

# The Essential Report

22 July 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 17<sup>th</sup> July 2019 to 21<sup>st</sup> July 2019 and is based on 1,091 respondents.

This week's report includes questions about party leaders, Uluru and people's attitudes towards the decision to close Uluru for climbing.

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.

## Performance of Scott Morrison

Q Do you approve or disapprove of the job Scott Morrison is doing as Prime Minister?

	Jul'19	Jun'19	Mar'19
NET: Approve	<b>48%</b>	48%	43%
NET: Disapprove	<b>34%</b>	36%	39%
Don't know	<b>18%</b>	18%	18%
Base (n)	<b>1,091</b>	1,099	1,090

	TOTAL	Labor	Coalition	Greens	NET: Other
Strongly approve	16%	5%	35%	3%	6%
Approve	33%	23%	51%	19%	24%
Disapprove	19%	30%	3%	32%	29%
Strong disapprove	15%	26%	1%	26%	22%
Don't know	18%	16%	9%	19%	19%
<b>NET: Approve</b>	<b>48%</b>	<b>28%</b>	<b>86%</b>	<b>22%</b>	<b>31%</b>
<b>NET: Disapprove</b>	<b>34%</b>	<b>56%</b>	<b>5%</b>	<b>59%</b>	<b>50%</b>
Base (n)	<b>1,091</b>	<b>331</b>	<b>391</b>	<b>92</b>	<b>144</b>

- Just under half of Australians (48%) approve of the job Scott Morrison is doing as PM. This is consistent with results last month (also 48%) and 5%pts higher than before the start of the election campaign in March (43%).
- Morrison has particularly high approval among Coalition voters (86%). Approval was also high among retirees (58%) and those with a high annual household income (Over \$104k) (59%).



## Performance of Anthony Albanese

Q Do you approve or disapprove of the job Anthony Albanese is doing as Opposition Leader?

	Jul'19	Jun'19	Mar'19 (Shorten)
NET: Approve	<b>39%</b>	35%	38%
NET: Disapprove	<b>24%</b>	25%	44%
Don't know	<b>37%</b>	39%	18%
Base (n)	<b>1,091</b>	1,099	1,090

	TOTAL	Labor	Coalition	Greens	NET: Other
Strongly approve	7%	14%	5%	5%	4%
Approve	32%	43%	32%	33%	18%
Disapprove	15%	9%	21%	9%	24%
Strong disapprove	8%	2%	12%	9%	20%
Don't know	37%	33%	30%	44%	34%
<b>NET: Approve</b>	<b>39%</b>	<b>57%</b>	<b>37%</b>	<b>38%</b>	<b>22%</b>
<b>NET: Disapprove</b>	<b>24%</b>	<b>11%</b>	<b>33%</b>	<b>18%</b>	<b>44%</b>
Base (n)	<b>1,091</b>	<b>331</b>	<b>391</b>	<b>92</b>	<b>144</b>

- Approval for Anthony Albanese has increased 4%pts in the past month from 35% in May to 39%. After two months in the job, approval for the Labor leader is equivalent to that of Bill Shorten prior to the election (38%).
- A high proportion of the population remain unsure on the performance of Albanese, with 37% saying Don't know (down 2%pts from June). This uncertainty is even evident among Labor supporters, with 33% selecting Don't know.



## Preferred Prime Minister

Q Who do you think would make the better Prime Minister out of Scott Morrison and Anthony Albanese?

	Jul'19	Jun'19	May'19	Mar'19
Scott Morrison	<b>44%</b>	43%	39%	44%
Anthony Albanese	<b>26%</b>	25%	32% (Shorten)	31% (Shorten)
Don't know	<b>31%</b>	32%	28%	26%
Base (n)	<b>1,091</b>	1,099	1,210	1,090

	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
Scott Morrison	<b>44%</b>	47%	40%	36%	42%	52%
Anthony Albanese	<b>26%</b>	29%	23%	27%	27%	24%
Don't know	<b>31%</b>	24%	36%	38%	31%	24%
Base (n)	<b>1,091</b>	538	553	348	358	385

- 44% of the public believe Scott Morrison is the better PM out of the two major party leaders. This is consistent with June, when 43% selected the current PM.
- 26% believe Albanese would make the better PM, just a 1% increase from last month (25% in June).

## Awareness of that Uluru will be closed for climbing

- Q Before today, were you aware that that from October, tourists will be prevented from climbing Uluru due the spiritual significance of the site to the Aboriginal traditional owners?

