

# The Essential Report

9 August 2016



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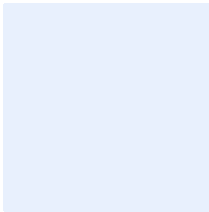
**Date:** 9/8/2016

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**Prepared By:** Essential Research

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**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 5<sup>th</sup> to 8<sup>th</sup> August 2016 and is based on 1,003 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, globalisation, trade, the Census and interest rates.

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 2/8/16	2 weeks ago 26/7/16	4 weeks ago 12/7/16	Election 7 Sep 13
Liberal	37%	36%	35%	37%	
National	2%	3%	4%	4%	
<b>Total Liberal/National</b>	<b>40%</b>	<b>39%</b>	<b>39%</b>	<b>41%</b>	<b>45.6%</b>
<b>Labor</b>	<b>37%</b>	<b>37%</b>	<b>37%</b>	<b>36%</b>	<b>33.4%</b>
Greens	10%	10%	10%	10%	8.6%
Nick Xenophon Team	4%	4%	4%	3%	-
Other/Independent	10%	10%	11%	10%	12.4%
<b>2 party preferred</b>					
Liberal National	<b>48%</b>	48%	48%	49%	53.5%
Labor	<b>52%</b>	52%	52%	51%	46.5%

NB. Sample = 1,795. 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	Dec 2015	Mar 2016	Jun 2016	Jul 2016
<b>Total approve</b>	<b>38%</b>	<b>15%</b>	<b>77%</b>	<b>18%</b>	<b>27%</b>	<b>56%</b>	<b>45%</b>	<b>38%</b>	<b>37%</b>
<b>Total disapprove</b>	<b>43%</b>	<b>69%</b>	<b>14%</b>	<b>62%</b>	<b>59%</b>	<b>23%</b>	<b>35%</b>	<b>40%</b>	<b>48%</b>
Strongly approve	6%	2%	15%	-	1%	13%	6%	6%	8%
Approve	32%	13%	62%	18%	26%	43%	39%	32%	29%
Disapprove	26%	37%	12%	37%	35%	16%	24%	24%	27%
Strongly disapprove	17%	32%	2%	25%	24%	7%	11%	16%	21%
Don't know	19%	16%	10%	19%	15%	21%	21%	21%	16%

38% (up 1% from 4 weeks ago) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 43% (down 5%) disapprove – a change in net approval rating from -11 to -5.

77% (up 2%) of Liberal/National voters approve of Malcolm Turnbull's performance with 14% (no change) disapproving. 15% (up 2%) of Labor voters and 18% (down 1%) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 42% approve/46% disapprove and women 33% approve/41% 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	Mar 2016	Jun 2016	Jul 2016
<b>Total approve</b>	<b>37%</b>	<b>67%</b>	<b>20%</b>	<b>41%</b>	<b>23%</b>	<b>31%</b>	<b>35%</b>	<b>27%</b>	<b>27%</b>	<b>34%</b>	<b>39%</b>
<b>Total disapprove</b>	<b>41%</b>	<b>15%</b>	<b>64%</b>	<b>36%</b>	<b>64%</b>	<b>27%</b>	<b>39%</b>	<b>47%</b>	<b>47%</b>	<b>40%</b>	<b>41%</b>
Strongly approve	7%	17%	2%	4%	-	5%	7%	4%	3%	7%	11%
Approve	30%	50%	18%	37%	23%	26%	28%	23%	24%	27%	28%
Disapprove	23%	13%	29%	28%	36%	17%	23%	26%	29%	22%	21%
Strongly disapprove	18%	2%	35%	8%	28%	10%	16%	21%	18%	18%	20%
Don't know	22%	18%	16%	23%	13%	43%	26%	25%	26%	25%	20%

37% (down 2% in last 4 weeks) of respondents approve of the job Bill Shorten is doing as opposition leader and 41% (no change) disapprove – a change in his net rating from -2 to -4.

67% (down 11%) of Labor voters approve of the job Bill Shorten is doing and 15% (up 5%) disapprove.

42% of men and 32% of women approve of Bill Shorten. 43% of men and 39% 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	Mar 2016	Jun 2016	Jul 2016
Malcolm Turnbull	<b>40%</b>	10%	83%	21%	31%	53%	54%	48%	40%	39%
Bill Shorten	<b>30%</b>	64%	4%	49%	19%	17%	15%	19%	29%	31%
Don't know	<b>31%</b>	26%	13%	30%	51%	30%	31%	33%	32%	30%

40% (up 1% in last 4 weeks) of respondents think Malcolm Turnbull would make the better Prime Minister and 30% (down 1%) think Bill Shorten would make the better Prime Minister.

