

The Essential Report

17 May 2016

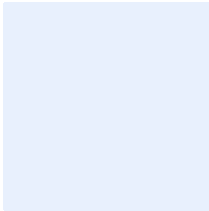


The Essential Report

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Prepared By: Essential Research

Data Supplied:



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About this poll

This report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The survey was conducted online from the 12th to 15th May 2016 and is based on 1,021 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, internships, the election campaign and social class.

The methodology used to carry out this research is described in the appendix on page 15.

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	Last week 10/5/16	2 weeks ago 3/5/16	4 weeks ago 19/4/16	Election 7 Sep 13
Liberal	39%	38%	37%	38%	
National	3%	4%	3%	4%	
Total Liberal/National	42%	42%	40%	42%	45.6%
Labor	38%	38%	38%	36%	33.4%
Greens	9%	10%	10%	11%	8.6%
Nick Xenophon Team	3%	na	na	na	-
Palmer United Party	na	1%	1%	1%	5.5%
Other/Independent	8%	9%	10%	10%	6.9%
2 party preferred					
Liberal National	49%	49%	48%	50%	53.5%
Labor	51%	51%	52%	50%	46.5%

NB. Sample = 1,787. The data in the above tables comprise 2-week averages derived from the first preference/leaning to voting questions. 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 2013 election.

Approval of Malcolm Turnbull

Q Do you approve or disapprove of the job Malcolm Turnbull is doing as Prime Minister?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016
Total approve	40%	20%	73%	17%	26%	47%	56%	56%	51%	51%	45%	39%
Total disapprove	42%	64%	17%	71%	61%	17%	20%	23%	25%	27%	35%	39%
Strongly approve	7%	4%	14%	-	1%	11%	12%	13%	9%	8%	6%	7%
Approve	33%	16%	59%	17%	25%	36%	44%	43%	42%	43%	39%	32%
Disapprove	26%	37%	14%	38%	35%	11%	14%	16%	16%	18%	24%	23%
Strongly disapprove	16%	27%	3%	33%	26%	6%	6%	7%	9%	9%	11%	16%
Don't know	17%	15%	11%	13%	14%	35%	23%	21%	23%	21%	21%	22%

40% (up 1% since last month) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 42% (up 3%) disapprove – a net approval rating of -2 (down 2).

73% (up 4%) of Liberal/National voters approve of Malcolm Turnbull's performance with 17% (down 2%) disapproving. 20% (down 1%) of Labor voters and 17% (down 14%) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 43% approve/45% disapprove and women 37% approve/40% disapprove.



Approval of Bill Shorten

Q Do you approve or disapprove of the job Bill Shorten is doing as Opposition Leader?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Nov 2013	June 2014	Dec 2014	Jun 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016
Total approve	34%	64%	21%	21%	21%	31%	38%	35%	32%	27%	27%	27%	27%	30%
Total disapprove	43%	15%	64%	56%	61%	27%	40%	39%	45%	47%	47%	48%	47%	44%
Strongly approve	6%	15%	3%	1%	2%	5%	7%	7%	6%	4%	4%	5%	3%	5%
Approve	28%	49%	18%	20%	19%	26%	31%	28%	26%	23%	23%	22%	24%	25%
Disapprove	26%	13%	34%	48%	31%	17%	22%	23%	27%	26%	28%	26%	29%	22%
Strongly disapprove	17%	2%	30%	8%	30%	10%	18%	16%	18%	21%	19%	22%	18%	22%
Don't know	23%	20%	15%	23%	17%	43%	22%	26%	22%	25%	26%	25%	26%	25%

34% (up 4%) of respondents approve of the job Bill Shorten is doing as opposition leader and 43% (down 1%) disapprove - a change in his net rating from -14 to -9.

64% (up 4%) of Labor voters approve of the job Bill Shorten is doing and 15% (down 3%) disapprove.

37% of men and 32% of women approve of Bill Shorten. 49% of men and 36% of women disapprove.



