

The Essential Report

15 March 2016

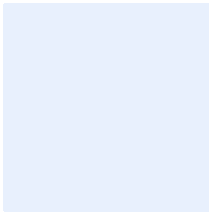


The Essential Report

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Prepared By: Essential Research

Data Supplied:



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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 the 9th to 13th February 2016 and is based on 1,006 respondents.

Aside from the standard question on voting intention, this week's report includes questions on same sex marriage, party leaders and climate change.

The methodology used to carry out this research is described in the appendix on page 17.

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 8/3/16	2 weeks ago 1/3/16	4 weeks ago 16/2/16	Election 7 Sep 13
Liberal	39%	39%	40%	40%	
National	3%	3%	3%	3%	
Total Liberal/National	42%	43%	43%	43%	45.6%
Labor	36%	37%	38%	33%	33.4%
Greens	11%	10%	10%	11%	8.6%
Palmer United Party	1%	2%	1%	1%	5.5%
Other/Independent	9%	8%	8%	11%	6.9%
2 party preferred					
Liberal National	50%	50%	50%	52%	53.5%
Labor	50%	50%	50%	48%	46.5%

NB. Sample = 1,754. 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.

Same sex marriage

Q Do you think people of the same sex should or should not be allowed to marry?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Nov 2010	Jul 2011	Sep 2012	Oct 2013	Jun 2014	Oct 2015
Should be allowed to marry	64%	74%	52%	94%	52%	53%	54%	55%	57%	60%	59%
Should not be allowed to marry	26%	18%	39%	2%	33%	36%	35%	36%	31%	28%	30%
Don't know	10%	8%	9%	4%	14%	11%	11%	9%	12%	12%	11%

64% agreed that people of the same sex should be allowed to marry and 26% think they should not. This is the highest level of support for same sex marriage recorded over the last 6 years.

Support for same sex marriage is 62% among men and 67% among women. 76% of under 35's support same sex marriage – while those aged 65+ split 45% in favour/41% against.



Decision on same sex marriage

Q Do you think the issue of same sex marriage should be decided by Parliament or should there be a national vote?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aug 2015	Sep 2015
Should be decided by Parliament	23%	26%	23%	35%	17%	22%	21%
Should have a national vote	66%	68%	67%	58%	76%	66%	67%
Don't know	11%	6%	10%	7%	7%	12%	12%

66% favour a national vote on same sex marriage and 23% think the issue should be decided by Parliament.

This represents little change since this question was asked in September.



Attributes of Malcolm Turnbull

Q Which of the following describe your opinion of the Prime Minister, Malcolm Turnbull?

	Total	Sep 2015	Difference
Intelligent	79%	81%	-2
Hard-working	68%	71%	-3
A capable leader	64%	70%	-6
Understands the problems facing Australia	53%	63%	-10
Out of touch with ordinary people	53%	46%	+7
Good in a crisis	52%	59%	-7
Arrogant	45%	47%	-2
Visionary	44%	51%	-7
Trustworthy	44%	44%	-
Superficial	43%	37%	+6
More honest than most politicians	41%	39%	+2
Narrow-minded	33%	30%	+3
Erratic	27%	24%	+3
Intolerant	26%	28%	-2
Aggressive	24%	38%	-14

Malcolm Turnbull's key attributes were intelligent (79%), hard working (68%), a capable leader (64%), understands the problems facing Australia (53%) and out of touch with ordinary people (53%).

Since September, the main changes have been for aggressive (down 14%), understands the problems facing Australia (down 10%), out of touch with ordinary people (up 7%), good in a crisis (down 7%) and visionary (down 7%).



Leader attributes – Bill Shorten

Q Which of the following describe your opinion of the Opposition Leader, Bill Shorten?

	Total	Sep 2015	Change
Hard working	60%	61%	-1
Intelligent	56%	58%	-2
Understands the problems facing Australia	47%	48%	-1
Out of touch with ordinary people	45%	46%	-1
Superficial	45%	43%	+2
Arrogant	41%	41%	-
Narrow-minded	41%	41%	-
Erratic	40%	39%	+1
A capable leader	34%	36%	-2
Aggressive	34%	36%	-2
Intolerant	32%	33%	-1
Good in a crisis	32%	33%	-1
Trustworthy	31%	30%	+1
Visionary	27%	26%	+1
More honest than most politicians	25%	23%	+2

Bill Shorten's key attributes were hard working (60%), intelligent (56%), understands the problems facing Australia (47%), out of touch with ordinary people (45%) and superficial (45%).

There has been very little change in Bill Shorten's ratings since September.



