

The Essential Report

30 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 26th to 29th August 2016 and is based on 1,021 respondents.

Aside from the standard question on voting intention, this week's report includes questions on same-sex marriage, life in Australia, obstacles to women getting ahead and asylum seekers.

The methodology used to carry out this research is described in the appendix on page 14.

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 23/8/16	2 weeks ago 16/8/16	4 weeks ago 2/8/16	Election 7 Sep 13
Liberal	37%	36%	36%	36%	
National	3%	3%	3%	3%	
Total Liberal/National	40%	39%	39%	39%	45.6%
Labor	37%	36%	37%	37%	33.4%
Greens	10%	10%	10%	10%	8.6%
Nick Xenophon Team	4%	4%	4%	4%	-
Other/Independent	10%	12%	11%	10%	12.4%
2 party preferred					
Liberal National	49%	49%	48%	48%	53.5%
Labor	51%	51%	52%	52%	46.5%

NB. Sample = 1,797. 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.

National vote on same-sex marriage

Q The Federal Government intends to hold a national vote on same sex marriage. If the question was “Do you approve of a law to permit people of the same sex to marry?” how would you vote?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Yes	57%	69%	47%	85%	48%	53%	61%	62%	58%	50%
No	28%	21%	39%	5%	42%	33%	24%	21%	29%	37%
Don't know	15%	10%	14%	10%	10%	14%	15%	17%	13%	13%

57% would vote “yes” in a plebiscite on same-sex marriage and 28% would vote “no”. 15% did not know how they would vote.

Those most likely to vote “yes” were Greens voters (85%), Labor voters (69%) and voters aged 18-34 (62%).

50% of those aged 65+ would vote “no”.

Voting if not compulsory

Q If the national vote was not compulsory would you -

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Vote yes	Vote no
Definitely vote	48%	51%	51%	58%	51%	46%	51%	44%	46%	58%	54%	51%
Probably vote	24%	23%	27%	24%	22%	26%	22%	28%	24%	18%	27%	19%
Probably not vote	13%	14%	12%	11%	11%	12%	14%	13%	14%	12%	10%	14%
Definitely not vote	6%	4%	6%	1%	9%	8%	5%	9%	5%	5%	4%	11%
Not sure	8%	7%	5%	5%	8%	7%	9%	6%	11%	6%	5%	6%

If voting in the plebiscite on same-sex marriage was not compulsory, 48% say they would definitely vote, and 24% would probably vote. 19% would probably or definitely not vote.

81% of those voting “yes” would probably or definitely vote compared to 70% of those who would vote “no”.



Expectation of national vote

Q Do you expect this national vote on same sex marriage will pass?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Vote yes	Vote no
Yes	47%	48%	48%	58%	46%	48%	45%	53%	43%	46%	63%	24%
No	24%	22%	26%	17%	31%	28%	20%	18%	28%	23%	11%	55%
Not sure	30%	29%	26%	25%	23%	24%	35%	30%	29%	31%	26%	21%

47% believe that the vote on same-sex marriage will pass and 24% think it will not pass.

63% of those voting “yes” think it will pass but 55% of those voting “no” think it will not pass.



Decision on same sex marriage

Q Do you think the issue of same sex marriage should be decided by Parliament or should there be a national vote?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aug 2015	Sep 2015	Mar 2016	Jul 2016	Vote yes	Vote no
Should be decided by Parliament	25%	32%	21%	40%	25%	22%	21%	23%	25%	33%	17%
Should have a national vote	59%	55%	66%	48%	61%	66%	67%	66%	60%	58%	68%
Don't know	16%	13%	13%	13%	14%	12%	12%	11%	15%	8%	15%

59% favour a national vote on same-sex marriage and 25% think the issue should be decided by Parliament.

This represents little change since this question was asked in July.



