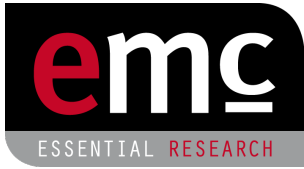


# The Essential Report

19 January 2016





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**Date:** 19 January 2016

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**Prepared by:** Essential Research

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**Data supplied:**



Essential Media Communications is a member of  
the Association of Market and Social Research Organisations.



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 15<sup>th</sup> to 18<sup>th</sup> January 2016 and is based on 1,011 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, preferred Prime Minister, sexism and discrimination against women and the US Presidential election.

The methodology used to carry out this research is described in the appendix on page 12.

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?

First preference/leaning to	Election 7 Sep 13	5 weeks ago 15/12/15	This week 19/1/16
Liberal		42%	39%
National		3%	4%
<b>Total Liberal/National</b>	<b>45.6%</b>	<b>45%</b>	<b>44%</b>
<b>Labor</b>	<b>33.4%</b>	<b>35%</b>	<b>35%</b>
Greens	8.6%	10%	10%
Palmer United Party	5.5%	1%	2%
Other/Independent	6.9%	9%	10%

2 Party Preferred	Election 7 Sep 13	5 weeks ago 15/12/15	This week 19/1/16
<b>Liberal National</b>	<b>53.5%</b>	52%	51%
<b>Labor</b>	<b>46.5%</b>	48%	49%

NB. 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	Dec 2015
<b>Total approve</b>	<b>51%</b>	<b>42%</b>	<b>76%</b>	<b>32%</b>	<b>33%</b>	<b>47%</b>	<b>56%</b>	<b>56%</b>
<b>Total disapprove</b>	<b>25%</b>	<b>36%</b>	<b>10%</b>	<b>53%</b>	<b>39%</b>	<b>17%</b>	<b>20%</b>	<b>23%</b>
Strongly approve	9%	5%	19%	-	4%	11%	12%	13%
Approve	42%	37%	57%	32%	29%	36%	44%	43%
Disapprove	16%	23%	8%	36%	19%	11%	14%	16%
Strongly disapprove	9%	13%	2%	17%	20%	6%	6%	7%
Don't know	23%	22%	13%	15%	28%	35%	23%	21%

51% (down 5% since last month) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 25% (up 2%) disapprove – a net approval rating of +26 (down 7).

76% (down 8%) of Liberal/National voters approve of Malcolm Turnbull's performance with 10% (up 3%) disapproving. 42% (no change) of Labor voters and 32% (down 4%) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 56% approve/27% disapprove and women 46% approve/24% 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	Dec 2015
<b>Total approve</b>	<b>27%</b>	<b>50%</b>	<b>18%</b>	<b>23%</b>	<b>17%</b>	<b>31%</b>	<b>38%</b>	<b>35%</b>	<b>34%</b>	<b>32%</b>	<b>29%</b>	<b>27%</b>
<b>Total disapprove</b>	<b>47%</b>	<b>27%</b>	<b>65%</b>	<b>52%</b>	<b>63%</b>	<b>27%</b>	<b>40%</b>	<b>39%</b>	<b>39%</b>	<b>45%</b>	<b>50%</b>	<b>47%</b>
Strongly approve	4%	9%	3%	-	3%	5%	7%	7%	5%	6%	5%	4%
Approve	23%	41%	15%	23%	14%	26%	31%	28%	29%	26%	24%	23%
Disapprove	28%	23%	31%	39%	31%	17%	22%	23%	21%	27%	27%	26%
Strongly disapprove	19%	4%	34%	13%	32%	10%	18%	16%	18%	18%	23%	21%
Don't know	26%	24%	17%	25%	22%	43%	22%	26%	27%	22%	21%	25%

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.

50% (down 2%) of Labor voters approve of the job Bill Shorten is doing and 27% (no change) disapprove.

32% of men and 22% of women approve of Bill Shorten. 53% of men and 43% 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	Dec 2015
Malcolm Turnbull	<b>51%</b>	26%	84%	31%	43%	53%	48%	55%	54%
Bill Shorten	<b>18%</b>	38%	4%	35%	9%	17%	19%	14%	15%
Don't know	<b>31%</b>	36%	11%	34%	48%	30%	33%	31%	31%

51% (down 3%) of respondents think Malcolm Turnbull would make the better Prime Minister and 18% (up 3%) think Bill Shorten would make the better Prime Minister.

