

# The Essential Report

1 July 2016



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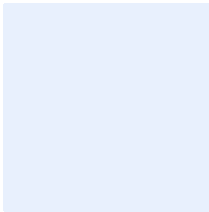
**Date:** 1/7/2016

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**Prepared By:** Essential Research

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**Data Supplied:**



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Our researchers are members of the Australian Market and Social Research Society.



## About this poll

This report summarises the results of a special pre-election poll conducted by Essential Research with data provided by Your Source. The survey was conducted online from the 27<sup>th</sup> to 30<sup>th</sup> June 2016 and is based on 1,212 respondents.

Aside from the standard question on voting intention, this report includes questions on voting preferences, the election campaign, party expect to win and the vote for the UK to leave the European Union.

The methodology used to carry out this research is described in the appendix on page 10.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

## Federal voting intention

Q If yet to vote - To which party will you probably give your first preference vote in the Federal election being held this Saturday? If not sure, which party are you currently leaning toward?

If already voted – Which party did you give your first preference to?

	Total	Have voted	Have not voted	Last week 28/6/16	2 weeks ago 21/6/16	4 weeks ago 7/6/16	Election 7 Sep 13
Liberal/LNP	39.5%	41%	39%	37%	37%	37%	
National	3%	5%	2%	3%	3%	4%	
<b>Total Liberal/National</b>	<b>42.5%</b>	<b>45%</b>	<b>41%</b>	<b>39%</b>	<b>40%</b>	<b>41%</b>	<b>45.6%</b>
<b>Labor</b>	<b>34.5%</b>	<b>33%</b>	<b>35%</b>	<b>37%</b>	<b>37%</b>	<b>36%</b>	<b>33.4%</b>
Greens	11.5%	10%	12%	10%	10%	10%	8.6%
Nick Xenophon Team	1.5%	2%	1%	4%	4%	4%	-
Other/Independent	10.5%	10%	11%	10%	9%	10%	12.4%
<b>2 party preferred</b>							
Liberal National	<b>50.5%</b>	54%	49%	<b>49%</b>	<b>49%</b>	50%	53.5%
Labor	<b>49.5%</b>	46%	51%	<b>51%</b>	<b>51%</b>	50%	46.5%

NB. Respondents who selected 'don't know' or who were not enrolled to vote are not included in the results. Total percentages have been rounded to the nearest half per cent. The two-party preferred estimate has been calculated by distributing the votes of other parties according to their preferences at the 2013 election. Nick Xenophon Team was only included for SA respondents. 22% of enrolled respondents said they had already voted.



## Second preference vote

- Q If yet to vote - Which party would you give your next preference to – out of the Liberal Party and the Labor Party.  
 If already voted - Which party did you give your next preference to – out of the Liberal Party and the Labor Party.

	Total	Vote Greens	Vote other	Vote Greens (excluding don't know)	Vote other (excluding don't know)	Vote Greens 2013 election	Vote other 2013 election
Liberal Party	<b>24%</b>	16%	31%	20%	44%	17%	55%
Labor Party	<b>52%</b>	66%	39%	80%	56%	83%	45%
Don't know	<b>24%</b>	18%	30%	-	-	-	-

24% of minor parties and independent voters say they will preference the Liberals and 52% say they will preference Labor. 24% don't know which party they will preference.

Excluding the “don't knows”, Labor receives 80% of preferences of Greens voters and 56% of the preferences of other voters.



## Best campaign

Q Which leader and party do you think has performed best during the Federal election campaign?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Last week
Malcolm Turnbull and the Liberal Party	<b>38%</b>	6%	79%	12%	32%	30%
Bill Shorten and the Labor Party	<b>29%</b>	72%	4%	17%	25%	28%
Richard di Natale and the Greens.	<b>6%</b>	1%	1%	46%	6%	8%
Don't know	<b>27%</b>	22%	15%	25%	37%	34%

38% think that Malcolm Turnbull and the Liberal Party performed best during the election campaign and 29% think Bill Shorten and the Labor Party performed best.

Opinions mainly reflected party preferences. 79% of Liberal/National voters thought Malcolm Turnbull performed best while 72% of Labor voters thought Bill Shorten performed best.

## Party expect to win election

Q Which party do you expect will win the Federal election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Last week
Liberal National Coalition	<b>48%</b>	19%	84%	35%	38%	39%
Labor Party	<b>21%</b>	52%	3%	16%	11%	24%
Neither – there will be a hung Parliament	<b>15%</b>	13%	5%	38%	35%	16%
Don't know	<b>17%</b>	16%	8%	12%	16%	21%

48% think that the Coalition will win the election, 21% think the Labor Party will win and 15% think there will be a hung Parliament.

84% of Liberal National voters think the Coalition will win and 52% of Labor voters think the Labor Party will win.

38% of Greens voters and 35% of other voters think there will be a hung Parliament.

There has been a significant shift to the Coalition winning over the last week.

## Brexit good or bad for Australia

- Q Do you think the recent vote for the United Kingdom to leave the European Union will be good or bad for the Australian economy or will it make no difference?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Good for Australian economy	14%	13%	17%	13%	16%
Bad for Australian economy	26%	29%	22%	46%	19%
Will make no difference	34%	31%	39%	23%	48%
Don't know	25%	27%	21%	18%	17%

26% think that the recent vote for the United Kingdom to leave the European Union will be bad for the Australian economy and 14% think it will be good for the economy. 34% think it will make no difference and 25% don't know.



## Impact of Brexit on vote

- Q Does the recent vote for the United Kingdom to leave the European Union make you more likely to vote Liberal or more likely to vote Labor in the Federal election – or does it make no difference to your vote?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
More likely to vote Liberal	15%	2%	35%	4%	6%
More likely to vote Labor	11%	25%	1%	21%	8%
Makes no difference	64%	66%	58%	70%	83%
Don't know	9%	6%	6%	5%	3%

15% say the recent vote for the United Kingdom to leave the European Union has made them more likely to vote Liberal and 11% say it has made them more likely to vote Labor. 64% say it makes no difference.

## 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.