

The Essential Report

3 October 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 28th September to 1st October 2017 and is based on 1,029 respondents.

Aside from the standard question on voting intention, this week's report includes questions on same sex marriage, trust in institutions and trust in media.

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 26/9/17	2 weeks ago 19/9/17	4 weeks ago 5/9/17	Election 2 Jul 16
Liberal	33%	33%	34%	33%	
National	3%	4%	3%	4%	
Total Liberal/National	36%	37%	38%	36%	42.0%
Labor	38%	37%	36%	37%	34.7%
Greens	10%	10%	10%	10%	10.2%
Nick Xenophon Team	3%	3%	3%	2%	
Pauline Hanson's One Nation	7%	7%	8%	8%	
Other/Independent	7%	6%	5%	6%	13.1%
2 party preferred					
Liberal National	46%	47%	48%	47%	50.4%
Labor	54%	53%	52%	53%	49.6%

NB. Sample = 1,841. 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	Attend church at least once a month (21%)	Attend church less often (31%)	Never attend church (48%)	Jul 2017
Should be allowed to marry	61%	72%	48%	77%	54%	39%	58%	71%	61%
Should not be allowed to marry	32%	23%	43%	18%	41%	53%	34%	22%	26%
Don't know	7%	5%	9%	4%	6%	8%	8%	7%	13%

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Already voted	Will definitely vote	Will probably vote	Will not vote
Should be allowed to marry	61%	54%	67%	68%	62%	51%	66%	61%	61%	29%
Should not be allowed to marry	32%	39%	25%	25%	32%	40%	30%	35%	31%	40%
Don't know	7%	7%	7%	7%	6%	9%	4%	3%	8%	31%

61% thought that people of the same sex should be able to marry and 32% thought that they should not.

Women (67% support) were more likely than men (54%) to support same sex marriage.



72% of 18-24 year olds supported same sex marriage, compared to 40% of over 65 year olds.

Support for same sex marriage has remained stable over the last few years but opposition has increased and those who don't have an opinion has declined.



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	Should be allowed to marry	Should not be allowed to marry	5 Sep	19 Sep	26 Sep
Will definitely vote	33%	38%	38%	23%	23%	33%	36%	62%	62%	45%
Will probably vote	6%	5%	7%	11%	4%	6%	6%	16%	12%	8%
Will probably not vote	3%	3%	6%	1%	<1%	2%	4%	4%	2%	1%
Will definitely not vote	3%	3%	4%	1%	6%	1%	5%	3%	3%	2%
Not sure	5%	4%	3%	4%	4%	3%	4%	10%	8%	5%
I have already voted	47%	46%	43%	56%	62%	52%	44%	-	9%	36%
I am not enrolled to vote at my current address	3%	3%	-	3%	1%	3%	2%	4%	5%	3%



	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Attend church at least once a month	Attend church less often	Never attend church
Will definitely vote	33%	36%	30%	31%	35%	32%	41%	32%	30%
Will probably vote	6%	8%	4%	10%	6%	2%	14%	6%	3%
Will probably not vote	3%	5%	2%	6%	3%	1%	7%	2%	2%
Will definitely not vote	3%	4%	3%	5%	3%	1%	3%	3%	4%
Not sure	5%	5%	4%	4%	6%	4%	4%	4%	5%
I have already voted	47%	39%	55%	42%	43%	59%	27%	52%	53%
I am not enrolled to vote at my current address	3%	3%	3%	2%	4%	1%	4%	1%	3%

47% say they have already voted in the same sex marriage survey and 33% say they will definitely vote.

59% of those aged 55+ have already voted compared to 42% of those aged under 35.

Those who support same-sex marriage are more likely to have already voted (52%) than those opposed (44%).

Only 27% of those who attend church or a place of worship say they have voted, although 41% say they will definitely vote.



Vote in same sex marriage survey

Q Did you answer yes or no to the question “Should the law be changed to allow same-sex couples to marry? (Based on those who have already voted)

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Should be allowed to marry	Should not be allowed to marry
Yes	64%	76%	47%	95%	49%	94%	5%
No	30%	21%	43%	5%	43%	1%	92%
Prefer not to say	6%	3%	10%	-	8%	4%	3%

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Attend church at least once a month	Attend church less often	Never attend church
Yes	64%	56%	70%	76%	65%	55%	26%	64%	73%
No	30%	40%	23%	20%	30%	37%	67%	27%	24%
Prefer not to say	6%	4%	7%	4%	5%	8%	7%	9%	4%

Of those who have already voted, 64% say they voted yes and 30% no.

Those most likely to have voted yes are Greens voters (95%), Labor voters (76%), aged 18-34 (76%) and women (70%).



