

The Essential Report

7 June 2016

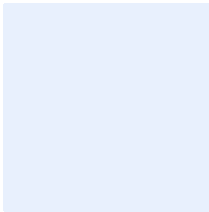


The Essential Report

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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 2nd to 5th June 2016 and is based on 1,011 respondents.

Aside from the standard question on voting intention, this week's report includes questions on engagement with the election, party leaders, trust in parties to handle issues, climate change and business tax cuts.

The methodology used to carry out this research is described in the appendix on page 14.

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 31/5/16	2 weeks ago 24/5/16	4 weeks ago 10/5/16	Election 7 Sep 13
Liberal	37%	38%	38%	38%	
National	4%	3%	3%	4%	
Total Liberal/National	41%	41%	41%	42%	45.6%
Labor	36%	35%	37%	38%	33.4%
Greens	10%	9%	9%	10%	8.6%
Nick Xenophon Team	4%	4%	3%	na	-
Other/Independent	10%	10%	9%	10%	12.4%
2 party preferred					
Liberal National	50%	51%	49%	49%	53.5%
Labor	50%	49%	51%	51%	46.5%

NB. Sample = 1,772. 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.

Interest in election

Q Thinking about the Federal election campaign so far, how much interest have you been taking in news about the campaign and what the parties have been saying?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
A lot of interest	14%	18%	13%	14%	17%	18%	10%	11%	11%	21%
Some interest	39%	41%	44%	46%	33%	40%	37%	34%	41%	40%
Very little interest	27%	24%	29%	23%	28%	26%	27%	28%	28%	23%
No interest at all	18%	15%	13%	17%	20%	13%	23%	22%	18%	15%
Not sure	3%	1%	1%	-	1%	2%	3%	5%	2%	1%

14% say they have taken a lot of interest in news about the election campaign and what the parties have been saying, and 39% have taken some interest. 45% have taken very little or no interest.

45% of those aged 18-34 have a lot or some interest compared to 61% of those aged 55+.



Contact with election campaign

Q Over the last few weeks which of the following types of contact have you had with the election campaign?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Seen TV campaign ads	58%	57%	65%	49%	61%
Received campaign materials in your letterbox	49%	48%	50%	54%	63%
Watched one of the party leader debates on TV	22%	26%	22%	27%	24%
Received an email about the election	17%	19%	19%	28%	12%
Visited a website about election issues	13%	16%	12%	20%	13%
Been surveyed on the phone	12%	14%	14%	7%	16%
Had a phone call from a political party	11%	13%	11%	12%	11%
Been approached in the street by party workers handing out material	9%	10%	12%	8%	6%
Been door-knocked by a political party	5%	6%	7%	2%	4%
Been door-knocked by another group (e.g. union, interest group)	4%	6%	4%	3%	3%

58% say they have seen TV ads about the election campaign and 49% have received campaign materials in their letterbox. 22% say they have watched a leaders debate.

Only 5% say they have been door-knocked by a political party and 9% have been approached by party workers in the street.



Opinion of Malcolm Turnbull

Q Over the last few weeks, from what you have read or heard about the election campaign, has your opinion of the Prime Minister Malcolm Turnbull become more favourable or less favourable?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Become more favourable	7%	6%	12%	3%	2%
Become less favourable	33%	51%	19%	39%	43%
Hasn't changed	54%	39%	65%	54%	54%
Don't know	6%	3%	3%	4%	1%

33% say they have become less favourable toward Malcolm Turnbull over the last few weeks and 7% say they have become more favourable.

While most (65%) Liberal voters say they have not changed their opinion, 19% say they have become less favourable.

Opinion of Bill Shorten

- Q Over the last few weeks, from what you have read or heard about the election campaign, has your opinion of the opposition leader Bill Shorten become more favourable or less favourable?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Become more favourable	20%	42%	7%	24%	13%
Become less favourable	21%	6%	39%	11%	29%
Hasn't changed	53%	48%	52%	59%	57%
Don't know	6%	5%	3%	6%	2%

20% say they have become more favourable toward Bill Shorten over the last few weeks and 21% say they have become less favourable.

42% of Labor voters have become more favourable and 6% less favourable.



Party trust to handle issues

Q Which party would you trust most to handle the following issues?

