

The Essential Report

12 July 2016

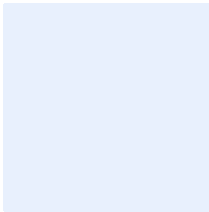


The Essential Report

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Prepared By: Essential Research

Data Supplied:



Essential Media Communications is a member of the Association of Market and Social Research Organisations



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 Your Source. The survey was conducted online from the 6th to 10th July 2016 and is based on 1,022 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, preferred Government, likelihood on new election and same sex marriage.

The methodology used to carry out this research is described in the appendix on page 12.

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 5/7/16	2 weeks ago 28/6/16	4 weeks ago 14/6/16	Election 7 Sep 13
Liberal	37%	38%	37%	37%	
National	4%	3%	3%	4%	
Total Liberal/National	41%	41%	39%	41%	45.6%
Labor	36%	37%	37%	37%	33.4%
Greens	10%	10%	10%	10%	8.6%
Nick Xenophon Team	3%	2%	4%	4%	-
Other/Independent	10%	10%	10%	9%	12.4%
2 party preferred					
Liberal National	49%	50%	49%	49%	53.5%
Labor	51%	50%	51%	51%	46.5%

NB. Sample = 1,758. 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	Dec 2015	Mar 2016	14 Jun 2016	28 Jun 2016
Total approve	37%	13%	75%	19%	18%	56%	45%	38%	40%
Total disapprove	48%	79%	14%	58%	69%	23%	35%	40%	40%
Strongly approve	8%	3%	19%	2%	-	13%	6%	6%	7%
Approve	29%	10%	56%	17%	18%	43%	39%	32%	33%
Disapprove	27%	41%	10%	29%	41%	16%	24%	24%	22%
Strongly disapprove	21%	38%	4%	29%	28%	7%	11%	16%	18%
Don't know	16%	8%	11%	23%	13%	21%	21%	21%	20%

37% (down 3% from 2 weeks ago) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 48% (up 8%) disapprove – a change in net approval rating from 0 to -11.

75% (down 3%) of Liberal/National voters approve of Malcolm Turnbull's performance with 14% (up 4%) disapproving. 13% (down 7%) of Labor voters and 19% (down 1%) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 40% approve/48% disapprove and women 33% approve/46% 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	Dec 2014	Dec 2015	Mar 2016	14 Jun 2016	28 Jun 2016
Total approve	39%	78%	18%	40%	23%	31%	35%	27%	27%	34%	37%
Total disapprove	41%	10%	67%	36%	66%	27%	39%	47%	47%	40%	39%
Strongly approve	11%	27%	2%	9%	1%	5%	7%	4%	3%	7%	8%
Approve	28%	51%	16%	31%	22%	26%	28%	23%	24%	27%	29%
Disapprove	21%	9%	26%	28%	38%	17%	23%	26%	29%	22%	23%
Strongly disapprove	20%	1%	41%	8%	28%	10%	16%	21%	18%	18%	16%
Don't know	20%	13%	16%	23%	11%	43%	26%	25%	26%	25%	24%

39% (up 2% in last 2 weeks) of respondents approve of the job Bill Shorten is doing as opposition leader and 41% (up 2%) disapprove – no change in his net rating of -2.

78% (up 4%) of Labor voters approve of the job Bill Shorten is doing and 10% (no change) disapprove.

43% of men and 35% of women approve of Bill Shorten. 41% of men and 41% 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	Dec 2015	Mar 2016	14 Jun 2016	28 Jun 2016
Malcolm Turnbull	39%	6%	80%	21%	35%	53%	54%	48%	40%	40%
Bill Shorten	31%	73%	3%	44%	17%	17%	15%	19%	29%	29%
Don't know	30%	22%	16%	35%	49%	30%	31%	33%	32%	30%

39% (down 1% in last 2 weeks) of respondents think Malcolm Turnbull would make the better Prime Minister and 31% (up 2%) think Bill Shorten would make the better Prime Minister.

42% of men prefer Malcolm Turnbull and 34% prefer Bill Shorten.

35% of women prefer Malcolm Turnbull and 29% prefer Bill Shorten.

Preferred Government

- Q If neither the Liberal National coalition nor the Labor Party wins a majority in the election, which of the following would you prefer to form Government?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Liberal National coalition with minor parties and independents	33%	4%	70%	13%	31%
Labor with minor parties and independents	36%	76%	4%	62%	26%
Neither – hold a new election	21%	16%	20%	19%	35%
Don't know	11%	4%	6%	6%	8%

If neither the Liberal National coalition nor the Labor Party wins a majority in the election, 36% would prefer Labor to form a Government with the minor parties and independents and 33% would prefer the Coalition to form a Government with the minor parties and independents.

21% favour a new election.

62% of Greens voters prefer a Labor-led Government while 35% of other voters think there should be a new election.

Likelihood of new election

Q How likely is it that Australia will need to have another Federal election within the next 12 months?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total likely	51%	60%	50%	46%	53%
Total not likely	28%	21%	36%	28%	29%
Very likely	17%	20%	17%	12%	19%
Quite likely	34%	40%	33%	34%	34%
Not very likely	20%	17%	26%	23%	16%
Not at all likely	8%	4%	10%	5%	13%
Don't know	21%	19%	14%	26%	18%

51% think that it is likely Australia will have another Federal election within the next 12 months and 28% think it is not likely.

60% of Labor voters and 50% of Liberal/National voters think it is likely.

Same sex marriage

Q Do you think people of the same sex should or should not be allowed to marry?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Nov 2010	Jul 2011	Sep 2012	Oct 2013	Jun 2014	Oct 2015	Mar 2016
Should be allowed to marry	58%	67%	50%	91%	46%	53%	54%	55%	57%	60%	59%	64%
Should not be allowed to marry	28%	22%	37%	7%	47%	36%	35%	36%	31%	28%	30%	26%
Don't know	14%	11%	14%	2%	7%	11%	11%	9%	12%	12%	11%	10%

58% agreed that people of the same sex should be allowed to marry and 28% think they should not. This is a 6% drop in support since March but similar to average level of support over the last 3 years.

Support for same sex marriage is 54% among men and 62% among women. 67% of under 35's support same sex marriage – while those aged 65+ split 40% in favour/49% against.



Decision on same sex marriage

Q Do you think the issue of same sex marriage should be decided by Parliament or should there be a national vote?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aug 2015	Sep 2015	Mar 2016
Should be decided by Parliament	25%	32%	20%	43%	19%	22%	21%	23%
Should have a national vote	60%	55%	67%	47%	67%	66%	67%	66%
Don't know	15%	12%	13%	11%	14%	12%	12%	11%

60% favour a national vote on same sex marriage and 25% think the issue should be decided by Parliament.

This represents a shift away from support for a national vote since this question was asked in March.



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.

