

The Essential Report

2 August 2016

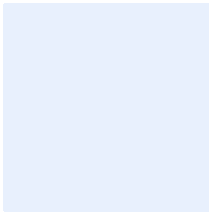


The Essential Report

Date: 2/8/2016

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.

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 27th July to 1st August 2016 and is based on 1,000 respondents.

This report includes questions on Muslim immigration and Pauline Hanson.

The methodology used to carry out this research is described in the appendix on page 9.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

Ban on Muslim immigration

Q Would you support or oppose a ban on Muslim immigration to Australia?

| | Total | Vote Labor | Vote LNP | Vote Greens | Vote other |
|----------------------|------------|------------|------------|-------------|------------|
| Total support | 49% | 40% | 60% | 34% | 58% |
| Total oppose | 40% | 48% | 31% | 59% | 35% |
| Strongly support | 28% | 20% | 36% | 13% | 41% |
| Support | 21% | 20% | 24% | 21% | 17% |
| Oppose | 19% | 18% | 21% | 16% | 18% |
| Strongly oppose | 21% | 30% | 10% | 43% | 17% |
| Don't know | 11% | 13% | 8% | 8% | 6% |

| | Total | Men | Women | Aged 18-24 | Aged 25-34 | Aged 35-44 | Aged 45-54 | Aged 55-64 | Aged 65+ |
|----------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Total support | 49% | 48% | 49% | 28% | 44% | 48% | 60% | 47% | 60% |
| Total oppose | 40% | 41% | 40% | 58% | 42% | 38% | 32% | 42% | 33% |
| Strongly support | 28% | 27% | 28% | 14% | 26% | 29% | 35% | 24% | 32% |
| Support | 21% | 21% | 21% | 14% | 18% | 19% | 25% | 23% | 28% |
| Oppose | 19% | 20% | 19% | 25% | 20% | 17% | 15% | 18% | 21% |
| Strongly oppose | 21% | 21% | 21% | 33% | 22% | 21% | 17% | 24% | 12% |
| Don't know | 11% | 11% | 11% | 14% | 13% | 14% | 8% | 11% | 8% |



Reasons for supporting ban

Q What is the main reason you support a ban on Muslim immigration? (If support or strongly support)

| | Total | Vote Labor | Vote LNP |
|---|------------|------------|----------|
| They do not integrate into Australian society | 41% | 39% | 39% |
| Terrorist threat | 27% | 32% | 32% |
| They do not share our values | 22% | 17% | 22% |
| Australia is a Christian country | 4% | 1% | 7% |
| None of these | 4% | 9% | - |
| Don't know | 2% | 2% | - |

Statements about Pauline Hanson

Q Do you agree or disagree with the following statements?

| | Total agree | Total disagree | Strongly agree | Agree | Disagree | Strongly disagree | Don't know |
|---|-------------|----------------|----------------|-------|----------|-------------------|------------|
| I might not personally agree with everything she says but she is speaking for a lot of ordinary Australians | 62% | 30% | 26% | 36% | 12% | 18% | 8% |
| Paul Hanson's election to the Senate is a backward step for Australian democracy | 38% | 48% | 21% | 17% | 28% | 20% | 13% |
| I agree with a lot of what Pauline Hanson says and it's good to see her back in Parliament | 42% | 45% | 16% | 26% | 18% | 27% | 12% |
| Pauline Hanson talks about issues other politicians too scared to tackle | 65% | 28% | 29% | 36% | 12% | 14% | 9% |
| Pauline Hanson's views do not reflect Australian values and she should not be given so much media coverage | 45% | 44% | 23% | 22% | 25% | 19% | 11% |
| Given the rising number terrorist incidents around world there should be a national debate on Pauline Hanson's call to ban Muslim immigration | 48% | 36% | 18% | 30% | 17% | 19% | 15% |



| | Total agree | Total disagree | Labor agree | Labor disagree | LNP agree | LNP disagree | Greens agree | Greens disagree |
|---|-------------|----------------|-------------|----------------|-----------|--------------|--------------|-----------------|
| I might not personally agree with everything she says but she is speaking for a lot of ordinary Australians | 62% | 30% | 57% | 36% | 71% | 27% | 39% | 53% |
| Paul Hanson's election to the Senate is a backward step for Australian democracy | 38% | 48% | 43% | 45% | 38% | 53% | 68% | 24% |
| I agree with a lot of what Pauline Hanson says and it's good to see her back in Parliament | 42% | 45% | 40% | 50% | 49% | 42% | 18% | 72% |
| Pauline Hanson talks about issues other politicians too scared to tackle | 65% | 28% | 59% | 33% | 76% | 19% | 42% | 48% |
| Pauline Hanson's views do not reflect Australian values and she should not be given so much media coverage | 45% | 44% | 46% | 42% | 44% | 50% | 73% | 17% |
| Given the rising number terrorist incidents around world there should be a national debate on Pauline Hanson's call to ban Muslim immigration | 48% | 36% | 46% | 39% | 56% | 33% | 28% | 57% |



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.

