

The Essential Report

State voting intention Oct-Dec 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 polling was conducted online from October to December 2017.

Sample sizes were NSW 3,456, Queensland 2,205 and Victoria 2,633, South Australia 876 and Western Australia 1,145.

The methodology used to carry out this research is described in the appendix on page 9.

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

The two-party preferred vote is calculated based on estimated preference distributions of the previous election.

State voting intention - NSW

Q If a State 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?

	Election Mar 2015	Oct- Dec 2015	Jan- Mar 2016	Apr- Jun 2016	Jul- Sep 2016	Oct- Dec 2016	Jan- Mar 2017	Apr- Jun 2017	Jul- Sep 2017	Oct- Dec 2017	Oct- ober	Nov- ember	Dec- ember
<i>Sample</i>		3,205	3,220	3,769	3,867	3,477	3,169	3,757	3,723	3,456	1,442	1,146	868
First preference vote													
Liberal/National	45.6%	48%	47%	44%	44%	43%	43%	42%	43%	40%	39%	43%	40%
Labor	34.1%	33%	34%	37%	37%	38%	36%	37%	38%	39%	40%	37%	40%
Greens	10.3%	10%	10%	9%	9%	9%	9%	10%	9%	9%	10%	9%	9%
Other/Independent	10.0%	10%	10%	10%	10%	11%	12%	11%	10%	11%	11%	10%	11%
2PP													
Liberal/National	54.3%	56%	56%	52%	52%	51%	52%	51%	51%	49%	47%	51%	48%
Labor	45.7%	44%	44%	48%	48%	49%	48%	49%	49%	51%	53%	49%	52%

Labor leads the Liberal/National parties on the two-party preferred vote for the first time since the 2015 election – shifting from 51/49 to the LNP in the September quarter to 51/49 to Labor. On first preferences, the LNP is on 40% (down 5.6% since the election), Labor on 39% (up 4.9%) and Greens 9% (down 1.3%).

State voting intention - Queensland

Q If a State 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?

	Election Nov 2017	Oct- Dec 2015	Jan- Mar 2016	Apr- Jun 2016	Jul- Sep 2016	Oct- Dec 2016	Jan- Mar 2017	Apr- Jun 2017	Jul- Sep 2017	Oct- Dec 2017	Oct- ober	Nov- ember	Dec- ember
<i>Sample</i>		1,873	1,893	2,251	2,386	2,085	1,963	2,321	2,319	2,205	919	732	554
First preference vote													
LNP	33.7%	42%	40%	40%	38%	34%	31%	34%	34%	33%	38%	29%	30%
Labor	35.4%	39%	40%	37%	37%	36%	35%	36%	35%	36%	33%	39%	38%
Greens	10.0%	8%	9%	8%	8%	10%	10%	9%	10%	10%	10%	9%	11%
One Nation	13.7%					12%	15%	12%	13%	15%	13%	17%	14%
Katter Party	2.3%	3%	2%	3%	2%	2%	1%	2%	2%	1%	1%	1%	2%
Other/Independent	4.9%	8%	10%	12%	15%	7%	8%	8%	6%	5%	5%	4%	5%
2PP													
LNP	48.8%	50%	48%	49%	47%	46%	45%	46%	46%	48%	52%	45%	45%
Labor	51.2%	50%	52%	51%	53%	54%	55%	54%	54%	52%	48%	55%	55%

Labor has maintained their lead on 2PP – which dropped a little to 52/47. First preference votes were Labor 36%, LNP 33%, Greens 10% and One Nation 15% - similar figures to the November election.

However, the monthly figures suggest that Labor is enjoying a post-election boost recording a 55/45 2PP for November and December.

State voting intention - Victoria

Q If a State 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?

