# **The Essential Report**

7 July 2015





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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 2<sup>nd</sup> to 5<sup>h</sup> July and is based on 1,007 respondents.

Aside from the standard question on voting intention, this week's report includes questions on women's sport, same sex marriage, Trans Pacific Partnership, the ABC, Government performance and the right to protest.

The methodology used to carry out this research is described in the appendix on page 11.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

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### **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 = 1,781 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 9/6/15	2 weeks ago 23/6/15	Last week 30/6/15	This week 7/7/15
Liberal		38%	38%	38%	38%
National		3%	3%	3%	3%
Total Liberal/National	45.6%	41%	41%	41%	41%
Labor	33.4%	40%	39%	39%	39%
Greens	8.6%	9%	10%	11%	10%
Palmer United Party	5.5%	1%	1%	1%	1%
Other/Independent	6.9%	9%	8%	8%	9%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 9/6/15	2 weeks ago 23/6/15	Last week 30/6/15	This week 7/7/15
Liberal National	53.5%	48%	48%	47%	48%
Labor	46.5%	52%	52%	53%	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.

# Women's sport

Q. Do you agree or disagree with the following statements?

	Total agree	Total disagree	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Total agree men	Total agree women
In general, women's sports are just as exciting as men's	61%	28%	17%	44%	21%	7%	10%	55%	68%
The media does not pay enough attention to women's sports	68%	20%	27%	41%	16%	4%	12%	62%	75%
In general, people are not interested in watching women play sports	42%	43%	7%	35%	30%	13%	15%	40%	43%
Most women aren't interested in playing or watching sports	27%	60%	4%	23%	40%	20%	13%	30%	24%
Women athletes are great role models for girls	84%	7%	36%	48%	4%	3%	9%	78%	90%
In general, compared to men, sportswomen are underpaid and the financial rewards inadequate	72%	13%	34%	38%	9%	4%	16%	65%	78%

A substantial proportion of respondents agreed that "Women athletes are great role models for girls" (84%), "In general, compared to men, sportswomen are underpaid and the financial rewards inadequate" (72%) and "The media does not pay enough attention to women's sports" (68%). A majority also agreed "In general, women's sports are just as exciting as men's" (61%). They were divided 42% agree/43% disagree over whether "In general, people are not interested in watching women play sports" but 60% disagreed that "Most women aren't interested in playing or watching sports".

Overall, women had a more positive opinion than men on most issues except "In general, people are not interested in watching women play sports" where men were 40% agree/44% disagree and women 43% agree/42% disagree.

# Same sex marriage laws

Q. Regardless of your opinion about same-sex marriage, do you think it is likely or unlikely that the laws will be changed in the next few years to allow same-sex marriage?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Feb 2015
Total likely	69%	69%	72%	79%	62%	56%
Total unlikely	20%	20%	19%	13%	28%	28%
Very likely	31%	35%	26%	44%	32%	15%
Likely	38%	34%	46%	35%	30%	41%
Unlikely	14%	16%	13%	12%	12%	22%
Very unlikely	6%	4%	6%	1%	16%	6%
Don't know	11%	11%	8%	8%	11%	16%

69% think it is likely that the laws will be changed in the next few years to allow same-sex marriage and 20% think it is unlikely.

This is a substantial shift since this question was asked in February.

Those thinking it likely that the laws will be changed has increased 13 percentage points and those thinking it is unlikely has declined 8 percentage points. While expectations that the laws will be changed has increased across the board, it has increased most with Liberal/National voters – from 52% to 72%.

## **Trans Pacific Partnership**

Q. The proposed Trans Pacific Partnership would allow foreign companies to sue the Australian Government in foreign courts for changes in government policies that cost them money. Do you think foreign companies should or should not be able to sue the Government for losses due to changes in policy?

