

The Essential Report

27 June 2017



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Prepared By: Essential Research

Data Supplied by:



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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 22nd to 26th June 2017 and is based on 1,025 respondents.

Aside from the standard question on voting intention, this week's report includes questions on leader attributes, party trust, political donations and climate change policy.

The methodology used to carry out this research is described in the appendix on page 20.

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 20/6/17	2 weeks ago 13/6/17	4 weeks ago 30/5/17	Election 2 Jul 16
Liberal	35%	35%	35%	35%	
National	4%	3%	3%	2%	
Total Liberal/National	39%	38%	38%	38%	42.0%
Labor	36%	35%	36%	36%	34.7%
Greens	10%	9%	10%	11%	10.2%
Nick Xenophon Team	3%	3%	3%	3%	
Pauline Hanson's One Nation	7%	9%	8%	5%	
Other/Independent	5%	5%	5%	7%	13.1%
2 party preferred					
Liberal National	48%	48%	48%	47%	50.4%
Labor	52%	52%	52%	53%	49.6%

NB. Sample = 1,792. 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.

Attributes of Malcolm Turnbull

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

	Total	Feb 2017	Change
Intelligent	72%	72%	-
Out of touch with ordinary people	65%	65%	-
Hard-working	59%	61%	-2
Arrogant	55%	56%	-1
Superficial	52%	52%	-
A capable leader	50%	50%	-
Narrow-minded	47%	48%	-1
Good in a crisis	45%	44%	+1
Understands the problems facing Australia	43%	44%	-1
Intolerant	37%	39%	-2
Erratic	36%	34%	+2
Trustworthy	35%	36%	-1
Aggressive	34%	31%	+3
Visionary	34%	30%	+4
More honest than most politicians	33%	34%	-1

Malcolm Turnbull's key attributes were intelligent (72%, no change since February), out of touch with ordinary people (65%, no change), hard working (59%, down 2%) and arrogant (55%, down 1%).

There have mostly only been small changes in perceptions since February. The largest changes have been for visionary (up 4%) and aggressive (up 3%).

Leader attributes – Bill Shorten

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

	Total	Feb 2017	Change
Hard working	59%	61%	-2
Intelligent	58%	60%	-2
Understands the problems facing Australia	48%	48%	-
Out of touch with ordinary people	47%	47%	-
Superficial	44%	46%	-2
Arrogant	42%	44%	-2
Narrow-minded	42%	42%	-
Erratic	40%	38%	+2
A capable leader	39%	43%	-4
Good in a crisis	35%	37%	-2
Aggressive	35%	35%	-
Intolerant	34%	36%	-2
Trustworthy	31%	32%	-1
Visionary	29%	29%	-
More honest than most politicians	26%	29%	-3

Bill Shorten's key attributes were hard working (59%, down 2% since February), intelligent (58%, down 2%), understands the problems facing Australia (48%, no change) and out of touch with ordinary people (47%, no change).

There have only been small changes in perceptions since February. The main changes have been for a capable leader (down 4%) and more honest than most politicians (down 3%).

Leader attributes – comparisons

	Malcolm Turnbull	Bill Shorten	Difference
Out of touch with ordinary people	65%	47%	+18
Intelligent	72%	58%	+14
Arrogant	55%	42%	+13
A capable leader	50%	39%	+11
Good in a crisis	45%	35%	+10
Superficial	52%	44%	+8
More honest than most politicians	33%	26%	+7
Narrow-minded	47%	42%	+5
Visionary	34%	29%	+5
Trustworthy	35%	31%	+4
Intolerant	37%	34%	+3
Hard-working	59%	59%	-
Aggressive	34%	35%	-1
Erratic	36%	40%	-4
Understands the problems facing Australia	43%	48%	-5

Compared to Bill Shorten, Malcolm Turnbull is more likely to be considered out of touch with ordinary people (+18), intelligent (+14), arrogant (+13), a capable leader (+11) and good in a crisis (+10).

Perceptions of leaders

Q Which party leader would you –

	Malcolm Turnbull	Bill Shorten	Don't know
Ask advice about investing money	51%	11%	38%
Most trust to give your children advice about the future	33%	17%	50%
Most like to have over for dinner	36%	24%	40%
Most like to go on holiday with	24%	19%	57%
Prefer to have negotiate your next pay rise	31%	32%	37%
Most trust to cook a good meal	23%	21%	56%
Most like to go to the footy with	25%	26%	49%
Most like to have babysit your children	22%	21%	57%
Ask their advice about a personal issue	21%	21%	58%
Most trust to look after your pet	18%	23%	59%
Most like to go to the pub for a beer with	24%	32%	44%
Think would be more likely to lend you \$100 if you needed it	27%	33%	41%
Ask to help you with home renovations	14%	26%	60%
Think would be more likely to stop and help if your car was stranded	21%	35%	43%

Gave answer (excluding "don't know")	Malcolm Turnbull	Bill Shorten	Difference	NET (May 2016)
Ask advice about investing money	82%	18%	+64	+66
Most trust to give your children advice about the future	65%	35%	+30	+34
Most like to have over for dinner	60%	40%	+20	+26
Most like to go on holiday with	56%	44%	+12	+20
Most trust to cook a good meal	53%	47%	+6	+12
Most like to have babysit your children	51%	49%	+2	+2
Most like to go to the footy with	48%	52%	-4	+2
Prefer to have negotiate your next pay rise	49%	51%	-2	+14
Ask their advice about a personal issue	50%	50%	-	+2
Think would be more likely to lend you \$100 if you needed it	45%	55%	-10	-8
Most trust to look after your pet	44%	56%	-12	-6
Most like to go to the pub for a beer with	43%	57%	-14	-8
Think would be more likely to stop and help if your car was stranded	38%	62%	-24	-28
Ask to help you with home renovations	36%	64%	-28	-18

Malcolm Turnbull was preferred as a better source of advice investing money, giving advice to children about the future, and having over for dinner.

