

The Essential Report

30 June 2015





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Prepared by: Essential Research

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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 25th to 28th June and is based on 1,023 respondents.

Aside from the standard question on voting intention, this week's report includes questions on funding schools, troops in Iraq, trust in newspapers and media commentators, retirement income and voting intention by occupation groups.

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 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 = 1,816 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 2/6/15	2 weeks ago 16/6/15	Last week 23/6/15	This week 30/6/15
Liberal		38%	39%	38%	38%
National		4%	3%	3%	3%
Total Liberal/National	45.6%	41%	42%	41%	41%
Labor	33.4%	40%	39%	39%	39%
Greens	8.6%	10%	10%	10%	11%
Palmer United Party	5.5%	1%	1%	1%	1%
Other/Independent	6.9%	8%	8%	8%	8%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 2/6/15	2 weeks ago 16/6/15	Last week 23/6/15	This week 30/6/15
Liberal National	53.5%	48%	48%	48%	47%
Labor	46.5%	52%	52%	52%	53%

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.

Funding schools

Q. The Federal Government has released a paper which lists several ideas for future funding of schools. Do you approve or disapprove of each of the following ideas?

	Total approve	Total dis-approve	Strongly approve	Approve	Dis-approve	Strongly dis-approve	Don't know
Giving the states and territories full responsibility for all schools	38%	35%	9%	29%	24%	11%	27%
Making states and territories fully responsible for funding public schools while the Federal Government funds non-government schools	20%	56%	4%	16%	27%	29%	25%
Reducing Commonwealth involvement in schools, but without significant structural change	28%	43%	4%	24%	28%	15%	30%
Making the Federal Government the main funder of all schools.	51%	23%	15%	36%	17%	6%	25%
Means testing - charging high-income parents fees for children to attend public schools.	37%	48%	10%	27%	23%	25%	14%

A majority of respondents (51%) approve of the proposal of “Making the Federal Government the main funder of all schools” and a majority (56%) reject the proposal of “Making states and territories fully responsible for funding public schools while the Federal Government funds non-government schools”.

They were more likely to reject the proposal to means test parents of public schools (37% approve/48% disapprove) but were divided on the issue of “Giving the states and territories full responsibility for all schools” (38% approve/35% disapprove).

Troops in Iraq

Q. Australia currently has troops in Iraq to help train Iraqi forces fighting Islamic State militants. Would you support or oppose Australian soldiers being used to fight Islamic State, not just train Iraqi forces?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total support	41%	37%	51%	29%	35%
Total oppose	43%	48%	38%	53%	52%
Strongly support	15%	12%	22%	7%	15%
Support	26%	25%	29%	22%	20%
Oppose	23%	23%	25%	22%	18%
Strongly oppose	20%	25%	13%	31%	34%
Don't know	17%	14%	12%	18%	12%

41% support Australian soldiers being used to fight Islamic State and 43% oppose.

A majority (51%) of Liberal/National voters support while Greens voters (53%) and Labor voters (48%) were more likely to oppose.

Trust in newspapers

Q. How much trust do you have in what you read in the following newspapers?

	Total a lot/some	A lot of trust	Some trust	Not much trust	No trust at all	Don't know	Total a lot/some Jul 2011	Total a lot/some Jun 2012	Total a lot/some Jan 2013
The Australian	58%	12%	46%	26%	10%	6%	69%	60%	65%
The Telegraph (NSW only)	46%	6%	40%	31%	19%	4%	52%	49%	48%
Sydney Morning Herald (NSW only)	70%	18%	52%	22%	5%	3%	74%	69%	71%
The Age (Victoria only)	66%	14%	52%	18%	11%	5%	79%	76%	71%
Herald Sun (Victoria only)	48%	8%	40%	28%	17%	6%	54%	51%	50%
Courier Mail (Queensland only)	48%	8%	40%	33%	13%	6%	65%	51%	57%

* Note : Percentages based only on respondents who had read each newspaper.

Among those who have read the newspaper, 18% have a lot of trust in the SMH and 14% have a lot of trust in The Age. 12% of readers of The Australian have a lot of trust in the newspaper but only 6% have a lot of trust in The Telegraph. 50% have not much or no trust in The Telegraph, 46% not much/no trust in the Courier Mail and 45% not much/no trust in The Herald Sun.

Overall, the most trusted newspapers were the SMH (70% a lot/some trust) and The Age (66%). The least trusted were The Telegraph (46% a lot/some trust), the HeraldSun (48%) and the Courier Mail (48%).