Life compared to 50 years ago

Q Compared with 50 years ago, do you think life for people like you in Australia today is better, worse or about the same?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Total better	45%	47%	54%	60%	27%	46%	46%	50%	42%	46%
Total worse	34%	32%	29%	25%	57%	36%	32%	27%	36%	40%
A lot better	18%	17%	26%	23%	8%	19%	18%	22%	15%	20%
A little better	27%	30%	28%	37%	19%	27%	28%	28%	27%	26%
About the same	14%	14%	14%	13%	13%	13%	15%	16%	16%	11%
A little worse	23%	22%	22%	18%	29%	24%	22%	21%	23%	25%
A lot worse	11%	10%	7%	7%	28%	12%	10%	6%	13%	15%
Don't know	6%	7%	4%	3%	4%	4%	8%	8%	7%	3%

45% think that life for people in Australia today is better than 50 years ago and 34% think it is worse.

Those more likely to think it is better were Greens voters (60%), Liberal/National voters (54%), aged 18-34 (50%), incomes over \$2,000 pw (51%) and university educated (54%).

Those more likely to think it is worse were independent and other party voters (57%), aged 55+ (40%), those who had not completed year 12 (40%) and those with incomes under \$1,000 pw (40%)



Life for next generation

Q Do you think life for the next generation of Australians will be better, worse or about the same compared with life today?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Total better	24%	24%	29%	34%	15%	27%	22%	29%	24%	20%
Total worse	47%	46%	41%	32%	66%	45%	47%	36%	47%	55%
A lot better	6%	5%	9%	5%	5%	7%	5%	7%	7%	3%
A little better	18%	19%	20%	29%	10%	20%	17%	22%	17%	17%
About the same	22%	22%	24%	30%	17%	21%	23%	24%	21%	21%
A little worse	27%	25%	27%	24%	32%	24%	29%	23%	26%	31%
A lot worse	20%	21%	14%	8%	34%	21%	18%	13%	21%	24%
Don't know	7%	8%	5%	4%	3%	6%	9%	11%	7%	4%

24% think that life for the next generation of Australians will be better than life today and 47% think it will be worse.

Those more likely to think it will be better were Greens voters (34%).

Those more likely to think it will be worse were aged 55+ (55%) and other/independent voters (66%).



Obstacles to women getting ahead

Q Which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Significant obstacles still make it harder for women to get ahead than men	46%	48%	41%	71%	46%	31%	60%	43%	45%	51%
Obstacles that made it harder for women to get ahead are largely gone	40%	39%	47%	20%	45%	53%	27%	42%	37%	40%
Don't know	14%	13%	12%	9%	10%	16%	13%	15%	18%	9%

46% think significant obstacles still make it harder for women to get ahead than men and 40% think that those obstacles are largely gone.

Those most likely to think there are still significant obstacles were Greens voters (71%) and women (60%).

53% of men think those obstacles are largely gone.



Too soft or too tough on asylum seekers

Q Do you think the Federal Liberal/National Government is too tough or too soft on asylum seekers or is it taking the right approach?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Oct 2010	Jul 2012	Jan 2014	Jul 2014	Apr 2015	Nov 2016
Too tough	21%	29%	9%	59%	15%	7%	12%	22%	27%	22%	25%
Too soft	29%	26%	29%	13%	42%	63%	60%	25%	18%	27%	29%
Taking the right approach	31%	23%	52%	13%	23%	18%	11%	35%	36%	34%	31%
Don't know	19%	22%	10%	15%	20%	12%	17%	18%	18%	17%	15%

29% (no change since November) think the Government is too soft on asylum seekers, 21% (down 4%) think they are too tough and 31% (no change) think they are taking the right approach.

Those most likely to think they are taking the right approach were Liberal/National voters (52%) and aged 65+ (46%).



Conditions for asylum seekers

Q As far as you know, are the conditions in which asylum seekers are kept on Nauru and Manus Island good or poor?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Feb 2016
Total good	28%	27%	36%	9%	35%	34%
Total poor	46%	54%	35%	74%	42%	40%
Very good	8%	7%	9%	4%	11%	9%
Good	20%	20%	27%	5%	24%	25%
Poor	23%	25%	24%	14%	21%	20%
Very poor	23%	29%	11%	60%	21%	20%
Don't know	26%	19%	28%	17%	22%	25%

28% (down 6% since February) think that the conditions in which asylum seekers are kept on Nauru and Manus Island are good and 46% (up 6%) think they are poor.

36% of Liberal/National voters think the conditions are good while 74% of Greens voters and 54% of Labor voters think they are poor.

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.