The Essential Report

7 November 2017

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Prepared By:	Essential Research

Data Supplied by:

AMSRS

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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 3rd to 6th November 2017 and is based on 1,025 respondents.

Aside from the standard question on voting intention, this week's report includes questions on attributes of political parties, Uluru statement, same sex marriage survey and health issues.

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 31/10/17	2 weeks ago 24/10/17	4 weeks ago 10/10/17	Election 2 Jul 16
Liberal	34%	33%	34%	33%	
National	3%	3%	3%	3%	
Total Liberal/National	**37%**	**36%**	**37%**	**36%**	**42.0%**
Labor	**37%**	**37%**	**36%**	**38%**	**34.7%**
Greens	10%	10%	9%	10%	10.2%
Nick Xenophon Team	2%	3%	3%	2%	
Pauline Hanson's One Nation	8%	7%	8%	7%	
Other/Independent	6%	6%	7%	7%	13.1%
2 party preferred					
Liberal National	**47%**	**46%**	**48%**	**46%**	**50.4%**
Labor	**53%**	**54%**	**52%**	**54%**	**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.

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Attributes of the Liberal Party

Q   Here is a list of things both favourable and unfavourable that have been said about various political parties. Which statements do you feel fit the Liberal Party?

	Total	Change	Jul 2009	April 2011	Aug 2013	Nov 2015	Jun 2016
Divided	68%	+17	74%	49%	31%	56%	52%
Will promise to do anything to win votes	67%	+2	67%	65%	65%	68%	65%
Out of touch with ordinary people	66%	+3	62%	54%	58%	62%	63%
Too close to the big corporate and financial interests	65%	-1		60%	60%	67%	66%
Moderate	53%	+6	50%	55%	48%	51%	47%
Have a vision for the future	48%	-3		48%	51%	54%	51%
Have good policies	45%	+4			38%	43%	41%
Understands the problems facing Australia	41%	-3	44%	51%	48%	46%	44%
Clear about what they stand for	40%	-6		44%	45%	46%	46%
Has a good team of leaders	37%	-5	29%	40%	36%	48%	42%
Extreme	37%	-1	36%	36%	39%	39%	38%
Looks after the interests of working people	36%	+5		38%	36%	32%	31%
Trustworthy	34%	+4			30%	29%	30%
Keeps its promises	32%	+2	28%	33%	32%	25%	30%

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The Liberal Party's main attributes were – divided (68%), will promise anything to win votes (67%), out of touch with ordinary people (66%) and too close to the big corporate and financial interest (65%).

Main changes since June last year, were – divided (up 17%), moderate (up 6%) and clear about what they stand for (down 6%).

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Attributes of the Labor Party

Q   And which statements do you feel fit the Labor Party?

	Total	Change	Jul 2009	April 2011	Aug 2013	Nov 2015	Jun 2016
Will promise to do anything to win votes	**69%**	+5	57%	72%	65%	64%	64%
Looks after the interests of working people	**58%**	+2		39%	53%	55%	56%
Moderate	**52%**	-2	65%	51%	48%	56%	54%
Out of touch with ordinary people	**52%**	+6	44%	61%	51%	52%	46%
Divided	**51%**	+2	30%	66%	66%	58%	49%
Have a vision for the future	**49%**	+1		43%	49%	42%	48%
Understands the problems facing Australia	**48%**	-1	62%	40%	50%	48%	49%
Clear about what they stand for	**45%**	+2		28%	38%	37%	43%
Have good policies	**44%**	-2			46%	42%	46%
Too close to the big corporate and financial interests	**42%**	+7		46%	31%	37%	35%
Extreme	**41%**	+11	25%	38%	34%	30%	30%
Has a good team of leaders	**39%**	-	60%	34%	36%	33%	39%
Trustworthy	**32%**	-1			30%	34%	33%
Keeps its promises	**31%**	-	44%	20%	27%	29%	31%

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The Labor Party's main attributes were - will promise anything to win votes (69%), looks after the interests of working people (58%), moderate (52%) and out of touch with ordinary people (52%).

Since this question was asked in June last year, the main changes have been for extreme (up 11%), too close to the big corporate and financial interests (up 7%) and out of touch with ordinary people (up 6%).

