

# The Essential Report

8 November 2016



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**Prepared By:** Essential Research

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**Data Supplied by:**



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 4<sup>th</sup> to 7<sup>th</sup> November 2016 and is based on 1,008 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, best Prime Minister, asylum seekers and the US Presidential election.

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.

## 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 1/11/16	2 weeks ago 25/10/16	4 weeks ago 11/10/16	Election 2 Jul 16
Liberal	35%	36%	36%	34%	
National	3%	2%	3%	3%	
<b>Total Liberal/National</b>	<b>38%</b>	<b>38%</b>	<b>38%</b>	<b>38%</b>	<b>42.0%</b>
<b>Labor</b>	<b>37%</b>	<b>37%</b>	<b>37%</b>	<b>36%</b>	<b>34.7%</b>
Greens	10%	10%	10%	10%	10.2%
Nick Xenophon Team	3%	2%	3%	3%	
Pauline Hanson's One Nation	6%	6%	6%	6%	
Other/Independent	6%	7%	6%	7%	13.1%
<b>2 party preferred</b>					
Liberal National	<b>47%</b>	<b>48%</b>	<b>48%</b>	<b>48%</b>	<b>50.4%</b>
Labor	<b>53%</b>	<b>52%</b>	<b>52%</b>	<b>52%</b>	<b>49.6%</b>

NB. Sample = 1,791 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.

## 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	Dec 2015	Mar 2016	Jun 2016	Jul 2016	Aug 2016	Sep 2016	Oct 2016
<b>Total approve</b>	<b>36%</b>	<b>23%</b>	<b>68%</b>	<b>18%</b>	<b>17%</b>	<b>56%</b>	<b>45%</b>	<b>38%</b>	<b>37%</b>	<b>38%</b>	<b>35%</b>	<b>38%</b>
<b>Total disapprove</b>	<b>44%</b>	<b>64%</b>	<b>16%</b>	<b>62%</b>	<b>65%</b>	<b>23%</b>	<b>35%</b>	<b>40%</b>	<b>48%</b>	<b>43%</b>	<b>43%</b>	<b>41%</b>
Strongly approve	6%	6%	10%	1%	1%	13%	6%	6%	8%	6%	4%	5%
Approve	30%	17%	58%	17%	16%	43%	39%	32%	29%	32%	31%	33%
Disapprove	26%	34%	12%	43%	37%	16%	24%	24%	27%	26%	27%	25%
Strongly disapprove	18%	30%	4%	19%	28%	7%	11%	16%	21%	17%	16%	16%
Don't know	21%	13%	16%	20%	18%	21%	21%	21%	16%	19%	22%	20%

36% (down 2% from 4 weeks ago) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 44% (up 3%) disapprove – a change in net approval rating from -3 to -8.

68% (down 6%) of Liberal/National voters approve of Malcolm Turnbull's performance with 16% (up 1%) disapproving. 23% (up 2%) of Labor voters and 18% (down 10%) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 44% approve/43% disapprove and women 28% approve/44% disapprove.



## 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	Mar 2016	Jun 2016	Jul 2016	Aug 2016	Sep 2016	Oct 2016
<b>Total approve</b>	<b>34%</b>	<b>61%</b>	<b>23%</b>	<b>29%</b>	<b>23%</b>	<b>31%</b>	<b>35%</b>	<b>27%</b>	<b>27%</b>	<b>34%</b>	<b>39%</b>	<b>37%</b>	<b>36%</b>	<b>37%</b>
<b>Total disapprove</b>	<b>43%</b>	<b>21%</b>	<b>59%</b>	<b>43%</b>	<b>62%</b>	<b>27%</b>	<b>39%</b>	<b>47%</b>	<b>47%</b>	<b>40%</b>	<b>41%</b>	<b>41%</b>	<b>41%</b>	<b>40%</b>
Strongly approve	6%	15%	2%	1%	1%	5%	7%	4%	3%	7%	11%	7%	6%	5%
Approve	28%	46%	21%	28%	22%	26%	28%	23%	24%	27%	28%	30%	30%	32%
Disapprove	26%	18%	29%	37%	30%	17%	23%	26%	29%	22%	21%	23%	24%	23%
Strongly disapprove	17%	3%	30%	6%	32%	10%	16%	21%	18%	18%	20%	18%	17%	17%
Don't know	23%	17%	18%	27%	15%	43%	26%	25%	26%	25%	20%	22%	22%	22%

