

# The Essential Report

14 June 2016



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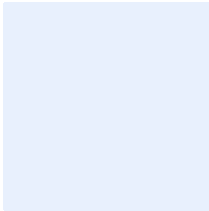
**Date:** 14/6/2016

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**Prepared By:** Essential Research

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**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 9<sup>th</sup> to 12<sup>th</sup> June 2016 and is based on 1,021 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, party attributes, superannuation and voting.

The methodology used to carry out this research is described in the appendix on page 16.

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 7/6/16	2 weeks ago 31/5/16	4 weeks ago 17/5/16	Election 7 Sep 13
Liberal	37%	37%	38%	39%	
National	4%	4%	3%	3%	
<b>Total Liberal/National</b>	<b>41%</b>	<b>41%</b>	<b>41%</b>	<b>42%</b>	<b>45.6%</b>
<b>Labor</b>	<b>37%</b>	<b>36%</b>	<b>35%</b>	<b>38%</b>	<b>33.4%</b>
Greens	10%	10%	9%	9%	8.6%
Nick Xenophon Team	4%	4%	4%	3%	-
Other/Independent	9%	10%	10%	8%	12.4%
<b>2 party preferred</b>					
Liberal National	<b>49%</b>	50%	51%	49%	53.5%
Labor	<b>51%</b>	50%	49%	51%	46.5%

NB. Sample = 1,787. 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	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	17 May 2016	31 May 2016
<b>Total approve</b>	<b>38%</b>	<b>20%</b>	<b>72%</b>	<b>14%</b>	<b>25%</b>	<b>47%</b>	<b>56%</b>	<b>51%</b>	<b>51%</b>	<b>45%</b>	<b>39%</b>	<b>40%</b>	<b>41%</b>
<b>Total disapprove</b>	<b>40%</b>	<b>63%</b>	<b>19%</b>	<b>60%</b>	<b>59%</b>	<b>17%</b>	<b>23%</b>	<b>25%</b>	<b>27%</b>	<b>35%</b>	<b>39%</b>	<b>42%</b>	<b>39%</b>
Strongly approve	6%	3%	13%	1%	1%	11%	13%	9%	8%	6%	7%	7%	9%
Approve	32%	17%	59%	13%	24%	36%	43%	42%	43%	39%	32%	33%	32%
Disapprove	24%	36%	16%	26%	33%	11%	16%	16%	18%	24%	23%	26%	22%
Strongly disapprove	16%	27%	3%	34%	26%	6%	7%	9%	9%	11%	16%	16%	17%
Don't know	21%	17%	10%	26%	17%	35%	21%	23%	21%	21%	22%	17%	19%

38% (down 3% from 2 weeks ago) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 40% (up 1%) disapprove – a net approval rating of -2 (down 4).

72% (down 7%) of Liberal/National voters approve of Malcolm Turnbull's performance with 19% (up 10%) disapproving. 20% (down 2%) of Labor voters and 14% (down 3%) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 43% approve/42% disapprove and women 34% approve/39% 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	Dec 2014	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	17 May 2016	31 May 2016
<b>Total approve</b>	<b>34%</b>	<b>61%</b>	<b>22%</b>	<b>28%</b>	<b>20%</b>	<b>31%</b>	<b>35%</b>	<b>27%</b>	<b>27%</b>	<b>27%</b>	<b>27%</b>	<b>30%</b>	<b>34%</b>	<b>34%</b>
<b>Total disapprove</b>	<b>40%</b>	<b>17%</b>	<b>62%</b>	<b>41%</b>	<b>60%</b>	<b>27%</b>	<b>39%</b>	<b>47%</b>	<b>47%</b>	<b>48%</b>	<b>47%</b>	<b>44%</b>	<b>43%</b>	<b>44%</b>
Strongly approve	7%	18%	1%	6%	1%	5%	7%	4%	4%	5%	3%	5%	6%	7%
Approve	27%	43%	21%	22%	19%	26%	28%	23%	23%	22%	24%	25%	28%	27%
Disapprove	22%	15%	27%	28%	34%	17%	23%	26%	28%	26%	29%	22%	26%	26%
Strongly disapprove	18%	2%	35%	13%	26%	10%	16%	21%	19%	22%	18%	22%	17%	18%
Don't know	25%	21%	16%	31%	20%	43%	26%	25%	26%	25%	26%	25%	23%	23%

34% (no change in last 2 weeks) of respondents approve of the job Bill Shorten is doing as opposition leader and 40% (down 4%) disapprove - a change in his net rating from -10 to -6.

