

The Essential Report

21 June 2016

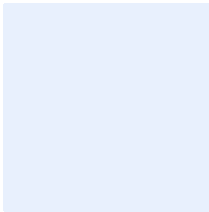


The Essential Report

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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 16th to 19th June 2016 and is based on 1,013 respondents.

Aside from the standard question on voting intention, this week's report includes questions on groups better of under Labor or Liberal Government, spending promises, creating jobs, the colonisation of Australia, the US Presidential election and the UK vote on leaving the EU.

The methodology used to carry out this research is described in the appendix on page 15.

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 14/6/16 | 2 weeks ago 7/6/16 | 4 weeks ago 24/5/16 | Election 7 Sep 13 |
|-------------------------------|------------|----------------------|-----------------------|------------------------|----------------------|
| Liberal | 37% | 37% | 37% | 38% | |
| National | 3% | 4% | 4% | 3% | |
| Total Liberal/National | 40% | 41% | 41% | 41% | 45.6% |
| Labor | 37% | 37% | 36% | 37% | 33.4% |
| Greens | 10% | 10% | 10% | 9% | 8.6% |
| Nick Xenophon Team | 4% | 4% | 4% | 3% | - |
| Other/Independent | 9% | 9% | 10% | 9% | 12.4% |
| 2 party preferred | | | | | |
| Liberal National | 49% | 49% | 50% | 49% | 53.5% |
| Labor | 51% | 51% | 50% | 51% | 46.5% |

NB. Sample = 1,789. 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.

Groups better off under Liberal or Labor Government

Q Do you think the following groups of people would be better off under a Liberal Government or a Labor Government?

| | Better off under a Liberal Government | Better off under a Labor Government | Makes no difference | Don't know | Difference (Liberal minus Labor) | Difference April 2016 |
|--|---------------------------------------|-------------------------------------|---------------------|------------|----------------------------------|-----------------------|
| Large corporations | 55% | 7% | 21% | 16% | +48 | +39 |
| People and families on high incomes | 55% | 9% | 21% | 15% | +46 | +37 |
| Banks and other financial institutions | 51% | 8% | 24% | 17% | +43 | +36 |
| Families with children at private school | 45% | 12% | 25% | 18% | +33 | +24 |
| Small businesses | 36% | 21% | 26% | 17% | +15 | +5 |
| Farmers and other agricultural producers | 24% | 22% | 32% | 22% | +2 | -1 |
| People and families on middle incomes | 26% | 29% | 29% | 16% | -3 | -6 |
| Average working people | 20% | 34% | 30% | 16% | -14 | -21 |
| Recent immigrants to Australia | 14% | 30% | 34% | 21% | -16 | -21 |
| Pensioners | 15% | 34% | 34% | 18% | -19 | -20 |
| People with disabilities | 13% | 35% | 33% | 19% | -22 | -21 |

| | | | | | | |
|---|-----|-----|-----|-----|------------|-----|
| Unemployed people | 14% | 36% | 33% | 17% | -22 | -26 |
| Single parents | 12% | 36% | 32% | 20% | -24 | -31 |
| Families with children at public school | 15% | 40% | 28% | 17% | -25 | -23 |
| People and families on low incomes | 13% | 42% | 27% | 17% | -29 | -33 |

Respondents were substantially more likely to think the following groups would be better off under a Labor Government - low income families, families with children at public school, single parents, the unemployed, average working people, people with disabilities, recent migrants to Australia and pensioners.

They were substantially more likely to think the following groups would be better off under a Liberal Government - large corporations, high income families, banks and financial institutions, families with children at private schools and small businesses.

Since this question was asked in April the Liberal Party is a more likely to be perceived as better for large corporations (up 9 points), high income families (up 9), banks and financial institutions (up 7), families with children at private schools (up 9) and small businesses (up 10).

The Labor Party is perceived to be a relatively worse for average working people (down 7 points) and single parents (down 7).

Spending promises

Q Thinking about the Federal election campaign, as far as you are aware, which party seems to be making the most spending promises?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens | Vote other |
|---------------|-------|------------|--------------|-------------|------------|
| Labor | 39% | 45% | 48% | 29% | 32% |
| Liberal | 13% | 10% | 21% | 8% | 10% |
| No difference | 29% | 29% | 17% | 40% | 46% |
| Don't know | 20% | 16% | 13% | 24% | 11% |

39% think that Labor has made the most spending promises during the election campaign and 13% think the Liberals have made the most.

There was little difference between Labor and Liberal voters in their views about the Labor Party but 21% of Liberal voters thought the Liberal Party had made the most spending promises.

Spending cuts

Q And which party seems to be making the most spending cuts?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens | Vote other |
|---------------|-------|------------|--------------|-------------|------------|
| Labor | 9% | 18% | 6% | 6% | 7% |
| Liberal | 34% | 31% | 48% | 41% | 26% |
| No difference | 32% | 30% | 28% | 32% | 48% |
| Don't know | 24% | 22% | 17% | 22% | 19% |

9% think that Labor has made the most spending cuts during the election campaign and 34% think the Liberals have made the most.