34% (down 3% in last 4 weeks) of respondents approve of the job Bill Shorten is doing as opposition leader and 43% (up 3%) disapprove – a change in his net rating from -3 to -9.

61% (down 4%) of Labor voters approve of the job Bill Shorten is doing and 21% (up 3%) disapprove.

38% of men and 31% of women approve of Bill Shorten. 46% of men and 39% of women disapprove.



## 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	Mar 2016	Jun 2016	Jul 2016	Aug 2016	Sep 2016	Oct 2016
Malcolm Turnbull	<b>40%</b>	18%	79%	20%	31%	53%	54%	48%	40%	39%	40%	41%	41%
Bill Shorten	<b>28%</b>	58%	6%	37%	23%	17%	15%	19%	29%	31%	30%	26%	28%
Don't know	<b>32%</b>	24%	15%	43%	47%	30%	31%	33%	32%	30%	31%	33%	31%

40% (down 1% in last 4 weeks) of respondents think Malcolm Turnbull would make the better Prime Minister and 28% (no change) think Bill Shorten would make the better Prime Minister.

46% of men prefer Malcolm Turnbull and 28% prefer Bill Shorten.

34% of women prefer Malcolm Turnbull and 28% prefer Bill Shorten.

## Too soft or too tough on asylum seekers

Q Do you think the Federal Liberal/National Government is too tough or too soft on asylum seekers or is it taking the right approach?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Oct 2010	Jul 2012	Jan 2014	Jul 2014	Apr 2015	Nov 2015	Aug 2016
Too tough	<b>23%</b>	37%	9%	54%	13%	7%	12%	22%	27%	22%	25%	21%
Too soft	<b>24%</b>	23%	22%	14%	43%	63%	60%	25%	18%	27%	29%	29%
Taking the right approach	<b>37%</b>	28%	59%	19%	34%	18%	11%	35%	36%	34%	31%	31%
Don't know	<b>15%</b>	12%	10%	14%	10%	12%	17%	18%	18%	17%	15%	19%

24% (down 5% since August) think the Government is too soft on asylum seekers, 23% (up 2%) think they are too tough and 37% (up 6%) think they are taking the right approach.

Those most likely to think they are taking the right approach were Liberal/National voters (59%) and aged 65+ (48%).

Those most likely to think they are too tough were Greens voters (54%), Labor voters (37%) and aged 18-24 (34%).





## Legislation on asylum seekers

- Q The Federal Government has proposed introducing legislation to ban asylum seekers who arrive by boat from ever being allowed into Australia. This legislation would apply to any adult who had arrived by boat since July 2013, and would exclude them from ever being granted a visa (including tourist or spousal visas). Do you approve or disapprove of this legislation?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total approve</b>	<b>56%</b>	<b>52%</b>	<b>76%</b>	<b>24%</b>	<b>64%</b>
<b>Total disapprove</b>	<b>29%</b>	<b>38%</b>	<b>14%</b>	<b>57%</b>	<b>25%</b>
Strongly approve	31%	28%	42%	5%	46%
Approve	25%	24%	34%	19%	18%
Disapprove	16%	18%	9%	21%	18%
Strongly disapprove	13%	20%	5%	36%	7%
Not sure	15%	11%	10%	18%	12%

56% approve of legislation to ban asylum seekers who arrive by boat from ever being allowed into Australia and 29% disapprove. 57% of Greens voters disapprove while a majority of all other voter groups approve. Apart from those aged 18-24 (43% disapprove) – all demographic groups were more likely approve of the legislation.

