

The Essential Report

22 November 2016



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Prepared By: Essential Research

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 18th to 21st November 2016 and is based on 1,013 respondents.

Aside from the standard question on voting intention, this week's report includes questions on 457 visas, immigration, political issues, membership of groups, health issues and resettling refugees to USA.

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 15/11/16	2 weeks ago 8/11/16	4 weeks ago 25/10/16	Election 2 Jul 16
Liberal	36%	34%	35%	36%	
National	3%	3%	3%	3%	
Total Liberal/National	38%	37%	38%	38%	42.0%
Labor	37%	37%	37%	37%	34.7%
Greens	10%	11%	10%	10%	10.2%
Nick Xenophon Team	3%	3%	3%	3%	
Pauline Hanson's One Nation	6%	6%	6%	6%	
Other/Independent	6%	6%	6%	6%	13.1%
2 party preferred					
Liberal National	48%	47%	47%	48%	50.4%
Labor	52%	53%	53%	52%	49.6%

NB. Sample = 1,813 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.

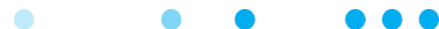
457 visas

Q Would you support or oppose Government legislation to reduce the number of overseas workers being brought to Australia under short-term 457 visas?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Mar 2013
Total support	64%	66%	74%	50%	64%	58%
Total oppose	17%	18%	13%	27%	22%	24%
Strongly support	28%	29%	30%	17%	42%	29%
Support	36%	37%	44%	33%	22%	29%
Oppose	13%	14%	11%	23%	15%	15%
Strongly oppose	4%	4%	2%	4%	7%	9%
Don't know	18%	16%	12%	23%	14%	17%

64% support Government legislation to reduce the number of overseas workers being brought to Australia under short-term 457 visas and 17% oppose.

Those most likely to support were Liberal/National voters (74%) and aged 55+ (74%).



Immigration issues

Q Which of the following issues are you most concerned about?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Mar 2013
The arrival of asylum seekers by boat	36%	26%	51%	17%	40%	38%
The use of foreign workers under short term (457) visas	21%	29%	19%	18%	17%	20%
The overall increase in Australia's total population	20%	22%	16%	25%	27%	18%
None of them	17%	18%	10%	32%	16%	19%
Don't know	6%	5%	4%	8%	-	4%

36% were most concerned about the arrival of asylum seekers by boat, 21% about the use of foreign workers under short term (457) visas and 20% about the overall increase in Australia's total population (20%).

Liberal/National voters were most concerned about the arrival of asylum seekers by boat (51%) while Labor voters were more concerned about the use of foreign workers under short term (457) visas (29%).

These results are very similar to when this question was asked in 2013.

Statements about Australia

Q Do you agree or disagree with the following statements?

	Total agree	Total dis-agree	Strongly agree	Agree	Dis-agree	Strongly disagree	Don't know
Free trade has gone too far	43%	29%	12%	31%	26%	3%	27%
The Government should bring back manufacturing jobs to Australia	83%	9%	41%	42%	7%	2%	8%
The Chinese government has too much influence on our economy	65%	18%	28%	37%	15%	3%	17%
If people who are not Australian citizens commit a crime they should be deported	75%	14%	44%	31%	11%	3%	11%
Local workers should be given priority over foreign workers	83%	10%	47%	36%	9%	1%	7%
We should do more to stop people entering our country illegally	77%	13%	43%	34%	10%	3%	10%
Racial equality has gone too far	46%	40%	21%	25%	26%	14%	15%
Gender equality has gone too far	40%	48%	18%	22%	30%	18%	12%
I would like to see Australia more like it was in the past	52%	32%	21%	31%	22%	10%	15%
The Government should put Australia first	88%	6%	47%	41%	5%	1%	6%
No matter who is in power the system is rigged against ordinary people	60%	26%	24%	36%	22%	4%	14%

Total agreement	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Free trade has gone too far	43%	45%	45%	31%	55%
The Government should bring back manufacturing jobs to Australia	83%	88%	82%	78%	91%
The Chinese government has too much influence on our economy	65%	68%	64%	64%	75%
If people who are not Australian citizens commit a crime they should be deported	75%	74%	80%	58%	85%
Local workers should be given priority over foreign workers	83%	84%	89%	75%	87%
We should do more to stop people entering our country illegally	77%	79%	88%	47%	78%
Racial equality has gone too far	46%	40%	56%	20%	61%
Gender equality has gone too far	40%	32%	52%	21%	52%
I would like to see Australia more like it was in the past	52%	48%	62%	32%	67%
The Government should put Australia first	88%	91%	92%	72%	92%
No matter who is in power the system is rigged against ordinary people	60%	65%	56%	52%	77%



Membership of groups

Q Are you currently a member or have you ever been a member of any of the following groups?