48% of Liberal voters think the Liberal Party have made the most spending cuts while 18% of Labor voters think the Labor Party has made the most.

Reducing the deficit

Q If elected, which party would be most likely to reduce Australia's deficit?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens | Vote other |
|---------------|-------|------------|--------------|-------------|------------|
| Labor | 14% | 35% | 2% | 18% | 3% |
| Liberal | 37% | 9% | 79% | 12% | 39% |
| No difference | 30% | 39% | 11% | 49% | 45% |
| Don't know | 18% | 18% | 8% | 20% | 13% |

37% think the Liberal Party would be more likely to reduce the deficit and 14% think the Labor Party would be more likely. Nearly half either don't know or thought there would be no difference.

79% of Liberal voters think the Liberal Party would be most likely to reduce the deficit while 39% of Labor voters think there would be no difference.

Colonisation of Australia

Q Do you agree or disagree that it is reasonable to describe the British colonisation of Australia as an invasion?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens | Vote other | Aged 18-34 | Aged 35-54 | Aged 55+ |
|-----------------------|------------|------------|--------------|-------------|------------|------------|------------|------------|
| Total agree | 40% | 49% | 30% | 70% | 38% | 47% | 40% | 33% |
| Total disagree | 41% | 36% | 56% | 16% | 48% | 25% | 41% | 59% |
| Strongly agree | 10% | 16% | 3% | 28% | 7% | 12% | 10% | 7% |
| Agree | 30% | 33% | 27% | 42% | 31% | 35% | 30% | 26% |
| Disagree | 21% | 23% | 25% | 12% | 21% | 13% | 23% | 29% |
| Strongly disagree | 20% | 13% | 31% | 4% | 27% | 12% | 18% | 30% |
| Don't know | 19% | 16% | 14% | 14% | 14% | 28% | 19% | 8% |

40% think it is reasonable to describe the British colonisation of Australia as an invasion and 41% disagree.

Those most likely to agree were Greens voters (70%), Labor voters (49%), aged 18-34 (47%) and those with university education (52%).

Securing jobs

Q Which party would you trust most to secure local jobs in your area and nationally?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens | Vote other |
|----------------|-------|------------|--------------|-------------|------------|
| Labor | 27% | 68% | 1% | 19% | 12% |
| Liberal | 28% | 1% | 70% | 6% | 15% |
| National | 3% | 1% | 6% | 1% | 5% |
| Greens | 4% | 2% | - | 37% | <1% |
| Xenophon Team | 3% | 1% | 1% | 2% | 14% |
| Pauline Hanson | 5% | 2% | 4% | 2% | 18% |
| Don't know | 30% | 24% | 18% | 34% | 34% |

27% would most trust the Labor Party to secure local jobs in your area and nationally and 28% would most trust the Liberal Party.

Securing jobs

Q How important are each of the following for ensuring Australia grows local jobs?

| | Total important | Very important | Somewhat important | Not so important | Not at all important | Don't know |
|--|-----------------|----------------|--------------------|------------------|----------------------|------------|
| Local jobs and local content rules for Government funded infrastructure projects | 83% | 48% | 35% | 5% | 1% | 11% |
| Better funding of TAFE programs to give people the skills to get jobs of the future | 83% | 43% | 40% | 8% | 1% | 8% |
| Government support for local manufacturing industries like the steel industry | 80% | 42% | 38% | 9% | 2% | 9% |
| More investment in renewable energy | 76% | 43% | 33% | 10% | 4% | 10% |
| Opening up investment for foreign companies so they bring the technology and skills to Australia | 47% | 15% | 32% | 27% | 13% | 13% |
| Tax cuts for large companies | 29% | 10% | 19% | 28% | 30% | 13% |

The most important factors in ensuring Australia grows local jobs were “local jobs and local content rules for Government funded infrastructure projects” (83%), “better funding of TAFE programs to give people the skills to get jobs of the future” (83%) and “Government support for local manufacturing industries like the steel industry” (80%).

Only 29% think “tax cuts for large companies” is important – 58% think it is not important.



Brexit vote

Q Next week the United Kingdom will hold a referendum to decide whether to leave or stay in the European Union. Do you think the United Kingdom should leave or stay in the European Union?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens | Vote other |
|----------------|-------|------------|--------------|-------------|------------|
| Stay in the EU | 38% | 41% | 42% | 46% | 31% |
| Leave the EU | 22% | 23% | 23% | 18% | 26% |
| Don't know | 40% | 37% | 34% | 37% | 44% |

38% think the United Kingdom should stay in the EU and 22% think they should leave. 40% don't know. There was little difference between Liberal and Labor voters.

US Presidential election

Q If you had a vote in the US Presidential election, would you vote for Hillary Clinton or Donald Trump?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens | Vote other |
|-----------------|------------|------------|--------------|-------------|------------|
| Hillary Clinton | 71% | 77% | 70% | 88% | 66% |
| Donald Trump | 15% | 12% | 19% | 6% | 20% |
| Don't know | 14% | 11% | 12% | 6% | 14% |

71% would vote for Hillary Clinton for US President and 15% would vote for Donald Trump. All voter groups would strongly vote for Hillary Clinton.



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.