Since this question was asked in 2013, there have been declines in trust in the Courier Mail (down 9%) and The Australian (down 7%), while The Age has declined by 5%.

Trust in media commentators and journalists

Q. How much trust do you have in the following media commentators and journalists?

	Total a lot/some	A lot of trust	Some trust	Not much trust	No trust at all	Don't know	Total a lot/some Oct 2012	% know them
Laurie Oakes	71%	25%	46%	14%	5%	10%	72%	77%
Sarah Ferguson	51%	12%	39%	19%	10%	20%	-	50%
Tony Jones	51%	11%	40%	21%	11%	15%	53%	54%
Mark Riley	51%	9%	42%	21%	8%	20%	-	42%
Michelle Grattan	49%	12%	37%	22%	9%	20%	48%	37%
Neil Mitchell	47%	9%	38%	25%	11%	17%	46%	45%
Chris Uhlmann	46%	11%	35%	22%	12%	20%	-	35%
Jon Faine	40%	7%	33%	23%	12%	24%	38%	33%
Andrew Bolt	38%	11%	27%	20%	30%	12%	39%	65%
Alan Jones	29%	6%	23%	29%	29%	12%	22%	80%

* Note : Percentages based only on respondents who knew of each commentator/journalist.

The most trusted media commentators and journalists were Laurie Oakes (71%), Sarah Ferguson, Tony Jones and Mark Riley (all 51%).

The least trusted were Alan Jones (29%) and Andrew Bolt (38%).

Funding retirement

Q. How will you mainly fund your retirement – or if you are already retired, how are you currently mainly funding your retirement?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
My superannuation	46%	54%	39%	58%	45%	35%
My partner's superannuation	5%	2%	8%	3%	7%	4%
My savings and investments	16%	17%	15%	23%	17%	7%
My partner's savings and investments	2%	1%	3%	3%	1%	1%
Government Pension	26%	22%	31%	8%	25%	50%
Other	4%	5%	4%	6%	5%	3%

46% say they will mainly fund (or are funding) their retirement through their superannuation and 26% mainly through the Government pension.

50% of those aged 55+ will rely mainly on the Government pension compared to only 8% of those aged 18-34.

Women are more likely to rely on the Government pension (31%) and less likely to rely on their superannuation (39%). 54% of men will mainly rely on their superannuation. 11% of women say they will rely on their partner's super or investments.

Best place to invest

Q. Where do you think is the best place to invest your money?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
The housing market	29%	29%	30%	34%	33%	18%
Australian share market	15%	18%	11%	12%	14%	18%
Specific companies or businesses	3%	4%	1%	5%	1%	3%
Other investments like art and antiques	*	*	*	-	*	1%
Investment funds	9%	12%	7%	7%	8%	14%
Leave it in the bank	16%	14%	17%	14%	13%	21%
Not sure	28%	22%	35%	28%	30%	27%

29% think that the housing market is the best place to invest and 16% think it better to leave it in the bank.

35% of women are not sure of the best place to invest.

Retirement expectations

Q. Do you think that you will have adequate income from your superannuation and investments to live a comfortable lifestyle when you choose to stop working?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Yes – definitely	8%	10%	6%	11%	5%	12%
Yes – probably	31%	37%	26%	36%	30%	24%
No – probably not	34%	33%	35%	28%	37%	38%
No – definitely not	15%	10%	20%	10%	17%	20%
Not sure	12%	10%	14%	14%	12%	7%

Based on those working full-time, self-employed or part-time

39% of respondents currently working think they will have adequate income for the retirement and 49% think they will not.

47% of men think they will have adequate income compared to 32% of women. 55% of women think they will not have enough income compared to 43% of men.

47% of those aged 18-34 think they will have enough compared to 35% of those aged 35-54.

Occupation by voting intention

Q. Which of the following best describes your occupation?

First preference/leaning to	Total	Profess- ional	Manager	Admin or sales	Trades	Semi/ unskilled	Home duties	Retired	Not working	Student
Labor	39%	39%	27%	36%	42%	36%	45%	43%	33%	48%
Liberal/National	41%	41%	48%	50%	39%	46%	42%	41%	28%	21%
Greens	11%	11%	15%	9%	4%	10%	3%	6%	13%	25%
Other/Independent	9%	9%	11%	6%	15%	8%	11%	9%	26%	6%

Those more likely to vote Labor were home duties (45%) and students (48%).

Those more likely to vote Liberal/National were managers (48%), admin/sales (50%) and semi/unskilled workers (46%).

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.