

The Essential Report

10 October 2017



The Essential Report

Date: 10/10/2017

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 5th to 8th October 2017 and is based on 1,032 respondents.

Aside from the standard question on voting intention, this week's report includes questions party leaders, interests represented by parties, war with North Korea and personal safety concerns.

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 3/10/17	2 weeks ago 26/9/17	4 weeks ago 12/9/17	Election 2 Jul 16
Liberal	33%	33%	33%	33%	
National	3%	3%	4%	3%	
Total Liberal/National	36%	36%	37%	36%	42.0%
Labor	38%	38%	37%	37%	34.7%
Greens	10%	10%	10%	10%	10.2%
Nick Xenophon Team	2%	3%	3%	2%	
Pauline Hanson's One Nation	7%	7%	7%	9%	
Other/Independent	7%	7%	6%	6%	13.1%
2 party preferred					
Liberal National	46%	46%	47%	46%	50.4%
Labor	54%	54%	53%	54%	49.6%

NB. Sample = 1,846. 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.

Malcolm Turnbull

Q Do you approve or disapprove of the job Malcolm Turnbull is doing as Prime Minister?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Sep 2017	June 2017	Mar 2017	Dec 2016	June 2016	Dec 2015
Total Approve	42%	29%	74%	26%	27%	41%	36%	33%	34%	38%	56%
Total Disapprove	43%	58%	19%	58%	62%	46%	45%	50%	46%	40%	23%
Strongly approve	10%	7%	19%	10%	3%	7%	5%	5%	5%	6%	13%
Approve	32%	22%	55%	16%	24%	34%	31%	28%	29%	32%	43%
Disapprove	28%	34%	17%	39%	37%	28%	28%	30%	30%	24%	16%
Strongly disapprove	15%	24%	2%	19%	25%	18%	17%	20%	16%	16%	7%
Don't know	15%	13%	7%	16%	11%	14%	19%	18%	20%	21%	21%

42% approved of the job Malcolm Turnbull is doing as Prime Minister (up 1% from last month), and 43% disapproved (down 3%) – a change in net approval rating from -5 to -1. This is his best net rating since June last year – and his highest approval figure since March last year.

74% (down 1%) of Liberal/National voters approved of the job Malcolm Turnbull is doing, compared to 29% of ALP voters and 26% of Greens voters.

By gender, men were 45% approve/46% disapprove and women 39% approve/40% disapprove.



Bill Shorten

Q Do you approve or disapprove of the job Bill Shorten is doing as Opposition Leader?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Sep 2017	June 2017	Mar 2017	Dec 2016	Dec 2015	Dec 2014
Total Approve	37%	64%	25%	38%	17%	36%	34%	30%	35%	27%	35%
Total Disapprove	44%	20%	62%	40%	75%	47%	43%	49%	38%	47%	39%
Strongly approve	8%	16%	4%	8%	2%	7%	5%	4%	6%	4%	7%
Approve	29%	48%	21%	30%	15%	29%	29%	26%	29%	23%	28%
Disapprove	27%	18%	33%	33%	39%	25%	28%	26%	21%	26%	23%
Strongly disapprove	17%	2%	29%	7%	36%	22%	15%	23%	17%	21%	16%
Don't know	19%	16%	13%	22%	8%	17%	23%	22%	25%	25%	26%

37% approved of the job Bill Shorten is doing as Opposition Leader (up 1% from last month), and 44% disapproved (down 3%) - a change in net approval rating from -11 to -7.

64% (down 1%) of ALP voters approved of the job Bill Shorten is doing, compared to 38% of Greens voters and 25% of Liberal/National voters.

By gender, men were 38% approve/49% disapprove and women 36% approve/40% disapprove.