	Liberal	Labor	Don't know	NET	NET May 2016
Security and the war on terrorism	39%	21%	40%	+18	+23
Management of the economy	39%	27%	34%	+12	+20
Controlling interest rates	35%	23%	42%	+12	+12
Political leadership	34%	26%	40%	+8	+11
Managing population growth	31%	23%	46%	+8	+11
Treatment of asylum seekers	32%	28%	40%	+4	+8
Ensuring a quality water supply	27%	28%	46%	-1	-
Ensuring a fair taxation system	30%	35%	35%	-5	-8
Housing affordability	27%	35%	39%	-8	-10
Addressing climate change	25%	35%	40%	-10	-11
A fair industrial relations system	28%	39%	33%	-11	-12
Protecting Australian jobs and protection of local industries	27%	39%	34%	-12	-13
Protecting the environment	23%	35%	41%	-12	-12
Ensuring the quality of Australia's health system	26%	39%	35%	-13	-11
Ensuring a quality education for all children	26%	40%	34%	-14	-11

The Liberal Party is trusted more to handle security and the war on terrorism (+18), management of the economy (+12) and controlling interest rates (+12).

The labor Party is trusted more to handle ensuring a quality education (+14%) and ensuring the quality of the health system (+13).

Since this question was asked last month, Labor has improved its position on management of the economy (up 8) and security and the war on terrorism (up 5).



Party trust to handle the economy

Q Which party – Labor or Liberal – do you think is best when it comes to:

	Liberal	Labor	No difference	Don't know	NET
Representing the interests of the large corporate and financial interests	53%	12%	22%	13%	+41
Handling the economy overall	36%	22%	25%	17%	+14
Handling the economy in a way that best helps small business	35%	25%	23%	17%	+10
Handling the economy in a way that best helps the middle class	30%	28%	25%	17%	+2
Handling the economy in a way that helps you and people like you the most.	28%	31%	25%	17%	-3
Handling the economy in a way that tries to take the interests of working families into consideration as much as it takes the interests of the large corporate and financial groups	26%	32%	26%	16%	-6
Representing the interests of you and people like you	26%	34%	27%	12%	-8
Standing up for the middle class in Australia	25%	35%	26%	14%	-10
Being more concerned about the interests of working families in Australia than the rich and large business and financial interests	19%	43%	24%	14%	-24
Representing the interests of Australian working families	18%	45%	27%	11%	-27



Labor are considered best at representing the interests of Australian working families (+27), being more concerned about the interests of working families (+24) and standing up for the middle class in Australia (+10).

The Liberal Party are considered best at representing the interests of the large corporate and financial interests (+41), handling the economy overall (+14) and handling the economy in a way that best helps small business (+10).



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	Mar 2016
Climate change is happening and is caused by human activity	59%	69%	45%	91%	57%	53%	45%	50%	48%	52%	57%	56%	63%
We are just witnessing a normal fluctuation in the earth's climate	28%	18%	42%	6%	35%	34%	36%	39%	39%	36%	29%	32%	27%
Don't know	13%	13%	12%	3%	9%	13%	19%	12%	13%	12%	14%	12%	10%

59% (down 4% since March) agree that climate change is happening and is caused by human activity and 28% (up 1%) believe that we may just be witnessing a normal fluctuation in the earth's climate.

By age groups, those aged under 35 split 65%/19% and those aged 55+ split 48%/40%. People with higher education were more likely to think climate change is happening and is caused by human activity - those with university degrees split 64%/23%.



Action on climate change

Q Which of the following actions on climate change would you most support?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Sep 2014	Jul 2015	Sep 2015
Incentives for renewable energy	49%	50%	48%	58%	54%	50%	45%	45%
An emissions trading scheme	13%	15%	11%	24%	9%	12%	14%	11%
The Government's direct action policy	10%	10%	12%	11%	9%	10%	10%	10%
No action required	12%	7%	15%	-	19%	11%	11%	12%
Don't know	17%	17%	13%	7%	9%	17%	20%	22%

In taking action on climate change, 49% most support incentives for renewable energy, 13% most support an emissions trading scheme and 10% most support the Government's direct action policy - while 12% say no action is required. This represents little change since this question was asked in September.

All groups are most likely to support incentives for renewable energy.

Tax cuts for business

Q Do you approve or disapprove of the \$50 billion in tax cuts for medium and large businesses announced in the Federal budget?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	28%	17%	49%	12%	20%
Total disapprove	45%	63%	23%	61%	63%
Strongly approve	6%	3%	10%	4%	5%
Approve	22%	14%	39%	8%	15%
Disapprove	23%	29%	17%	26%	27%
Strongly disapprove	22%	34%	6%	35%	36%
Don't know	27%	19%	27%	27%	18%

28% approve of tax cuts to medium and large business and 45% disapprove.

Of those earning more than \$2,000 pw, 37% approve and 37% disapprove

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 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.

