

The Essential Report

2 August 2016

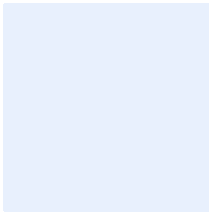


The Essential Report

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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 27th July to 1st August 2016 and is based on 1,000 respondents.

Aside from the standard question on voting intention, this week's report includes questions on trust in media, voting, groups better or worse off under new Government, Kevin Rudd, Tony Abbott and superannuation.

The methodology used to carry out this research is described in the appendix on page 12.

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 26/7/16	2 weeks ago 19/7/16	4 weeks ago 5/7/16	Election 7 Sep 13
Liberal	36%	35%	35%	38%	
National	3%	4%	4%	3%	
Total Liberal/National	39%	39%	39%	41%	45.6%
Labor	37%	37%	36%	37%	33.4%
Greens	10%	10%	10%	10%	8.6%
Nick Xenophon Team	4%	4%	4%	2%	-
Other/Independent	10%	11%	10%	10%	12.4%
2 party preferred					
Liberal National	48%	48%	49%	50%	53.5%
Labor	52%	52%	51%	50%	46.5%

NB. Sample = 1,817. 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.

Trust in media

Q How much trust did you have in the way the following media reported and commented on the Federal election campaign?

	Total a lot/some trust	Total not much/no trust	Net	A lot of trust	Some trust	Not much trust	No trust at all	Don't know	Don't use
ABC TV	65%	17%	+48	26%	39%	11%	6%	6%	12%
SBS TV	61%	15%	+46	21%	40%	11%	4%	7%	18%
ABC radio	54%	18%	+36	20%	34%	12%	6%	5%	22%
Sydney Morning Herald (NSW)	45%	25%	+20	11%	34%	19%	6%	7%	22%
The Australian	37%	25%	+12	8%	29%	18%	7%	6%	30%
The Age (Victoria)	42%	33%	+9	7%	35%	22%	11%	5%	21%
Courier Mail (Queensland)	37%	37%	-	6%	31%	25%	12%	5%	21%
Commercial TV	42%	44%	-2	4%	38%	33%	11%	7%	7%
The Telegraph (NSW)	35%	39%	-4	10%	25%	25%	14%	7%	20%
Commercial radio	35%	41%	-6	4%	31%	30%	11%	7%	17%
Herald Sun (Victoria)	35%	43%	-8	5%	30%	27%	16%	5%	16%



The media most trusted for reporting and commentary on the election were ABC TV (65% trust), SBS TV (61%) and ABC radio (54%).

The most trusted newspapers were the Sydney Morning Herald (45%), The Australian (37%) and The Age (42%).

The least trusted media were the Herald Sun (43% not much or no trust), commercial TV (44%) and commercial radio (41%).



Voting at election

Q Which of the following best describes how you voted in the recent Federal election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
I voted for the party that I want to lead Australia	74%	83%	86%	74%	49%
I voted against the party I don't want to lead Australia	17%	14%	10%	22%	44%
Don't know	9%	3%	4%	5%	7%

74% said they voted for the party they wanted to lead Australia and 17% said they voted against the party they didn't want to lead Australia.

44% of those who voted independent or for minor parties said they voted against the party they didn't want to lead Australia.



Groups better or worse off

Q Do you think the following groups of people will become better off or worse off under the newly elected Coalition Government?

