

The Essential Report

28 June 2016

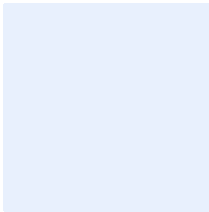


The Essential Report

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Prepared By: Essential Research

Data Supplied:



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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 the 23rd to 26th June 2016 and is based on 1,000 respondents.

Aside from the standard question on voting intention, this week's report includes questions on approval of leaders, best Prime Minister, the election campaign, which party will win the election, Medicare and live exports.

The methodology used to carry out this research is described in the appendix on page 15.

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 21/6/16	2 weeks ago 14/6/16	4 weeks ago 31/5/16	Election 7 Sep 13
Liberal	37%	37%	37%	38%	
National	3%	3%	4%	3%	
Total Liberal/National	39%	40%	41%	41%	45.6%
Labor	37%	37%	37%	35%	33.4%
Greens	10%	10%	10%	9%	8.6%
Nick Xenophon Team	4%	4%	4%	4%	-
Other/Independent	10%	9%	9%	10%	12.4%
2 party preferred					
Liberal National	49%	49%	49%	51%	53.5%
Labor	51%	51%	51%	49%	46.5%

NB. Sample = 1,773. 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 2013 election.

Second preference vote

Q Which party would you give your next preference to – out of the Liberal Party and the Labor Party.

	Total	Vote Greens	Vote other	Vote Greens (excluding don't know)	Vote other (excluding don't know)	Vote Greens 2013 election	Vote other 2013 election
Liberal Party	19%	12%	33%	14%	52%	17%	55%
Labor Party	39%	73%	30%	86%	48%	83%	45%
Don't know	22%	15%	37%	-	-	-	-

19% of minor parties and independent voters say they will preference the Liberals and 39% say they will preference Labor. 22% don't know which party they will preference.

Excluding the "don't knows", Labor receives 86% of preferences of Greens voters and 48% of the preferences of other voters – a very similar result to the 2013 election.

Approval of 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	Oct 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	17 May 2016	31 May 2016	31 Jun 2016
Total approve	40%	20%	78%	20%	25%	47%	56%	51%	51%	45%	39%	40%	41%	38%
Total disapprove	40%	67%	10%	69%	53%	17%	23%	25%	27%	35%	39%	42%	39%	40%
Strongly approve	7%	4%	15%	3%	1%	11%	13%	9%	8%	6%	7%	7%	9%	6%
Approve	33%	16%	63%	17%	24%	36%	43%	42%	43%	39%	32%	33%	32%	32%
Disapprove	22%	31%	8%	38%	33%	11%	16%	16%	18%	24%	23%	26%	22%	24%
Strongly disapprove	18%	36%	2%	31%	20%	6%	7%	9%	9%	11%	16%	16%	17%	16%
Don't know	20%	14%	12%	11%	22%	35%	21%	23%	21%	21%	22%	17%	19%	21%

40% (up 2% from 2 weeks ago) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 40% (no change) disapprove – a net approval rating of 0 (up 2).

78% (up 6%) of Liberal/National voters approve of Malcolm Turnbull's performance with 10% (down 9%) disapproving. 20% (no change) of Labor voters and 20% (up 6%) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 43% approve/39% disapprove and women 37% approve/41% disapprove.



Approval of 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 2013	Dec 2014	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	17 May 2016	31 May 2016	14 Jun 2016
Total approve	37%	74%	18%	42%	20%	31%	35%	27%	27%	27%	27%	30%	34%	34%	34%
Total disapprove	39%	10%	67%	39%	57%	27%	39%	47%	47%	48%	47%	44%	43%	44%	40%
Strongly approve	8%	20%	2%	4%	4%	5%	7%	4%	4%	5%	3%	5%	6%	7%	7%
Approve	29%	54%	16%	38%	16%	26%	28%	23%	23%	22%	24%	25%	28%	27%	27%
Disapprove	23%	9%	34%	30%	35%	17%	23%	26%	28%	26%	29%	22%	26%	26%	22%
Strongly disapprove	16%	1%	33%	9%	22%	10%	16%	21%	19%	22%	18%	22%	17%	18%	18%
Don't know	24%	16%	16%	20%	24%	43%	26%	25%	26%	25%	26%	25%	23%	23%	25%

37% (up 3% in last 2 weeks) of respondents approve of the job Bill Shorten is doing as opposition leader and 39% (down 1%) disapprove – a change in his net rating from -6 to -2.

74% (up 13%) of Labor voters approve of the job Bill Shorten is doing and 10% (down 7%) disapprove.

39% of men and 36% of women approve of Bill Shorten. 42% of men and 37% of women disapprove.

Better 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 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	17 May 2016	31 May 2016	14 Jun 2016
Malcolm Turnbull	40%	13%	81%	19%	39%	53%	54%	51%	52%	48%	44%	43%	40%	40%
Bill Shorten	29%	66%	3%	49%	18%	17%	15%	18%	15%	19%	22%	28%	27%	29%
Don't know	30%	21%	16%	31%	46%	30%	31%	31%	33%	33%	34%	29%	33%	32%

40% (no change) of respondents think Malcolm Turnbull would make the better Prime Minister and 29% (no change) think Bill Shorten would make the better Prime Minister.