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Party Attributes Comparison – Labor vs Liberal

	Liberal	Labor	Difference
Too close to the big corporate and financial interests	65%	42%	**+23**
Divided	68%	51%	**+17**
Out of touch with ordinary people	66%	52%	**+14**
Trustworthy	34%	32%	**+2**
Moderate	53%	52%	**+1**
Keeps its promises	32%	31%	**+1**
Have good policies	45%	44%	**+1**
Have a vision for the future	48%	49%	**-1**
Has a good team of leaders	37%	39%	**-2**
Will promise to do anything to win votes	67%	69%	**-2**
Extreme	37%	41%	**-4**
Clear about what they stand for	40%	45%	**-5**
Understands the problems facing Australia	41%	48%	**-7**
Looks after the interests of working people	36%	58%	**-22**

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The Labor Party is viewed more favourably in terms of looking after the interest of working people (-22) and <u>not</u> being too close to the big corporate and financial interests (+23), divided (+17) or out of touch with ordinary people (+14).

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Uluru Statement

Q A few months ago the "Uluru Statement" was released, calling for a number of policy measures relating to Indigenous Australians. Do you support or oppose the following measures?

	Total Support	Total Oppose	Strongly Support	Support	Neither Support nor Oppose	Oppose	Strongly Oppose	Don't Know	Jun 2017
Enshrining an Indigenous voice to parliament in the constitution	**45%**	**16%**	20%	25%	28%	7%	9%	11%	**44%**
Negotiating a treaty between the federal government and Aboriginal and Torres Strait Islander peoples.	**47%**	**16%**	19%	28%	28%	8%	8%	9%	**43%**
Creating a treaty commission to negotiate treaties between various levels of government and different Indigenous language groups or tribes	**41%**	**19%**	16%	25%	29%	10%	9%	10%	**39%**
Creating a truth and reconciliation commission	**43%**	**18%**	18%	25%	29%	10%	8%	11%	**39%**

Each measure had greater support than opposition, with the most popular being negotiating a treaty (47% support).

45% support enshrining an Indigenous voice to parliament in the constitution. Support was greatest for this measure among Greens voters (67% support), ALP voters (61%) and aged 18-34 (56%). 37% of Liberal/National voters support and 24% oppose.

There has been no significant change since this question was last asked in June.

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Voting in same sex marriage survey

Q Have you voted in the national postal vote on same-sex marriage?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other		19 Sep	26 Sep	3 Oct	24 Oct
Yes, I have voted	**86%**	89%	91%	91%	91%		9%	36%	47%	75%
No, I have not voted	**14%**	11%	9%	9%	9%					

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Yes, I have voted	**86%**	86%	86%	80%	84%	94%
No, I have not voted	**14%**	14%	14%	20%	16%	6%

86% say they have voted in the same sex marriage survey – up 11% in the past 2 weeks.

94% of those aged 55+ say they have voted compared to 80% of those aged under 35.

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Vote in same sex marriage survey

Q   Did you answer yes or no to the question "Should the law be changed to allow same-sex couples to marry? (Based on those who have voted)

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	3 Oct	24 Oct
Yes	**64%**	79%	54%	92%	44%	64%	60%
No	**31%**	16%	43%	4%	51%	30%	34%
Don't know/Prefer not to say	**5%**	5%	3%	4%	5%	6%	5%

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Yes	**64%**	58%	69%	77%	64%	50%
No	**31%**	27%	25%	17%	30%	46%
Don't know/Prefer not to say	**5%**	5%	6%	6%	6%	4%

Of those who have voted, 64% say they voted yes (up 4% from 2 weeks ago) and 31% no (down 3%). 5% did not give an answer.

Those most likely to have voted yes are Greens voters (92%), Labor voters (79%), aged 18-34 (77%) and women (69%).

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Family affected by health issues

Q   Have you had a family member affected by any of the following?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Dementia	**24%**	21%	27%	26%	21%	27%
Heart disease	**23%**	18%	27%	16%	22%	33%
Cancer	**36%**	30%	42%	33%	33%	44%
Diabetes	**29%**	25%	33%	26%	28%	35%
Stroke	**18%**	14%	22%	16%	17%	21%
None of them	**35%**	38%	32%	40%	40%	23%

65% say they have had a family member affected by at least one of the five major health issues listed. The most common was cancer (36%) and the least common was stroke (18%). 44% of those aged 55+ say they have had a family member affected by cancer.

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Biggest health challenge

Q What do you think presents the biggest health challenge over the next 10 years?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Dementia	**21%**	23%	20%	12%	19%	35%
Heart disease	**11%**	11%	11%	13%	13%	9%
Cancer	**28%**	27%	29%	30%	30%	22%
Diabetes	**18%**	18%	18%	19%	15%	20%
Stroke	**2%**	2%	2%	2%	2%	2%
Don't know	**20%**	19%	20%	25%	21%	12%

28% think that cancer presents the biggest health challenge over the next 10 years and 21% nominated dementia. Those aged 55+ were much more likely to nominate dementia (35%) and less likely to nominate cancer (22%)

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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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