	Currently a member	Previously a member	Never been a member
Union	12%	31%	56%
Business/industry association	6%	9%	85%
Political party	2%	6%	91%
Professional sporting clubs (AFL, NRL, etc.)	10%	11%	79%
Local Sporting clubs	14%	22%	64%
Local community organisation (Lions, Rotary, etc)	5%	10%	85%
Active member of a Church	12%	17%	71%
School council or parents group	7%	19%	75%
Environment group	4%	7%	89%
Other voluntary organisation	14%	21%	66%

14% say they are members of local sporting clubs, 14% other voluntary groups, 12% are union members and 12% active church members. 31% are previous union members, 22% previous members of local sporting clubs and 21% were previously members of other volunteer organisations.

Currently a member	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Union	12%	13%	12%	17%	14%	5%
Business/industry association	6%	9%	3%	9%	6%	2%
Political party	2%	3%	1%	3%	2%	2%
Professional sporting clubs (AFL, NRL, etc.)	10%	14%	6%	10%	11%	8%
Local Sporting clubs	14%	17%	12%	13%	14%	15%
Local community organisation (Lions, Rotary, etc)	5%	6%	5%	7%	4%	6%
Active member of a Church	12%	12%	13%	12%	11%	13%
School council or parents group	7%	6%	7%	6%	10%	2%
Environment group	4%	5%	3%	5%	5%	2%
Other voluntary organisation	14%	11%	16%	9%	13%	21%

Women were more likely to be members of volunteer organisations (16%) and church members (13%).

Men were more likely to be local sporting clubs (17%) and professional sporting clubs (14%).

Statements about joining groups

Q Do you agree or disagree with the following statements?

	Total agree	Total dis-agree	Strongly agree	Agree	Dis-agree	Strongly disagree	Don't know
I just don't like joining groups	46%	44%	9%	37%	38%	6%	10%
I find it impossible to give my time to things outside of work and home	51%	43%	11%	40%	36%	7%	7%
I can't commit to groups because if don't work regular hours	37%	52%	8%	29%	43%	9%	10%
There are fewer people available to be part of local groups	47%	31%	8%	39%	27%	4%	23%
The decline in membership of organisations is not a positive development	64%	12%	12%	52%	11%	1%	23%
People just aren't interested in joining things anymore	60%	21%	10%	50%	19%	2%	19%

64% agreed that the decline in membership of groups is not a positive thing and 60% agreed that people aren't interested in joining groups.

Nearly half agreed that they don't like joining groups and half also agreed that it was impossible to find the time.



Health measures

Q In considering how to control food and drink with potential health consequences, such as junk food, soft drink, sugar and salt, would you support or oppose the following?

	Total support	Total oppose	Strongly support	Support	Oppose	Strongly oppose	Don't know
Better labelling to inform consumers	89%	4%	43%	46%	3%	1%	7%
Ban some products exceeding recommended levels altogether	68%	19%	32%	36%	15%	4%	13%
Bans on advertising	54%	31%	18%	36%	26%	5%	13%
Tax increases to make them more expensive	45%	44%	16%	29%	26%	18%	11%
A 20% levy on soft drinks to fund preventative health measures to address child obesity	51%	39%	21%	30%	22%	17%	10%

There as string support (89%) for better labeling of products with potential health consequences and for banning the sale of some products (68%). 54% supported banning advertising.

While they were split 45%/44% on tax increases, they were more likely to support 20% levy on soft drinks to fund preventative health measures to address child obesity (51% agree/39% disagree).

Resettling refugees to USA

Q Do you approve or disapprove of the proposal to resettle refugees currently on Nauru and Manus Island to the USA?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	56%	49%	74%	40%	60%
Total disapprove	16%	21%	8%	27%	18%
Strongly approve	18%	17%	23%	8%	23%
Approve	38%	32%	51%	32%	37%
Disapprove	9%	12%	5%	15%	11%
Strongly disapprove	7%	9%	3%	12%	7%
Don't know	28%	29%	18%	34%	21%

56% approve of the proposal to resettle refugees currently on Nauru and Manus Island to the USA and 16% disapprove.

74% of Liberal/National voters approve compared to 49% of Labor voters and 60% of other voters.

Greens voters were more divided with 40% approve and 27% disapprove - 34% could not give an opinion.



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.