

The Essential Report

18 July 2017



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Date: 18/7/2017

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 13th to 17th July 2017 and is based on 1,023 respondents.

Aside from the standard question on voting intention, this week's report includes questions on same-sex marriage, battery storage, views of politics, world leaders and automation.

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 11/7/17	2 weeks ago 4/7/17	4 weeks ago 20/6/17	Election 2 Jul 16
Liberal	33%	33%	35%	35%	
National	3%	3%	3%	3%	
Total Liberal/National	36%	36%	38%	38%	42.0%
Labor	38%	36%	36%	35%	34.7%
Greens	10%	11%	11%	9%	10.2%
Nick Xenophon Team	3%	3%	3%	3%	
Pauline Hanson's One Nation	7%	7%	7%	9%	
Other/Independent	6%	6%	5%	5%	13.1%
2 party preferred					
Liberal National	46%	46%	47%	48%	50.4%
Labor	54%	54%	53%	52%	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.

Same sex marriage

Q Do you think people of the same sex should or should not be allowed to marry?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Oct 2013	Jun 2014	Oct 2015	Mar 2016	Jul 2016	Aug 2016	Jun 2017	Jul 2017
Should be allowed to marry	61%	72%	55%	74%	42%	57%	60%	59%	64%	58%	62%	60%	63%
Should not be allowed to marry	26%	17%	32%	18%	46%	31%	28%	30%	26%	28%	27%	26%	25%
Don't know	13%	11%	13%	9%	12%	12%	12%	11%	10%	14%	12%	14%	12%

61% thought that people of the same sex should be able to marry and 26% thought that they should not.

Women (66% support) were more likely than men (56%) to support same sex marriage.

81% of 18-24 year olds supported same sex marriage, compared to 46% of over 65 year olds.

These results are similar to those of polling over the last few years.



Decision on same sex marriage

Q How do you think a decision on legalising same sex marriage should be made?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Should be allowed to marry	Should not be allowed to marry
A vote in Parliament where politicians can vote according to their conscience or party policy	23%	28%	22%	39%	18%	29%	12%
A national vote which is binding on Parliament	50%	49%	54%	33%	57%	53%	56%
A non-binding national vote which is followed by a vote in parliament where politicians can vote according to their conscience or party policy	9%	9%	9%	11%	11%	8%	15%
Don't know	17%	14%	15%	17%	14%	10%	17%

50% of respondents want a national vote that is binding on Parliament, 23% want a vote in Parliament without a national vote and only 9% want a national vote followed by a vote in Parliament.

Those most likely to favour a vote in Parliament without a national vote were Greens voters (39%), aged 65+ (32%), university educated (29%) and those who support same-sex marriage (29%),

Note - previous poll questions were asked with 2 options – Should be decided by Parliament 29%, Should have a national vote 59%, Don't know 12%. (last polled July 2017)



South Australian battery

Q It was recently announced by the South Australian government that technology company Tesla will construct the “world’s largest battery” in South Australia. The battery will store wind energy to be used in high-demand periods, with the aim of increasing the reliability of the South Australian energy grid. Do you think this is a good idea or a bad idea?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total good idea	73%	79%	70%	82%	69%
Total bad idea	5%	1%	8%	1%	11%
Very good idea	42%	48%	40%	46%	39%
Good idea	31%	31%	30%	36%	30%
Neither good nor bad idea	14%	12%	14%	13%	14%
Bad idea	2%	1%	3%	1%	5%
Very bad idea	3%	<1%	5%	-	6%
Don't know	8%	8%	7%	3%	6%

73% agree that the construction of the battery in South Australia is a good idea and 5% think it is a bad idea. Those most likely to think it is a good idea were Greens voters (82%), Labor voters (79%) and university educated (79%).

65% of South Australian respondents think it is a good idea, 8% think it is a bad idea and 22% think it is neither. (note – small sample)



Statements about politics

Q Do you agree or disagree with the following statements?