	Total better off	Total worse off	Net	A lot better off	A little better off	Stay the same	A little worse off	A lot worse off	Don't know
Large corporations	49%	9%	+40	26%	23%	25%	7%	2%	16%
Banks and other financial institutions	48%	8%	+40	24%	24%	29%	5%	3%	16%
People and families on high incomes	43%	13%	+30	15%	28%	29%	10%	3%	15%
Families with children at private school	28%	14%	+14	7%	21%	40%	9%	5%	17%
Small businesses	30%	19%	+11	6%	24%	36%	13%	6%	15%
Recent immigrants to Australia	18%	29%	-11	6%	12%	35%	16%	13%	19%
People and families on middle incomes	16%	31%	-15	3%	13%	39%	21%	10%	14%
Farmers and other agricultural producers	15%	32%	-17	3%	12%	34%	18%	14%	18%
People with disabilities	13%	37%	-24	3%	10%	34%	19%	18%	16%
Families with children at public school	11%	35%	-24	2%	9%	38%	23%	12%	16%
Average working people	11%	38%	-27	3%	8%	37%	24%	14%	14%
Unemployed people	12%	40%	-28	2%	10%	31%	20%	20%	17%
Pensioners	11%	40%	-29	3%	8%	34%	21%	19%	15%
Single parents	10%	39%	-29	3%	7%	34%	23%	16%	17%
People and families on low incomes	12%	45%	-33	2%	10%	29%	23%	22%	14%



Respondents believed the following groups will be better off under the new Coalition Government - large corporations (49%), banks and other financial institutions (48%) and people and families on high incomes (43%).

The groups thought to be worse off were people on low incomes (45%), pensioners (40%), the unemployed (40%), single parents (39%), average working people (38%) and people with disabilities (37%).



Kevin Rudd as UN Secretary General

Q Former Prime Minister Kevin Rudd has asked the Federal Government to nominate him to be the next Secretary General of the United Nations. Do you think the Federal Government should or should not nominate Kevin Rudd for UN Secretary General?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Should nominate Kevin Rudd	36%	53%	26%	40%	32%
Should not nominate Kevin Rudd	39%	23%	57%	37%	47%
Don't know	25%	24%	18%	23%	20%

36% think that the Federal Government should nominate Kevin Rudd for UN Secretary General and 39% think they should not. 53% of Labor voters think the Government should nominate Kevin Rudd and 57% of Liberal/National voters think they should not.

Note – the majority of respondents completed this survey before the Government had announced it would not nominate Kevin Rudd.

Tony Abbott

Q Do you think Tony Abbott should –

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Stay in Parliament on the backbench	21%	22%	26%	18%	19%
Stay in Parliament and be given a Ministry	25%	11%	43%	13%	29%
Resign from Parliament	37%	51%	18%	63%	38%
Don't know	17%	16%	12%	6%	14%

37% think that Tony Abbott should resign from Parliament, 25% think he should stay in Parliament and be given a ministry and 21% think he should stay in Parliament on the backbench.

51% of Labor voters and 63% of Greens voters think he should resign while 43% of Liberal/National voters think he should remain and be given a ministry.

A similar question asked in March found that 47% thought Tony Abbott should resign immediately or at the next election, 18% thought he should stay and be given a ministry and 15% thought he should stay on the backbench.

Superannuation

Q The Federal Government is proposing to introduce a lifetime \$500,000 ceiling on after-tax super contributions backdated to 2007. Do you approve or disapprove of capping after-tax contributions to superannuation at \$500,000?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Less than \$600 pw	\$600-\$1000 pw	\$1000-\$2000 pw	\$2000+ pw
Total approve	29%	25%	38%	37%	22%	16%	34%	36%	28%
Total disapprove	34%	34%	33%	31%	46%	34%	19%	31%	45%
Strongly approve	9%	8%	11%	17%	6%	7%	10%	12%	8%
Approve	20%	17%	27%	20%	16%	9%	24%	24%	20%
Disapprove	20%	22%	18%	21%	22%	26%	10%	18%	25%
Strongly disapprove	14%	12%	15%	10%	24%	8%	9%	13%	20%
Don't know	37%	41%	27%	32%	32%	50%	46%	33%	27%

29% approve of the proposed \$500,000 cap on after-tax superannuation contributions and 34% disapprove. 37% have no opinion.

45% of those earning more than \$2,000pw disapproved.



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.