The Essential Report

31 May 2016
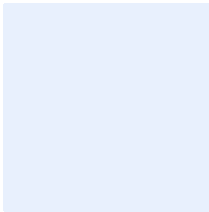
The Essential Report

Date: 31/5/2016

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.

Essential Research is ISO 20252 (Market, Opinions and Social Research) accredited.

Essential.
RESEARCH

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 26th to 29th May 2016 and is based on 1,007 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, perceptions of leaders, knowledge of election and whistleblowers.

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.

Essential.
RESEARCH

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 24/5/16	2 weeks ago 17/5/16	4 weeks ago 3/5/16	Election 7 Sep 13
Liberal	38%	38%	39%	37%	
National	3%	3%	3%	3%	
Total Liberal/National	**41%**	**41%**	**42%**	**40%**	**45.6%**
Labor	**35%**	**37%**	**38%**	**38%**	**33.4%**
Greens	9%	9%	9%	10%	8.6%
Nick Xenophon Team	4%	3%	3%	na	-
Other/Independent	10%	9%	8%	10%	12.4%
2 party preferred					
Liberal National	**51%**	**49%**	**49%**	48%	53.5%
Labor	**49%**	**51%**	**51%**	52%	46.5%

NB. Sample = 1,767. 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.

Essential.
RESEARCH

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	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	17 May 2016
Total approve	**41%**	**22%**	**79%**	**17%**	**22%**	**47%**	**56%**	**51%**	**51%**	**45%**	**39%**	**40%**
Total disapprove	**39%**	**64%**	**9%**	**62%**	**61%**	**17%**	**23%**	**25%**	**27%**	**35%**	**39%**	**42%**
Strongly approve	9%	5%	19%	2%	4%	11%	13%	9%	8%	6%	7%	7%
Approve	32%	17%	60%	15%	18%	36%	43%	42%	43%	39%	32%	33%
Disapprove	22%	32%	7%	33%	33%	11%	16%	16%	18%	24%	23%	26%
Strongly disapprove	17%	32%	2%	29%	28%	6%	7%	9%	9%	11%	16%	16%
Don't know	19%	14%	12%	22%	17%	35%	21%	23%	21%	21%	22%	17%

41% (up 1% from 2 weeks ago) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 39% (down 3%) disapprove – a net approval rating of +2 (up 4).

79% (up 6%) of Liberal/National voters approve of Malcolm Turnbull's performance with 9% (down 8%) disapproving. 22% (up 2%) of Labor voters and 17% (no change) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 49% approve/38% disapprove and women 35% approve/41% disapprove.

Essential.
RESEARCH

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	Jan 2016	Feb 2016	Mar 2016	Apr 2016	17 May 2016
Total approve	**34%**	**66%**	**21%**	**32%**	**22%**	**31%**	**35%**	**27%**	**27%**	**27%**	**27%**	**30%**	**34%**
Total disapprove	**44%**	**18%**	**67%**	**37%**	**55%**	**27%**	**39%**	**47%**	**47%**	**48%**	**47%**	**44%**	**43%**
Strongly approve	7%	16%	3%	7%	2%	5%	7%	4%	4%	5%	3%	5%	6%
Approve	27%	50%	18%	25%	20%	26%	28%	23%	23%	22%	24%	25%	28%
Disapprove	26%	16%	32%	26%	33%	17%	23%	26%	28%	26%	29%	22%	26%
Strongly disapprove	18%	2%	35%	11%	22%	10%	16%	21%	19%	22%	18%	22%	17%
Don't know	23%	17%	12%	31%	23%	43%	26%	25%	26%	25%	26%	25%	23%

34% (no change in last 2 weeks) of respondents approve of the job Bill Shorten is doing as opposition leader and 44% (up 1%) disapprove - a change in his net rating from -9 to -10.

66% (up 2%) of Labor voters approve of the job Bill Shorten is doing and 18% (up 3%) disapprove.

36% of men and 32% of women approve of Bill Shorten. 49% of men and 38% of women disapprove.

Essential.
RESEARCH

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	Jan 2016	Feb 2016	Mar 2016	Apr 2016	17 May 2016
Malcolm Turnbull	**40%**	13%	80%	13%	31%	53%	54%	51%	52%	48%	44%	43%
Bill Shorten	**27%**	59%	6%	45%	27%	17%	15%	18%	15%	19%	22%	28%
Don't know	**33%**	28%	14%	43%	42%	30%	31%	31%	33%	33%	34%	29%

40% (down 3%) of respondents think Malcolm Turnbull would make the better Prime Minister and 27% (down 1%) think Bill Shorten would make the better Prime Minister.

47% of men prefer Malcolm Turnbull and 28% prefer Bill Shorten.