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

36% of women prefer Malcolm Turnbull and 28% prefer Bill Shorten.



## Globalisation

Q Globalisation is the increase of trade, communication, travel and other things among countries around the world. In general, do you think Australia has gained more or lost more because of globalization?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Gained	29%	26%	35%	48%	18%
Lost	29%	34%	23%	19%	48%
Nether	18%	18%	20%	11%	20%
Don't know	24%	22%	21%	22%	15%

29% think that Australia has gained more from globalisation and 29% think we have lost more.

Those most likely to think Australia has gained from globalisation were aged 18-34 (42%), incomes over \$2,000 pw (40%), university educated (43%), and Greens voters (48%).

Those who think Australia has lost because of globalisation were more likely to be aged 55+ (37%) and other party and independent voters (48%).





## Jobs and trade

Q Overall, would you say Australian trade with other countries creates more jobs for Australia, loses more jobs for Australia or has no effect on Australian jobs?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Creates jobs	28%	28%	36%	32%	12%
Loses jobs	40%	47%	32%	28%	58%
No effect	10%	5%	12%	11%	12%
Don't know	23%	20%	20%	28%	18%

40% think that trade with other countries loses more jobs for Australia and 28% think it gains more jobs.

Those most likely to think trade creates more Australian jobs were Liberal/National voters (36%), incomes over \$2,000 pw (36%) and university educated (36%),

Those who think Australia loses more jobs from trade were more likely to be aged 55+ (47%), Labor voters (47%) and other party and independent voters (58%).



## The Census

Q Next Tuesday's 2016 Census of Population and Housing will require all people to provide their names and addresses which will be kept associated with the data for four years. Do you approve or disapprove of the Census keeping names and addresses?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total approve</b>	<b>45%</b>	<b>43%</b>	<b>57%</b>	<b>42%</b>	<b>35%</b>
<b>Total disapprove</b>	<b>39%</b>	<b>45%</b>	<b>28%</b>	<b>44%</b>	<b>55%</b>
Strongly approve	10%	9%	14%	9%	6%
Approve	35%	34%	43%	33%	29%
Disapprove	22%	22%	20%	27%	26%
Strongly disapprove	17%	23%	8%	17%	29%
Don't know	16%	12%	15%	14%	9%

45% approve of the Census keeping names and addresses and 39% disapprove.

Those more likely to approve were Liberal/National voters (57%), aged 55+ (51%), incomes over \$2,000 pw (51%) and university educated (51%). Those most likely to disapprove were other party and independent voters (55%).



## The economy

Q Do you think the recent cut in official interest rates indicates that Australia's economy is getting better or getting worse?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Economy is getting better	13%	11%	19%	13%	11%
Economy is getting worse	47%	53%	44%	45%	61%
Neither	24%	23%	24%	20%	21%
Don't know	16%	13%	13%	22%	7%

47% think that the recent cut in official interest rates indicates Australia's economy is getting worse and 13% think it indicates the economy is getting better. 24% think it indicates neither.

There were few significant differences across demographic groups. 54% of those aged 45-64 and 61% of other party and independent voters thought it indicated the economy was getting worse.

## Interest rates

Q Will the recent cut in official interest rates make you personally better off or worse off financially?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aged 18-34	Aged 35-54	Aged 55+
<b>Total better off</b>	<b>25%</b>	<b>26%</b>	<b>28%</b>	<b>22%</b>	<b>20%</b>	<b>30%</b>	<b>31%</b>	<b>7%</b>
<b>Total worse off</b>	<b>29%</b>	<b>32%</b>	<b>28%</b>	<b>31%</b>	<b>28%</b>	<b>21%</b>	<b>21%</b>	<b>49%</b>
Much better off	3%	3%	4%	2%	2%	4%	3%	1%
A little better off	22%	23%	24%	20%	18%	26%	28%	6%
A little worse off	19%	20%	20%	26%	16%	17%	14%	30%
Much worse off	10%	12%	8%	5%	12%	4%	7%	19%
Make no difference	36%	33%	37%	37%	46%	30%	37%	42%
Don't know	<b>11%</b>	10%	8%	10%	5%	19%	10%	2%

25% think that the recent cut in official interest rates will make them personally better off and 29% think it will make them worse off.

Those more likely to think they will be better off were aged 25-44 (35%), full-time workers (36%) and incomes over \$2,000 pw (40%).

Those more likely to think they will be worse off were aged 55+ (49%), earning less than \$1,000 pw (37%) and those not working (36%).

## 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.

