

The Essential Report

16 August 2016



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Prepared By: Essential Research

**Data Supplied
by:**



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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 weekly omnibus conducted by Essential Research with data provided by Your Source. The survey was conducted online from the 12th to 15th August 2016 and is based on 1,015 respondents.

Aside from the standard question on voting intention, this week's report includes questions about the Olympic Games, the ABCC, the Census and a Royal Commission into banking.

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 9/8/16	2 weeks ago 2/8/16	4 weeks ago 19/7/16	Election 7 Sep 13
Liberal	36%	37%	36%	35%	
National	3%	2%	3%	4%	
Total Liberal/National	39%	40%	39%	39%	45.6%
Labor	37%	37%	37%	36%	33.4%
Greens	10%	10%	10%	10%	8.6%
Nick Xenophon Team	4%	4%	4%	4%	-
Other/Independent	11%	10%	10%	10%	12.4%
2 party preferred					
Liberal National	48%	48%	48%	49%	53.5%
Labor	52%	52%	52%	51%	46.5%

NB. Sample = 1,791. 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.

Interest in Olympic Games

Q How much interest are you taking in the Olympic Games being held In Rio?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 65+	Aug 2012
A lot of interest	19%	22%	21%	17%	13%	21%	16%	19%	20%	18%	22%
Some interest	33%	31%	43%	23%	27%	33%	33%	37%	30%	33%	36%
A little interest	30%	30%	29%	37%	29%	30%	31%	28%	32%	30%	27%
No interest	17%	16%	8%	23%	31%	15%	20%	15%	18%	19%	14%
Don't know	1%	-	-	-	-	*	1%	1%	-	-	1%

52% say they have some or a lot of interest in the Olympic games. 47% have little or no interest.

This is less interest than the London Olympics when 60% said they had a lot or some interest.

Those most interested were aged 18-34 (56%), full-time workers (60%) and university educated (60%).

Importance of winning gold medals

Q How important is it that Australia wins gold medals at the 2016 Olympics being held in Rio?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 65+	Aug 2012
Very important	15%	18%	18%	4%	13%	18%	12%	17%	16%	10%	12%
Quite important	36%	35%	45%	25%	26%	38%	35%	36%	37%	35%	32%
Not so important	30%	29%	30%	42%	33%	27%	33%	29%	29%	32%	36%
Not at all important	13%	13%	6%	25%	20%	14%	12%	10%	13%	17%	17%
Don't know	6%	5%	2%	3%	9%	3%	8%	8%	5%	5%	3%

51% say it is very or quite important that Australia wins gold medals at the Rio Olympics and 43% say it is not so important or not at all important.

This is considerably higher than for the London Olympics (44% important).

Those most likely to think it is important were men (56%) and full-time workers (57%).

Funding of Australia's Olympic team

- Q Direct Federal funding of Australia's Olympic sports over the past four years has been at least \$377 million. Do you think this investment is too much, not enough or about right?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aug 2012
Too much	36%	36%	34%	35%	48%	58%
Not enough	11%	14%	10%	11%	8%	9%
About right	34%	30%	42%	35%	30%	19%
Don't know	19%	20%	13%	18%	13%	14%

36% (down from 58% in 2012) think that Australia invests too much in Olympic sports, 34% (up 15%) think Australia spends about the right amount and 11% think we don't spend enough.

ABCC

- Q The Government plans to re-establish the Australian Building and Construction Commission to address claims of union militancy in the construction industry. The ABCC’s powers included preventing any person from revealing they had been forced to give testimony to the Commission, and overriding a person’s right to silence. Do you support or oppose re-establishing the ABCC?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Oct 2013	Mar 2016	Apr 2016
Total support	32%	20%	53%	25%	28%	29%	35%	35%
Total oppose	18%	30%	6%	27%	22%	22%	17%	16%
Strongly support	13%	5%	24%	8%	11%	12%	17%	17%
Support	19%	15%	27%	17%	17%	17%	18%	18%
Neither support nor oppose	28%	27%	28%	24%	30%	23%	27%	23%
Oppose	9%	14%	4%	14%	11%	9%	8%	8%
Strongly oppose	9%	16%	2%	13%	11%	13%	9%	8%
Don't know	23%	23%	14%	24%	20%	25%	22%	27%

32% support re-establishing the ABCC and 18% oppose. 28% neither support nor oppose and 23% don't have an opinion. This is a decline in support for re-establishing the ABCC since this question was asked in April.

39% of full-time workers support and 16% oppose. 23% of part-time workers support and 15% oppose.



Importance of re-establishing ABCC

Q Compared to other issues the Government needs to address, how important is the issue of re-establishing the ABCC?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Apr 2016
Total important	35%	24%	51%	21%	39%	34%
Total not important	40%	50%	31%	54%	39%	41%
Very important	9%	5%	15%	2%	9%	10%
Somewhat important	26%	19%	36%	19%	30%	24%
Not so important	25%	27%	25%	31%	23%	26%
Not at all important	15%	23%	6%	23%	16%	15%
Don't know	26%	26%	18%	24%	22%	26%

35% say that re-establishing the ABCC is very or somewhat important compared to other issues the Government needs to address and 40% say it is not important. This is similar to when this question was asked in April.

Those more likely to think it is important were Liberal/National voters (51%) and people aged 65+ (48%).

Those more likely to say it was not important were Labor (50%) and Greens (54%) voters.



Census

Q Did you give both your name and address in the Census held this week?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aged 18-34	Aged 35-54	Aged 55+
Yes, gave both name and address	71%	76%	72%	58%	77%	61%	69%	85%
No, did not give name and address	6%	5%	8%	7%	4%	13%	4%	2%
Did not fill out the Census	23%	19%	20%	35%	19%	26%	28%	14%

6% say they did not give their name and address in the 2016 Census. 23% say they have not yet completed the Census.

Those most likely to have not given their name and address were aged 25-34 (15%).

Royal Commission into banking

Q Would you support or oppose holding a Royal Commission into the banking and financial services industry?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	April 2016
Total support	64%	76%	59%	71%	72%	59%
Total oppose	13%	6%	22%	8%	10%	15%
Strongly support	28%	38%	17%	34%	33%	27%
Support	36%	38%	42%	37%	39%	32%
Oppose	9%	5%	15%	8%	7%	11%
Strongly oppose	4%	1%	7%	-	3%	4%
Don't know	23%	18%	19%	21%	18%	25%

There was majority support for holding a Royal Commission into the banking and financial services sector - 64% supported a Royal Commission and 13% opposed. This is a 5% increase in support since this question was asked in April.

Those most likely to support a Royal Commission into the banking and financial services sector were aged 65+ (70%), Labor voters (76%), Greens voters 71%) and those earning \$2,000+ pw (70%).



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.