

# The Essential Report

02 September 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 29<sup>th</sup> August 2019 to 1<sup>st</sup> September 2019 and is based on 1,075 respondents.

This week's report includes questions about expectations of the impact of the Government's policies, interest in politics and other topics.

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.



## Impact of Government policies

Q Over the next three years, do you think the policies of the current Government will...

	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
Make a large positive difference to Australia	<b>12%</b>	14%	11%	15%	11%	11%
Make a modest positive difference to Australia	<b>28%</b>	32%	26%	24%	27%	33%
Make neither a positive nor negative difference to Australia	<b>25%</b>	21%	29%	29%	26%	21%
Make a modest negative difference to Australia	<b>12%</b>	14%	11%	12%	11%	14%
Make a large negative difference to Australia	<b>10%</b>	12%	9%	5%	11%	14%
Unsure	<b>11%</b>	8%	15%	15%	13%	7%
NET: Positive difference to Australia	<b>41%</b>	45%	36%	39%	28%	44%
NET: Negative difference to Australia	<b>23%</b>	26%	20%	17%	22%	28%
Base (n)	<b>1,075</b>	527	548	328	373	374

	Total	Federal Voting Intention (Lower House)			
		Labor	NET: Coalition	Greens	Independent / Other
Make a large positive difference to Australia	<b>12%</b>	9%	20%	2%	6%
Make a modest positive difference to Australia	<b>28%</b>	18%	48%	22%	15%
Make neither a positive nor negative difference to Australia	<b>25%</b>	29%	18%	29%	33%
Make a modest negative difference to Australia	<b>12%</b>	20%	5%	17%	13%
Make a large negative difference to Australia	<b>10%</b>	14%	2%	21%	21%
Unsure	<b>11%</b>	11%	5%	9%	13%
NET: Positive difference to Australia	<b>41%</b>	27%	69%	25%	21%
NET: Negative difference to Australia	<b>23%</b>	33%	8%	38%	34%
Base (n)	<b>1,075</b>	336	381	100	137



- Overall, 41% of people believe the policies of the current Government will make a positive difference to Australia. Of these, 12% expect there to be a large positive difference, and 28% expect a moderate positive difference.
- Just under a quarter (23%) expect the policies to make a negative difference to Australia.
- Coalition voters (69%) and men (45%) were most likely to expect the Government's policies to make a positive difference to Australia.
- Those intending to vote Labor (33%), Green (38%) and Other (34%) were all more likely to say the policies of the next three years would make a negative difference to Australia.



## Following Federal politics

Q Which of the following statements best describes your following of Federal politics?

	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
I follow it closely	<b>15%</b>	22%	9%	14%	14%	17%
I follow it enough to know what's happening	<b>38%</b>	41%	35%	27%	34%	51%
I follow it when something big is happening	<b>23%</b>	21%	25%	26%	27%	18%
I only pay attention when there's an election	<b>8%</b>	6%	11%	11%	10%	5%
I have no interest in politics	<b>15%</b>	11%	20%	22%	16%	9%
Base (n)	<b>1,075</b>	527	548	328	373	374



	Federal Voting Intention (Lower House)				
	Total	Labor	NET: Coalition	Greens	Independent / Other
I follow it closely	<b>15%</b>	17%	18%	14%	12%
I follow it enough to know what's happening	<b>38%</b>	35%	50%	37%	37%
I follow it when something big is happening	<b>23%</b>	26%	21%	28%	18%
I only pay attention when there's an election	<b>8%</b>	12%	5%	10%	9%
I have no interest in politics	<b>15%</b>	20%	6%	11%	23%
Base (n)	<b>1,075</b>	336	381	100	137

- Just 15% of people say they closely follow Federal politics, and the same proportion say they have no interest in politics.
- Those most likely to say they closely follow Federal politics are men (22%), those aged over 55 (17%) and Coalition voters (18%).
- Those most likely to say they have no interest in politics are women (20%), younger people aged 18-34 (22%), Labor voters (20%) and those who intend to vote for an independent candidate or other party (23%).





## Interest in Politics and other topics

Q How much interest do you have in each of the following?

	A lot of interest	Some interest	A little interest	Not much interest	No interest at all
Federal politics	19%	30%	22%	14%	14%
International relations	16%	33%	28%	12%	12%
State politics	15%	32%	27%	13%	14%
Local politics	12%	32%	27%	13%	15%
The football finals (AFL or NRL)	26%	18%	15%	12%	29%
The Ashes	18%	17%	16%	12%	36%
The Block	9%	13%	14%	15%	49%
The Bachelor	7%	10%	12%	13%	59%

- Almost one fifth of participants (19%) say they have a lot of interest in Federal politics. This is lower than the 26% of people who have a lot of interest in the upcoming football finals.
- Sporting events are polarising, as they generate both a high amount of interest (26% for football and 18% for The Ashes) or no interest at all (29% and 36%).
- TV shows do not generate much interest, with just 9% having a lot of interest in The Block, and 7% in the Bachelor.