61% (down 5%) of Labor voters approve of the job Bill Shorten is doing and 17% (down 1%) disapprove.

36% of men and 33% of women approve of Bill Shorten. 44% of men and 37% 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	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	17 May 2016	31 May 2016
Malcolm Turnbull	<b>40%</b>	12%	79%	17%	33%	53%	54%	51%	52%	48%	44%	43%	40%
Bill Shorten	<b>29%</b>	59%	10%	31%	15%	17%	15%	18%	15%	19%	22%	28%	27%
Don't know	<b>32%</b>	28%	11%	52%	52%	30%	31%	31%	33%	33%	34%	29%	33%

40% (no change) of respondents think Malcolm Turnbull would make the better Prime Minister and 29% (up 2%) think Bill Shorten would make the better Prime Minister.

43% of men prefer Malcolm Turnbull and 31% prefer Bill Shorten.

37% of women prefer Malcolm Turnbull and 26% prefer Bill Shorten.



## Attributes of the Labor Party

Q Here is a list of things both favourable and unfavourable that have been said about various political parties. Which statements do you feel fit the Labor Party?

	Total	Change	Jul 2009	April 2011	Aug 2013	Nov 2015	Mar 2016
Will promise to do anything to win votes	64%	+2	57%	72%	65%	64%	62%
Looks after the interests of working people	56%	+6		39%	53%	55%	50%
Moderate	54%	+7	65%	51%	48%	56%	47%
Divided	49%	-5	30%	66%	66%	58%	54%
Understands the problems facing Australia	49%	+6	62%	40%	50%	48%	43%
Have a vision for the future	48%	+8		43%	49%	42%	40%
Out of touch with ordinary people	46%	-7	44%	61%	51%	52%	53%
Have good policies	46%	+8			46%	42%	38%
Trust to manage a fair superannuation system	45%						
Clear about what they stand for	43%	+8		28%	38%	37%	35%
Has a good team of leaders	39%	+9	60%	34%	36%	33%	30%
Too close to the big corporate and financial interests	35%	-		46%	31%	37%	35%
Trustworthy	33%	+4			30%	34%	29%
Keeps its promises	31%	+3	44%	20%	27%	29%	28%
Extreme	30%	-5	25%	38%	34%	30%	35%



The Labor Party's main attributes were - will promise anything to win votes (64%), looks after the interests of working people (56%) and moderate (54%).

Since this question was asked in March, the main changes have been for has a good team of leaders (up 9%), have a vision for the future (up 8%), have good policies (up 8%) and clear about what they stand for (up 8%).



## Attributes of the Liberal Party

Q And which statements do you feel fit the Liberal Party?

	Total	Change	Jul 2009	April 2011	Aug 2013	Nov 2015	Mar 2016
Too close to the big corporate and financial interests	<b>66%</b>	+4		60%	60%	67%	62%
Will promise to do anything to win votes	<b>65%</b>	+2	67%	65%	65%	68%	63%
Out of touch with ordinary people	<b>63%</b>	+5	62%	54%	58%	62%	58%
Divided	<b>52%</b>	-9	74%	49%	31%	56%	61%
Have a vision for the future	<b>51%</b>	+5		48%	51%	54%	46%
Moderate	<b>47%</b>	-	50%	55%	48%	51%	47%
Clear about what they stand for	<b>46%</b>	+7		44%	45%	46%	39%
Understands the problems facing Australia	<b>44%</b>	+3	44%	51%	48%	46%	41%
Has a good team of leaders	<b>42%</b>	+1	29%	40%	36%	48%	41%
Have good policies	<b>41%</b>	+2			38%	43%	39%
Trust to manage a fair superannuation system	<b>39%</b>						
Extreme	<b>38%</b>	+2	36%	36%	39%	39%	36%
Looks after the interests of working people	<b>31%</b>	-		38%	36%	32%	31%
Trustworthy	<b>30%</b>	+2			30%	29%	28%
Keeps its promises	<b>30%</b>	+3	28%	33%	32%	25%	27%



