

The Essential Report

19 September 2017



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Date: 19/9/2017

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 15th to 18th September 2017 and is based on 1,011 respondents.

Aside from the standard question on voting intention, this week's report includes questions on same sex marriage, climate change and economic issues.

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 12/9/17	2 weeks ago 5/9/17	4 weeks ago 22/8/17	Election 2 Jul 16
Liberal	34%	33%	33%	34%	
National	3%	3%	4%	3%	
Total Liberal/National	38%	36%	36%	37%	42.0%
Labor	36%	37%	37%	37%	34.7%
Greens	10%	10%	10%	9%	10.2%
Nick Xenophon Team	3%	2%	2%	3%	
Pauline Hanson's One Nation	8%	9%	8%	8%	
Other/Independent	5%	6%	6%	6%	13.1%
2 party preferred					
Liberal National	48%	46%	47%	47%	50.4%
Labor	52%	54%	53%	53%	49.6%

NB. Sample = 1,808. 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
Yes	55%	65%	47%	83%	44%
No	34%	28%	42%	13%	45%
Don't know	11%	7%	12%	4%	12%

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+		Will definitely vote	Will probably vote	Will not vote	Already voted	5 Sep
Yes	55%	47%	62%	61%	54%	51%		63%	50%	18%	59%	59%
No	34%	41%	27%	27%	33%	41%		33%	31%	56%	37%	31%
Don't know	11%	11%	11%	12%	13%	8%		4%	19%	25%	5%	11%

59% (down 4% from 2 weeks ago) support changing the law to allow same-sex couples to marry and 34% (up 3%) are opposed.

Those most in favour of changing the marriage laws are Labor voters (65%), Greens voters (83%), women (62%) and those aged 18-34 (61%).

Those who would definitely vote in the national survey are more likely to support same-sex marriage (63%). 59% of those who have already voted support same-sex marriage and 37% oppose.



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
Will definitely vote	62%	64%	66%	68%	66%
Will probably vote	12%	12%	12%	10%	12%
Will probably not vote	2%	2%	3%	1%	-
Will definitely not vote	3%	3%	2%	5%	6%
Not sure	8%	7%	6%	2%	6%
I have already voted	9%	9%	10%	9%	8%
I am not enrolled to vote at my current address	5%	2%	1%	4%	2%



	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Support same sex marriage	Don't support same sex marriage	5 Sep
Will definitely vote	62%	55%	64%	56%	61%	69%	71%	60%	62%
Will probably vote	12%	14%	10%	18%	11%	6%	11%	11%	16%
Will probably not vote	2%	2%	2%	3%	2%	1%	1%	3%	4%
Will definitely not vote	3%	4%	3%	4%	5%	1%	1%	6%	3%
Not sure	8%	9%	7%	9%	9%	5%	3%	6%	10%
I have already voted	9%	8%	9%	4%	7%	15%	9%	9%	-
I am not enrolled to vote at my current address	5%	4%	5%	6%	5%	3%	4%	5%	4%

62% (no change from 2 weeks ago) say they will definitely vote in the same-sex marriage national vote and 12% (down 4%) will probably vote. However, 9% say they have already voted.

71% of those in favour of same-sex marriage will definitely vote compared to 60% of those opposed.



Climate change

Q Do you believe that there is fairly conclusive evidence that climate change is happening and caused by human activity or do you believe that the evidence is still not in and we may just be witnessing a normal fluctuation in the earth's climate which happens from time to time?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Nov 2009	Dec 2010	Jun 2011	Oct 2012	Oct 2013	Dec 2014	Nov 2015	Aug 2016	Dec 2016	Feb 2017
Climate change is happening and is caused by human activity	64%	74%	57%	86%	54%	53%	45%	50%	48%	52%	57%	56%	57%	54%	60%
We are just witnessing a normal fluctuation in the earth's climate	24%	17%	34%	9%	37%	34%	36%	39%	39%	36%	29%	32%	26%	27%	25%
Don't know	12%	9%	10%	6%	8%	13%	19%	12%	13%	12%	14%	12%	17%	18%	14%

60% (up 4% since February) agree that climate change is happening and is caused by human activity and 24% (down 1%) believe that we may just be witnessing a normal fluctuation in the earth's climate.

By age groups, those aged under 35 split 68%/18% and those aged 55+ split 54%/36%. People with higher education were more likely to think climate change is happening and is caused by human activity - those with university degrees split 72%/18%.



