

The Essential Report

5 September 2017



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Prepared By: Essential Research

Data Supplied by:



AMSRS 

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 1st to 4th September 2017 and is based on 1,027 respondents.

Aside from the standard question on voting intention, this week's report includes questions on same-sex marriage, Australia Day, power prices, public statues and being Australian.

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 29/8/17	2 weeks ago 22/8/17	4 weeks ago 8/8/17	Election 2 Jul 16
Liberal	33%	34%	34%	34%	
National	4%	3%	3%	3%	
Total Liberal/National	36%	37%	37%	37%	42.0%
Labor	37%	36%	37%	39%	34.7%
Greens	10%	10%	9%	9%	10.2%
Nick Xenophon Team	2%	3%	3%	3%	
Pauline Hanson's One Nation	8%	8%	8%	8%	
Other/Independent	6%	6%	6%	5%	13.1%
2 party preferred					
Liberal National	47%	47%	47%	46%	50.4%
Labor	53%	53%	53%	54%	49.6%

NB. Sample = 1,784. 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 support changing the law to allow same-sex couples to marry?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other		Men	Women	Aged 18-34	Aged 35-54	Aged 55+		Will definitely vote	Will probably vote	Will not vote
Yes	59%	73%	47%	82%	48%		52%	65%	69%	57%	49%		69%	60%	16%
No	31%	18%	42%	14%	46%		38%	24%	20%	33%	39%		28%	27%	72%
Don't know	11%	8%	12%	3%	6%		10%	11%	11%	10%	12%		2%	13%	12%

59% (up 2% from 2 weeks ago) support changing the law to allow same-sex couples to marry and 31% (down 1%) are opposed.

Those most in favour of changing the marriage laws are Labor voters (73%), Greens voters (82%), women (65%) and those aged 18-34 (69%).

Those who would definitely vote in the national survey are more likely to support same-sex marriage (69%).



Likelihood of voting

Q How likely are you to vote in the national postal vote on same-sex marriage?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Support same sex marriage	Don't support same sex marriage
Will definitely vote	62%	68%	59%	74%	68%	58%	66%	58%	58%	72%	74%	58%
Will probably vote	16%	15%	22%	17%	15%	19%	14%	18%	16%	14%	17%	14%
Will probably not vote	4%	4%	6%	1%	4%	6%	2%	5%	5%	2%	2%	8%
Will definitely not vote	3%	4%	2%	3%	1%	3%	3%	4%	4%	3%	<1%	9%
Not sure	10%	7%	10%	5%	7%	9%	10%	9%	12%	7%	4%	6%
I am not enrolled to vote at my current address	4%	1%	1%	-	5%	4%	5%	7%	5%	2%	4%	5%

62% (down 1% from 2 weeks ago) say they will definitely vote in the same-sex marriage national vote and 16% (down 2%) will probably vote.

Those most likely to definitely vote are Greens voters (74%), women (66%) and aged 55+ (72%).

74% of those in favour of same-sex marriage will definitely vote compared to 58% of those opposed. (Note: these figures are identical to 2 weeks ago)



Date of Australia Day

Q Australia Day is celebrated annually on 26th January, which is the anniversary of the 1788 arrival of the First Fleet of British ships at Sydney Cove, New South Wales. Would you support or oppose changing the date on which Australia Day is celebrated?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other		Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Total support	26%	34%	23%	44%	18%		31%	23%	38%	25%	17%
Total oppose	54%	44%	68%	33%	72%		53%	56%	42%	53%	71%
Strongly support	14%	18%	10%	34%	13%		16%	13%	21%	13%	9%
Support	12%	16%	13%	10%	5%		15%	10%	17%	12%	8%
Oppose	16%	19%	18%	13%	9%		16%	17%	19%	15%	16%
Strongly oppose	38%	25%	49%	20%	63%		37%	39%	23%	38%	55%
No opinion	19%	22%	10%	23%	9%		17%	21%	20%	22%	12%

26% would support changing the date of Australia Day and 54% are opposed (including 38% strongly opposed).