## US Presidential election

Q If you had a vote in the US Presidential election, would you vote for Hillary Clinton or Donald Trump?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Jun 2016
Hillary Clinton	<b>59%</b>	72%	54%	74%	43%	71%
Donald Trump	<b>19%</b>	14%	27%	9%	29%	15%
Don't know	<b>22%</b>	14%	19%	17%	27%	14%

If they had a vote, 59% would vote for Hillary Clinton for US President and 19% would vote for Donald Trump. This represents a shift away from Hillary Clinton since this question was asked in June.

Men favoured Hillary Clinton 51% to 28% and women by 68% to 10%.

All voter groups would strongly vote for Hillary Clinton.

A question asked in October 2012 about which candidate was most preferred resulted in Barack Obama 63%, Mitt Romney 9%, no difference 17% and don't know 11%.

## Clinton and Trump

Q Regardless of who you would vote for, do you think a Hillary Clinton or Donald Trump presidency would be better for each of the following?

	Hillary Clinton	Donald Trump	Makes no difference	Not sure
Australia's relationship with the US	54%	10%	23%	13%
Global security	49%	15%	22%	15%
The global economy	48%	14%	24%	14%
Addressing climate change	44%	9%	32%	15%
The Australian economy	40%	11%	32%	17%
Australian regional security	39%	12%	33%	16%
Preventing terrorist attacks in Australia	33%	15%	38%	14%

There was strong agreement that Hillary Clinton would be better than Donald Trump for Australia's relationship with the US (54% Clinton, 10% Trump), global security (49%/15%) and the global economy (48%/14%).

They were most likely to think it would make no difference to preventing terrorist attacks in Australia. However, on each issue, Hillary Clinton was thought to be substantially better than Donald Trump.

## Australia compared to United States

Q How do you think Australia compares to the United States on the following:

	Total better in Australia	Total better in USA	A lot better in Australia	A little better in Australia	About the same	A little better in the USA	A lot better in the USA	Don't know
Access to healthcare	78%	5%	59%	19%	10%	3%	2%	9%
Public safety	76%	3%	48%	28%	13%	2%	1%	8%
Standard of living for ordinary working people	66%	7%	33%	33%	16%	4%	3%	10%
Wages	66%	7%	38%	28%	14%	5%	2%	13%
Work rights	63%	5%	35%	28%	19%	3%	2%	13%
Rights of individuals	56%	9%	27%	29%	25%	7%	2%	10%
Access to jobs	52%	10%	22%	30%	25%	7%	3%	14%
Education standards	52%	12%	28%	24%	24%	8%	4%	12%
Opportunities to succeed in business	38%	19%	17%	21%	29%	13%	6%	14%
International influence	24%	46%	13%	11%	17%	21%	25%	13%



More than half believe things are better in Australia than the US for all items except opportunities to succeed in business (38% Australia/19% USA) and international influence (24% Australia/46% USA).

In particular, respondents believed that access to healthcare (78%), public safety (76%), standard of living (66%) and wages (66%) were better in Australia.

There were no substantial differences across voter and demographic groups.



## Influence of United States

Q Do you think the influence of the United States in the world is becoming stronger or weaker?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total stronger</b>	<b>19%</b>	<b>23%</b>	<b>18%</b>	<b>25%</b>	<b>12%</b>
<b>Total weaker</b>	<b>52%</b>	<b>51%</b>	<b>58%</b>	<b>53%</b>	<b>54%</b>
Much stronger	5%	6%	4%	4%	5%
A little stronger	14%	17%	14%	21%	7%
A little weaker	41%	40%	48%	39%	39%
Much weaker	11%	11%	10%	14%	15%
No change	16%	16%	16%	12%	23%
Don't know	13%	9%	78%	9%	12%

19% think the influence of the United States in the world is becoming stronger and 52% think it is becoming weaker.

Those most likely to think the US influence is becoming stronger were Greens voters (25%) and aged 18-34 (29%),



## 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.