	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
Yes	<b>69%</b>	70%	68%	56%	67%	83%
No	<b>31%</b>	30%	32%	44%	33%	17%
Base (n)	<b>1,091</b>	538	553	348	358	385

- Over two thirds (69%) of Australians are aware of the prevention of climbing Uluru from October.
- Awareness of the ban is highest among those aged over 55 (83%).

## Support for closing Uluru to climbing

Q To what extent do you support or oppose the decision to close the Uluru climb to tourists?

	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
Strongly support	<b>27%</b>	25%	29%	27%	28%	26%
Somewhat support	<b>17%</b>	17%	16%	23%	15%	13%
Neither support, nor oppose	<b>21%</b>	20%	23%	19%	22%	22%
Somewhat oppose	<b>14%</b>	14%	14%	14%	12%	16%
Strongly oppose	<b>16%</b>	20%	13%	8%	17%	22%
Unsure	<b>5%</b>	4%	6%	9%	5%	1%
NET: Support	<b>44%</b>	43%	45%	50%	43%	39%
NET: Oppose	<b>30%</b>	34%	26%	22%	29%	38%
Base (n)	<b>1,091</b>	538	553	348	358	385

- 27% strongly support the decision to prevent climbing Uluru, with a further 17% somewhat supporting the decision.
- Support for the closure was highest among those aged 18-34 (50%) and Greens voters (56%).



## Attitudes towards closing Uluru for climbers

Q To what extent do you agree or disagree with the following statements regarding the upcoming closure of Uluru in October?

	NET: Agree	Strongly agree	Somewhat agree	Neither agree, nor disagree	Somewhat disagree	Strongly disagree	Unsure
Tourists should respect the cultures and traditions of the Aboriginal traditional landowners when they visit Uluru	<b>69%</b>	46%	23%	16%	5%	5%	5%
The Aboriginal traditional landowners are the best people to manage Uluru according to their culture and traditions	<b>52%</b>	29%	23%	22%	10%	10%	6%
It is fine for tourists to climb Uluru while they can, despite the preference from Aboriginal traditional landowners that they do not	<b>36%</b>	17%	19%	21%	15%	21%	7%
I am less likely to visit Uluru now tourists are unable to climb up it	<b>34%</b>	19%	15%	25%	13%	23%	5%

- 69% agree that tourists should respect the cultures and traditions of the Aboriginal traditional landowners when they visit Uluru and over half agree that the Aboriginal traditional landowners are the best people to manage Uluru according to their culture and traditions.
- Around one in three agree that it is fine for tourists to climb Uluru while they can, despite the preference from Aboriginal traditional landowners that they do not (36%).
- 34% agree that I am less likely to visit Uluru now tourists are unable to climb up it – slightly less than the 36% who disagree with the statement



NET: Agree	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
Tourists should respect the cultures and traditions of the Aboriginal traditional landowners when they visit Uluru	<b>69%</b>	67%	72%	68%	66%	74%
The Aboriginal traditional landowners are the best people to manage Uluru according to their culture and traditions	<b>52%</b>	48%	56%	57%	52%	49%
It is fine for tourists to climb Uluru while they can, despite the preference from Aboriginal traditional landowners that they do not	<b>36%</b>	42%	31%	30%	37%	41%
I am less likely to visit Uluru now tourists are unable to climb up it	<b>34%</b>	39%	29%	33%	36%	32%
Base (n)	<b>1,091</b>	538	553	348	358	385

NET: Agree	Total	NET: Support climbing ban	Neither support, nor oppose	NET: Oppose climbing ban	Unsure
Tourists should respect the cultures and traditions of the Aboriginal traditional landowners when they visit Uluru	<b>69%</b>	89%	61%	51%	38%
The Aboriginal traditional landowners are the best people to manage Uluru according to their culture and traditions	<b>52%</b>	78%	40%	28%	27%
It is fine for tourists to climb Uluru while they can, despite the preference from Aboriginal traditional landowners that they do not	<b>36%</b>	18%	29%	71%	9%
I am less likely to visit Uluru now tourists are unable to climb up it	<b>34%</b>	20%	23%	63%	20%
Base (n)	<b>1,091</b>	474	230	331	56

- Despite opposing the upcoming Uluru climbing ban, over half (51%) of these people still agree that tourists should respect the cultures and traditions of the Aboriginal traditional landowners when they visit Uluru.



## Appendix: Household income definitions\*

NET: Lower Income	Up to \$51,999 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions)
NET: Mid Income	\$52,000 to \$103,999 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions)
NET: High Income	More than \$104,000 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions)

## 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.