

The Essential Report

26 July 2016

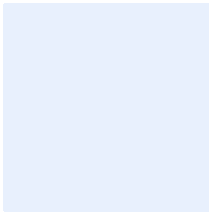


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Prepared By: Essential Research

Data Supplied:



Essential Media Communications is a member of the Association of Market and Social Research Organisations



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



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 20th to 24th July 2016 and is based on 1,018 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the important issues, Government priorities, relationships with other countries and the US President.

The methodology used to carry out this research is described in the appendix on page 13.

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 19/7/16	2 weeks ago 12/7/16	4 weeks ago 28/6/16	Election 7 Sep 13
Liberal	35%	35%	37%	37%	
National	4%	4%	4%	3%	
Total Liberal/National	39%	39%	41%	39%	45.6%
Labor	37%	36%	36%	37%	33.4%
Greens	10%	10%	10%	10%	8.6%
Nick Xenophon Team	4%	4%	3%	4%	-
Other/Independent	11%	10%	10%	10%	12.4%
2 party preferred					
Liberal National	48%	49%	49%	49%	53.5%
Labor	52%	51%	51%	51%	46.5%

NB. Sample = 1,910. 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.

Important issues in vote

Q How important to you were the following issues in deciding who you voted for in the recent Federal election?

	Very important	Somewhat important	Not so important	Don't know
Health policies	60%	30%	6%	5%
Medicare	58%	30%	7%	5%
Economic management	53%	34%	6%	6%
Better for me and my family	53%	35%	6%	6%
Education policies	43%	36%	15%	5%
Taxation policies	38%	44%	12%	6%
Superannuation policies	36%	39%	19%	6%
Environment, climate change policies	34%	38%	21%	6%
The party leader	28%	42%	24%	7%
The actual candidate	27%	44%	23%	7%
The CFA issue	17%	29%	31%	22%



Very important	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Health policies	60%	75%	50%	65%	56%
Medicare	58%	79%	42%	63%	55%
Economic management	53%	53%	68%	25%	50%
Better for me and my family	53%	64%	51%	33%	52%
Education policies	43%	53%	32%	60%	43%
Taxation policies	38%	44%	38%	36%	34%
Superannuation policies	36%	40%	38%	35%	35%
Environment, climate change policies	34%	43%	18%	71%	35%
The party leader	28%	28%	33%	14%	28%
The actual candidate	27%	28%	27%	20%	33%
The CFA issue	17%	17%	18%	13%	21%

The most important issues in voting at the recent Federal election were health policies (60% very important), Medicare (58%), economic management (53%) and which party was better for me and my family (53%).

The most important issues for Labor voters were Medicare (79%), health policies (75%) and better for me and my family (53%). The most important issues for Liberal/National voters were economic management (68%), better for me and my family (51%) and health policies (50%). The most important issues for Greens voters were environment and climate change policies (71%), health policies (65%), Medicare (63%) and education policies (60%).



Government priorities

Q What do you think should be the main priorities for the new Government? (can select up to 3)

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Invest more in hospitals and health services	55%	66%	49%	43%	55%
Invest more in education	31%	40%	22%	29%	33%
Ensuring big businesses pay their fair share of tax	29%	24%	29%	34%	45%
Cut spending to reduce the deficit	27%	12%	48%	5%	22%
Do more to address unemployment	25%	28%	25%	21%	19%
Invest more in infrastructure e.g. rail and roads	19%	15%	24%	12%	21%
Invest more in renewable energy	17%	14%	14%	40%	23%
Vote on same sex marriage	15%	21%	7%	27%	11%
Do more to address climate change	13%	16%	5%	45%	10%
Build the NBN	13%	18%	10%	13%	12%
Do more to assist first home buyers	12%	13%	10%	12%	9%
More support for local industries	11%	9%	13%	3%	15%
Cut company tax	4%	2%	7%	1%	2%
Make changes to superannuation	4%	5%	4%	<1%	2%



55% thought the one of the Government's main priorities was to invest more in hospitals and health services. Other important priorities were investing more in education (31%), Ensuring big businesses pay their fair share of tax (29%), cut spending to reduce the deficit (27%) and do more to address unemployment (25%). Cutting company tax and making changes to superannuation were the least important issues (both 4%).

For Labor voters the main priorities were investing in hospitals and health (66%), investing more in education (40%) and doing more to address unemployment (28%).

