

The Essential Report

20 September 2016



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Date: 20/9/2016

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 16ⁿ to 19th September 2016 and is based on 1,015 respondents.

Aside from the standard question on voting intention, this week's report includes questions on same sex marriage, the economy and job security.

The methodology used to carry out this research is described in the appendix on page 15.

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 13/9/16	2 weeks ago 6/9/16	4 weeks ago 23/8/16	Election 2 Jul 16
Liberal	34%	35%	36%	36%	
National	3%	3%	3%	3%	
Total Liberal/National	37%	38%	39%	39%	42.0%
Labor	37%	37%	37%	36%	34.7%
Greens	10%	10%	10%	10%	10.2%
Nick Xenophon Team	4%	4%	3%	4%	
Pauline Hanson's One Nation	6%	5%	5%		
Other/Independent	7%	7%	6%	12%	13.1%
2 party preferred					
Liberal National	48%	48%	48%	49%	50.4%
Labor	52%	52%	52%	51%	49.6%

NB. Sample = 1,830. 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 2016 election.

National vote on same-sex marriage

Q The Federal Government intends to hold a national vote on same sex marriage in February next year. If the question was "Should the law be changed to allow same-sex couples 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+	Aug 2016
Yes	60%	70%	55%	88%	47%	55%	65%	72%	58%	50%	57%
No	30%	22%	37%	5%	46%	36%	24%	20%	31%	40%	28%
Don't know	10%	8%	7%	7%	7%	9%	11%	8%	11%	10%	15%

60% would vote "yes" in a plebiscite on same-sex marriage and 30% would vote "no". 10% did not know how they would vote – down 5% since August.

Those most likely to vote "yes" were Greens voters (88%), Labor voters (70%) and voters aged 18-34 (72%).

50% of those aged 65+ would vote "no".



Funding campaigns

- Q As part of the national plebiscite on same-sex marriage, the Government has decided that tax-payer funding of \$7.5 million be provided for advertising for both the in favour and against campaigns. Do you approve or disapprove of the Government providing funding for campaign costs in the lead-up to the vote?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Vote yes	Vote no
Total approve	22%	22%	29%	16%	25%	24%	22%
Total disapprove	68%	67%	62%	83%	72%	67%	73%
Strongly approve	6%	8%	8%	4%	4%	8%	5%
Approve	16%	14%	21%	12%	21%	16%	17%
Disapprove	22%	23%	25%	17%	20%	21%	21%
Strongly disapprove	46%	44%	37%	66%	52%	46%	52%
Don't know	10%	11%	8%	1%	3%	9%	5%

68% disapprove of the Government's proposal to provide funding to both sides of the same-sex marriage campaigns and 22% approve. More than 60% of all voter groups disapprove.

Those who would vote no to same sex marriage in a national vote were a little more likely to oppose Government funding of the campaigns (73% disapprove).

Concern about campaign

Q How concerned are you that a holding a plebiscite on same-sex marriage may result in “hate speech” and abuse of gay and lesbian communities?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Vote yes	Vote no
Total concerned	48%	59%	41%	81%	47%	64%	25%
Total not concerned	39%	28%	52%	18%	46%	26%	64%
Very concerned	22%	28%	13%	59%	15%	31%	9%
Somewhat concerned	26%	31%	27%	22%	32%	33%	16%
Not very concerned	19%	17%	24%	7%	18%	17%	20%
Not at all concerned	20%	11%	28%	11%	28%	9%	44%
Don't know	12%	14%	9%	2%	6%	9%	11%

48% say they are concerned that a holding a plebiscite on same-sex marriage may result in “hate speech” and abuse of gay and lesbian communities and 39% are not concerned.

Those more likely to be concerned were Labor voters (59%), Greens voters (81%) and aged 18-24 (70%).

64% of those who would vote yes to same sex marriage in a national vote were concerned about “hate speech” compared to 25% of those who would vote no



Vote in Parliament

Q If the legislation required to conduct a same-sex marriage plebiscite is blocked by the Senate, should there be a vote in Parliament on same-sex marriage?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Vote yes	Vote no
Should be a vote in Parliament	53%	60%	46%	82%	53%	74%	22%
Should not be a vote in Parliament	29%	23%	38%	11%	32%	14%	61%
Don't know	18%	17%	16%	7%	14%	13%	17%

53% agree that if the legislation required to conduct a same-sex marriage plebiscite is blocked by the Senate, should there be a vote in Parliament on same-sex marriage and 29% think there should not be a vote.

Those most likely to favour a vote were Labor voters (60%), Greens voters (82%) and aged 18-24 (61%).

74% of those who would vote yes to same sex marriage in a national vote think there should be a vote in Parliament if the plebiscite is blocked by the Senate and 61% of those who would vote no think their should not be a vote in Parliament.



State of the economy

Q Overall, how would you describe the current state of the Australian economy?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	May 2012	Apr 2013	Apr 2014	Mar 2015	Jan 2016	Jul 2016
Total good	30%	30%	36%	39%	23%	35%	45%	38%	27%	28%	30%
Total poor	27%	27%	21%	21%	37%	29%	26%	24%	33%	31%	26%
Very good	3%	3%	5%	1%	1%	6%	8%	3%	3%	4%	4%
Good	27%	27%	31%	38%	22%	29%	37%	35%	24%	24%	26%
Neither good nor poor	40%	41%	41%	37%	39%	33%	28%	34%	36%	36%	41%
Poor	20%	21%	17%	17%	25%	20%	17%	19%	24%	24%	20%
Very poor	7%	6%	4%	4%	12%	9%	9%	5%	9%	7%	6%
Don't know	4%	3%	2%	4%	1%	2%	2%	4%	4%	4%	4%

30% described the economy as good or very good and 27% poor/very poor - 40% said it was neither. This represents little change since July.