	Total		Total		Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Should be able to sue	10%		13%	11%	8%	4%		
Should not be able to sue	61%		58%	66%	68%	77%		
Don't know	29%		30%	23%	24%	19%		

61% think that foreign companies should not be able to sue the Government for losses due to changes in policy and only 10% think they should. Liberal/National voters (66%) are more likely than Labor voters (58%) to think they should not be able to sue.

#### **ABC** bias

Q. Which of the following is closest to your opinion of the ABC?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
The ABC is biased to the Left	22%	10%	42%	13%	13%
The ABC is not biased either to the Left or	36%	48%	21%	61%	46%
to the Right					
The ABC is biased to the Right	3%	1%	3%	2%	8%
Don't know	40%	40%	34%	23%	33%

36% think that the ABC is not biased either to the Left or the Right and 22% think it is biased to the Left.

A very high 40% do not know if the ABC is biased in any direction.

Liberal/National voters are more likely to think the ABC is biased to the Left (42%). 61% of Greens voters and 48% of Labor voters think the ABC is not biased.

# **Government's handling of issues**

Q. How would you rate the Federal Liberal-National Government for the way they have handled the following issues?

	Total good	Total poor	Net score	Very good	Good	Average	Poor	Very poor	Don't know	Net Feb 2014	Net Sept 2014	Net Jan 2015
Supporting Australian businesses	36%	21%	+15	8%	28%	34%	12%	9%	8%	-7	-5	-5
Relations with other countries	31%	33%	-2	7%	24%	29%	18%	15%	8%	-3	+15	+5
Managing the economy	29%	34%	-5	8%	21%	30%	18%	16%	6%	+3	-6	-14
Treatment of asylum seekers	32%	39%	-7	15%	17%	21%	13%	26%	8%	+1	-3	-6
Industrial relations	24%	32%	-8	5%	19%	32%	17%	15%	12%	-12	-16	-15
Education and schools	24%	37%	-13	5%	19%	32%	20%	17%	7%	-7	-22	-24
Supporting Australian jobs	23%	40%	-17	5%	18%	29%	21%	19%	7%	-19	-21	-24
Health services	22%	41%	-19	4%	18%	30%	21%	20%	6%	-13	-27	-31
Social welfare	21%	42%	-21	5%	16%	29%	20%	22%	8%	-12	-26	-28
Protecting the environment	20%	41%	-21	4%	16%	31%	16%	25%	9%	-10	-18	-23
Climate change	19%	43%	-24	5%	14%	29%	15%	28%	9%	-15	-27	-27

The Government received negative ratings for all issues except supporting Australian businesses (net +15).

Highest negative ratings were given for climate change (19% good/43% poor), protecting the environment (20%/41%) and social welfare (21%/42%).

Since this question was asked in January there have been a significant increases for supporting Australian businesses (+20), health services (+12), education and schools (+11) and managing the economy (+9). The only significant decrease was for "relations with other countries" (down 7 points to -2).

# Right to protest

Q. Do you think it should be legal or illegal to stage a protest in the following places?

	Legal	Illegal	Don't know	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Outside Parliament House	72%	15%	12%	78%	67%	89%	80%
On a city street	71%	16%	14%	74%	68%	87%	74%
Outside a private business	49%	33%	18%	58%	39%	69%	59%
At a train station	43%	41%	16%	49%	36%	65%	47%
Outside a church	42%	41%	17%	48%	32%	70%	45%
Outside a public figure's house (i.e. politician or celebrity)	34%	50%	16%	38%	25%	50%	43%
Outside a school	32%	54%	15%	35%	25%	50%	39%
Outside a medical clinic that offers abortion procedures	30%	54%	17%	31%	26%	37%	39%
Inside Parliament House	25%	59%	16%	30%	16%	39%	27%

A majority think it should be legal to stage a protest outside Parliament House (72%) and on a city street (71%). Respondents were also more likely to think protesting outside a private business should be legal (49%).

However, a majority think that it should be illegal to stage a protest inside Parliament House (59%), outside a clinic that offers abortions (54%), outside a school (54%) and outside a public figure's house (50%).

#### 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.