	Total agree	Total disagree	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Political parties in Australia are too ideological	45%	12%	13%	32%	31%	10%	2%	11%
I don't personally identify with either "left wing" or "right wing" politics	50%	18%	19%	31%	26%	14%	4%	7%
I would consider voting for a new "centrist" political party which takes ideas from both sides of politics	45%	14%	11%	34%	29%	9%	5%	12%
I wish both sides of politics would try to 'meet each other in the middle' more often	71%	6%	28%	43%	18%	4%	2%	6%
There is no substantial difference between the policies of the Labor and Liberal Parties	37%	30%	11%	26%	25%	22%	8%	8%
We don't need any new political parties - the Labor, Liberal and minor parties represent the interests of most Australians.	43%	26%	13%	30%	24%	17%	9%	8%



	Total agree	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Political parties in Australia are too ideological	45%	43%	47%	45%	52%
I don't personally identify with either "left wing" or "right wing" politics	50%	46%	46%	54%	63%
I would consider voting for a new "centrist" political party which takes ideas from both sides of politics	45%	50%	42%	42%	56%
I wish both sides of politics would try to 'meet each other in the middle' more often	71%	75%	74%	59%	75%
There is no substantial difference between the policies of the Labor and Liberal Parties	37%	29%	39%	35%	58%
We don't need any new political parties - the Labor, Liberal and minor parties represent the interests of most Australians.	43%	55%	57%	30%	26%

There was strong agreement with the statement that both sides of politics should try to "meet in the middle" (71%). Half agree that they don't personally identify as either "Left" or "right".

They were most divided on the statements that "there is no substantial difference between the parties policies" (37% agree/30% disagree) and that we don't need any new political parties" (43% agree/26% disagree).



World leaders

Q Do you hold favourable or unfavourable views of the following world leaders?

	Favourable	Unfavourable	Don't know	Favourable Vote Labor	Favourable Vote Lib/Nat	Favourable Vote Greens	Favourable Vote other
Canadian Prime Minister Justin Trudeau	51%	11%	38%	55%	56%	61%	40%
German Chancellor Angela Merkel	43%	17%	40%	43%	55%	51%	33%
French President Emmanuel Macron	41%	14%	44%	44%	48%	49%	36%
UK Prime Minister Theresa May	33%	27%	40%	29%	46%	21%	38%
Russian President Vladimir Putin	16%	61%	23%	15%	17%	15%	27%
US President Donald Trump	16%	70%	14%	9%	23%	7%	29%
North Korean Chairman Kim Jong-Un	6%	80%	13%	7%	9%	4%	4%

Respondents were most likely to have a favourable view of Justin Trudeau (51%), Angela Merkel (43%) and Emmanuel Macron (41%).

Liberal/National voters were more likely than average to have a favourable view of Theresa May (46%) and Donald Trump (23%).

Labor voters did not differ much from the average – except for their low rating of Donald Trump (9% favourable).



Work and automation

Q Which statement best represents your current situation? (In these statements, “automation” means the use of machines and technology to replace human processes)

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
My job has already been replaced by automation	3%	5%	2%	5%	3%	2%
My job has been significantly changed by automation	9%	11%	7%	12%	8%	5%
I expect my job to be replaced by automation in the next five years	11%	12%	10%	17%	9%	4%
I don't think my job will be replaced by automation in the foreseeable future	59%	56%	61%	53%	64%	58%
Don't know	18%	16%	20%	14%	16%	30%

(Based on those working)

59% of working respondents don't think their job will be replaced by automation in the foreseeable future. 3% say that have already been replaced by automation, 9% say their job has significantly changed and 11% expect their job to be replaced by automation. 53% of those aged 18-34 don't think their job will be replaced by automation compared to 64% of those aged 35-54.



Technological change

Q Overall, do you think technological advances in recent years have been positive for:

	Total agree	Total disagree	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Culture/entertainment	57%	9%	14%	43%	27%	6%	3%	7%
National security	53%	16%	14%	39%	22%	12%	4%	9%
Provision of government services	50%	14%	10%	40%	28%	9%	5%	9%
Personal safety	49%	16%	11%	38%	27%	12%	4%	8%
Provision of private services	45%	11%	9%	36%	31%	8%	3%	14%
Personal relationships	31%	30%	7%	24%	32%	22%	8%	7%
Job security	27%	34%	7%	20%	30%	23%	11%	9%



	Total agree	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Culture/entertainment	57%	55%	58%	66%	56%	48%
National security	53%	56%	48%	53%	51%	53%
Provision of government services	50%	56%	44%	50%	51%	48%
Personal safety	49%	51%	47%	56%	48%	42%
Provision of private services	45%	50%	40%	52%	44%	39%
Personal relationships	31%	35%	26%	41%	29%	21%
Job security	27%	31%	21%	38%	24%	18%

At least half the respondents think that technological advances have been positive for culture/entertainment (57%), national security (53%) and provision of Government services (50%). However, they were divided over job security (27% agree/34% disagree) and personal relationships (31%/30%).

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.