I always vote for a minor party or independent	7%	2%	1%	20%	18%

- 44% of people said they always voted for a major party (either Labor or Liberal/Nationals) and a further 36% say they usually vote for one of these parties.
- Those aged over 55 years are most likely to always vote for a major party (52%).
- 41% of those intending to vote Green at the next election said they always, or usually voted for a major party, 52% of people intending to vote for a minor party (One Nation, UAP etc.) or an independent candidate said they always/usually voted for a major party.

## 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.