

The Essential Report

8 December 2015





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Prepared by: Essential Research

Data supplied:



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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 3rd to 6th December and is based on 1,010 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, Tony Abbott, overseas aid, Malcolm Turnbull representing Australia and best leaders of the Liberal and Labor parties.

The methodology used to carry out this research is described in the appendix on page 13.

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

Federal politics – 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?

Q. If don't know -Well which party are you currently leaning to?

Sample size = 1,757 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 10/11/15	2 weeks ago 24/11/15	Last week 1/12/15	This week 8/12/15
Liberal		41%	41%	41%	41%
National		4%	4%	3%	3%
Total Liberal/National	45.6%	45%	44%	44%	44%
Labor	33.4%	35%	35%	35%	36%
Greens	8.6%	10%	10%	11%	11%
Palmer United Party	5.5%	1%	1%	1%	1%
Other/Independent	6.9%	10%	9%	9%	9%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 10/11/15	2 weeks ago 24/11/15	Last week 1/12/15	This week 8/12/15
Liberal National	53.5%	52%	52%	51%	51%
Labor	46.5%	48%	48%	49%	49%

NB. 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 2013 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	Oct 2015	Nov 2015
Total approve	56%	42%	84%	36%	35%	47%	56%
Total disapprove	23%	36%	7%	41%	42%	17%	20%
Strongly approve	13%	8%	26%	2%	1%	11%	12%
Approve	43%	34%	58%	34%	34%	36%	44%
Disapprove	16%	27%	6%	29%	21%	11%	14%
Strongly disapprove	7%	9%	1%	12%	21%	6%	6%
Don't know	21%	22%	9%	23%	23%	35%	23%

56% (no change since last month) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 23% (up 3%) disapprove – a net approval rating of +33 (down 3).

84% (up 2%) of Liberal/National voters approve of Malcolm Turnbull's performance with 7% (down 1%) disapproving. 42% (down 5%) of Labor voters and 36% (down 4%) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 60% approve/24% disapprove and women 51% approve/21% 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	June 2014	Dec 2014	Mar 2015	Jun 2015	Sep 2015	Oct 2015	Nov 2015
Total approve	27%	52%	18%	24%	16%	31%	38%	35%	34%	32%	29%	30%	27%
Total disapprove	47%	27%	66%	48%	65%	27%	40%	39%	39%	45%	50%	42%	47%
Strongly approve	4%	10%	2%	1%	3%	5%	7%	7%	5%	6%	5%	6%	4%
Approve	23%	42%	16%	23%	13%	26%	31%	28%	29%	26%	24%	24%	23%
Disapprove	26%	21%	29%	35%	34%	17%	22%	23%	21%	27%	27%	25%	25%
Strongly disapprove	21%	6%	37%	13%	31%	10%	18%	16%	18%	18%	23%	17%	22%
Don't know	25%	22%	16%	17%	19%	43%	22%	26%	27%	22%	21%	27%	26%

27% (no change) of respondents approve of the job Bill Shorten is doing as opposition leader and 47% (no change) disapprove - no change in his net rating of -20.

52% (up 4%) of Labor voters approve of the job Bill Shorten is doing and 27% (up 2%) disapprove.

29% of men and 26% of women approve of Bill Shorten. 54% of men and 42% 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	Oct 2015	Nov 2015
Malcolm Turnbull	54%	31%	86%	38%	42%	53%	48%	55%
Bill Shorten	15%	36%	3%	23%	5%	17%	19%	14%
Don't know	31%	33%	11%	39%	53%	30%	33%	31%

54% (down 1%) of respondents think Malcolm Turnbull would make the better Prime Minister and 15% (up 1%) think Bill Shorten would make the better Prime Minister.

58% of men prefer Malcolm Turnbull and 15% prefer Bill Shorten.

50% of women prefer Malcolm Turnbull and 15% prefer Bill Shorten.

Tony Abbott's future

Q. Do you think Tony Abbott should –

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Stay in Parliament on the back bench	14%	14%	17%	13%	13%
Stay in Parliament and be given a Ministry	18%	7%	31%	4%	35%
Resign from Parliament now	30%	42%	18%	59%	22%
Resign from Parliament at the next election	19%	22%	19%	14%	21%
Don't know	19%	15%	16%	9%	9%

32% think that Tony Abbott should stay in Parliament – 14% on the back bench and 18% as a minister.

49% think he should resign from Parliament with 30% thinking he should resign now and 19% at the next election.

Among Liberal/National voters, 48% think he should stay in Parliament (31% as a minister) and 37% think he should resign.