For Liberal/National voters the main priorities were investing in hospitals and health (49%), cutting spending to reduce the deficit (48%) and ensuring big businesses pay their fair share of tax (29%).

For Greens voters the main priorities were doing more to address climate change (45%), investing in hospitals and health (43%) and investing more in renewable energy (40%).



Importance of international relationships

Q How important is it for Australia to have a close relationship with the following nations?

	Very important	Quite important	Not very important	Don't know	Very important Mar 11	Very important Nov 13	Very important Oct 14	Very important Feb 15	Very important May 15	Change
United States	49%	37%	6%	8%	60%	59%	53%	44%	44%	+5
China	42%	42%	9%	7%	48%	54%	44%	41%	39%	+3
United Kingdom	41%	42%	9%	9%	56%	48%	48%	38%	39%	+2
Indonesia	26%	42%	22%	10%	31%	40%	32%	22%	21%	+4
Japan	25%	50%	15%	9%	39%	35%	31%	30%	31%	-6
Canada	22%	43%	24%	10%	na	na	26%	22%	24%	-2
India	19%	44%	25%	11%	26%	26%	22%	20%	22%	-3
Germany	19%	44%	26%	11%	23%	20%	22%	18%	20%	-1
Russia	17%	35%	36%	12%	na	na	16%	11%	13%	+4
Saudi Arabia	13%	34%	39%	13%	na	na	17%	12%	14%	-1

49% of respondents think it is very important to have a close relationship with the United States and 42% think it is very important to have a close relationship with China and 41% with the United Kingdom. Relations with Russia (17%) and Saudi Arabia (13%) were thought to be the least important.

A close relationship with the United States is considered very important by 59% of Liberal/National voters, 49% of Labor voters and 32% of Greens voters.

Since this question was asked in May last year, the importance of our relationship with the US has increased 5% and the importance of our relationship with Japan decreased 6%.



Trust in the Government's handling of international relations

Q How much trust do you have in Malcolm Turnbull and the Liberal Government to handle Australia's international relations?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Nov 2013	Jun 2014	Oct 2014	Feb 2015	May 2015
Total a lot/some	47%	30%	81%	35%	36%	41%	35%	40%	33%	35%
Total little/no trust	46%	65%	17%	52%	62%	53%	59%	53%	62%	58%
A lot of trust	12%	5%	28%	-	3%	20%	17%	17%	12%	13%
Some trust	35%	25%	53%	35%	33%	21%	18%	23%	21%	22%
A little trust	24%	28%	16%	32%	27%	18%	16%	18%	22%	20%
No trust	22%	37%	1%	20%	35%	35%	43%	35%	40%	38%
Don't know	7%	6%	2%	13%	3%	7%	5%	6%	5%	7%

Overall, 47% have a lot or some trust in Malcolm Turnbull and the Liberal Government to handle Australia's international relations and 46% have a little or no trust. This represents a substantial increase in trust since a similar question was asked last May about the Tony Abbott Government.

However, most of the shift has been an increase for "some trust". Only 12% (down 1%) have "a lot of trust" and 22% (down 26%) have no trust.

Relationship with US if Hillary Clinton President

Q If Hillary Clinton was elected President do you think Australia’s relationship with the United States would become better or worse?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total better	24%	28%	30%	19%	9%
Total worse	13%	7%	6%	7%	18%
Much better	8%	11%	12%	-	2%
Better	16%	17%	18%	19%	7%
Make no difference	54%	54%	55%	60%	64%
Worse	5%	3%	3%	6%	10%
Much worse	4%	4%	3%	1%	8%
Don't know	13%	11%	9%	14%	10%

24% think that the election of Hillary Clinton as US President would make our relationship with the US better and 13% think it would be worse. 54% think it would make no difference. The views of Liberal/National voters and Labor voters were similar.



Relationship with US if Donald Trump President

Q If Donald Trump was elected President do you think Australia’s relationship with the United States would become better or worse?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total better	7%	6%	8%	4%	9%
Total worse	63%	67%	58%	78%	65%
Much better	3%	2%	3%	2%	5%
Better	4%	4%	5%	2%	4%
Make no difference	21%	20%	26%	12%	19%
Worse	26%	24%	25%	29%	34%
Much worse	37%	43%	33%	49%	31%
Don't know	9%	8%	8%	7%	7%

7% think that the election of Donald Trump as US President would make our relationship with the US better and 63% think it would be worse. 21% think it would make no difference.

A majority of all voter groups thought that the election of Donald Trump would make our relationship worse.



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.