Liberal National and Greens voters were somewhat more optimistic than other voters. Among Labor voters 30% (up 4%) thought it was good and 27% (down 3%) poor; for Liberal/National voters 36% (down 8%) said it was good and 21% (up 3%) poor.

Economy heading in right or wrong direction

Q From what you have read and heard, do you think the Australian economy is heading in the right direction or the wrong direction?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	May 2010	May 2011	Jun 2012	Apr 2013	Apr 2014	May 2015	Jul 2016
The right direction	33%	26%	52%	26%	25%	51%	45%	43%	36%	39%	35%	33%
The wrong direction	36%	45%	22%	40%	48%	25%	29%	32%	39%	34%	40%	35%
Don't know	31%	29%	26%	34%	27%	24%	25%	25%	25%	26%	25%	31%

33% of respondents think that Australia's economy is heading in the right direction and 36% think it is heading in the wrong direction. This represents little change since July.

26% (up 4%) of Labor voters, 52% (down 7%) of Liberal/National voters and 26% (up 8%) of Greens voters think the economy is heading in the right direction. 45% (down 2%) of Labor voters, 22% (up 2%) of Liberal/National voters and 40% (down 4%) of Greens voters think it is heading in the wrong direction.



Job security

Q In the next two years, do you expect your job to be more secure, less secure or about the same?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Work full time	Work part time	Oct 2014	Feb 2015	Sep 2015	Apr 2016
More Secure	14%	16%	17%	11%	7%	17%	11%	14%	9%	7%	14%
Less secure	27%	31%	19%	21%	32%	26%	24%	31%	29%	28%	31%
Much more secure	5%	4%	7%	3%	1%	6%	4%	5%	3%	2%	5%
Somewhat more secure	9%	12%	10%	8%	6%	11%	7%	9%	6%	5%	9%
About the same	53%	49%	60%	67%	51%	52%	58%	50%	58%	50%	49%
Somewhat less secure	16%	20%	11%	10%	16%	16%	15%	17%	17%	16%	19%
Much less secure	11%	11%	8%	11%	16%	10%	9%	14%	12%	12%	12%
Don't know	6%	4%	3%	1%	10%	5%	7%	4%	4%	15%	7%

14% of respondents (no change since April) feel that their job will become more secure over the next two years. 27% (down 4%) feel it will become less secure while the largest proportion (53%) feel it will stay about the same. Liberal/National voters (60%) and Greens voters (67%) were more likely to say their job security would be about the same.



Work expectation

Q Do you expect to be working for your current employer in 5 years time?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Work full time	Work part time	Aged 18-34	Aged 35-54	Aged 55+
Yes	33%	37%	39%	23%	28%	44%	27%	33%	37%	24%
No	35%	36%	32%	45%	38%	30%	32%	38%	27%	53%
Not sure	32%	28%	29%	33%	33%	26%	41%	29%	36%	24%

33% expect to still be working for their current employer in 5 years time and 35% think they will not. 32% were not sure.

44% of fulltime workers, 42% of those earning more than \$1,500 pw and 37% of those aged 35-54 think they will be working for the same employer.

41% of part-time workers were not sure compared to 26% of full-time workers.

Threats to job security

Q What do you think is the biggest threat to job security in Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Work full time	Work part time	Aged 18-34	Aged 35-54	Aged 55+
Free trade deals that allow foreign workers into the Australian labour market	31%	33%	24%	26%	37%	28%	24%	20%	32%	42%
Companies using labour hire and contracting out	23%	24%	24%	32%	21%	27%	22%	27%	23%	17%
The impact of technological change	18%	18%	19%	22%	19%	21%	21%	23%	16%	13%
High wages	11%	8%	18%	7%	7%	11%	8%	10%	8%	16%
Not sure	18%	17%	15%	13%	16%	13%	25%	20%	20%	12%

The major threats to job security were free trade allowing in more foreign workers (31%) and companies using labour hire and contracting (23%). Only 11% think high wages are most responsible.



Statements about fairness

Q Do you agree or disagree with the following statements?

	Total agree	Total disagree	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Full time work agree	Part time work agree
Fairness is a core Australian value	81%	11%	28%	53%	8%	3%	8%	80%	81%
My workplace treats people fairly (based on those working)	74%	11%	25%	49%	15%	6%	5%	72%	76%
Social and economic inequality in Australia is getting worse	68%	18%	21%	47%	16%	2%	13%	68%	65%
The Australian labour market is a fair place	40%	38%	6%	34%	29%	9%	21%	45%	43%

81% agree that “fairness is a core Australian value but 68% agree that social and economic inequality is getting worse.

Respondents were divided over whether the Australian labour market is a fair place (40% agree/38% disagree).

55% of those earning more than \$2,000 pw think the Australian labour market is a fair place compared to 31% of those earning less than \$1,000 pw.

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 2016 election, the Essential Report estimates of first preference votes averaged less than 1% difference from the election results and the two-party preferred difference was only 0.1%.

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.