

# The Essential Report

12 December 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 8<sup>th</sup> to 11<sup>th</sup> December 2017 and is based on 1,026 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, sexism and energy.

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 5/12/17	2 weeks ago 28/11/17	4 weeks ago 14/11/17	Election 2 Jul 16
Liberal	33%	32%	33%	33%	
National	3%	3%	3%	3%	
<b>Total Liberal/National</b>	<b>35%</b>	<b>35%</b>	<b>36%</b>	<b>36%</b>	<b>42.0%</b>
<b>Labor</b>	<b>38%</b>	<b>38%</b>	<b>38%</b>	<b>38%</b>	<b>34.7%</b>
Greens	10%	9%	9%	9%	10.2%
Nick Xenophon Team	2%	2%	2%	3%	
Pauline Hanson's One Nation	7%	8%	8%	8%	
Other/Independent	7%	8%	7%	7%	13.1%
<b>2 party preferred</b>					
Liberal National	<b>46%</b>	<b>45%</b>	<b>46%</b>	<b>46%</b>	<b>50.4%</b>
Labor	<b>54%</b>	<b>55%</b>	<b>54%</b>	<b>54%</b>	<b>49.6%</b>

NB. Sample = 1,831. 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	Nov 2017	Oct 2017	Sep 2017	June 2017	Mar 2017	Dec 2016	June 2016	Dec 2015
<b>Total Approve</b>	<b>41%</b>	<b>26%</b>	<b>74%</b>	<b>34%</b>	<b>25%</b>	<b>37%</b>	<b>42%</b>	<b>41%</b>	<b>36%</b>	<b>33%</b>	<b>34%</b>	<b>38%</b>	<b>56%</b>
<b>Total Disapprove</b>	<b>44%</b>	<b>60%</b>	<b>21%</b>	<b>50%</b>	<b>67%</b>	<b>49%</b>	<b>43%</b>	<b>46%</b>	<b>45%</b>	<b>50%</b>	<b>46%</b>	<b>40%</b>	<b>23%</b>
Strongly approve	8%	3%	20%	1%	2%	6%	10%	7%	5%	5%	5%	6%	13%
Approve	33%	23%	54%	33%	22%	31%	32%	34%	31%	28%	29%	32%	43%
Disapprove	27%	34%	17%	30%	44%	30%	28%	28%	28%	30%	30%	24%	16%
Strongly disapprove	17%	26%	4%	20%	23%	19%	15%	18%	17%	20%	16%	16%	7%
Don't know	15%	14%	6%	16%	8%	14%	15%	14%	19%	18%	20%	21%	21%

41% approved of the job Malcolm Turnbull is doing as Prime Minister (up 4% from last month), and 44% disapproved (down 5%) – a change in net approval rating from -12 to -3.

74% (up 4%) of Liberal/National voters approved of the job Malcolm Turnbull is doing, compared to 26% of ALP voters and 34% of Greens voters.

By gender, men were 47% approve/46% disapprove and women 36% approve/43% 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	Nov 2017	Oct 2017	Sep 2017	June 2017	Mar 2017	Dec 2016	Dec 2015	Dec 2014
<b>Total Approve</b>	<b>36%</b>	<b>64%</b>	<b>21%</b>	<b>47%</b>	<b>19%</b>	<b>35%</b>	<b>37%</b>	<b>36%</b>	<b>34%</b>	<b>30%</b>	<b>35%</b>	<b>27%</b>	<b>35%</b>
<b>Total Disapprove</b>	<b>45%</b>	<b>19%</b>	<b>69%</b>	<b>32%</b>	<b>69%</b>	<b>48%</b>	<b>44%</b>	<b>47%</b>	<b>43%</b>	<b>49%</b>	<b>38%</b>	<b>47%</b>	<b>39%</b>
Strongly approve	7%	15%	4%	4%	4%	7%	8%	7%	5%	4%	6%	4%	7%
Approve	29%	49%	17%	43%	15%	28%	29%	29%	29%	26%	29%	23%	28%
Disapprove	23%	17%	28%	28%	34%	27%	27%	25%	28%	26%	21%	26%	23%
Strongly disapprove	22%	2%	41%	4%	35%	21%	17%	22%	15%	23%	17%	21%	16%
Don't know	19%	17%	10%	20%	12%	17%	19%	17%	23%	22%	25%	25%	26%

36% approved of the job Bill Shorten is doing as Opposition Leader (up 1% from last month), and 45% disapproved (down 3%) - a change in net approval rating from -13 to -9.

64% (no change) of ALP voters approved of the job Bill Shorten is doing, compared to 47% of Greens voters and 21% of Liberal/National voters.

By gender, men were 40% approve/49% disapprove and women 33% 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	Nov 2017	Oct 2017	Sep 2017	June 2017	Mar 2017	Dec 2016	Jun 2016	Dec 2015
Malcolm Turnbull	<b>42%</b>	19%	80%	29%	35%	40%	42%	43%	39%	38%	39%	40%	54%
Bill Shorten	<b>28%</b>	55%	5%	51%	20%	28%	28%	29%	26%	26%	28%	29%	15%
Don't know	<b>31%</b>	27%	15%	21%	45%	33%	31%	28%	34%	36%	33%	32%	31%

42% thought that Malcolm Turnbull would make a better Prime Minister (up 2% from last month), and 28% thought Bill Shorten would be better (no change). 31% did not know who would make a better Prime Minister.