Better Prime Minister

Q Who do you think would make the better Prime Minister out of Malcolm Turnbull and Bill Shorten?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016
Malcolm Turnbull	43%	18%	82%	22%	37%	53%	48%	55%	54%	51%	52%	48%	44%
Bill Shorten	28%	57%	7%	39%	17%	17%	19%	14%	15%	18%	15%	19%	22%
Don't know	29%	25%	12%	40%	46%	30%	33%	31%	31%	31%	33%	33%	34%

43% (down 1%) of respondents think Malcolm Turnbull would make the better Prime Minister and 28% (up 6%) think Bill Shorten would make the better Prime Minister.

46% of men prefer Malcolm Turnbull and 28% prefer Bill Shorten.

40% of women prefer Malcolm Turnbull and 27% prefer Bill Shorten.



Internships

Q Do you approve or disapprove of the budget measure announced by the Federal Government last week to introduce internships for young unemployed people which pay \$4 per hour for up to 25 hours work per week?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	48%	34%	70%	31%	46%
Total disapprove	32%	48%	14%	52%	40%
Strongly approve	14%	9%	24%	4%	9%
Approve	34%	25%	46%	27%	37%
Disapprove	16%	22%	10%	17%	21%
Strongly disapprove	16%	26%	4%	35%	19%
Don't know	20%	18%	15%	16%	14%

48% approve of the budget measure announced by the Federal Government last week to introduce internships for young unemployed people which pay \$4 per hour for up to 25 hours work per week and 32% disapprove. 70% of Liberal/National voters approve but Greens and Labor voters are more likely to disapprove (52% and 48%).

Of those aged under 25, 44% approve and 33% disapprove.

Election campaign

- Q The Federal Election will be held on 2nd July which means there will be an 8-week election campaign. Do you think an 8-week election campaign is too long, too short or about right?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Too long	52%	54%	55%	42%	64%
Too short	5%	5%	4%	8%	5%
About right	32%	35%	34%	34%	21%
Don't know	11%	6%	6%	16%	10%

52% think that the 8-week election campaign is too long and 32% think it is about right.
More than half of both Labor (54%) and Liberal/National voters (55%) think it is too long.

Interest in election

Q Which of the following statements best describes how much political news and commentary you intend to look at during the election campaign?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
I will be looking at a lot of news and commentary as I am always interested in politics	29%	31%	31%	43%	29%
I'm not usually very interested in politics but will be looking at a lot more news and commentary during the election campaign	30%	30%	37%	16%	29%
I'm not very interested in politics so I won't be reading much more than usual during the election campaign	21%	21%	20%	20%	22%
I don't like politics at all and will try to avoid looking at any news and commentary during the election campaign	13%	12%	7%	13%	19%
Not sure	8%	6%	5%	8%	1%

29% have high interest in politics and say they will be looking at lot of news and commentary about the election and 30% are not usually very interested but will be looking at a lot of news and commentary during the campaign. 34% have little or no interest.

66% of those aged 55+ will be looking at a lot of news and commentary compared to 50% of those aged under 35.



Social Class

Q Do you believe social classes still exist in Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Income under \$1,000pw	Income \$1,000 - \$1,500pw	Income \$1,500 - \$2,000pw	Income \$2,000+	Aug 2014
Yes	81%	86%	81%	94%	88%	82%	83%	87%	82%	79%
No	8%	4%	13%	1%	7%	7%	7%	9%	11%	7%
Don't know	11%	10%	6%	5%	5%	11%	10%	4%	7%	14%

81% agreed that social class still exists in Australia - only 8% disagreed.

94% of Greens voters think that social class still exists compared to 81% of Liberal/National voters.

88% of those aged 55+ think that social class still exists compared to 76% of those aged under 35.

However, there was little difference across income groups.

