

The Essential Report

1 July 2014





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Prepared by: Essential Research

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the Association of Market and Social Research Organisations.



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 the 26th to 29th June 2014 and is based on 1,002 respondents.

Aside from the standard question on voting intention, this week's report includes questions on addressing climate change, trust in institutions, trust in State Governments, approval of Government Ministers and Julian Assange

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 politics – 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?

Q. If don't know -Well which party are you currently leaning to?

Sample size = 1,835 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 3/6/14	2 weeks ago 17/6/14	Last week 24/6/14	This week 1/7/14
Liberal		35%	36%	37%	37%
National		3%	3%	3%	3%
Total Lib/Nat	45.6%	38%	39%	40%	40%
Labor	33.4%	39%	41%	38%	38%
Greens	8.6%	10%	9%	9%	9%
Palmer United Party	5.5%	6%	5%	5%	6%
Other/Independent	6.9%	7%	7%	7%	7%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 3/6/14	2 weeks ago 17/6/14	Last week 24/6/14	This week 1/7/14
Liberal National	53.5%	47%	46%	48%	48%
Labor	46.5%	53%	54%	52%	52%

NB. 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.

Actions on climate change

Q. Which of the following actions on climate change do you most support?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Oct 13	Apr 14
Keeping the carbon tax	16%	31%	2%	40%	4%	15%	17%
Replacing the carbon tax with an emissions trading scheme	22%	29%	16%	28%	23%	21%	22%
Replacing the carbon tax with the Liberal's "direct action" plan	9%	1%	20%	7%	10%	15%	12%
Dumping the carbon tax and not replacing it at all	33%	21%	45%	10%	49%	31%	30%
Don't know	19%	18%	17%	15%	14%	18%	19%

33% think the carbon tax should be dumped and not replaced, 22% support replacing it with an emissions trading scheme, 9% prefer the Liberal's "direct action" plan and 16% think the Government should keep the carbon tax. Since this question was asked in April, support for dumping the carbon tax and not replacing it has increased from 30% to 33% and support for the "direct action" plan dropped 3 points to 9%.

Those most likely to support keeping the tax or changing to an emissions trading scheme were Labor voters (60%) and Greens voters (68%) and those with a university education (47%).

Those most likely to think the carbon tax should be dumped and not replaced were Liberal/National voters (45%) and other party voters (49%). Only 20% of Liberal/National voters preferred the Liberal's "direct action" plan.

Trust in Institutions

Q. How much trust do you have in the following institutions and organisations?

	Total trust	A lot of trust	Some trust	A little trust	No trust	Don't know	% change	Total trust 12 Jun 12	Total trust 18 Mar 13
The High Court	57%	20%	37%	27%	12%	4%	-17	60%	74%
The ABC	54%	18%	36%	29%	13%	5%	-16	54%	70%
The Reserve Bank	52%	17%	35%	30%	13%	5%	-12	49%	64%
Charitable organisations	45%	6%	39%	36%	14%	4%	-7	50%	52%
Your local council	33%	5%	28%	38%	24%	4%	-1	na	34%
TV news media	32%	2%	26%	47%	23%	3%	+2	21%	30%
Environment groups	31%	5%	26%	38%	25%	5%	-10	32%	41%
The Commonwealth Public Service	31%	5%	26%	40%	19%	10%	-5	30%	36%
Newspapers	30%	3%	27%	46%	21%	3%	-	26%	30%
Religious organisations	26%	5%	21%	28%	41%	4%	-1	27%	27%
Federal Parliament	25%	4%	21%	33%	39%	3%	-9	22%	34%
Online news media	25%	2%	23%	49%	21%	4%	-2	23%	27%
State Parliament	24%	3%	21%	35%	37%	4%	-6	na	30%
Trade unions	22%	4%	18%	33%	39%	7%	-3	22%	25%
Business groups	22%	1%	21%	44%	27%	6%	-4	22%	26%
Political parties	13%	2%	11%	33%	50%	3%	+1	12%	12%

Note: 'Total Trust' is an aggregate figure achieved by adding 'A lot of trust' and 'Some trust'

Since this question was last asked in March last year, there has been a significant decline in trust in the High Court (-17%), the ABC (-16%), the Reserve Bank (-12%), environment groups (-10) and the Federal Parliament (-9). Trust in the High Court, ABC and Reserve Bank is back to similar levels to that recorded in 2012.

Respondents had most trust in the High Court (57%), the ABC (54%), the Reserve Bank (52%) and charitable organisations (45%). They had least trust in political parties (13%), trade unions (22%) and business groups (22%).

Compared to the average, Labor voters had more trust in the ABC (62%), environment groups (41%) and trade unions (34%).

Liberal/National voters, compared to the average, had a little more trust in the Reserve Bank (62%), Federal Parliament (43%), State Parliament (36%) and business groups (32%).

Trust in use of personal information

Q. How much trust do you have in the following organisations to responsibly use any personal information they may have about you?