Bill Shorten was more trusted to help with home renovations, to help if your car was stranded, and to go to the pub for a beer.

Party trust to handle issues

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

	Liberal	Labor	Don't know	Difference	NET Dec 2016
Security and the war on terrorism	41%	21%	38%	+20	+17
Management of the economy	40%	25%	34%	+15	+14
Controlling interest rates	34%	24%	42%	+10	+7
Political leadership	35%	27%	38%	+8	+6
Managing population growth	30%	24%	46%	+6	+7
Treatment of asylum seekers	31%	30%	39%	+1	+6
Ensuring a quality water supply	27%	32%	41%	-5	-3
Ensuring a fair taxation system	27%	37%	36%	-10	-1
Ensuring a quality education for all children	29%	40%	31%	-11	-11
Ensuring the quality of Australia's health system	28%	39%	33%	-11	-12
Housing affordability	24%	36%	40%	-12	-9
Protecting Australian jobs and protection of local industries	26%	39%	34%	-13	-9
A fair industrial relations system	27%	41%	32%	-14	-7
Protecting the environment	23%	37%	40%	-14	-14
Addressing climate change	23%	39%	39%	-16	-14

The Liberal Party is trusted more to handle security and the war on terrorism (+20, up 3 from December) and management of the economy (+15, up 1).

The Labor Party is trusted more to handle addressing climate change (+16, up 2), protecting the environment (+14, no change), and a fair industrial relations system (+14, up 7).

Since this question was asked in December, the Liberal party has improved its position against the Labor party on security and the war on terrorism (up 3) and controlling interest rates (up 3). The Labor Party has improved its position against the Liberal Party on ensuring a fair taxation system (up 9), a fair industrial relations system (up 7), treatment of asylum seekers (up 5) and protecting Australian jobs and local industries (up 4).

Political donations

Q Would you support or oppose introducing the following requirement concerning political donation?

	Total support	Total oppose	Strongly support	Support	Oppose	Strongly oppose	Don't know	Total support (Nov 2016)	Total oppose (Nov 2016)
All politicians to publicly disclose meetings with representatives of companies, donors or unions	79%	6%	45%	34%	5%	1%	16%	77%	6%
Political donations to be reported immediately by political parties, compared to annual reports at the moment	78%	5%	45%	33%	4%	1%	17%	73%	6%
A ban on foreign donations	64%	15%	43%	21%	12%	3%	21%	66%	12%
A cap on donations of \$5000	61%	15%	32%	29%	12%	3%	24%	61%	13%
A ban on political donations by companies and unions	60%	16%	31%	29%	13%	3%	24%	59%	16%
All donations banned and all political party spending to be taxpayer funded	30%	46%	15%	15%	20%	26%	24%	25%	49%

Support by party preference	Total support	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
All politicians to publicly disclose meetings with representatives of companies, donors or unions	79%	84%	77%	87%	86%
Political donations to be reported immediately by political parties, compared to annual reports at the moment	78%	82%	78%	88%	85%
A ban on foreign donations	64%	66%	63%	69%	81%
A cap on donations of \$5000	61%	63%	57%	73%	72%
A ban on political donations by companies and unions	60%	61%	62%	70%	67%
All donations banned and all political party spending to be taxpayer funded	30%	33%	30%	37%	29%

There was majority support for all listed reforms except taxpayer funding for political parties (30% support/46% oppose). However, support for this reform has increased by 5% since it was last asked in November.

There was particularly strong support for public disclosure of meetings (79%, up 2% from November) and immediate reporting of donations (78%, up 5%).

Labor voters were a little more supportive than Liberal/National voters of all reforms listed, with the exception of a ban on political donations by companies and unions.

Greens voters were more supportive than Liberal/National voters and Labor voters for all of the reforms.

Climate Change and Voting

Q Do you agree or disagree with the following statement:

“Climate change policy is one of the most important issues in determining my vote at Federal elections”

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total agree	40%	51%	31%	77%	24%
Total disagree	30%	24%	37%	6%	51%
Strongly agree	16%	19%	8%	46%	12%
Agree	24%	32%	23%	31%	12%
Neither agree not disagree	24%	22%	27%	16%	21%
Disagree	14%	13%	19%	4%	16%
Strongly disagree	16%	11%	18%	2%	35%
Don't know	7%	3%	5%	1%	3%

40% agreed that climate change policy is one of the most important issues for them when determining their vote at a federal election, and 30% disagreed.

The statement was agreed with by a majority of Greens voters (77% agree) and Labor voters (51% agree).

More Liberal/National voters disagreed with the statement than agreed with it (31% agree, 37% disagree), and a majority of independent and other party voters disagreed (51% disagree).

Outside of voting intention, those most likely to agree with the statement were those with a University degree (50% agree), those aged 18-29 (49%) and Victorians (47%). Those most likely to disagree with the statement were those aged 65+ (42% disagree) and Western Australians (40%).

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.