

The Essential Report

26 September 2017



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Prepared By: Essential Research

Data Supplied by:



AMSRS 

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 22nd to 25th September 2017 and is based on 1,026 respondents.

Aside from the standard question on voting intention, this week's report includes questions on same sex marriage, beliefs and health insurance.

The methodology used to carry out this research is described in the appendix on page 14.

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 19/9/17	2 weeks ago 12/9/17	4 weeks ago 29/8/17	Election 2 Jul 16
Liberal	33%	34%	33%	34%	
National	4%	3%	3%	3%	
Total Liberal/National	37%	38%	36%	37%	42.0%
Labor	37%	36%	37%	36%	34.7%
Greens	10%	10%	10%	10%	10.2%
Nick Xenophon Team	3%	3%	2%	3%	
Pauline Hanson's One Nation	7%	8%	9%	8%	
Other/Independent	6%	5%	6%	6%	13.1%
2 party preferred					
Liberal National	47%	48%	46%	47%	50.4%
Labor	53%	52%	54%	53%	49.6%

NB. Sample = 1,803. 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.

Same-sex marriage

Q Do you support changing the law to allow same-sex couples to marry?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	5 Sep	19 Sep
Yes	58%	65%	47%	84%	48%	59%	55%
No	33%	25%	43%	10%	46%	31%	34%
Don't know	9%	9%	9%	6%	7%	11%	11%

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Will definitely vote	Will probably vote	Will not vote	Already voted
Yes	58%	52%	63%	65%	55%	54%	57%	43%	13%	72%
No	33%	38%	28%	28%	33%	39%	39%	35%	64%	26%
Don't know	9%	10%	8%	7%	13%	7%	4%	22%	23%	2%

58% (up 3% from a week ago) support changing the law to allow same-sex couples to marry and 33% (down 1%) are opposed.

Those most in favour of changing the marriage laws are Labor voters (65%), Greens voters (84%), women (63%) and those aged 18-34 (65%).

72% of those who have already voted support same-sex marriage and 28% oppose. Those who are yet to vote but will definitely vote in the national survey are more likely than the average to oppose same-sex marriage (39%).



Likelihood of voting

Q How likely are you to vote in the national postal vote on same-sex marriage?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	5 Sep	19 Sep
Will definitely vote	45%	42%	50%	34%	49%	62%	62%
Will probably vote	8%	8%	9%	8%	8%	16%	12%
Will probably not vote	1%	2%	2%	2%	1%	4%	2%
Will definitely not vote	2%	3%	3%	<1%	3%	3%	3%
Not sure	5%	5%	4%	6%	2%	10%	8%
I have already voted	36%	38%	32%	49%	36%	-	9%
I am not enrolled to vote at my current address	3%	2%	1%	2%	1%	4%	5%



	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Support same sex marriage	Don't support same sex marriage
Will definitely vote	45%	47%	42%	48%	42%	45%	44%	52%
Will probably vote	8%	10%	6%	13%	8%	3%	6%	8%
Will probably not vote	1%	2%	1%	3%	2%	1%	-	3%
Will definitely not vote	2%	3%	1%	1%	3%	2%	1%	4%
Not sure	5%	4%	6%	4%	7%	3%	1%	3%
I have already voted	36%	30%	41%	27%	36%	45%	44%	28%
I am not enrolled to vote at my current address	3%	3%	3%	4%	3%	2%	4%	2%

45% (down 17% from a week ago) say they will definitely vote in the same-sex marriage national vote while 36% (up 27%) say they have already voted.

88% of those in favour of same-sex marriage say they will definitely vote or have voted compared to 80% of those opposed.



Concern about religious freedoms

Q How concerned are you that allowing same-sex marriage may impact on religious freedoms?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Support same sex marriage	Don't support same sex marriage
Very concerned	20%	18%	24%	6%	24%	6%	47%
Concerned	15%	14%	21%	8%	15%	7%	28%
Not very concerned	16%	15%	17%	16%	18%	18%	12%
Not at all concerned	42%	48%	32%	65%	37%	65%	8%
Don't know	7%	5%	7%	4%	5%	4%	5%

20% say they are very concerned and 15% concerned that allowing same-sex marriage may impact on religious freedoms while 58% are not concerned.