43% of men prefer Malcolm Turnbull and 30% prefer Bill Shorten.

38% of women prefer Malcolm Turnbull and 29% prefer Bill Shorten.



Best campaign

Q Which leader and party do you think has performed best during the Federal election campaign?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Malcolm Turnbull and the Liberal Party	30%	6%	68%	4%	19%
Bill Shorten and the Labor Party	28%	64%	6%	26%	23%
Richard di Natale and the Greens.	8%	5%	2%	47%	10%
Don't know	34%	25%	24%	24%	49%

30% think that Malcolm Turnbull and the Liberal Party performed best during the election campaign and 28% think Bill Shorten and the Labor Party performed best.

Opinions mainly reflected party preferences. 68% of Liberal/National voters thought Malcolm Turnbull performed best while 64% of Labor voters thought Bill Shorten performed best.

Greens and other voters tended to favour Bill Shorten over Malcolm Turnbull.

Party expect to win election

Q Which party do you expect will win the Federal election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Liberal National Coalition	39%	18%	75%	29%	23%
Labor Party	24%	58%	4%	23%	11%
Neither – there will be a hung Parliament	16%	12%	9%	35%	43%
Don't know	21%	12%	12%	14%	23%

39% think that the Coalition will win the election, 24% think the Labor Party will win and 16% think there will be a hung Parliament.

75% of Liberal National voters think the Coalition will win and 58% of Labor voters think the Labor Party will win.

35% of Greens voters and 43% of other voters think there will be a hung Parliament.

Privatising Medicare

Q If the Liberal Party wins the Federal election, do you think it is likely or unlikely that they will attempt to privatize Medicare?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total likely	50%	79%	23%	77%	54%
Total not likely	34%	13%	63%	18%	33%
Very likely	25%	47%	6%	38%	28%
Somewhat likely	25%	32%	17%	39%	26%
Not very likely	15%	9%	22%	13%	19%
Not at all likely	19%	4%	41%	5%	14%
Don't know	17%	8%	13%	6%	13%

50% think it is likely that the Liberal Party will attempt to privatize Medicare if they win the Federal election.

79% of Labor voters and 77% of Greens voters think it is likely compared to 23% of Liberal National voters.



Impact of election

Q Do you think the result of this election will –

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Fundamentally change Australia	13%	24%	6%	11%	10%
Have a significant impact on the future of Australia	38%	41%	37%	49%	39%
Have a limited impact on the future of Australia	30%	22%	43%	25%	31%
Have no impact on the future of Australia	8%	5%	8%	5%	11%
Don't know	13%	8%	6%	10%	9%

51% think that the result of this election will be either a fundamental change or have a significant impact on then future of Australia. Labor voters (65%) and Greens voters (60%) are more likely to think it will have a significant impact or fundamental change.

51% of Liberal/National voters think it will have limited or no impact.



Contact with election campaign

Q Over the last few weeks which of the following types of contact have you had with the election campaign?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	7 June
Seen TV campaign ads	72%	76%	76%	68%	76%	58%
Received campaign materials in your letterbox	70%	74%	70%	78%	75%	49%
Watched one of the party leader debates on TV	29%	33%	33%	28%	25%	22%
Received an email about the election	26%	33%	24%	30%	27%	17%
Had a phone call from a political party	21%	19%	24%	16%	30%	11%
Visited a website about election issues	18%	21%	16%	33%	20%	13%
Been surveyed on the phone	18%	20%	17%	21%	23%	12%
Been approached in the street by party workers handing out material	15%	18%	16%	22%	10%	9%
Been door-knocked by a political party	7%	7%	10%	8%	7%	5%
Been door-knocked by another group (e.g. union, interest group)	6%	5%	8%	9%	3%	4%

72% say they have seen TV ads about the election campaign and 70% have received campaign materials in their letterbox. 29% say they have watched a leaders debate.

Only 7% say they have been door-knocked by a political party and 15% have been approached by party workers in the street.

Live exports

Q Would you support or oppose phasing out live exports to reduce animal cruelty and protect Australian jobs?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total support	63%	71%	57%	84%	59%
Total oppose	18%	13%	27%	5%	24%
Strongly support	34%	40%	25%	56%	37%
Support	29%	31%	32%	28%	22%
Oppose	12%	8%	19%	3%	15%
Strongly oppose	6%	5%	8%	2%	9%
Don't know	18%	16%	15%	11%	17%

63% say they support phasing out live exports to reduce animal cruelty and protect Australian jobs and 18% oppose. A majority of all demographic and voter groups supported phasing out live exports.

Those most likely to support were women (68%), Labor voters (71%) and Greens voters (84%),



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 2010 election, the Essential Report estimates of first preference votes were all within 1% of the election results.

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. **Both Essential Research and Your Source are ISO accredited market research companies.** This research was conducted in compliance with AS: ISO20252 guidelines.