

The Essential Report

4 July 2016

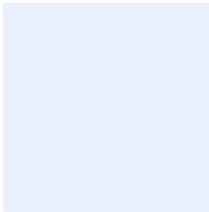


The Essential Report

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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 30th June to 3rd July 2016 and is based on 1,000 respondents.

Aside from the standard question on voting intention, this week's report includes questions on reason for vote, when decided vote, main priorities and minority Government.

The methodology used to carry out this research is described in the appendix on page 13.

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 28/6/16	2 weeks ago 21/6/16	4 weeks ago 7/6/16	Election 7 Sep 13
Liberal	38%	37%	37%	37%	
National	3%	3%	3%	4%	
Total Liberal/National	41%	39%	40%	41%	45.6%
Labor	37%	37%	37%	36%	33.4%
Greens	10%	10%	10%	10%	8.6%
Nick Xenophon Team	2%	4%	4%	4%	-
Other/Independent	10%	10%	9%	10%	12.4%
2 party preferred					
Liberal National	50%	49%	49%	50%	53.5%
Labor	50%	51%	51%	50%	46.5%

NB. Sample = 1,723. 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.

Don't trust Labor

Don't like either major party but better than Labor



Main reason for voting Labor

Q What was the main reason you voted or are voting that way?

Always voted for them

Better policies – esp. education and health

Don't trust Turnbull/Liberals

Better for families and low incomes

Fairer policies

Medicare



Main reason for voting Greens

Q What was the main reason you voted or are voting that way?

Don't like major parties

Align with my values

Policies – same sex marriage, environment, refugees



Main reason for voting other party of independent

Q What was the main reason you voted or are voting that way?

Don't like/trust major parties

Good local candidate

Don't like other parties' policies



When voting decision was made

Q When did you make your decision about which party to vote for in the Federal election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	2013 election
More than 4 weeks before the election	54%	51%	62%	57%	46%	66%
2-4 weeks before the election	15%	18%	13%	12%	18%	13%
In the last week before the election	14%	15%	12%	15%	13%	10%
The day before the election	4%	4%	4%	5%	1%	4%
The day of the election but before I went to vote	3%	1%	4%	3%	3%	1%
When I got to the polling booth	4%	4%	2%	3%	10%	3%
Don't know	6%	8%	3%	4%	9%	2%

54% made up their mind about which party to vote for more than 4 weeks before the election. 33% made up their mind during the election campaign and 7% on election day.

Liberal/National voters were more likely to have decided more than 4 weeks before the election compared to 51% of Labor voters. 37% of Labor voters made their decision during the election campaign compared to 29% of Liberal/National voters.

Priorities for next Government

Q Which ever party wins the election, what should be the main priorities for the new Government? (up to 3)

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Invest more in hospitals and health services	45%	54%	38%	39%	49%
Invest more in education	26%	32%	21%	30%	24%
Cut spending to reduce the deficit	24%	10%	46%	5%	16%
Ensuring big businesses pay their fair share of tax	22%	25%	19%	18%	32%
Do more to address unemployment	18%	22%	13%	18%	21%
Legalise same sex marriage	15%	17%	10%	36%	15%
Invest more in infrastructure e.g. rail and roads	14%	9%	22%	8%	11%
Invest more in renewable energy	13%	12%	10%	36%	15%
Do more to address climate change	12%	14%	6%	35%	8%
Build the NBN	12%	15%	11%	12%	10%
Do more to assist first home buyers	9%	10%	8%	10%	13%
More support for local industries	9%	6%	13%	3%	9%

The main priorities for the new Government are investing in hospitals and health, investing in education and cutting the deficit.

Liberal/National voters are more likely to want the Government to cut the deficit (46%), invest in health and hospitals (38%) and invest in infrastructure (22%).

Labor voters are more likely to want the Government to invest in health and hospitals (54%), invest in education (32%) and ensure big businesses pay their share of tax (25%).

Minority Government

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

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Liberal National coalition with the Greens and independents	8%	1%	19%	3%	4%
Labor with the Greens and independents	24%	44%	4%	72%	12%
Liberal National coalition and Nick Xenophon Team and independents	17%	1%	38%	3%	15%
Labor with Nick Xenophon Team and independents	13%	27%	1%	8%	28%
None of them – hold a new election	19%	11%	26%	6%	26%
Don't know	18%	15%	11%	7%	15%

If there is a hung Parliament the most favoured option is for a coalition of Labor with the Greens and independents (24%). 17% favour a coalition of the Liberals and Nationals with the Nick Xenophon Team and independents.

19% of respondents would prefer a new election – including 26% of Liberal/National voters.

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.