	Total trust	A lot of trust	Some trust	A little trust	No trust	Don't know	Not applicable to me	% change	Total trust 24 Sep 13
The medical profession	67%	32%	35%	22%	8%	2%	*	-6	73%
Law enforcement agencies	54%	19%	35%	28%	14%	3%	1%	-2	56%
Your employer	44%	18%	26%	21%	9%	3%	22%	-2	46%
Banks	44%	11%	33%	31%	21%	3%	*	-1	45%
Companies you buy things from in person	38%	4%	34%	40%	16%	5%	*	-6	44%
The Government	31%	5%	26%	32%	31%	5%	1%	-	31%
Companies you buy things from online	30%	4%	26%	39%	25%	4%	2%	+3	27%
Insurance companies	27%	4%	23%	37%	31%	4%	1%	+1	26%
Mobile phone and internet providers	23%	3%	20%	41%	31%	4%	1%	-6	29%
TV networks	19%	2%	17%	38%	34%	6%	2%	-1	20%
Social media sites	12%	1%	11%	29%	50%	5%	3%	-	12%

The most trusted people/organisations to use personal information were the medical profession (67% trust), law enforcement agencies (54%), employers (44%) and banks (44%). The least trusted were social media sites (12%) and TV networks (19%).

Since this question was asked in September last year, the main changes have been declines of 6% for the medical profession, companies you buy things from in person and mobile phone and internet providers.

Trust in State Governments

Q. From what you have read or heard about them, how trustworthy are the following state governments?

	Total very/ quite /somewhat trust- worthy	Total not very/not at all trust- worthy	Very trust- worthy	Quite trust- worthy	Some- what trust- worthy	Not very trust- worthy	Not at all trust- worthy	Don't know
New South Wales	43%	34%	4%	13%	26%	23%	11%	24%
New South Wales (NSW only)	54%	34%	7%	17%	30%	25%	9%	11%
Victoria	43%	31%	4%	13%	26%	20%	11%	26%
Victoria (Victoria only)	55%	35%	4%	19%	32%	19%	16%	11%
Queensland	39%	37%	3%	11%	25%	20%	17%	24%
Queensland (Queensland only)	44%	51%	3%	11%	30%	18%	33%	4%
South Australia	40%	26%	3%	10%	27%	18%	8%	33%
Western Australia	40%	27%	3%	10%	27%	17%	10%	32%
Tasmania	41%	24%	4%	10%	27%	15%	9%	35%

Overall, at least 40% of respondents thought that each state Government was trustworthy.

However, for their own state, 54% of New South Wales residents and 55% of Victorian residents thought their state government was trustworthy but only 44% of Queensland residents thought their state government was trustworthy with 51% saying they were not trustworthy.

Support for Peter Greste

Q. Australian journalist Peter Greste and his two al-Jazeera colleagues have been found guilty of producing false news to defame Egypt by an Egyptian court and sentenced to seven years in prison.

Do you think the Australian government has provided appropriate support to Peter Greste?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Government have provided appropriate support	20%	11%	34%	17%	15%
Government have not provided appropriate support	39%	51%	27%	44%	40%
Don't know	41%	38%	39%	40%	45%

20% think that the Australian government has provided appropriate support to Peter Greste and 39% think they have not provided appropriate support. 34% of Liberal/National voters think they have provided appropriate support and 51% of Labor voters think they have not.

Approval of Government Ministers

Q. Do you approve or disapprove of the job the following people are doing as Government Ministers?

	Total approve	Total dis-approve	Net score	Strongly approve	Approve	Dis-approve	Strongly dis-approve	Don't know	Lib/Nat voters approve	Lib/Nat voters dis-approve
Malcolm Turnbull - Communications	44%	31%	+13	8%	36%	18%	13%	25%	72%	11%
Julie Bishop - Foreign Affairs	41%	38%	+3	12%	29%	18%	20%	22%	74%	10%
George Brandis - Attorney General	33%	31%	+2	7%	26%	15%	16%	36%	60%	11%
Scott Morrison - Immigration and Border Protection	38%	39%	-1	14%	24%	17%	22%	24%	70%	10%
Greg Hunt - Environment	28%	39%	-11	5%	23%	18%	21%	34%	54%	12%
Joe Hockey - Treasurer	36%	48%	-12	10%	26%	21%	27%	15%	78%	11%
Christopher Pyne - Education	29%	47%	-18	7%	22%	20%	27%	24%	59%	19%

Malcolm Turnbull (+13) received the highest rating while Christopher Pyne (-18), Joe Hockey (-12) and Greg Hunt (-11) receive substantial negative ratings. Respondents were divided over the performance of Julie Bishop (+3), George Brandis (+2) and Scott Morrison (-1).

Liberal voters were most approving of Joe Hockey (78% approve), Julie Bishop (74%), Malcolm Turnbull (72%) and Scott Morrison (70%).

Julian Assange

Q. Nearly two years ago, Julian Assange, the head of Wikileaks, was granted political asylum by Ecuador and has since been living at Ecuador's embassy in London. Police officers have been stationed outside the embassy to arrest him if he leaves - at a cost of about \$10 million. Which of the following is closest to your view about Julian Assange?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
It is a waste of money trying to arrest Julian Assange	69%	76%	61%	73%	80%
Julian Assange should be arrested despite the costs	13%	9%	20%	11%	6%
Don't know	18%	15%	19%	16%	14%

69% agreed more with the view that it is a waste of money trying to arrest Julian Assange and only 13% thought Julian Assange should be arrested despite the costs. A majority of all voter groups agreed it is a waste of money trying to arrest Julian Assange.

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 panellist 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.