

# The Essential Report

16 January 2018



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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 11<sup>th</sup> to 15<sup>th</sup> January 2018 and is based on 1,038 respondents.

Aside from the standard question on voting intention, this week's report includes questions on approval of party leaders, best Prime Minister, the republic, a tax on sugar and perceptions of crime.

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	4 weeks ago 19/12/17	Election 2 Jul 16
Liberal	34%	34%	
National	3%	3%	
<b>Total Liberal/National</b>	<b>37%</b>	<b>37%</b>	<b>42.0%</b>
<b>Labor</b>	<b>38%</b>	<b>38%</b>	<b>34.7%</b>
Greens	9%	9%	10.2%
Nick Xenophon Team	3%	2%	
Pauline Hanson's One Nation	6%	7%	
Other/Independent	7%	7%	13.1%
<b>2 party preferred</b>			
Liberal National	<b>47%</b>	<b>47%</b>	<b>50.4%</b>
Labor	<b>53%</b>	<b>53%</b>	<b>49.6%</b>

NB. 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	Dec 2017	Sep 2017	June 2017	Mar 2017	Dec 2016	June 2016	Dec 2015
<b>Total Approve</b>	<b>38%</b>	<b>23%</b>	<b>68%</b>	<b>18%</b>	<b>25%</b>	<b>41%</b>	<b>41%</b>	<b>36%</b>	<b>33%</b>	<b>34%</b>	<b>38%</b>	<b>56%</b>
<b>Total Disapprove</b>	<b>45%</b>	<b>62%</b>	<b>20%</b>	<b>68%</b>	<b>65%</b>	<b>44%</b>	<b>46%</b>	<b>45%</b>	<b>50%</b>	<b>46%</b>	<b>40%</b>	<b>23%</b>
Strongly approve	7%	3%	14%	3%	5%	8%	7%	5%	5%	5%	6%	13%
Approve	31%	20%	54%	15%	20%	33%	34%	31%	28%	29%	32%	43%
Disapprove	25%	31%	15%	34%	37%	27%	28%	28%	30%	30%	24%	16%
Strongly disapprove	20%	31%	5%	34%	28%	17%	18%	17%	20%	16%	16%	7%
Don't know	18%	16%	13%	14%	9%	15%	14%	19%	18%	20%	21%	21%

38% approved of the job Malcolm Turnbull is doing as Prime Minister (down 3% from last month), and 45% disapproved (up 1%) – a change in net approval rating from -3 to -7.

68% (down 6%) of Liberal/National voters approved of the job Malcolm Turnbull is doing, compared to 23% of ALP voters and 18% of Greens voters.

By gender, men were 42% approve/48% disapprove and women 34% approve/42% 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	Dec 2017	Sep 2017	June 2017	Mar 2017	Dec 2016	Dec 2015	Dec 2014
<b>Total Approve</b>	<b>32%</b>	<b>60%</b>	<b>15%</b>	<b>39%</b>	<b>18%</b>	<b>36%</b>	<b>36%</b>	<b>34%</b>	<b>30%</b>	<b>35%</b>	<b>27%</b>	<b>35%</b>
<b>Total Disapprove</b>	<b>49%</b>	<b>20%</b>	<b>75%</b>	<b>38%</b>	<b>71%</b>	<b>45%</b>	<b>47%</b>	<b>43%</b>	<b>49%</b>	<b>38%</b>	<b>47%</b>	<b>39%</b>
Strongly approve	7%	14%	3%	5%	2%	7%	7%	5%	4%	6%	4%	7%
Approve	25%	46%	12%	34%	16%	29%	29%	29%	26%	29%	23%	28%
Disapprove	26%	17%	32%	26%	39%	23%	25%	28%	26%	21%	26%	23%
Strongly disapprove	23%	3%	43%	12%	32%	22%	22%	15%	23%	17%	21%	16%
Don't know	20%	20%	11%	23%	12%	19%	17%	23%	22%	25%	25%	26%

32% approved of the job Bill Shorten is doing as Opposition Leader (down 4% from last month), and 49% disapproved (up 4%) - a change in net approval rating from -9 to -17.

60% (down 4%) of ALP voters approved of the job Bill Shorten is doing, compared to 39% of Greens voters and 15% of Liberal/National voters.

By gender, men were 38% approve/51% disapprove and women 27% approve/46% 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	Dec 2017	Sep 2017	June 2017	Mar 2017	Dec 2016	Jun 2016	Dec 2015
Malcolm Turnbull	<b>42%</b>	19%	80%	20%	38%	42%	43%	39%	38%	39%	40%	54%
Bill Shorten	<b>25%</b>	52%	3%	39%	21%	28%	29%	26%	26%	28%	29%	15%
Don't know	<b>33%</b>	30%	17%	41%	41%	31%	28%	34%	36%	33%	32%	31%

42% thought that Malcolm Turnbull would make a better Prime Minister (no change from last month), and 25% thought Bill Shorten would be better (down 3%). 33% 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 52% of Labor voters saying Bill Shorten would.

