

# The Essential Report

6 September 2016



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**Date:** 6/9/2016

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**Prepared By:** Essential Research

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**Data Supplied by:**



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 2<sup>nd</sup> to 5<sup>th</sup> September 2016 and is based on 1,041 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the Turnbull Government, trust in institutions, issues for current and next generations and trust in handling data.

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 30/8/16	2 weeks ago 23/8/16	4 weeks ago 9/8/16	Election 2 Jul 16
Liberal	36%	37%	36%	37%	
National	3%	3%	3%	2%	
<b>Total Liberal/National</b>	<b>39%</b>	<b>40%</b>	<b>39%</b>	<b>40%</b>	<b>42.0%</b>
<b>Labor</b>	<b>37%</b>	<b>37%</b>	<b>36%</b>	<b>37%</b>	<b>34.7%</b>
Greens	10%	10%	10%	10%	10.2%
Nick Xenophon Team	3%	4%	4%	4%	
Pauline Hanson's One Nation	5%				
Other/Independent	6%	10%	12%	10%	13.1%
<b>2 party preferred</b>					
Liberal National	<b>48%</b>	49%	49%	48%	50.4%
Labor	<b>52%</b>	51%	51%	52%	49.6%

NB. Sample = 1,834. 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.

## Early election

- Q Do you expect the Coalition Government will run its full term until 2019 when the next Federal election is due or do you think there will be an early election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Will run full term	<b>35%</b>	29%	50%	28%	21%
Will be an early election	<b>38%</b>	52%	26%	43%	49%
Don't know	<b>27%</b>	19%	24%	30%	29%

35% think that the Coalition Government will run its full term and 38% think there will be an early election.

50% of Liberal/National voters think the Government will run its full term but 52% of Labor voters and 43% of Greens voters think there will be an early election.

## Expectation of Turnbull Government

Q Do you expect Malcolm Turnbull's Government will achieve more or less for the nation than the previous Government?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Will achieve more	18%	10%	35%	4%	14%
Will achieve less	30%	47%	17%	37%	37%
No difference	37%	36%	37%	46%	37%
Don't know	14%	7%	12%	14%	12%

Only 18% think Malcolm Turnbull's Government will achieve more for the nation than the previous Government and 30% think they will achieve less. 35% of Liberal/National voters think they will achieve more and 46% of Greens voters think there will be no difference.

## Trust in Institutions

Q How much trust do you have in the following institutions and organisations?

	Total trust	A lot of trust	Some trust	A little trust	No trust	Don't know	% change	Total trust Jun 12	Total trust Mar 13	Total trust Jul 14	Total trust Oct 15
State police	63%	22%	41%	24%	10%	3%	-5	-	-	-	68%
Federal police	63%	23%	40%	25%	8%	4%	-4	-	-	-	67%
The High Court	57%	20%	37%	25%	13%	4%	-3	60%	74%	57%	60%
The ABC	53%	16%	37%	27%	13%	8%	-2	54%	70%	54%	55%
The Reserve Bank	47%	14%	33%	31%	14%	8%	-4	49%	64%	52%	51%
Charitable organisations	43%	8%	37%	37%	14%	4%	-6	50%	52%	45%	49%
Environment groups	39%	8%	31%	33%	22%	6%	-3	32%	41%	31%	42%
Your local council	36%	6%	30%	35%	24%	4%	-4	-	34%	33%	40%
The Commonwealth Public Service	36%	5%	31%	38%	17%	9%	-2	30%	36%	31%	38%
Business groups	27%	2%	25%	38%	27%	7%	-3	22%	26%	22%	30%
State Parliament	26%	3%	23%	34%	35%	5%	-6	-	30%	24%	32%
Federal Parliament	26%	3%	23%	34%	35%	5%	-6	22%	34%	25%	32%
Religious organisations	26%	5%	21%	27%	40%	6%	-4	27%	27%	26%	30%



Trade unions	<b>25%</b>	3%	22%	31%	35%	8%	<b>-2</b>	22%	25%	22%	27%
Political parties	<b>14%</b>	1%	13%	32%	49%	4%	<b>-2</b>	<b>12%</b>	<b>12%</b>	<b>13%</b>	<b>16%</b>

**Note:** ‘Total Trust’ is an aggregate figure achieved by adding ‘A lot of trust’ and ‘Some trust’

Overall trust in institutions has decreased a little since this question was asked last October.

Respondents had most trust in the State police (63%), Federal police (63%), the High Court (57%), the ABC (53%) and the Reserve Bank (47%). They had least trust in political parties (14%), trade unions (25%) religious organisations (26%) and business groups (27%).

The main changes since the last poll were for State Parliament, Federal Parliament and charitable organisations (all down 6%).





## Issues compared to 50 years ago

Q Compared with 50 years ago, do you think the following issues in Australia today are better, worse or about the same?

	Total better	Total worse	A lot better	A little better	About the same	A little worse	A lot worse	Don't know
Knowledge of international events	63%	12%	34%	29%	21%	7%	5%	5%
Standard of living	55%	25%	25%	30%	16%	15%	10%	4%
Health services	54%	25%	26%	28%	15%	14%	11%	4%
Freedom from discrimination	52%	18%	20%	32%	25%	10%	8%	5%
Quality of life	52%	24%	21%	31%	21%	17%	7%	3%
Education services	50%	28%	20%	30%	18%	18%	10%	4%
Job security	21%	55%	5%	16%	20%	26%	29%	5%
Political leaders	15%	46%	4%	11%	34%	24%	22%	6%

A majority believe that most issues are better in Australia today than 50 years ago.

The exceptions were job security (55% worse) and political leaders (46% worse).

## Issues for next generation

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

	Total better	Total worse	A lot better	A little better	About the same	A little worse	A lot worse	Don't know
Knowledge of international events	50%	12%	19%	31%	32%	7%	5%	6%
Freedom from discrimination	42%	19%	11%	31%	33%	11%	8%	5%
Health services	41%	31%	14%	27%	24%	19%	12%	5%
Education services	40%	27%	11%	29%	28%	18%	9%	4%
Standard of living	37%	28%	9%	28%	30%	18%	10%	4%
Quality of life	34%	27%	8%	26%	35%	18%	9%	5%
Job security	18%	49%	4%	14%	27%	24%	25%	5%
Political leaders	15%	35%	3%	12%	44%	19%	16%	6%

Respondents were more likely to think that job security and political leadership would be worse for the next generation. Otherwise, all other issues were more likely to be better – although not by the margins between today and 50 years ago.



## Trust in handling information

Q How much trust do you have in the following organisations to store your personal data safely and in a way that would prevent abuse?

	Total trust	A lot of trust	Some trust	Little trust	No trust	Don't know
Security agencies such as the Australian Federal Police, local police and ASIO	51%	19%	32%	28%	16%	5%
The Australian Bureau of Statistics	46%	12%	34%	29%	20%	5%
Banks	45%	12%	33%	32%	20%	4%
Federal Government departments	37%	8%	29%	32%	26%	5%
Telecommunications companies and internet service providers	30%	4%	26%	37%	28%	5%
Online shopping websites	30%	4%	26%	37%	29%	4%
Social media sites e.g. Facebook	20%	3%	17%	32%	44%	5%

A majority (51%) trust security agencies to store personal information. 46% trust the ABS and 45% trust banks. Internet based entities are trusted by only 30% or less.

## 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.