75% of those who don't support same-sex marriage say they are concerned about religious freedoms.



Change in concern about religious freedoms

Q Over the last couple of weeks, have your concerns about the impact on religious freedoms increased or decreased or stayed about the same?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Support same sex marriage	Don't support same sex marriage
Concerns have increased	24%	20%	30%	10%	31%	9%	51%
Concerns have decreased	5%	6%	5%	11%	3%	7%	4%
Stayed about the same	61%	64%	60%	73%	61%	77%	38%
Not sure	9%	11%	5%	6%	5%	7%	7%

24% say their concerns that allowing same-sex marriage may impact on religious freedoms has increased while 65% say their concerns have stayed the same or decreased.

51% of those who don't support same-sex marriage say their concerns have increased.



Beliefs

Q Do you believe or disbelieve the following propositions?

	Total believe	Total disbelieve	Strongly believe	Somewhat believe	Somewhat disbelieve	Strongly disbelieve	Not sure
Heaven and hell both exist as destinations after life.	40%	42%	20%	20%	13%	29%	19%
Angels and demons are active in the world.	39%	46%	19%	20%	14%	32%	15%
Ghosts exist and can influence their will on the living.	35%	50%	9%	26%	18%	32%	16%
Extra-terrestrials have visited the earth.	34%	44%	10%	24%	18%	26%	23%
The story of creation in the book of Genesis is a true account of the first man and woman.	34%	48%	14%	20%	13%	35%	18%
Global warming is a hoax perpetrated by scientists.	21%	68%	9%	12%	19%	49%	11%
The vibrations from wind farms cause long term health damage.	16%	58%	5%	11%	19%	39%	26%
Vaccines can cause autism.	14%	70%	4%	10%	18%	52%	16%



A substantial minority believe that -

- Heaven and hell both exist as destinations after life. (40%)
- Angels and demons are active in the world. (39%)
- Ghosts exist and can influence their will on the living. (35%)
- Extra-terrestrials have visited the earth. (34%)
- The story of creation in the book of Genesis is a true account of the first man and woman. (34%)

A majority do not believe that –

- Global warming is a hoax perpetrated by scientists. (68%)
- The vibrations from wind farms cause long term health damage. (58%)
- Vaccines can cause autism. (70%)



Health insurance

Q Do you agree or disagree with the following statements about health insurance?

	Total agree	Total disagree	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
The government should do more to keep private health insurance affordable	85%	7%	49%	36%	5%	2%	7%
If the private health insurance industry wants to increase fees it should have limits to the profits it can make.	84%	8%	50%	34%	6%	2%	8%
The government should cap increases in private health insurance premiums at the level of inflation.	82%	7%	47%	35%	5%	2%	11%
Health insurance isn't worth the money you pay for it.	60%	27%	29%	31%	20%	7%	12%
The private health industry provides value for money	31%	59%	7%	24%	31%	28%	11%



	Total agree	Total disagree	Have health insurance agree	Have health insurance disagree	Had health insurance agree	Had health insurance disagree	Never had health insurance agree	Never had health insurance disagree
The government should do more to keep private health insurance affordable	85%	7%	92%	5%	77%	11%	76%	12%
If the private health insurance industry wants to increase fees it should have limits to the profits it can make.	84%	8%	88%	7%	85%	5%	76%	9%
The government should cap increases in private health insurance premiums at the level of inflation.	82%	7%	87%	7%	81%	7%	71%	9%
Health insurance isn't worth the money you pay for it.	60%	27%	53%	37%	82%	10%	68%	12%
The private health industry provides value for money	31%	59%	42%	50%	13%	79%	14%	68%

There was very strong agreement with the statements that “The government should do more to keep private health insurance affordable “ (85%), “If the private health insurance industry wants to increase fees it should have limits to the profits it can make” (84%) and “The government should cap increases in private health insurance premiums at the level of inflation” (82%).

60% agreed that “Health insurance isn’t worth the money you pay for it “ and 59% disagreed that “The private health industry provides value for money”.



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.