Greens voters preferred Bill Shorten (39%) to Malcolm Turnbull (20%).

45% of men prefer Malcolm Turnbull and 30% prefer Bill Shorten.

38% of women prefer Malcolm Turnbull and 20% prefer Bill Shorten.



## Republic

Q Would you support or oppose Australia becoming a republic with an Australian head of state?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Jan 2017
<b>Total support</b>	<b>44%</b>	<b>54%</b>	<b>45%</b>	<b>56%</b>	<b>32%</b>	<b>44%</b>
<b>Total oppose</b>	<b>29%</b>	<b>19%</b>	<b>37%</b>	<b>21%</b>	<b>46%</b>	<b>30%</b>
Strongly support	18%	27%	13%	25%	14%	21%
Support	26%	27%	32%	31%	18%	23%
Oppose	14%	9%	18%	11%	23%	18%
Strongly oppose	15%	10%	19%	10%	23%	12%
No opinion	26%	27%	18%	23%	22%	26%

44% support Australia becoming a republic with an Australian head of state and 29% oppose. 26% have no opinion. These results are almost identical to when this question was asked 12 months ago.

Those most likely to support were Labor voters (54%), Greens voters (56%), men (51%) and university educated (52%).

Those most likely to oppose were Liberal/National voters (37%), other party voters (46%) and aged 65+ (44%).





## Sugar tax

Q Would you support or oppose a tax on sugar-sweetened drinks?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total support</b>	<b>53%</b>	<b>54%</b>	<b>57%</b>	<b>60%</b>	<b>48%</b>
<b>Total oppose</b>	<b>38%</b>	<b>37%</b>	<b>37%</b>	<b>27%</b>	<b>46%</b>
Strongly support	21%	19%	25%	29%	19%
Support	32%	35%	32%	31%	29%
Oppose	21%	19%	23%	14%	24%
Strongly oppose	17%	18%	14%	13%	22%
No opinion	10%	8%	5%	14%	7%

53% support a tax on sugar-sweetened drinks and 38% oppose.

Those most likely to support the tax were Greens voters (60%) and those with university education (64%).

Those most likely to oppose the tax were other party voters (46%).



## Perceptions of crime

Q Do you think the following types of crime have increased or decreased over the last few years?

	Increased a lot	Increased a little	Stayed about the same	Decreased a little	Decreased a lot	Don't know	Total increased	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Drug-related crime	53%	23%	14%	3%	1%	6%	<b>76%</b>	76%	79%	65%	86%
Youth gang crime	49%	21%	17%	4%	2%	7%	<b>70%</b>	65%	73%	52%	86%
Domestic violence	32%	31%	25%	4%	2%	7%	<b>63%</b>	65%	65%	63%	66%
Violent crime – e.g. assault, murder	30%	30%	24%	6%	1%	8%	<b>60%</b>	58%	63%	53%	72%
Burglary	30%	27%	26%	7%	2%	7%	<b>57%</b>	56%	57%	49%	66%
White collar crime – e.g. fraud, corporate crime	24%	31%	30%	3%	2%	10%	<b>55%</b>	52%	61%	58%	55%
Car theft	27%	26%	28%	10%	2%	8%	<b>53%</b>	51%	55%	41%	58%

A majority believed that all crimes have increased.

More than two-thirds believe that drug-related crime (76%) and youth gang crime (70%) have increased – and about half think they have increased a lot.

Those more likely to think youth gang crime has increased were Liberal/National voters (73%), other party voters (86%) and aged 45+ (83%).



## Most important crimes to address

Q And which of these types of crime are the most important for the Government to address?

	Most important	2 <sup>nd</sup>	3 <sup>rd</sup>	Total important	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Drug-related crime	26%	27%	19%	<b>72%</b>	72%	75%	60%	73%
Domestic violence	29%	22%	16%	<b>67%</b>	71%	68%	76%	56%
Violent crime – e.g. assault, murder	16%	21%	25%	<b>62%</b>	66%	53%	67%	57%
Youth gang crime	20%	16%	17%	<b>53%</b>	46%	57%	31%	72%
White collar crime – e.g. fraud, corporate crime	7%	8%	13%	<b>28%</b>	27%	28%	44%	22%
Burglary	2%	4%	7%	<b>13%</b>	13%	12%	15%	15%
Car theft	1%	2%	3%	<b>6%</b>	5%	8%	8%	5%

More than two-thirds think that drug-related crime (72%) and domestic violence (67%) are the most important types of crime for the Government to address.

53% thought youth gang crime was one of the most important. Those most likely to think it important were Liberal/National voters (57%), other party voters (72%) and aged 55+ (60%).



## 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.