

The Essential Report

25 July 2017



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Date: 25/7/2017

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 20th to 24th July 2017 and is based on 1,002 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the new national security ministry, addressing climate change and the NBN.

The methodology used to carry out this research is described in the appendix on page 13.

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 18/7/17	2 weeks ago 11/7/17	4 weeks ago 27/6/17	Election 2 Jul 16
Liberal	35%	33%	33%	35%	
National	3%	3%	3%	4%	
Total Liberal/National	38%	36%	36%	39%	42.0%
Labor	37%	38%	36%	36%	34.7%
Greens	10%	10%	11%	10%	10.2%
Nick Xenophon Team	4%	3%	3%	3%	
Pauline Hanson's One Nation	7%	7%	7%	7%	
Other/Independent	5%	6%	6%	5%	13.1%
2 party preferred					
Liberal National	47%	46%	46%	48%	50.4%
Labor	53%	54%	54%	52%	49.6%

NB. Sample = 1,798. 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.

New national security ministry

- Q The Government has announced setting up a new ministry under Peter Dutton covering issues of national security. It will include ASIO, the Federal Police and the Border Force of the Immigration Department – which are currently responsible to other ministers. Do you approve or disapprove of setting up this new national security ministry?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Total approve	56%	51%	75%	33%	57%
Total disapprove	18%	26%	9%	37%	19%
Strongly approve	19%	13%	31%	6%	20%
Approve	37%	38%	44%	27%	37%
Disapprove	10%	14%	6%	15%	12%
Strongly disapprove	8%	12%	3%	22%	7%
Don't know	26%	22%	16%	30%	23%

56% approve of the new national security ministry and 18% disapprove.

Those most likely to approve were Liberal/National voters (75%), men (62%) and aged 65+ (67%).

Those most likely to disapprove were Labor voters (26%) and Greens voters (37%).

Impact of national security ministry

Q Do you think this new ministry will strengthen Australia's national security, weaken our national security or make little difference?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Will strengthen national security	45%	36%	63%	27%	45%
Will weaken national security	8%	13%	5%	17%	5%
Will make little difference	28%	35%	21%	33%	29%
Don't know	19%	16%	11%	23%	20%

45% think the new ministry will strengthen national security, 8% think it will weaken security and 28% think it will make little difference.

Those most likely to think it will strengthen security were Liberal/National voters (63%) and aged 65+ (54%).

Those most likely to think it will weaken security or make little difference were Labor voters (48%) and Greens voters (50%).

Concern about responsibilities of national security minister

Q Are you concerned or not concerned that the minister, Peter Dutton, will have responsibility for all of these security services?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Total concerned	45%	57%	36%	69%	37%
Total not concerned	35%	28%	49%	13%	42%
Very concerned	17%	25%	8%	36%	14%
Somewhat concerned	28%	32%	28%	33%	23%
Not very concerned	24%	22%	32%	11%	24%
Not at all concerned.	11%	6%	17%	2%	18%
Don't know	20%	15%	15%	19%	22%

45% say *they are concerned* that the minister, Peter Dutton, will have responsibility for all of the security services and 35% are not concerned.

Those more likely to be concerned were Labor voters (57%) and Greens voters (69%).

Those more likely to be not concerned were Liberal/National voters (49%), and aged 65+ (50%).

Addressing climate change

Q To address climate change, would you support or oppose setting a clean energy target (CET) which means that a set percentage of energy would have to be generated from clean sources (e.g. wind, solar, etc.)?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Total support	64%	73%	61%	87%	50%
Total oppose	10%	4%	16%	3%	10%
Strongly support	30%	35%	25%	56%	23%
Support	34%	38%	36%	31%	27%
Neither support nor oppose	18%	18%	19%	7%	23%
Oppose	3%	<1%	6%	1%	4%
Strongly oppose	7%	3%	10%	2%	6%
Don't know	8%	6%	4%	2%	6%



Q To address climate change, would you support or oppose establishing an emissions intensity scheme (EIS) – which means that pollution over a certain level would be taxed?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Total support	54%	62%	50%	77%	44%
Total oppose	15%	9%	20%	7%	22%
Strongly support	23%	27%	16%	53%	22%
Support	31%	35%	34%	24%	22%
Neither support nor oppose	21%	20%	21%	12%	26%
Oppose	7%	4%	9%	5%	6%
Strongly oppose	8%	5%	11%	2%	16%
Don't know	11%	9%	8%	4%	8%



Both policies for addressing climate change were supported by a majority of respondents.

64% support a clean energy target and 54% support an emissions intensity scheme.

10% oppose CET and 15% oppose an EIS.

Those most likely to support a CET were Labor voters (73%), Greens voters (87%), aged 18-24 (72%) and university educated (70%).

Those most likely to oppose a CET were Liberal/National voters (16%) and aged 65+ (25%).

Those most likely to support an EIS were Labor voters (62%), Greens voters (77%) and university educated (62%).

Those most likely to oppose an EIS were Liberal/National voters (20%), other party voters (22%) and aged 65+ (28%).



NBN connection

Q Is your home or workplace connected to the NBN?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Home connected to NBN	33%	32%	33%	30%	34%	34%
Workplace connected to NBN	11%	14%	8%	16%	12%	2%
Neither connected to NBN	50%	50%	50%	42%	52%	58%
Don't know	10%	8%	12%	16%	9%	5%

40% of respondents say they are connected to the NBN, either at home or at work. There were no major differences across demographics.

Opinion of NBN internet service

Q Would you say that your NBN internet service is better or worse than your previous service in terms of speed and reliability?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Total better	48%	53%	42%	48%	59%	33%
Total worse	22%	18%	25%	16%	17%	31%
Much better	19%	20%	18%	12%	28%	17%
A little better	29%	33%	24%	36%	31%	16%
About the same	29%	27%	32%	32%	23%	35%
A little worse	13%	11%	14%	14%	10%	15%
Much worse	9%	7%	11%	2%	7%	16%
Don't know	2%	3%	1%	2%	1%	1%

(Based on respondents with NBN connection – n=379)

48% think their NBN internet service is better than their previous service while 51% think it is about the same or worse. Only 19% think their NBN service in “much better”.



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.