The results were split by party, with 80% of Liberal/National voters saying that Malcolm Turnbull would be a better Prime Minister, and 55% of Labor voters saying Bill Shorten would.

Greens voters preferred Bill Shorten (51%) to Turnbull (29%).

49% of men prefer Malcolm Turnbull and 28% prefer Bill Shorten.

35% of women prefer Malcolm Turnbull and 27% prefer Bill Shorten.



## Sexual harassment

Q Over the last few months there has been a lot of media attention on sexual harassment and sexual discrimination in the workplace, particularly in certain industries such as the media, film and television (both in Australia and internationally). Which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
It is important that these cases of harassment and discrimination are exposed and those involved take responsibility for their past behavior.	71%	76%	70%	81%	60%	69%	73%	75%	68%	71%
Exposing these cases could unfairly harm reputations for things that happened in the past and claims that may be exaggerated.	17%	14%	20%	11%	30%	19%	15%	14%	17%	21%
Not sure	12%	10%	10%	8%	10%	12%	12%	11%	15%	8%

71% agree it is important to expose cases of sexual harassment and discrimination and 17% think exposing these cases could cause harm. There were not major differences by demographics. Greens voters (81%) were more likely to favour exposing these cases and other party voters less likely (60%).





## Impact of sexual harassment media coverage

Q And which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
The current media attention on sexual harassment and discrimination will bring about lasting change to the Australian workplace.	55%	57%	58%	67%	44%	53%	56%	55%	53%	57%
The current media attention on sexual harassment and discrimination will soon be forgotten and bring little change to the Australian workplace	30%	26%	32%	23%	44%	32%	27%	30%	30%	29%
Not sure	16%	16%	10%	10%	12%	14%	17%	16%	17%	14%

55% think that the current attention on sexual harassment and discrimination will bring about lasting change and 30% think it will soon be forgotten.

There were not major differences by demographics. Greens voters (67%) were more likely think it will bring lasting change and other party voters less likely (44%).



## Statements about sexual harassment

Q Do you agree or disagree with the following statements?

	Total agree	Total disagree	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Men agree	Women agree
Men and women are generally treated equally in the workplace these days	45%	47%	9%	36%	35%	12%	8%	62%	28%
Workplace hiring policies often favour men over women	53%	32%	14%	39%	25%	7%	15%	46%	61%
Sexual harassment is widespread in the Australian workplace.	46%	32%	12%	34%	25%	7%	22%	37%	55%
Women often exaggerate stories about sexual harassment in the workplace.	31%	45%	8%	23%	30%	15%	24%	40%	21%
Sexual harassment in the workplace limits women's career opportunities.	60%	24%	13%	47%	20%	4%	15%	53%	66%
Discrimination against women is no longer a serious problem in Australian workplaces.	27%	58%	6%	21%	39%	19%	15%	38%	17%
Because company boards and upper management positions are often dominated men, sexual harassment is not addressed or covered up.	49%	27%	13%	38%	21%	6%	21%	46%	57%
Compared to previous generations women have little to complain about in the workplace.	41%	44%	8%	33%	33%	11%	14%	51%	32%



There was majority agreement with the statements that sexual harassment in the workplace limits women's career opportunities (60%) and workplace hiring policies often favour men over women (53%).

A majority (58%) disagreed that discrimination against women is no longer a serious problem in Australian workplaces.

There were substantial differences between the answers of men and women on most of these measures, in particular –

- Men and women are generally treated equally in the workplace these days (62% of men agree, 28% of women agree).
- Discrimination against women is no longer a serious problem in Australian workplaces (38% of men agree, 17% of women agree).
- Sexual harassment is widespread in the Australian workplace (37% of men agree, 55% of women agree).
- Women often exaggerate stories about sexual harassment in the workplace (40% of men agree, 21% of women agree).
- Compared to previous generations women have little to complain about in the workplace (40% of men agree, 21% of women agree).



## Energy policy

Q When considering the outcomes of government energy policy, which out of cost, reliability and emissions reduction do you think should be prioritised?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Jun 2017
Keeping the cost of energy down should be prioritised	37%	40%	39%	16%	40%	28%
Maintaining the reliability of energy supply should be prioritised	18%	12%	30%	11%	20%	21%
Reducing carbon emissions should be prioritised	15%	18%	12%	38%	7%	19%
We do not need to prioritise – all can be achieved	22%	23%	14%	31%	27%	21%
Don't know	7%	7%	5%	4%	6%	12%

37% thought that keeping the costs of energy down should be prioritised over reducing emissions and maintaining network reliability. This was the most popular option for Liberal/National voters (39%), ALP voters (40%) and other party voters (40%). The most popular option among Greens voters was to prioritise the reduction of carbon emissions (38%).

Since this question was asked in June, there has been a substantial increase in those favouring keeping the cost of energy down – up from 28% to 37%.

There were not significant differences across states.

## 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.