

# The Essential Report

14<sup>th</sup> May 2019



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**Prepared By:** Essential Research

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**Data Supplied by:**



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 10<sup>th</sup> May 2019 to 14<sup>th</sup> May 2019 and is based on 1,201 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 happiness.

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 06/05/19	2 weeks ago 29/04/19	2016 Election 02/07/16
Liberal	36.2%	36%	36%	
National	3.6%	2%	4%	
<b>Total Liberal/National</b>	<b>38.5%</b>	<b>38%</b>	<b>39%</b>	<b>42.0%</b>
<b>Labor</b>	<b>36.2%</b>	<b>34%</b>	<b>37%</b>	<b>34.7%</b>
Greens	9.1%	12%	9%	10.2%
Pauline Hanson's One Nation	6.6%	7%	6%	
Other/Independent	9.6%	9%	9%	13.1%
<b>2 party preferred</b>				
Liberal/National	<b>48.5%</b>	<b>48%</b>	<b>49%</b>	<b>50.4%</b>
Labor	<b>51.5%</b>	<b>52%</b>	<b>51%</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 06/05/19	Two weeks ago 29/04/19
Labor	<b>59%</b>	92%	29%	75%	55%	<b>54%</b>	<b>59%</b>
Liberal/National	<b>41%</b>	8%	71%	25%	45%	<b>46%</b>	<b>41%</b>

- Heading into the final week of campaigning, 59% of voters believe Labor will triumph over the Liberal/National coalition in the 2019 Federal election, up 5%pts from last week from 54% and equivalent to the start of the campaign at the end of April.
- 92% of Labor voters are confident that Labor will win on Saturday. Similarly, the majority of Greens voters (75%) and those voting for independents or minor parties (55%) expect a Labor victory.
- Voters for the Coalition expect them to form the next Government following the result on Saturday (71%). This has decreased from 79% last week.

## 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 06/05/19	Two weeks ago 29/04/19
Have not been paying any attention	18%	12%	12%	23%	20%	16%	19%
Have been paying little attention	28%	31%	26%	33%	29%	29%	29%
Have been paying some attention	35%	36%	43%	27%	37%	36%	33%
Have been paying a lot of attention	18%	22%	20%	18%	14%	19%	20%

	Total	Aged 18-34	Aged 35-54	Aged 55+
Have not been paying any attention	<b>18%</b>	29%	15%	12%
Have been paying little attention	<b>28%</b>	33%	34%	19%
Have been paying some attention	<b>35%</b>	26%	35%	43%
Have been paying a lot of attention	<b>18%</b>	12%	16%	26%

- There has been limited change in the interest shown in the election during the campaign. 18% said they were paying no attention to the election is up 2%pts from last week, but no higher than 19% at the end of April. Younger voters have consistently had the lowest engagement in the election, with 29% paying no attention in the final week.
- However, older voters are so far most engaged with the election, with 26% 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 (23% to 13%).

## News Stories

Q What news stories about the campaign have you noticed?



- Two major news stories affecting the party leaders this week were the reaction to the Daily Telegraph’s story on Bill Shorten’s mother, and the egging of Scott Morrison. There was some awareness of the final leaders debate.
- Coalition messaging and advertising appears to be cutting through, as taxes were the most mentioned policy issue. Climate change was a frequently mentioned topic – more so than negative gearing, franking credits or the 5% deposit for first-time homebuyers.
- Following much coverage in previous weeks, UAP, One Nation and their respective leaders have had a relatively quiet week.





## 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	May 2019	Apr 2019	Mar 2019	Jan 2019	Dec 2018	Nov 2018	Oct 2018	Sep 2018
Scott Morrison	<b>39%</b>	9%	80%	14%	42%	42%	40%	44%	42%	40%	41%	42%	39%
Bill Shorten	<b>32%</b>	69%	7%	47%	17%	31%	31%	31%	30%	29%	29%	27%	27%
Don't know	<b>28%</b>	22%	12%	39%	41%	27%	29%	26%	28%	31%	29%	31%	34%

- Support for Scott Morrison has dipped this week, 39% believe him to be the better PM (down 3%pts from 41% last week). This is as low a score from the Liberal leader since assumed the position in September 2018.
- Bill Shorten is seen as less preferable than Scott Morrison, with 32% thinking he would make the better PM. However this is his highest score during the tenure of Scott Morrison as PM (up 5%pts from 27% in September 2018) and a 1%pt increase from 31% last week.
- The results were split by party allegiance, with 80% of Liberal/National voters saying that Scott Morrison would be a better Prime Minister (no change from last week), and 69% of Labor voters saying Bill Shorten would (up 6%pts from 63%).
- Younger voters (those aged 18-34) think Bill Shorten would be the better PM (37%) compared to Scott Morrison (29%). Whereas voters aged over 55 would prefer Scott Morrison (49%) over Bill Shorten (29%).

## 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 06/05/19	Two weeks ago 29/04/19
I have already placed my vote	<b>8%</b>	7%	8%	6%	9%	-	-
I will vote at a pre-poll before election day	<b>20%</b>	22%	21%	23%	23%	<b>24%</b>	<b>21%</b>
I will vote by post	<b>12%</b>	11%	14%	15%	10%	<b>13%</b>	<b>12%</b>
I will vote at a polling station on election day	<b>49%</b>	54%	54%	42%	51%	<b>50%</b>	<b>56%</b>
I'm not sure how I will vote	<b>6%</b>	4%	2%	12%	5%	<b>9%</b>	<b>7%</b>
I don't intend to vote	<b>4%</b>	2%	1%	2%	2%	<b>3%</b>	<b>3%</b>
I intend to vote informal	<b>0%</b>	0%	0%	0%	0%	<b>1%</b>	<b>1%</b>

- 8% say they have already cast their vote in the 2019 Federal Election. Those aged over 55 were the most likely to have already voted (15%), compared to just 3% of those aged 18-34.
- About half (49%) of voters intend to visit a polling station on election day. Pre-polling the second most popular option, with 20% intending to do this before Saturday.

## Happiness

Q How happy or unhappy are you with each of the following parts of your personal situation? Average rating (out of 10)

	Total	Male	Female	18-34	35-54	55+
<b>My life overall</b>	<b>6.7</b>	<b>6.7</b>	<b>6.7</b>	<b>6.7</b>	<b>6.3</b>	<b>7.1</b>
My personal/family life	7.1	7.1	7.1	7.0	6.7	7.6
My spiritual life	6.3	6.3	6.4	6.4	6.0	6.6
My social life	6.2	6.3	6.1	6.2	5.8	6.6
My work life	5.3	5.5	5.1	5.4	5.4	5.3
My financial situation	5.2	5.4	5.0	5.1	4.8	5.6

- On Average, Australians rate their happiness with their life overall at 6.7 out of 10. They are most happy with their family/personal life (7.1 out of 10), and least with their work life (5.3 out of 10) and financial situation (5.2 out of 10).
- Overall, those aged over 55 are happier with their life (7.1) than 18-34 year olds (6.7) and 35-54 (6.3). Older Australian more highly rate their happiness with their personal/family life (7.6), social life (6.6) and financial situation (5.6).
- Tasmania is the happiest state in Australia (7.2), but Western Australia has the lowest happiness score of 6.3 out of 10. Western Australians' happiness scores for personal family life (6.7) and financial situation (4.7) are the lowest in the country.

## 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.