Those most likely to support changing the date were Greens voters (44%), aged 18-34 (38%) and university educated (35%).



Celebrating Australia Day

Q Do you think holding Australia Day on the 26th January means it can be celebrated by all Australians?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other		Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Yes, can be celebrated by all Australians	70%	65%	82%	48%	80%		73%	68%	65%	70%	77%
No, cannot be celebrated by all Australians	18%	23%	12%	42%	10%		16%	20%	19%	20%	15%
Don't know	12%	12%	6%	10%	9%		11%	12%	16%	11%	8%

70% believe that Australia Day can be celebrated by all Australians and 18% think it cannot.

Those most likely to think it cannot be celebrated by all Australians were Greens voters (42%) and university educated (25%).



Power prices

Q Who or what do you mostly blame most for rising power prices?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Private power companies trying to maximise profits	49%	50%	53%	47%	54%	49%	50%	44%	54%	51%
The Turnbull Government for failing to have a long-term energy plan	22%	31%	11%	31%	23%	24%	20%	23%	21%	21%
Environmentalists for pushing for action on climate change	9%	4%	16%	5%	10%	11%	6%	7%	8%	11%
Renewable energy companies for producing higher-cost power	5%	3%	7%	6%	3%	5%	5%	4%	4%	8%
Don't know	15%	12%	13%	11%	9%	11%	18%	22%	13%	9%

49% think private power companies trying to maximise profits are most to blame for rising power prices and 22% think the Turnbull Government is most to blame. 9% blame environmentalists pushing for action on climate change and only 5% blame renewable energy costs.

Public statues

Q Some people have recently suggested that statues of Australian historical figures should have their inscriptions changed if they don't give a complete history. Would you approve or disapprove of changing inscriptions on public statues?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other		Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Total approve	29%	39%	20%	43%	23%		30%	27%	39%	27%	19%
Total disapprove	42%	34%	54%	19%	59%		45%	39%	25%	40%	61%
Strongly approve	8%	10%	4%	17%	6%		8%	7%	12%	6%	5%
Approve	21%	29%	16%	26%	17%		22%	20%	27%	21%	14%
Disapprove	21%	19%	26%	13%	26%		22%	20%	17%	22%	24%
Strongly disapprove	21%	15%	28%	6%	33%		23%	19%	8%	18%	37%
Don't know	30%	27%	24%	39%	17%		26%	34%	36%	33%	20%

29% approve of changing inscriptions on public statues where they don't give a complete history and 42% disapprove.

Those most likely to approve were Labor voters (39%), Greens voters (43%) and aged 18-34 (39%).

Those most likely to disapprove were Liberal/National voters (54%), other party voters (59%) and aged 55+ (61%).



Being Australian

Q Which of the following characteristics do you see as being especially 'Australian'?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Belief in the fair go	89%	91%	92%	83%	94%	88%	90%	81%	90%	96%
Love of the great outdoors	89%	91%	88%	81%	93%	87%	91%	83%	91%	94%
A sense of humour	89%	91%	89%	84%	94%	87%	91%	85%	89%	92%
Interest in sports	82%	80%	87%	73%	86%	83%	82%	77%	81%	89%
Helping those less fortunate	79%	80%	80%	72%	87%	78%	81%	73%	81%	84%
Diversity of background	78%	81%	77%	78%	74%	75%	80%	78%	77%	79%
Hard working	78%	82%	76%	82%	79%	77%	78%	77%	79%	77%
Acceptance of different views	71%	75%	71%	60%	73%	70%	72%	72%	70%	69%
Individual enterprise	55%	50%	63%	45%	63%	60%	51%	43%	54%	69%
Respect for authority	54%	55%	59%	39%	53%	54%	54%	57%	54%	52%
Suspicion of authority	31%	33%	25%	34%	38%	36%	26%	28%	29%	34%

The main characteristics of Australians were thought to be the belief in a fair go (89%), love of the great outdoors (89%) and a sense of humour (89%).

Views tended to be relatively consistent across demographic groups.

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.