Doing enough to address climate change

Q As far as you know, do you think Australia is doing enough, not enough or too much to address climate change?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Climate change is happening	Aug 2015	Mar 2016	Aug 2016	Dec 2016
Doing enough	20%	17%	30%	4%	21%	15%	24%	21%	22%	22%
Not doing enough	56%	69%	42%	89%	48%	75%	53%	57%	52%	49%
Doing too much	8%	2%	13%	1%	18%	2%	7%	8%	8%	11%
Don't know	16%	12%	15%	6%	14%	8%	16%	13%	18%	18%

56% (up 7% since December) think Australia is not doing enough to address climate change and 20% (down 2%) think Australia is doing enough.

Those most likely to think Australia is not doing enough were aged 18-34 (60%) and university educated (62%).

Of those who believe climate change is happening, 75% think Australia is not doing enough.



Cost of living concerns

Q Which three of the following costs of living are you most concerned about –

	Total	First	Second	Third	Aged 18-34	Aged 35-54	Aged 55+
Electricity and gas	46%	24%	15%	7%	42%	52%	43%
Housing - mortgage or rent	34%	18%	10%	6%	47%	39%	12%
Medical, dental	25%	5%	8%	12%	18%	28%	28%
Fresh food - fruit, vegetables, meat	21%	6%	7%	8%	25%	19%	20%
Petrol	15%	5%	4%	6%	19%	13%	14%
Insurance	14%	2%	6%	6%	13%	15%	12%
Education	10%	2%	3%	5%	12%	14%	3%
Water	8%	1%	3%	4%	9%	8%	9%
Packaged food	5%	2%	1%	2%	10%	3%	2%
Clothing	1%	<1%	<1%	1%	2%	1%	-
All of them – no one cost of living in particular	34%				29%	31%	44%
None of them	2%				1%	1%	4%

	Total	Financially comfortable	Managing	Under financial pressure
Electricity and gas	46%	49%	50%	38%
Housing - mortgage or rent	34%	31%	35%	37%
Medical, dental	25%	31%	27%	13%
Fresh food - fruit, vegetables, meat	21%	24%	23%	14%
Petrol	15%	20%	14%	10%
Insurance	14%	15%	14%	11%
Education	10%	11%	11%	5%
Water	8%	8%	9%	11%
Packaged food	5%	8%	4%	3%
Clothing	1%	0%	1%	1%
All of them – no one cost of living in particular	34%	28%	34%	46%
None of them	2%	3%	0%	1%

The costs most respondents were concerned about were electricity and gas (46%), housing (34%), medical/dental (25%) and fresh food (21%).

Those aged 18-34 were most concerned about costs of housing (47%), electricity and gas (42%) and fresh food (25%).

Those aged 35-54 were most concerned about costs of electricity and gas (52%), housing (39%) and medical/dental (28%).

Those aged 55+ were most concerned about costs of electricity and gas (52%) and medical/dental (28%).

However, 44% of those aged 55+ said they were concerned about all of them compared to 29% of those aged 18-34.



Financial situation

Q Which of the following statements best describes your financial situation?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
I am financially comfortable	33%	36%	29%	33%	34%	30%
I can manage household bills but struggle to afford anything extra	43%	41%	46%	37%	46%	48%
I feel under financial pressure	20%	18%	21%	23%	17%	20%
Don't know	4%	5%	4%	7%	3%	2%

33% said they were financially comfortable, 43% were managing and 20% said they were under financial pressure.

29% of those on incomes less than \$600 pw said they were under financial pressure compared to 15% of those earning \$2,000+ pw.

17% of those on incomes less than \$600 pw said they were financially comfortable compared to 46% of those earning \$2,000+ pw.

Wage increase

Q In the last 12 months, have you had a wage increase in your current job? (excluding those who don't work)

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Work full time	Work part time
Yes, had a wage increase	36%	35%	37%	47%	32%	19%	43%	34%
No, have not had a wage increase	52%	54%	49%	44%	59%	59%	53%	60%
Haven't been in current job for 12 months	12%	11%	13%	9%	10%	22%	4%	6%

36% of workers say they have had a wage increase in the last 12 months and 52% say they have not had a wage increase. 43% of fulltime workers and 34% of part-time workers said they had received a pay increase in the last 12 months.

46% of workers earning \$2,000+ pw said they had had a wage increase compared to 25% 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.