Leader attributes – comparisons

	Malcolm Turnbull	Bill Shorten	Difference
A capable leader	64%	34%	+30
Intelligent	79%	56%	+23
Good in a crisis	52%	32%	+20
Visionary	44%	27%	+17
More honest than most politicians	41%	25%	+16
Trustworthy	44%	31%	+13
Out of touch with ordinary people	53%	45%	+8
Hard-working	68%	60%	+8
Understands the problems facing Australia	53%	47%	+6
Arrogant	45%	41%	+4
Superficial	43%	45%	-2
Intolerant	26%	32%	-6
Narrow-minded	33%	41%	-8
Aggressive	24%	34%	-10
Erratic	27%	40%	-13

Compared to Bill Shorten, Malcolm Turnbull is much more likely to be considered a capable leader (+30%), intelligent (+23%), good in a crisis (+20%) and visionary (+17%) – although these margins have dropped since September.

Bill Shorten is regarded by more respondents to be erratic (-13%) and aggressive (-10%).



Best leader of the Liberal Party

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

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Jun 2014	Feb 2015	Aug 2015	Sep 2015	Dec 2015
Malcolm Turnbull	39%	31%	53%	40%	26%	31%	24%	24%	37%	42%
Tony Abbott	9%	5%	17%	1%	11%	18%	11%	18%	9%	9%
Julie Bishop	12%	17%	11%	16%	9%	4%	21%	17%	14%	13%
Christopher Pyne	1%	2%	1%	-	1%	<1%	<1%	1%	1%	2%
Scott Morrison	2%	2%	4%	1%	4%	1%	2%	3%	4%	2%
Someone else	15%	23%	5%	23%	24%	19%	13%	13%	10%	9%
Don't know	21%	21%	95	20%	25%	21%	24%	22%	21%	22%

39% (down 3% since December) think Malcolm Turnbull would make the best leader of the Liberal Party, 12% prefer Julie Bishop (down 1%) and 9% prefer Tony Abbott (no change). 15% (up 6%) prefer someone else.

Among Liberal/National voters, 53% (down 4%) prefer Malcolm Turnbull, 17% (up 3%) prefer Tony Abbott and 11% (down 3%) Julie Bishop.

Preferences of men were Malcolm Turnbull 43% (-3%), Tony Abbott 12% (+1%) and Julie Bishop 8% (-2%).

Preferences of women were Malcolm Turnbull 35% (-3%), Julie Bishop 17% (+1%) and Tony Abbott 6% (-2%).



Best leader of the Labor Party

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

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aug 2015	Dec 2015
Bill Shorten	15%	27%	10%	7%	6%	16%	13%
Anthony Albanese	14%	17%	16%	9%	22%	12%	14%
Tanya Plibersek	14%	15%	12%	33%	14%	13%	14%
Chris Bowen	7%	6%	10%	3%	4%	5%	3%
Someone else	18%	11%	22%	20%	33%	18%	17%
Don't know	32%	25%	30%	28%	21%	36%	38%

15% (up 2%) think Bill Shorten would make the best leader of the Labor Party, 14% (no change) prefer Tanya Plibersek and 14% (no change) Anthony Albanese. 18% prefer someone else and 32% don't know.

Among Labor voters, 27% (no change) prefer Bill Shorten, 17% (-2%) Anthony Albanese and 15% (-3%) Tanya Plibersek.

Preferences of men were Bill Shorten 18%, Anthony Albanese 17% and Tanya Plibersek 10%.

Preferences of women were Tanya Plibersek 18%, Bill Shorten 12% and Anthony Albanese 11%.



Climate change

Q Do you believe that there is fairly conclusive evidence that climate change is happening and caused by human activity or do you believe that the evidence is still not in and we may just be witnessing a normal fluctuation in the earth's climate which happens from time to time?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Nov 2009	Dec 2010	Jun 2011	Oct 2012	Oct 2013	Dec 2014	Nov 2015
Climate change is happening and is caused by human activity	63%	76%	46%	94%	56%	53%	45%	50%	48%	52%	57%	56%
We are just witnessing a normal fluctuation in the earth's climate	27%	19%	42%	3%	35%	34%	36%	39%	39%	36%	29%	32%
Don't know	10%	5%	12%	3%	9%	13%	19%	12%	13%	12%	14%	12%

63% (up 7% since November) agree that climate change is happening and is caused by human activity and 27% (down 5%) believe that we may just be witnessing a normal fluctuation in the earth's climate. This is the highest recorded agreement that climate change is happening and caused by human activity over the last 7 years.

By age groups, those aged under 35 split 70%/18% and those aged 55+ split 48%/46%. People with higher education were more likely to think climate change is happening and is caused by human activity - those with university degrees split 73%/20%.



Doing enough to address climate change

Q As far as you know, do you think Australia is doing enough, not enough or too much to address climate change?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aug 2015
Doing enough	21%	16%	36%	1%	19%	24%
Not doing enough	57%	71%	38%	98%	57%	53%
Doing too much	8%	5%	12%	-	18%	7%
Don't know	13%	9%	14%	1%	5%	16%

57% (up 4% since August) think Australia is not doing enough to address climate change and 21% (down 3%) think Australia is doing enough.

Those most likely to think Australia is not doing enough were aged 18-34 (66%) and university educated (64%).

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.

