

The Essential Report

5 December 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 December 2017 and is based on 1,026 respondents.

Aside from the standard question on voting intention, this week's report includes questions on sexism, politicians who resign, driverless cars, the leader of the Liberal Party and type of Government.

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 28/11/17	2 weeks ago 21/11/17	4 weeks ago 7/11/17	Election 2 Jul 16
Liberal	32%	33%	32%	34%	
National	3%	3%	3%	3%	
Total Liberal/National	35%	36%	35%	37%	42.0%
Labor	38%	38%	38%	37%	34.7%
Greens	9%	9%	9%	10%	10.2%
Nick Xenophon Team	2%	2%	3%	2%	
Pauline Hanson's One Nation	8%	8%	8%	8%	
Other/Independent	8%	7%	7%	6%	13.1%
2 party preferred					
Liberal National	45%	46%	46%	47%	50.4%
Labor	55%	54%	54%	53%	49.6%

NB. Sample = 1,836. 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.

Sexism and Discrimination against Women

Q How much sexism and discrimination against women do you think currently occurs in the following?

	A lot	Some	A little	None at all	Don't know	A lot/ some Total	A lot/ some Men	A lot/ some Women	A lot/ some Oct 12	A lot/ some Jun 13	A lot/ some Jan 16
In workplaces	22%	35%	28%	7%	8%	57%	46%	67%	55%	60%	61%
In the media	28%	36%	23%	7%	7%	64%	55%	73%	56%	59%	58%
In politics	25%	35%	24%	8%	8%	60%	49%	70%	61%	61%	62%
In advertising	28%	32%	22%	9%	10%	60%	50%	69%	59%	60%	61%
In sport	22%	34%	25%	10%	8%	56%	47%	66%	58%	57%	60%
In schools	15%	33%	28%	13%	11%	48%	43%	54%	43%	40%	40%

A majority of respondents think there is a lot or some sexism in the media (64%), politics (60%), advertising (60%), workplaces (57%) and sport (56%).

Women were more likely than men to think there is a lot or some sexism in all areas - but especially in workplaces (women 67%, men 46%) and politics (70%/49%).

There has been some small changes in these figures since this question was asked in January last year – sexism in workplaces has dropped 4%, in the media up 6%, in sport down 4% and in schools up 8%. However, there has been more significant change in the differences between men and women on some issues. On sexism in the workplace the gap between perceptions of men and women has increased from 12% to 21%.



Politicians who resign from their party

Q If a politician elected to Parliament resigns from the Party they were a member of at the time of the election, should they be allowed to continue as a member of Parliament or should they be forced to resign?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Should be allowed to continue	24%	24%	27%	24%	23%
Should be forced to resign	51%	51%	55%	39%	61%
Don't know	25%	25%	18%	36%	17%

A majority (51%) think that politicians who resign from their party should be forced to resign from Parliament and 24% think they should be allowed to continue in Parliament.



Statements about driverless cars

Q Driverless cars are currently being developed, with predictions they will be in operation inside the next 10 years. Do you agree or disagree with the following statements about driverless cars?

	Total agree	Total disagree	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
I generally support the introduction of driverless cars	49%	38%	13%	36%	23%	15%	14%
I am concerned about the safety implications of driverless cars	78%	15%	31%	47%	11%	4%	6%
I am concerned about the impact of driverless cars on jobs	58%	32%	23%	35%	24%	8%	9%
Even if there are some deaths from driverless cars they will be safer than cars driven by humans	40%	36%	12%	28%	21%	15%	23%
We shouldn't trust our safety to robots	57%	30%	22%	35%	22%	8%	13%

78% agree that they are concerned about the safety implications of driverless cars, 58% are concerned about the impact of driverless cars on jobs and 57% think we shouldn't trust our safety to robots.

However about half (49%) support the introduction of driverless cars compared to 38% who don't. Support for driverless cars was highest with men (59%), aged 18-34 (63%), incomes over \$2K pw (64%) and university educated (58%).



Best leader of the Liberal Party

Q Which of the following do you think would make the best leader of the Liberal Party?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Jun 2014	Aug 2015	Mar 2016	Nov 2016	Mar 2017	Aug 2017
Malcolm Turnbull	21%	17%	40%	14%	6%	31%	24%	39%	21%	20%	25%
Tony Abbott	10%	8%	13%	9%	11%	18%	18%	9%	11%	10%	10%
Julie Bishop	19%	19%	20%	19%	24%	4%	17%	12%	20%	17%	20%
Christopher Pyne	2%	3%	2%	1%	2%	<1%	1%	1%	2%	2%	3%
Scott Morrison	2%	2%	3%	1%	2%	1%	3%	2%	3%	2%	2%
Peter Dutton	4%	2%	4%	4%	5%					2%	3%
Someone else	15%	21%	4%	23%	25%	19%	13%	15%	18%	18%	13%
Don't know	27%	29%	14%	28%	25%	21%	22%	21%	25%	28%	25%

21% (down 4% since August) think Malcolm Turnbull would make the best leader of the Liberal Party, 19% prefer Julie Bishop (down 1%) and 10% prefer Tony Abbott (no change). 15% (up 2%) prefer someone else.

Among Liberal/National voters, 40% (no change) prefer Malcolm Turnbull, 20% (up 1%) Julie Bishop and 13% (no change) prefer Tony Abbott.

Preferences of men were Malcolm Turnbull 24% (-5%), Julie Bishop 18% (-) and Tony Abbott 13% (+1%).

Preferences of women were Julie Bishop 20% (-1%), Malcolm Turnbull 18% (-2%) and Tony Abbott 8% (-).

Leadership change

Q If the Liberal Party changed their leader before the next election, would this make you more likely or less likely to vote for the Liberal Party?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
More likely to vote for the Liberal Party	18%	12%	29%	14%	16%
Less likely to vote for the Liberal Party	13%	16%	16%	7%	7%
Make no difference	54%	60%	46%	68%	64%
Don't know	15%	12%	9%	11%	13%

If the Liberal Party changed their leader before the next election, 18% say they would be more likely to vote for them, 13% less likely and 54% say it would make no difference.

Among Liberal/National voters, 29% say they would be more likely to vote for them, 16% less likely and 46% say it would make no difference.



The coalition

Q Do you think that the Liberal and National parties should continue to work together as a Coalition or should they separate and become more independent of each other?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Should continue in Coalition	38%	24%	73%	23%	22%
Should separate	34%	47%	13%	44%	49%
Don't know	28%	29%	14%	33%	29%

38% think the Liberal and National parties should continue to work together as a coalition and 34% think they should separate and become more independent of each other.

Among Liberal/National voters, 73% think they should continue in Coalition and 13% think they should separate.

Preferred Government

Q Which of the following types of Government would you prefer?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
A Government where one party has an overall majority	54%	55%	69%	28%	46%
A Government with more minor parties where no single party has a majority	25%	28%	18%	48%	29%
Don't know	21%	17%	13%	24%	25%

54% say they would prefer a Government where one party has an overall majority and 25% would prefer a Government with more minor parties where no single party has a majority.

69% of Liberal National voters prefer a majority Government while 48% of Greens voters prefer a Government where no single party has a majority.

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.