	Election Nov 2014	Oct- Dec 2015	Jan- Mar 2016	Apr- Jun 2016	Jul- Sep 2016	Oct- Dec 2016	Jan- Mar 2017	Apr- Jun 2017	Jul- Sep 2017	Oct- Dec 2017	Oct- ober	Nov- ember	Dec- ember
<i>Sample</i>		2,402	2,383	2,803	2,880	2,631	2,413	2,838	2,859	2,633	1,096	870	667
First preference vote													
Liberal/National	42.0%	40%	41%	41%	40%	41%	40%	41%	42%	43%	40%	43%	46%
Labor	38.1%	38%	38%	38%	38%	38%	39%	38%	39%	38%	38%	37%	37%
Greens	11.5%	13%	13%	12%	12%	11%	11%	12%	10%	10%	11%	10%	9%
Other/Independent	8.4%	9%	8%	9%	10%	9%	10%	9%	9%	10%	10%	11%	8%
2PP													
Liberal/National	48.0%	47%	47%	47%	47%	47%	47%	47%	48%	49%	47%	49%	51%
Labor	52.0%	53%	53%	53%	53%	53%	53%	53%	52%	51%	53%	51%	49%

Over the last half of 2017 the LNP has closed the 2PP gap on Labor – currently at 51/49 to Labor. However, the monthly figures suggest that the LNP is continuing to make gains, recording a lead of 51/49 in December.

First preference votes were Labor 38%, LNP 43%, Greens 10% - very similar figures to the 2014 election.

State voting intention – South Australia

Q If a State 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?

	Election Mar 2014	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016	Oct-Dec 2016	Jan-Mar 2017	Apr-Jun 2017	Jul-Sep 2017	Oct-Dec 2017
<i>Sample</i>		797	803	912	942	880	779	911	948	876
First preference vote										
Liberal	44.8%	32%	29%	30%	30%	32%	28%	31%	30%	31%
Labor	35.8%	39%	37%	34%	38%	35%	35%	36%	37%	34%
Greens	8.7%	10%	9%	7%	7%	7%	6%	7%	6%	8%
Nick Xenophon 's SA-Best			15%	20%	16%	17%	18%	19%	18%	22%
Other/Independent	10.7%	19%	10%	9%	9%	8%	12%	8%	10%	6%
2PP										
Liberal	53.0%	46%	46%	49%	46%	49%	48%	48%	48%	49%
Labor	47.0%	54%	54%	51%	54%	51%	52%	52%	52%	51%

On first preference votes Labor is on 34%, Liberals 31%, SA-Best 22% and Greens 8%. SA-Best (formerly Nick Xenophon Team) is up 4 points on the previous quarter.

The 2PP favours Labor 51/49, but is very much dependent on the flow of SA-Best preferences (approximated at 60/40 to the Liberals which is the pollster's estimate based on current polling).

State voting intention – Western Australia

Q If a State 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?

	Election Mar 2017	Oct-Dec 2015	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016	Oct-Dec 2016	Jan-Mar 2017	Apr-Jun 2017	Jul-Sep 2017	Oct-Dec 2017
<i>Sample</i>		946	931	1,105	1,115	1,035	1,023	1,205	1,212	1,145
First preference vote										
Liberal	31.2%	37%	40%	37%	34%	34%	32%	33%	32%	29%
National	5.4%	6%	4%	5%	4%	6%	5%	4%	4%	4%
Labor	42.2%	35%	34%	39%	39%	36%	37%	44%	39%	41%
Greens	8.9%	12%	12%	10%	11%	11%	9%	9%	12%	13%
One Nation	4.9%						11%	5%	8%	7%
Other/Independent	7.4%	10%	10%	10%	12%	13%	6%	6%	6%	6%
2PP										
Liberal/National	44.5%	51%	52%	49%	47%	49%	48%	45%	46%	43%
Labor	55.5%	49%	48%	51%	53%	51%	52%	55%	54%	57%

Labor has maintained a very strong 2PP lead over the Liberal and National parties since the March election – up 3 points on the previous quarter to 57/43.

On first preference votes Labor is on 41% (down 1.2% since the election), Liberal 29% (down 2.2%), Nationals 4% (down 1.4%) and Greens 13% (up 4.1%).

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. **Your Source is an ISO accredited market research company.** This research was conducted in compliance with AS: ISO20252 guidelines.