## Interest in Politics and other topics

Q How much interest do you have in each of the following? **A lot of interest**

	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
Federal politics	<b>19%</b>	24%	14%	13%	15%	29%
International relations	<b>16%</b>	21%	11%	13%	16%	18%
State politics	<b>15%</b>	21%	10%	10%	13%	22%
Local politics	<b>12%</b>	15%	9%	11%	11%	14%
The football finals (AFL or NRL)	<b>26%</b>	32%	20%	22%	25%	30%
The Ashes	<b>18%</b>	27%	10%	17%	16%	21%
The Block	<b>9%</b>	8%	10%	11%	11%	6%
The Bachelor	<b>7%</b>	6%	7%	12%	8%	1%



	Total	Federal Voting Intention (Lower House)			
		Labor	NET: Coalition	Greens	Independent / Other
Federal politics	<b>19%</b>	20%	26%	16%	15%
International relations	<b>16%</b>	15%	19%	16%	17%
State politics	<b>15%</b>	18%	19%	12%	11%
Local politics	<b>12%</b>	13%	14%	12%	11%
The football finals (AFL or NRL)	<b>26%</b>	31%	28%	16%	27%
The Ashes	<b>18%</b>	19%	24%	13%	15%
The Block	<b>9%</b>	11%	9%	10%	8%
The Bachelor	<b>7%</b>	8%	7%	6%	2%

- Men are more likely than women to say they have a lot of interest in all levels of politics and sporting events.
- Older respondents (aged over 55) are more likely than those aged 18-34 to say they have a lot of interest in Federal and State politics (29% to 13%, and 22% to 10% respectively), but less likely to have interest in TV shows.



## Interest in Politics and other topics

Q How much interest do you have in each of the following? **No interest at all**

	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
Federal politics	14%	10%	18%	21%	16%	7%
International relations	12%	7%	16%	15%	14%	7%
State politics	14%	11%	17%	21%	15%	8%
Local politics	15%	12%	18%	22%	15%	9%
The football finals (AFL or NRL)	29%	21%	35%	27%	28%	31%
The Ashes	36%	25%	47%	37%	38%	34%
The Block	49%	53%	45%	34%	48%	63%
The Bachelor	59%	61%	57%	37%	58%	79%



	Total	Federal Voting Intention (Lower House)			
		Labor	NET: Coalition	Greens	Independent / Other
Federal politics	<b>14%</b>	11%	8%	14%	23%
International relations	<b>12%</b>	10%	6%	8%	19%
State politics	<b>14%</b>	10%	8%	11%	22%
Local politics	<b>15%</b>	13%	8%	12%	21%
The football finals (AFL or NRL)	<b>29%</b>	25%	21%	41%	38%
The Ashes	<b>36%</b>	34%	26%	44%	47%
The Block	<b>49%</b>	47%	47%	49%	59%
The Bachelor	<b>59%</b>	58%	57%	56%	72%



## Migrant Status

Q Which of the following best describes you?

	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
I am a migrant to Australia	<b>24%</b>	23%	26%	26%	22%	25%
My parents migrated to Australia	<b>15%</b>	14%	15%	15%	16%	13%
My grandparents migrated to Australia	<b>11%</b>	12%	10%	14%	11%	9%
My family has been in Australian more than three generations	<b>46%</b>	46%	46%	41%	46%	51%
I am an Indigenous Australian	<b>4%</b>	4%	3%	5%	4%	2%
Base (n)	<b>1,075</b>	527	548	328	373	374



## Racism Statements

Q To what extent do you agree or disagree with the following statements about racism in Australia? **NET: Agree (Strongly/Somewhat Agree)**

	Total	I am a migrant to Australia	My parents migrated to Australia	My grandparents migrated to Australia	My family has been in Australian more than three generations	I am an Indigenous Australian
People are scared to say what they really think because they don't want to be labelled as racist	<b>62%</b>	58%	63%	59%	64%	70%
I think Australia is less racist than it has been in the past	<b>50%</b>	48%	48%	43%	54%	41%
Australia is a racist country	<b>36%</b>	33%	40%	38%	35%	43%
A member of my family has experience racism or racial discrimination	<b>29%</b>	37%	42%	28%	20%	37%
I have personally experienced racism or racial discrimination	<b>27%</b>	36%	38%	23%	19%	44%
I feel torn between my identity with Australia and another culture	<b>18%</b>	30%	19%	15%	11%	30%
Base (n)	<b>1,075</b>	260	155	120	499	41

- Over a third of Australians who are first or second generation immigrants agree that they have personally experienced racism or racial discrimination in Australia (36% and 38%).
- Almost two-thirds of Australians (62%) agree with the statement ' People are scared to say what they really think because they don't want to be labelled as racist'.



## 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 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.