The Liberal Party's main attributes were - too close to the big corporate and financial interest (66%), will promise anything to win votes (65%) and out of touch with ordinary people (63%).

Main changes since March were – divided (down 9%) and clear about what they stand for (up 7%).



## Party Attributes Comparison – Labor vs Liberal

	Liberal	Labor	Difference
Too close to the big corporate and financial interests	66%	35%	<b>+31</b>
Out of touch with ordinary people	63%	46%	<b>+17</b>
Extreme	38%	30%	<b>+8</b>
Has a good team of leaders	42%	39%	<b>+3</b>
Divided	52%	49%	<b>+3</b>
Have a vision for the future	51%	48%	<b>+3</b>
Clear about what they stand for	46%	43%	<b>+3</b>
Will promise to do anything to win votes	65%	64%	<b>+1</b>
Keeps its promises	30%	31%	<b>-1</b>
Trustworthy	30%	33%	<b>-3</b>
Have good policies	41%	46%	<b>-5</b>
Understands the problems facing Australia	44%	49%	<b>-5</b>
Trust to manage a fair superannuation system	39%	45%	<b>-6</b>
Moderate	47%	54%	<b>-7</b>
Looks after the interests of working people	31%	56%	<b>-25</b>

The Labor Party is viewed more favourably in terms of looking after the interest of working people (-25) and not being too close to the big corporate and financial interests (+31) or out of touch with ordinary people (+17).



## Changes to superannuation

Q Do you approve or disapprove of the changes to superannuation made in the Budget, which includes capping tax concessions for those with more than \$1.6 million in superannuation?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Super no payments	Super pre-tax payments	Super after tax payments	No super
<b>Total approve</b>	<b>47%</b>	<b>48%</b>	<b>57%</b>	<b>50%</b>	<b>40%</b>	<b>46%</b>	<b>51%</b>	<b>60%</b>	<b>53%</b>
<b>Total disapprove</b>	<b>22%</b>	<b>24%</b>	<b>20%</b>	<b>22%</b>	<b>28%</b>	<b>23%</b>	<b>28%</b>	<b>28%</b>	<b>14%</b>
Strongly approve	13%	15%	14%	24%	10%	14%	17%	14%	14%
Approve	34%	33%	43%	26%	30%	32%	34%	46%	39%
Disapprove	15%	16%	16%	12%	17%	17%	15%	19%	9%
Strongly disapprove	7%	8%	4%	10%	11%	6%	13%	9%	5%
Don't know	31%	29%	22%	29%	32%	31%	21%	13%	33%

47% approve of the changes to superannuation made in the Federal Budget and 22% disapprove.

Those most likely to approve were Liberal/National voters (57%), full-time workers (53%), those earning \$1,500-2,000 pw (57%) and those making after-tax super contributions (60%).



## Voting

Q Thinking about the Federal election to be held on July 2, do you intend to vote at a polling booth on election day or will you be casting your vote before election day?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aged 18-34	Aged 35-54	Aged 55+
Vote on election day	<b>64%</b>	70%	63%	69%	71%	63%	65%	65%
Vote before election day	<b>23%</b>	22%	28%	17%	23%	19%	23%	27%
Not sure	<b>13%</b>	8%	9%	14%	6%	18%	12%	8%

64% say they will be voting at a polling booth on election day, 23% intend to cast their vote before the election and 13% are not sure. There were few differences across demographic groups.

## 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.