

# The Essential Report

31 October 2017



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**Prepared By:** Essential Research

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**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 26<sup>th</sup> to 29<sup>th</sup> October 2017 and is based on 1,021 respondents.

Aside from the standard question on voting intention, this week's report includes on the NBN and company tax cuts.

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 24/10/17	2 weeks ago 17/10/17	4 weeks ago 3/10/17	Election 2 Jul 16
Liberal	33%	34%	34%	33%	
National	3%	3%	3%	3%	
<b>Total Liberal/National</b>	<b>36%</b>	<b>37%</b>	<b>37%</b>	<b>36%</b>	<b>42.0%</b>
<b>Labor</b>	<b>37%</b>	<b>36%</b>	<b>36%</b>	<b>38%</b>	<b>34.7%</b>
Greens	10%	9%	9%	10%	10.2%
Nick Xenophon Team	3%	3%	3%	3%	
Pauline Hanson's One Nation	7%	8%	8%	7%	
Other/Independent	6%	7%	7%	7%	13.1%
<b>2 party preferred</b>					
Liberal National	<b>46%</b>	<b>48%</b>	<b>48%</b>	<b>46%</b>	<b>50.4%</b>
Labor	<b>54%</b>	<b>52%</b>	<b>52%</b>	<b>54%</b>	<b>49.6%</b>

NB. Sample = 1,822. 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.

## Internet an essential service

Q Do you agree or disagree that access to the Internet is becoming an essential service – like access to water and electricity?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Oct 2016
<b>Total agree</b>	<b>92%</b>	<b>95%</b>	<b>93%</b>	<b>93%</b>	<b>92%</b>	<b>93%</b>	<b>92%</b>	<b>90%</b>	<b>94%</b>	<b>92%</b>	<b>88%</b>
<b>Total disagree</b>	<b>4%</b>	<b>2%</b>	<b>5%</b>	<b>3%</b>	<b>6%</b>	<b>5%</b>	<b>4%</b>	<b>5%</b>	<b>3%</b>	<b>5%</b>	<b>7%</b>
Strongly agree	51%	57%	52%	50%	43%	52%	50%	47%	59%	45%	47%
Agree	41%	38%	41%	43%	49%	41%	42%	43%	35%	47%	41%
Disagree	3%	1%	4%	3%	5%	4%	3%	4%	2%	4%	6%
Strongly disagree	1%	1%	<1%	-	<1%	1%	1%	1%	<1%	1%	1%
Don't know	4%	2%	2%	5%	3%	3%	4%	5%	3%	3%	5%

92% agree that access to the internet is becoming an essential service. Only 4% disagreed.

There was very little difference across demographic and voter groups.



## Future internet requirements

Q Do you think that the National Broadband Network will adequately meet Australia’s future Internet requirements?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Oct 2016
Yes	<b>23%</b>	23%	31%	20%	10%	27%	18%	35%	20%	11%	22%
No	<b>54%</b>	56%	46%	56%	68%	56%	52%	44%	57%	63%	47%
Don't know	<b>23%</b>	22%	24%	24%	22%	16%	30%	21%	23%	26%	31%

23% think that the National Broadband Network will adequately meet Australia’s future Internet requirements and 54% disagree.

Those most likely to think it will not meet future needs were other party voters (68%) and aged 55+ (63%).



## Best NBN

Q The current Government's national broadband network plan is to more quickly roll out fibre to local nodes and let Telstra's copper network carry internet traffic to households, compared to the previous Labor plan to roll out fibre to every household outside rural areas, which would cost more and have taken longer but produced higher speeds. Which plan do you believe is best for Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Oct 2016
The Liberal Government's plan	24%	10%	53%	9%	17%	27%	21%	29%	18%	26%	27%
The Labor plan	43%	66%	22%	54%	45%	51%	35%	38%	44%	45%	42%
Don't know	33%	24%	25%	37%	38%	22%	45%	33%	38%	29%	32%

43% think the Labor NBN plan is best for Australia and 24% think the Government's plan is best. 33% did not give an opinion.

Those more likely to prefer the Labor plan were Labor voters (66%), Greens voters (54%) and men (51%).



## 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	43%	44%	42%	48%	41%	38%
Workplace connected to NBN	12%	14%	9%	17%	13%	4%
Neither connected to NBN	44%	43%	45%	35%	45%	53%
Don't know	8%	7%	9%	9%	10%	5%

40% of respondents say they are connected to the NBN, either at home or at work. Younger respondents were a little more likely to be connected both at home and work.



## 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+
<b>Total better</b>	<b>52%</b>	<b>57%</b>	<b>48%</b>	<b>64%</b>	<b>50%</b>	<b>38%</b>
<b>Total worse</b>	<b>17%</b>	<b>17%</b>	<b>17%</b>	<b>14%</b>	<b>17%</b>	<b>23%</b>
Much better	25%	30%	20%	33%	25%	13%
A little better	27%	27%	28%	31%	25%	25%
About the same	28%	24%	32%	21%	30%	37%
A little worse	10%	9%	11%	9%	11%	11%
Much worse	7%	8%	6%	5%	6%	12%
Don't know	2%	1%	3%	1%	3%	2%

*(Based on respondents with NBN connection – n=476)*

52% think their NBN internet service is better than their previous service while 45% think it is about the same or worse. 25% think their NBN service in “much better”.



## Blame for NBN problems

Q Complaints about the speed and reliability of the NBN have increased substantially over the last 12 months. Who do you think is mainly to blame for the current problems with the NBN?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
The Turnbull Coalition Government	39%	57%	25%	51%	38%	48%	30%	36%	39%	41%
The previous Labor Government	19%	14%	31%	12%	20%	24%	14%	18%	18%	23%
Not sure	42%	30%	44%	37%	42%	28%	56%	46%	43%	36%

39% blame the Turnbull Coalition Government for the current problems with the NBN and 19% blame the previous Labor Government. 42% are not sure.



## Company tax cuts

Q Do you approve or disapprove of the Government giving \$50 billion in tax cuts to medium and large businesses?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total approve</b>	<b>30%</b>	<b>19%</b>	<b>51%</b>	<b>19%</b>	<b>22%</b>
<b>Total disapprove</b>	<b>50%</b>	<b>62%</b>	<b>32%</b>	<b>66%</b>	<b>62%</b>
Strongly approve	8%	7%	14%	5%	3%
Approve	22%	12%	37%	14%	19%
Disapprove	28%	30%	25%	32%	35%
Strongly disapprove	22%	32%	7%	34%	27%
Don't know	20%	18%	17%	15%	17%

30% approve of the Government giving \$50 billion in tax cuts to medium and large businesses and 50% disapprove. Half of Liberal National voters approve, while over 60% of Labor, Greens and other voters disapprove.

## Statements about company tax cuts

Q Which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Cutting the company tax rate will bring Australia's tax base into line with other nations and attract the investment we need to create more jobs.	31%	18%	55%	17%	26%
Cutting the company tax rate will simply deliver business \$50 billion more in profits - money that should be invested in schools, hospitals and other vital services.	46%	57%	30%	65%	52%
Not sure	23%	25%	14%	18%	22%

31% agree more that “Cutting the company tax rate will bring Australia’s tax base into line with other nations and attract the investment we need to create more jobs” and 46% agree more that “Cutting the company tax rate will simply deliver business \$50 billion more in profits”. While 55% of Liberal National voters support the first statement, more than half all other voters support the second.



## 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.

