The Essential Report

1 November 2016

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Prepared By:	Essential Research
Data Supplied by:	

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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 26th to 31st October 2016 and is based on 1008 respondents.

Aside from the standard question on voting intention, this week's report includes questions on Turnbull replacing Abbott as leader of the Liberal Party, levels of respect in the community, attitudes to Donald Trump and Hillary Clinton, Australian gun laws, funding of home purchases and live animal export.

The methodology used to carry out this research is described in the appendix on page 16.

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

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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 25/10/16	2 weeks ago 18/10/16	4 weeks ago 04/10/16	Election 2 Jul 16
Liberal	36%	36%	34%	36%	
National	2%	3%	3%	3%	
Total Liberal/National	**38%**	**38%**	**37%**	**40%**	**42.0%**
Labor	**37%**	**37%**	**37%**	**36%**	**34.7%**
Greens	10%	10%	11%	8%	10.2%
Nick Xenophon Team	2%	3%	3%	3%	
Pauline Hanson's One Nation	6%	6%	5%	6%	
Other/Independent	7%	6%	6%	7%	13.1%
2 party preferred					
Liberal National	**48%**	**48%**	**47%**	**49%**	**50.4%**
Labor	**52%**	**52%**	**53%**	**51%**	**49.6%**

NB. Sample = 1786 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 2016 election.

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Approval of changes to paid parental leave

Q   Working women currently receive taxpayer-funded paid parental leave (PPL) of $641 a week (the minimum wage) for up to 18 weeks. The Government has proposed women who can access employer-sponsored PPL schemes will lose all or part of their taxpayer-funded PPL. Do you approve or disapprove of this proposal?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Males	Fem-ales	Aged 18-34	Aged 35-55	Aged 55+	May 2015
TOTAL Approve	**55%**	**52%**	**66%**	**33%**	**63%**	**57%**	**52%**	**40%**	**56%**	**73%**	**56%**
TOTAL Disapprove	**32%**	**38%**	**24%**	**57%**	**25%**	**30%**	**35%**	**45%**	**29%**	**22%**	**27%**
Strongly approve	19%	19%	22%	8%	28%	20%	19%	9%	21%	31%	25%
Approve	35%	33%	44%	25%	35%	37%	33%	31%	35%	42%	31%
Disapprove	19%	22%	15%	23%	14%	19%	18%	24%	18%	13%	14%
Strongly disapprove	14%	16%	9%	34%	11%	11%	17%	21%	11%	9%	13%
Don't know	13%	10%	10%	10%	12%	13%	13%	16%	14%	7%	18%

Just over half (55%) of Australians approve of the planned changes to paid parental leave. This result has not changed since May 2015.

Lib/Nat voters (66%) were even more likely to approve of the change. Greens voters were far less likely (33%). Males (57%) were only slightly more likely than females (52%) to approve.

Older Australians were far more likely than younger Australians to approve of this change; 73% of those aged 55+ compared to 56% of those aged 35-54 and just 40% of those aged 18-34 approve.

Note: May 2015 wording of question was '*Working women currently receive taxpayer-funded paid parental leave (PPL) of $641 a week (the minimum wage) for up to 18 weeks. **In the Federal Budget**, the Government has proposed women who can access employer-sponsored PPL schemes will lose all or part of their taxpayer-funded PPL. Do you approve or disapprove of this proposal?*'

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Approval of Turnbull replacing Abbott as leader of the Liberal Party

Q   Do you approve or disapprove of Malcolm Turnbull replacing Tony Abbott as leader of the Liberal Party?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Sept 2015
TOTAL Approve	**49%**	54%	58%	55%	29%	**58%**
TOTAL Disapprove	**29%**	29%	28%	17%	45%	**24%**
Strongly approve	14%	16%	18%	18%	5%	25%
Approve	35%	39%	41%	37%	24%	33%
Disapprove	19%	18%	20%	14%	27%	14%
Strongly disapprove	10%	11%	7%	4%	19%	10%
Don't know	22%	17%	14%	28%	26%	18%

Just under half (49%) approve of Malcom Turnbull replacing Tony Abbott as leader of the Liberal Party. This is a drop of -9% since September 2015, where 58% approved.

There is surprisingly little difference between the main voter groups; 54% of Labor, 58% of Lib/Nat and 55% of Greens voters approve. However, just 29% of 'other' voters approve of Malcom Turnbull replacing Tony Abbott.

There were no significant differences based on age or gender.

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Respect

Q   How much respect do you receive from the following people and organisations?

	A lot of respect	Some respect	Not much respect	No respect	Don't know
Your colleagues	37%	51%	6%	2%	3%
Your employer	33%	49%	8%	7%	3%
The federal government	5%	28%	33%	23%	10%
Your immediate family	55%	35%	5%	3%	2%
Your children	56%	34%	6%	2%	3%
Your parents	58%	29%	7%	3%	3%
Members of the opposite sex (all respondents)	30%	55%	8%	2%	5%
People older than you	31%	56%	7%	2%	4%
People younger than you	17%	54%	18%	6%	4%
Shop sales people	13%	60%	19%	4%	4%
Your bank	17%	48%	21%	7%	7%

The people from whom Australians were most likely to feel 'a lot of respect' were their parents (58%), their children (56%) and their immediate family (55%).

23% say they receive 'no respect' from the federal government.

Note: in the original question respondents were offered a 'NA' option. The results above have been recalculated to exclude those who selected 'NA' for each option.

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Donald Trump Attributes

Q Which of the following describe your opinion of the Republican American Presidential nominee, Donald Trump?