Social Class Identification

Q Do you consider yourself -

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Income under \$1,000pw	Income \$1,000 - \$1,500pw	Income \$1,500 - \$2,000pw	Income \$2,000+	Aug 2014
Working class	34%	42%	28%	26%	40%	46%	40%	31%	21%	31%
Middle class	48%	44%	62%	48%	39%	31%	45%	60%	67%	49%
Upper class	2%	2%	1%	2%	2%	<1%	1%	2%	4%	2%
None of them	10%	9%	6%	20%	17%	19%	8%	4%	6%	13%
Don't know	5%	3%	3%	4%	3%	4%	6%	3%	3%	6%

48% of respondents described themselves as “middle class” and 34% as “working class” - only 2% claimed to be “upper class”. Those on higher incomes were more likely to identify as “middle class” while those on lower incomes were more likely to identify as “working class”. The results are not substantially different from those when this question was asked in 2014.



Parties and Social Class

Q Whose interests do you think the Labor Party mainly represent?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Working class	Middle class	Apr 2013	Aug 2014
Working class	39%	47%	42%	27%	32%	40%	44%	30%	41%
Middle class	17%	21%	13%	29%	20%	16%	19%	16%	14%
Upper class	10%	6%	11%	14%	16%	14%	7%	13%	8%
All of them	8%	15%	4%	7%	5%	5%	8%	8%	8%
None of them	13%	2%	23%	9%	21%	12%	13%	22%	16%
Don't know	13%	9%	8%	15%	6%	13%	9%	11%	13%

39% believe that the Labor Party mainly represents working class people and 17% think they represent the middle class. 47% of Labor voters think the Labor Party mainly represents the working class and 29% of Greens voters think they mainly represent the middle class. 23% of Liberal/National voters don't think they represent any class.

40% of respondents who describe themselves as working class and 44% of those who say they are middle class think the Labor Party mainly represents the working class.

The results are not substantially different from those when this question was asked in 2014.



Parties and Social Class

Q Whose interests do you think the Liberal Party mainly represent?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Working class	Middle class	Apr 2013	Aug 2014
Working class	4%	5%	6%	3%	1%	6%	2%	5%	4%
Middle class	15%	8%	28%	7%	11%	13%	19%	20%	17%
Upper class	53%	79%	27%	79%	67%	59%	53%	40%	47%
All of them	12%	2%	29%	2%	8%	7%	16%	17%	14%
None of them	4%	2%	3%	5%	11%	4%	3%	8%	8%
Don't know	11%	5%	7%	4%	3%	10%	7%	9%	11%

53% believe that the Liberal Party mainly represents upper class people and 15% think they represent the middle class. 79% of Labor voters and Greens voters think the Liberal Party mainly represent the upper class. 28% of Liberal/National voters think they represent the middle class and 29% think they represent all classes.

59% of respondents who describe themselves as working class and 53% of those who say they are middle class think the Liberal Party mainly represents the upper class.

Since this question was asked in August 2014, the proportion thinking that the Liberals represent the upper class has increased from 47% to 53%.



Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a weekly online omnibus conducted by Your Source. Essential Research has been utilizing the Your Source online panel to conduct research on a week-by-week basis since November 2007.

Each week, the team at Essential Media Communications discusses 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 media and social issues that are present at the time.

Your Source has a self-managed consumer online panel of over 100,000 members. The majority of panel members have been recruited using off line methodologies, effectively ruling out concerns associated with online self-selection.

Your Source has validation methods in place that prevent panelist over use and ensure member authenticity. Your Source randomly selects 18+ males and females (with the aim of targeting 50/50 males/females) from its Australia wide panel. An invitation is sent out to approximately 7000 – 8000 of their panel members.

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 2010 election, the Essential Report estimates of first preference votes were all within 1% of the election results.

The Your Source online omnibus is live from the Wednesday night of each week and closed on the following Sunday. Incentives are offered to participants in the form of points. 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 and senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. Essential Research is a member of the Association Market and Social Research Organisations (AMSRO). Your Source holds Interviewer Quality Control Australia (IQCA) accreditation, Association Market and Social Research Organisations (AMSRO) membership and World Association of Opinion and Marketing Research Professionals (ESOMAR) membership. **Both Essential Research and Your Source are ISO accredited market research companies.** This research was conducted in compliance with AS: ISO20252 guidelines.