33% of women prefer Malcolm Turnbull and 27% prefer Bill Shorten.

Essential.
RESEARCH

Perceptions of leaders

Q   Which party leader would you –

	Malcolm Turnbull	Bill Shorten	Don't know
Ask advice about investing money	53%	11%	37%
Most trust to give your children advice about the future	34%	17%	49%
Most like to have over for dinner	38%	22%	41%
Most like to go on holiday with	26%	17%	57%
Prefer to have negotiate your next pay rise	36%	27%	37%
Most trust to cook a good meal	24%	19%	57%
Most like to go to the footy with	25%	24%	51%
Most like to have babysit your children	22%	21%	57%
Ask their advice about a personal issue	21%	20%	58%
Most trust to look after your pet	20%	23%	58%
Most like to go to the pub for a beer with	26%	30%	43%
Think would be more likely to lend you $100 if you needed it	26%	31%	42%
Ask to help you with home renovations	17%	24%	59%
Think would be more likely to stop and help if your car was stranded	21%	37%	42%

Essential.
RESEARCH

Gave answer (excluding "don't know")	Malcolm Turnbull	Bill Shorten	Difference
Ask advice about investing money	83%	17%	+66%
Most trust to give your children advice about the future	67%	33%	+34%
Most like to have over for dinner	63%	37%	+26%
Most like to go on holiday with	60%	40%	+20%
Prefer to have negotiate your next pay rise	57%	43%	+14%
Most trust to cook a good meal	56%	44%	+12%
Most like to go to the footy with	51%	49%	+2%
Most like to have babysit your children	51%	49%	+2%
Ask their advice about a personal issue	51%	49%	+2%
Most trust to look after your pet	47%	53%	-6%
Most like to go to the pub for a beer with	46%	54%	-8%
Think would be more likely to lend you $100 if you needed it	46%	54%	-8%
Ask to help you with home renovations	41%	59%	-18%
Think would be more likely to stop and help if your car was stranded	36%	64%	-28%

Essential.
RESEARCH

Malcolm Turnbull was regarded as a better source of advice investing money and giving advice to children about the future. He was also the preferred companion for dinner or for going on holiday.

Bill Shorten was more trusted to help if your car was stranded or with house renovations. He was also considered more likely to loan you $100 if you needed it.

Essential.
RESEARCH

Month of election

Q   Without looking it up, do you know which month the next Federal election will be held?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
June	**8%**	8%	7%	4%	10%
July	**77%**	80%	80%	84%	78%
August	**4%**	2%	7%	5%	4%
September	**2%**	3%	3%	4%	-
Later	**<1%**	<1%	-	2%	<1%
Don't know	**9%**	7%	3%	2%	8%

The following three questions were asked to assess how engaged people are with the election and how much they knew about Australian politics.

77% knew that the election was being held in July. There were no substantial differences by voting intention.

62% of those aged under 35 knew the election was in July compared to 90% of those aged 55+.

Essential.
RESEARCH

Voting for at next election

Q   Without looking it up, what will you be voting for in the next Federal election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Just the House of Representatives	8%	8%	11%	10%	5%
The House of Representatives and half the Senate	8%	6%	10%	6%	9%
The House of Representatives and the full Senate	50%	47%	58%	56%	56%
Don't know	34%	38%	21%	28%	30%

50% were aware that they would be voting for the House of Representatives and the full Senate.

33% of those aged under 35 were aware of this compared to 70% of those aged 55+.

Essential.
RESEARCH

Treasurer

Q   And again, without looking it up, who is the current Federal Treasurer?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Scott Morrison	64%	67%	71%	60%	62%
Joe Hockey	13%	16%	12%	18%	11%
Chris Bowen	3%	2%	5%	6%	3%
Don't know	20%	15%	12%	16%	23%

64% knew that Scott Morrison was the Federal Treasurer. 20% said they didn't know and 16% thought someone else was the Treasurer.

44% of those aged under 35 thought Scott Morrison was the Treasurer compared to 83% of those aged 55+.

Essential.
RESEARCH

Whistleblowers

Q   Currently whistleblowers in government agencies who reveal any information about government decisions and projects may be tracked down by the Australian Federal Police and prosecuted using national security powers. Do you approve of such laws or should they be limited to leaks of information that harms our national security?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Approve of laws to prosecute people who release Government information	30%	28%	45%	14%	20%
Laws should only apply to national security matters	50%	54%	41%	78%	64%
Don't know	19%	18%	14%	8%	16%

50% thought that laws about whistleblowers should only apply to national security matters and 30% approved of laws to prosecute people who release Government information.

A majority of Labor (54%) and Greens voters (78%) thought laws should only apply to national security matters. Liberal/National voters were divided.

Essential.
RESEARCH

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.

Essential.
RESEARCH