Preferred Prime Minister

Q Who do you think would make the better Prime Minister out of Malcolm Turnbull and Bill Shorten?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Sep 2017	June 2017	Mar 2017	Dec 2016	Jun 2016	Dec 2015
Malcolm Turnbull	42%	14%	79%	29%	44%	43%	39%	38%	39%	40%	54%
Bill Shorten	28%	56%	6%	41%	17%	29%	26%	26%	28%	29%	15%
Don't know	31%	30%	15%	30%	39%	28%	34%	36%	33%	32%	31%

42% thought that Malcolm Turnbull would make a better Prime Minister (down 1% from last month), and 28% thought Bill Shorten would be better (down 1%). 31% did not know who would make a better Prime Minister.

The results were split by party, with 79% of Liberal/National voters saying that Malcolm Turnbull would be a better Prime Minister, and 56% of Labor voters saying Bill Shorten would.

Greens voters preferred Bill Shorten (41%) to Turnbull (29%).

46% of men prefer Malcolm Turnbull and 31% prefer Bill Shorten.

37% of women prefer Malcolm Turnbull and 25% prefer Bill Shorten.

Interests represented by parties

Q Which political party do you think best represents the interests of –

	Labor	Liberal	Don't know	Difference Labor – Liberal
Working people on low incomes	53%	20%	27%	+33
People on welfare	49%	21%	29%	+28
Students	45%	23%	32%	+22
Working people on average incomes	48%	27%	25%	+21
Pensioners	44%	25%	31%	+19
Families with young children	44%	27%	29%	+17
Ethnic communities	38%	25%	37%	+13
Indigenous people	35%	24%	41%	+11
The next generation of Australians	33%	32%	34%	+1
Rural and regional Australians	31%	34%	35%	-3
Small businesses and self-employed	32%	40%	28%	-8
Working people on high incomes	14%	63%	22%	-49
Big business	14%	65%	21%	-51



The Labor Party is considered considerably better than the Liberal Party in representing the interests of working people on low incomes (53% to 20%), people on welfare (49%/21%), students (45%/23%), working people on average incomes (48%/27%) and pensioners (44%/25%).

The Liberal Party is considered best at representing the interests of big business (65% to 14%) and working people on high incomes (63%/14%).

Families with children were more likely to think the Labor Party best represents their interests (50% to 24%).

Those aged 18-24 were more likely to think the Labor Party best represents the interests of students (52% to 16%).

Those working full-time were more likely to think the Labor Party best represents the interests of workers on average incomes (47% to 28%).

Those on incomes over \$2,000pw were more likely to think the Liberal Party best represents the interests of workers on high incomes (65% to 14%).

Among those aged 65+, 40% think Labor best represents the interests of pensioners and 35% the Liberal Party.



War with North Korea

Q How likely do you think it is that there will be a war between North Korean and the USA?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total likely	55%	57%	54%	53%	55%
Total unlikely	36%	36%	38%	37%	34%
Very likely	16%	19%	16%	10%	16%
Somewhat likely	39%	38%	38%	43%	39%
Somewhat unlikely	24%	26%	27%	24%	18%
Very unlikely	12%	10%	11%	13%	16%
Don't know	10%	7%	8%	10%	11%

55% believe that there is likely to be a war between North Korean and the USA and 36% think it is unlikely.

There were few major differences across demographic and voter groups.

Women were somewhat more likely than men to think a war was likely (61% compared to 49%).

Older people were less likely to think a war was likely (45% of those aged 55+).



Biggest concern for personal safety

Q Which of the following is your biggest concern for your personal safety?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Terrorism	33%	30%	40%	20%	40%
Car accident	20%	19%	21%	27%	17%
Nuclear warfare	13%	16%	12%	7%	10%
Catastrophic climate change	7%	9%	3%	23%	6%
Gang violence	7%	5%	7%	7%	11%
Natural disaster	7%	5%	6%	9%	7%
Family violence	2%	3%	2%	-	-
Don't know	12%	13%	9%	7%	9%

Major concerns for personal safety were terrorism (33%), car accident (20%) and nuclear war (13%).

Liberal/National voters were more concerned about terrorism (40%) and Greens voters more concerned about climate change (23%).

There were no major differences 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.