	Yes	No	Don't know
Intelligent	30%	56%	14%
Hard-working	38%	45%	17%
A capable leader	15%	71%	14%
Understands the problems facing America	22%	62%	17%
Visionary	19%	67%	14%
Good in a crisis	13%	66%	21%
Superficial	71%	15%	14%
More honest than most politicians	20%	66%	14%
Trustworthy	9%	77%	14%
Narrow-minded	75%	13%	12%
Arrogant	85%	7%	8%
Out of touch with ordinary people	67%	19%	14%
Intolerant	74%	13%	13%
Aggressive	83%	8%	9%
Erratic	78%	10%	13%
Someone who will strengthen the US relationship with Australia	11%	71%	18%

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Donald Trump Attributes – Comments

The most common attributes for Donald Trump were seen to be:

- Arrogant (85%)
- Aggressive (83%)
- Erratic (78%)
- Narrow-minded (75%)
- Superficial (71%)

38% or less of Australians agreed that each of the positive attributes described Donald Trump. In terms of positive attributes the most commonly agreed with were 'hard-working' (38%) and 'intelligent' (30%); however far more disagreed than agreed that these attributed describes Donald Trump.

Just 11% believe that Donald Trump is 'someone who will strengthen the US relationship with Australia'.

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Hillary Clinton Attributes

Q   Which of the following describe your opinion of the Democratic American Presidential nominee, Hillary Clinton??

	Yes	No	Don't know
Intelligent	74%	13%	13%
Hard-working	71%	14%	15%
A capable leader	60%	21%	19%
Understands the problems facing American	57%	25%	18%
Visionary	39%	39%	23%
Good in a crisis	54%	20%	26%
Superficial	31%	51%	18%
More honest than most politicians	24%	51%	25%
Trustworthy	33%	42%	25%
Narrow-minded	22%	60%	18%
Arrogant	33%	54%	13%
Out of touch with ordinary people	34%	47%	20%
Intolerant	20%	61%	19%
Aggressive	28%	57%	14%
Erratic	20%	64%	16%
Someone who will strengthen the US relationship with Australia	53%	21%	26%

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Hillary Clinton Attributes - Comments

The most common attributes for Hillary Clinton were seen to be:

- Intelligent (74%)
- Hard-working (71%)
- A capable leader (60%)
- Understands the problems facing America (57%)
- Good in a crisis (54%)

33% or less of Australians agreed that each of the negative attributes described Hillary Clinton.

In terms of negative attributes the most commonly agreed with were 'out of touch with ordinary people' (34%) and 'arrogant' (33%), however far more disagreed than agreed that these attributes described Hillary Clinton.

Over half (53%) believe that Hillary Clinton is 'someone who will strengthen the US relationship with Australia'.

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Gun Laws

Q   Do you think Australian gun ownership laws are too strong, not strong enough or about right?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	July 2015
Too strong	6%	6%	5%	-	15%	6%
Not strong enough	44%	47%	49%	47%	39%	45%
About right	45%	44%	43%	48%	43%	40%
Don't know	5%	4%	3%	5%	2%	10%

While 45% of Australians think that our gun ownership laws are 'about right', almost the same amount (44%) think that they are 'not strong enough'.

These results replicate those from July 2015.

The results are consistent across voting groups, however 'other' voters are slightly more likely than the average to think that gun ownership laws are 'too strong'. However even amongst these voters the largest proportion say they are 'about right' (43%).

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Funding home purchases

Q   Have you ever lent to or borrowed from money to any of the following people to purchase a home?

	Have lent to	Have borrowed from
Your parents	9%	19%
Your grandparents	3%	4%
Other relatives	9%	6%
Your children	11%	3%
Friends	11%	6%
Your employer	1%	4%

Just over one in ten (11%) Australians have lent money to their children or their friends to enable them to purchase a home. Just under one in 10 (9%) have lent to their parents or other relatives.

Almost one in five Australians (19%) have borrowed from their parents.

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Phasing out live exports

Q   Would you support or oppose phasing out live exports to other countries?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
TOTAL Support	**44%**	**47%**	**38%**	**66%**	**49%**
TOTAL Oppose	**29%**	**28%**	**34%**	**12%**	**30%**
Strongly support	19%	21%	13%	33%	26%
Support	25%	26%	25%	33%	23%
Oppose	21%	20%	25%	11%	20%
Strongly oppose	8%	8%	9%	1%	10%
Don't know	27%	25%	28%	22%	22%

Almost half (44%) of Australians support the phasing out of live exports to other countries. Just 29% oppose this.

Greens voters (66%) were more likely to support this. Lib/Nat (38%) were less likely.

There were no significant differences based on age or gender.

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View of live exports

Q   Thinking about the export of live animals for slaughter, which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Australia should not export live sheep and cattle to any country at all	30%	34%	22%	48%	38%
Australia should only export live sheep and cattle to countries which guarantee they will be treated humanely	50%	49%	57%	46%	44%
Australia should export live sheep and cattle to any country that wants them	9%	9%	11%	2%	11%
Don't know	11%	8%	10%	5%	7%

From the statements offered, half of Australians selected 'Australia should only export live sheep and cattle to countries which guarantee they will be treated humanely' as the statement closest to their view.

A further 30% thought 'Australia should not export live sheep and cattle to any country at all'.

Greens voters were more likely to select 'Australia should not export live sheep and cattle to any country at all' (48%).

There were no significant differences based on age or gender.

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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 2016 election, the Essential Report estimates of first preference votes averaged less than 1% difference from the election results and the two-party preferred difference was only 0.1%.

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.

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