

The Essential Report

24 May 2016

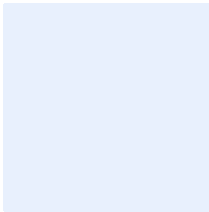


The Essential Report

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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 19th to 22nd May 2016 and is based on 1,011 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, party trust to handle issues, leaders trust to handle issues and Labor's asylum seeker policy.

The methodology used to carry out this research is described in the appendix on page 14.

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 17/5/16	2 weeks ago 10/5/16	4 weeks ago 26/4/16	Election 7 Sep 13
Liberal	38%	39%	38%	36%	
National	3%	3%	4%	4%	
Total Liberal/National	41%	42%	42%	40%	45.6%
Labor	37%	38%	38%	39%	33.4%
Greens	9%	9%	10%	10%	8.6%
Nick Xenophon Team	3%	3%	na	na	-
Palmer United Party	na	na	1%	1%	5.5%
Other/Independent	9%	8%	9%	11%	6.9%
2 party preferred					
Liberal National	49%	49%	49%	48%	53.5%
Labor	51%	51%	51%	52%	46.5%

NB. Sample = 1,794. 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.

Attributes of Malcolm Turnbull

Q Which of the following describe your opinion of the Prime Minister, Malcolm Turnbull?

	Total	May 3 2016	Difference
Intelligent	76%	77%	-1
Out of touch with ordinary people	63%	56%	+7
Hard-working	60%	65%	-5
A capable leader	55%	59%	-4
Arrogant	51%	46%	+5
Good in a crisis	48%	49%	-1
Superficial	48%	46%	+2
Understands the problems facing Australia	47%	52%	-5
Narrow-minded	41%	41%	-
Visionary	40%	41%	-1
Trustworthy	37%	40%	-3
More honest than most politicians	36%	39%	-3
Erratic	34%	34%	-
Intolerant	34%	34%	-
Aggressive	31%	28%	+3

Malcolm Turnbull's key attributes were intelligent (76%), out of touch with ordinary people (63%), hard working (60%) and a capable leader (55%).

Over the last 3 weeks, the main changes have been for out of touch with ordinary people (up 7%), hard-working (down 5%), arrogant (up 5%) and understands the problems facing Australia (down 5%).



Leader attributes – Bill Shorten

Q Which of the following describe your opinion of the Opposition Leader, Bill Shorten?

	Total	May 3 2016	Change
Hard working	60%	62%	-2
Intelligent	60%	60%	-
Understands the problems facing Australia	50%	50%	-
Superficial	44%	43%	+1
A capable leader	43%	41%	+2
Out of touch with ordinary people	42%	44%	-2
Narrow-minded	40%	40%	-
Arrogant	40%	38%	+2
Erratic	37%	37%	-
Good in a crisis	37%	34%	+3
Trustworthy	31%	33%	-2
Aggressive	30%	33%	-3
Intolerant	30%	31%	-1
Visionary	28%	29%	-1
More honest than most politicians	26%	26%	-

Bill Shorten's key attributes were hard working (60%), intelligent (60%) and understands the problems facing Australia (50%).

There have been no significant changes over the last 3 weeks.



Leader attributes – comparisons

	Malcolm Turnbull	Bill Shorten	Difference
Out of touch with ordinary people	63%	42%	+21
Intelligent	76%	60%	+16
A capable leader	55%	43%	+12
Visionary	40%	28%	+12
Arrogant	51%	40%	+11
Good in a crisis	48%	37%	+11
More honest than most politicians	36%	26%	+10
Trustworthy	37%	31%	+6
Superficial	48%	44%	+4
Intolerant	34%	30%	+4
Narrow-minded	41%	40%	+1
Aggressive	31%	30%	+1
Hard-working	60%	60%	-
Understands the problems facing Australia	47%	50%	-3
Erratic	34%	37%	-3

Compared to Bill Shorten, Malcolm Turnbull is more likely to be considered out of touch with ordinary people (+21), intelligent (+16%), a capable leader (+12%) and visionary (+12%).



Party trust to handle issues

Q Which party would you trust most to handle the following issues?

	Liberal	Labor	Don't know	Difference
Security and the war on terrorism	42%	19%	39%	+23
Management of the economy	42%	22%	36%	+20
Controlling interest rates	34%	22%	44%	+12
Political leadership	36%	25%	40%	+11
Managing population growth	33%	22%	45%	+11
Treatment of asylum seekers	33%	25%	41%	+8
Ensuring a quality water supply	26%	26%	47%	-
Ensuring a fair taxation system	27%	35%	38%	-8
Housing affordability	25%	35%	40%	-10
Ensuring a quality education for all children	28%	39%	34%	-11
Ensuring the quality of Australia's health system	26%	37%	37%	-11
Addressing climate change	22%	33%	45%	-11
Protecting the environment	22%	34%	43%	-12
A fair industrial relations system	27%	39%	34%	-12
Protecting Australian jobs and protection of local industries	26%	39%	35%	-13



The Liberal Party is trusted more to handle security and the war of terrorism (+23), management of the economy (+20) and controlling interest rates (+12).

The Labor Party is trusted more to handle protecting jobs and local industries (+13), a fair industrial relations system (+12) and protecting the environment (+12).



Leader trust to handle issues

Q Which leader – Malcolm Turnbull or Bill Shorten - would you trust most to handle the following issues?

	Malcolm Turnbull	Bill Shorten	Don't know	Difference
Regulating the banking and finance sector	33%	27%	39%	+6
Supporting Australia's manufacturing industries	30%	31%	39%	-1
Ensuring big companies pay their share of tax	28%	34%	38%	-6
Protecting the Great Barrier Reef	21%	27%	52%	-6
Funding hospitals	27%	35%	38%	-8
Addressing climate change	21%	29%	50%	-8
Making housing more affordable for first home buyers	23%	32%	44%	-9
Looking after the needs of pensioners	21%	35%	44%	-14
Funding public schools	24%	40%	36%	-16
Maintaining workers' wages and conditions	21%	43%	35%	-22

Bill Shorten is trusted more for maintaining workers' wages and conditions (+22), funding public schools (+16) and looking after the needs of pensioners (+14).

Policy on asylum seekers

Q If the Labor Party was elected into Government at the next election, do you think they would keep the Coalition Government's policy on asylum seekers arriving by boat or do you think they would change the policy?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Would keep the policy	28%	38%	27%	30%	26%
Would change the policy	38%	26%	54%	29%	46%
Don't know	34%	36%	20%	41%	28%

38% think that if the Labor Party is elected, they would change the Coalition Government's policy on asylum seekers and 28% think they would keep the Coalition policy.

More than half the Liberal/National voters think Labor would change the Coalition policy.

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.