Intended vote in same sex marriage survey

Q The question in the national postal vote on same-sex marriage is “Should the law be changed to allow same-sex couples to marry? Do you intend to vote yes or no? (Based on those who have not yet voted)

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Should be allowed to marry	Should not be allowed to marry	Will definitely vote	Will probably vote	Will not vote
Intend to vote yes	50%	66%	41%	55%	36%	88%	3%	61%	57%	16%
Intend to vote no	36%	24%	46%	30%	42%	5%	93%	37%	34%	44%
Don't know	14%	10%	12%	16%	22%	7%	4%	2%	10%	40%

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Attend church at least once a month	Attend church less often	Never attend church
Intend to vote yes	50%	46%	55%	58%	49%	38%	40%	44%	61%
Intend to vote no	36%	40%	30%	28%	36%	48%	51%	42%	20%
Don't know	14%	14%	15%	14%	15%	14%	9%	13%	19%

Of those yet to vote, 50% say they will vote yes and 36% no. However, of those who will definitely vote, 61% will vote yes and 37% no. Those most likely to vote yes are Labor voters (66%), aged 18-34 (58%) and women (55%).



Trust in Institutions

Q How much trust do you have in the following institutions and organisations?

	Total trust	A lot of trust	Some trust	A little trust	No trust	Don't know	% change	Total trust Oct 15	Total trust Sep 16	Total trust Jan 17
Federal police	71%	27%	44%	19%	7%	3%	+2	67%	63%	69%
State police	67%	24%	43%	21%	9%	2%	-	68%	63%	67%
The High Court	61%	22%	39%	25%	10%	4%	-1	60%	57%	62%
The ABC	52%	17%	35%	29%	12%	7%	-1	55%	53%	53%
The Reserve Bank	49%	13%	36%	32%	13%	7%	-2	51%	47%	51%
Charitable organisations	46%	8%	38%	38%	12%	4%	+1	49%	43%	45%
Environment groups	42%	9%	33%	35%	19%	5%	+3	42%	39%	39%
Your local council	38%	7%	31%	38%	21%	4%	-	40%	36%	38%
The Commonwealth Public Service	38%	6%	32%	38%	16%	9%	+2	38%	36%	36%
State Parliament	31%	4%	27%	35%	29%	4%	-	32%	26%	31%
Federal Parliament	30%	5%	25%	35%	32%	4%	-	32%	26%	30%
Business groups	28%	4%	24%	46%	20%	6%	+1	30%	27%	27%
Religious organisations	26%	6%	20%	31%	39%	4%	-2	30%	26%	28%

Trade unions	25%	4%	21%	34%	33%	7%	-2	27%	25%	27%
Political parties	18%	3%	15%	34%	45%	3%	+1	16%	14%	17%

Note: ‘Total Trust’ is an aggregate figure achieved by adding ‘A lot of trust’ and ‘Some trust’

Overall, trust in institutions has changed little since this question was asked in January.

Respondents had most trust in the Federal police (71%), State police (67%), the High Court (61%), the ABC (52%) and the Reserve Bank (49%). They had least trust in political parties (17%), business groups (27%), trade unions (27%) and religious organisations (28%).

The main change since the last poll were for environment groups (up 3%).



Trust in media

Q How much trust do you have in what you read or hear in the following media?

	Total a lot /some trust	A lot of trust	Some trust	Not much trust	No trust at all	Don't know	Don't use	% change	Total a lot /some Jun 15	Total a lot /some Feb 16	Total a lot /some Mar 17
ABC TV news and current affairs	63%	16%	47%	18%	10%	3%	7%	+4	63%	66%	59%
SBS TV news and current affairs	61%	13%	48%	17%	8%	4%	10%	+2	61%	63%	59%
ABC radio news and current affairs	58%	14%	44%	20%	9%	3%	9%	+2	58%	62%	56%
Commercial TV news and current affairs	45%	5%	40%	32%	15%	3%	5%	+3	46%	48%	42%
ABC radio talkback programs	44%	8%	36%	26%	12%	5%	14%	-1	46%	49%	45%
News and opinion in local newspapers	44%	4%	40%	32%	12%	3%	8%	-1	50%	49%	45%
News and opinion in daily newspapers	42%	4%	38%	31%	15%	4%	9%	-	45%	49%	42%
Commercial radio news and current affairs	41%	4%	37%	32%	14%	4%	8%	+1	44%	46%	40%
News and opinion websites	40%	3%	37%	34%	15%	4%	8%	+4	39%	44%	36%
Commercial radio talkback programs	35%	4%	31%	30%	19%	4%	11%	+1	34%	34%	34%
Internet blogs	20%	3%	17%	35%	27%	5%	13%	+1	20%	23%	19%



Overall, trust in media has increased slightly since this question was asked in March – however rankings remain much the same.

The most trusted media were ABC TV news and current affairs (63% a lot/some trust), SBS TV news and current affairs (61%) and ABC radio news and current affairs (58%).

The least trusted were internet blogs (20%) and commercial radio talkback programs (35%).

The main changes since February last year have been for news and opinion websites (up 4%) and ABC TV news and current affairs (up 4%).

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.