55% of men prefer Malcolm Turnbull and 21% prefer Bill Shorten.

47% of women prefer Malcolm Turnbull and 15% prefer Bill Shorten.

## Sexism and Discrimination against Women

Q. How much sexism and discrimination against women do you think currently occurs in the following?

	A lot	Some	A little	None at all	Don't know	A lot/ some TOTAL	A lot/ some MEN	A lot/ some WOMEN	A lot/ some Oct 12	A lot/ some Jun 13
In workplaces	17%	44%	23%	7%	10%	<b>61%</b>	54%	66%	55%	60%
In the media	19%	39%	23%	7%	11%	<b>58%</b>	51%	65%	56%	59%
In politics	25%	37%	19%	8%	11%	<b>62%</b>	57%	68%	61%	61%
In advertising	26%	35%	17%	9%	12%	<b>61%</b>	53%	69%	59%	60%
In sport	23%	37%	20%	8%	11%	<b>60%</b>	53%	66%	58%	57%
In schools	12%	32%	28%	13%	15%	<b>44%</b>	40%	48%	43%	40%

A majority of respondents think there is a lot or some sexism in politics (62%), advertising (61%), workplaces (61%), sport (60%) and the media (58%).

Women were more likely than men to think there is a lot or some sexism in all areas - but especially in advertising (women 69%, men 53%) and the media (65%/51%).

There has been little change in these figures since this question was asked in June 2013.



## Respect for men and women in professions

Q. For each of the following professions, do you think men are more respected, women are more respected or are both respected equally?

	Men more respected	Women more respected	Both respected equally	Don't know
Building and construction	74%	3%	13%	9%
Military	70%	3%	16%	11%
Politics	63%	4%	22%	11%
Sport	61%	3%	25%	10%
Finance and banking	53%	4%	30%	12%
Law	53%	5%	30%	11%
Doctors	46%	6%	40%	9%
Journalism	37%	8%	43%	13%
TV presenters	22%	15%	52%	12%
Teaching	12%	28%	50%	10%
Nursing	4%	58%	29%	9%

A majority think that men are more respected than women in the professions of building and construction (74%), the military (70%), politics (63%), sport (61%), finance/banking (53%) and the law (53%).

A majority think both are respected equally in TV presenting (52%) and teaching (50%).

58% think women are more respected in nursing.

Apart from nursing, teaching and sport, women are considerably more likely to think men are more respected in each profession.

	Men				Women			
	Men more respected	Women more respected	Both respected equally	Don't know	Men more respected	Women more respected	Both respected equally	Don't know
Nursing	4%	60%	26%	10%	3%	56%	33%	8%
Doctors	39%	8%	42%	10%	52%	3%	37%	8%
Teaching	11%	32%	46%	11%	14%	24%	53%	9%
Law	46%	8%	33%	13%	61%	2%	27%	10%
Journalism	32%	11%	44%	14%	42%	5%	42%	12%
Sport	58%	4%	26%	11%	64%	2%	24%	9%
Politics	54%	5%	28%	13%	72%	2%	17%	9%
Finance and banking	46%	7%	34%	14%	60%	2%	27%	11%
Military	64%	5%	19%	12%	77%	2%	12%	9%
Building and construction	68%	4%	17%	11%	80%	2%	10%	8%
TV presenters	16%	19%	53%	13%	27%	11%	51%	11%

## US President

Q. Thinking about the US Presidential election to be held later this year, which of the following candidates would you prefer to be elected?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Hillary Clinton	<b>40%</b>	46%	47%	39%	21%
Donald Trump	<b>12%</b>	15%	13%	3%	20%
Bernie Sanders	<b>6%</b>	3%	3%	32%	7%
Ted Cruz	<b>2%</b>	1%	3%	-	1%
Someone else	<b>8%</b>	7%	8%	4%	17%
Don't know	<b>32%</b>	28%	27%	23%	34%

40% would prefer Hillary Clinton to be elected US President and 12% prefer Donald Trump. 32% don't know.

Liberal/National voters and Labor voters have very similar views.  
32% of Greens voters prefer Bernie Sanders.

## 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.