Aid to Pacific islands

Q. Do you approve or disapprove of Australia using \$1 billion of our foreign aid budget over the next 5 years to help Pacific Island nations address the impacts of climate change?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Total approve	44%	48%	42%	61%	39%
Total disapprove	40%	35%	47%	28%	50%
Strong approve	12%	16%	8%	28%	12%
Approve	32%	32%	34%	33%	27%
Disapprove	21%	18%	25%	19%	23%
Strongly disapprove	19%	17%	22%	9%	27%
Don't know	17%	17%	11%	12%	11%

44% approve of Australia using \$1 billion of our foreign aid budget over the next 5 years to help Pacific Island nations address the impacts of climate change and 40% disapprove.

Those most likely to approve were Greens voters (61%), men (50%) and university educated (55%).

Those most likely to disapprove were Liberal/National voters (47%), women (45%) and aged 65+ (48%).

Confidence in Malcolm Turnbull representing Australia

Q. When you think of Malcolm Turnbull representing Australia at international conferences and meetings, how confident are you that he will do a good job in representing Australia to the international community?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Very confident	20%	14%	33%	10%	6%
Somewhat confident	44%	45%	51%	45%	41%
Not very confident	14%	19%	7%	26%	15%
Not at all confident	9%	9%	4%	11%	27%
Don't know	13%	12%	5%	7%	11%

20% say they are very confident and 44% somewhat confident that Malcolm Turnbull will do a good job in representing Australia to the international community. 23% are not very or not at all confident.

Those most confident were aged 55+ (74%) and Liberal/National voters (84%).

Best leader of the Liberal Party

Q. Which of the following do you think would make the best leader of the Liberal Party?

	Total	Male	Female	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Jun 2014	Feb 2015	Aug 2015	Sep 2015
Malcolm Turnbull	42%	46%	38%	38%	57%	37%	20%	31%	24%	24%	37%
Tony Abbott	9%	11%	8%	4%	14%	2%	21%	18%	11%	18%	9%
Joe Hockey	na							6%	5%	3%	2%
Julie Bishop	13%	10%	16%	15%	14%	16%	13%	4%	21%	17%	14%
Christopher Pyne	2%	2%	2%	4%	1%	-	-	<1%	<1%	1%	1%
Scott Morrison	2%	3%	1%	1%	3%	3%	2%	1%	2%	3%	4%
Someone else	9%	9%	10%	14%	2%	16%	15%	19%	13%	13%	10%
Don't know	22%	20%	25%	24%	9%	25%	29%	21%	24%	22%	21%

42% (up 5% since September) think Malcolm Turnbull would make the best leader of the Liberal Party, 13% prefer Julie Bishop (down 1%) and 9% prefer Tony Abbott (no change)

Among Liberal/National voters, 57% (up 10%) prefer Malcolm Turnbull, 14% (no change) prefer Tony Abbott and 14% (up 4%) Julie Bishop.

Preferences of men were Malcolm Turnbull 46% (+2%), Tony Abbott 11% (+1%) and Julie Bishop 10% (-1%).

Preferences of women were Malcolm Turnbull 38% (+8%), Julie Bishop 16% (-1%) and Tony Abbott 8% (no change).

Best leader of the Labor Party

Q. Which of the following do you think would make the best leader of the Labor Party?

	Total	Men	Women	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Aug 2015
Bill Shorten	13%	11%	15%	27%	7%	14%	4%	16%
Anthony Albanese	14%	18%	11%	19%	16%	12%	10%	12%
Tanya Plibersek	14%	14%	14%	18%	9%	30%	17%	13%
Chris Bowen	3%	4%	1%	3%	4%	1%	2%	5%
Someone else	17%	21%	14%	9%	22%	16%	30%	18%
Don't know	38%	31%	45%	24%	42%	25%	36%	36%

13% (down 3%) think Bill Shorten would make the best leader of the Labor Party, 14% (up 1%) prefer Tanya Plibersek and 14% (up 2%) Anthony Albanese. 17% prefer someone else and 38% don't know.

Among Labor voters, 27% (-7%) prefer Bill Shorten, 19% (+6%) Anthony Albanese and 18% (+3%) Tanya Plibersek.

Preferences of men were Anthony Albanese 18%, Tanya Plibersek 14% and Bill Shorten 11%.

Preferences of women were Bill Shorten 15%, Tanya Plibersek 14% and Anthony Albanese 11%.

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 panellist 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 2010 election, the Essential Report estimates of first preference votes were all within 1% of the election results.

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. Both Essential Research and Your Source are ISO accredited market research companies. This research was conducted in compliance with AS: ISO20252 guidelines.