

The Essential Report

21 July 2015





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Prepared by: Essential Research

Data supplied:



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the Association of Market and Social Research Organisations.



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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 16th to 19^h July and is based on 1,014 respondents.

Aside from the standard question on voting intention, this week's report includes questions on coal and renewable energy, trade with Indonesia, election timing and gun laws.

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.

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 = 1,789 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 23/6/15	2 weeks ago 7/7/15	Last week 14/7/15	This week 21/7/15
Liberal		38%	38%	38%	38%
National		3%	3%	3%	3%
Total Liberal/National	45.6%	41%	41%	41%	41%
Labor	33.4%	39%	39%	38%	38%
Greens	8.6%	10%	10%	11%	11%
Palmer United Party	5.5%	1%	1%	2%	2%
Other/Independent	6.9%	8%	9%	9%	9%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 23/6/15	2 weeks ago 7/7/15	Last week 14/7/15	This week 21/7/15
Liberal National	53.5%	48%	48%	48%	48%
Labor	46.5%	52%	52%	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.

Coal vs renewables

Q. Which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Governments should prioritise support for the coal industry over the renewable energy industry	6%	3%	14%	-	2%
Government should prioritise support for the renewable energy industry over the coal industry	50%	56%	39%	89%	56%
The Government should treat both industries equally	28%	28%	35%	5%	34%
Don't know	15%	13%	12%	6%	8%

50% of respondents agree more with the statement that the Government should prioritise support for the renewable energy industry over the coal industry and only 6% think they should prioritise coal over renewables. 28% think they should treat both industries equally.

Those most likely to think the Government should give priority to renewable energy were Greens voters (89%) and respondents with university education (59%).

Coal vs renewables – Government priorities

Q. And which of the following statements do you think is closer to the Federal Government's current position?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
The Government prioritises the coal industry over the renewable energy industry	49%	59%	38%	81%	51%
The Government prioritises the renewable energy industry over the coal industry	12%	10%	16%	10%	8%
The Government treats both industries equally	13%	9%	20%	-	18%
Don't know	27%	23%	26%	9%	23%

49% of respondents agree more with the statement that the Government prioritises the coal industry over the renewable energy industry and only 12% think they prioritise the renewable energy industry over the coal industry. 13% think they treat both industries equally.

Those most likely to think the Government prioritises the coal industry were Greens voters (81%) and Labor voters (59%).

Government support for energy industries

Q. Do you think the Federal Government gives enough or not enough support to the following?

	Gives enough support	Does not give enough support	Don't know
The coal industry	60%	12%	28%
Wind farms	18%	56%	25%
Large scale solar	15%	55%	30%
Roof top solar	21%	57%	22%

60% think that the Federal Government gives enough support to the coal industry and a majority think they do not give enough support to roof top solar (57%), wind farms (56%) or large scale solar (55%).

A majority of all voter groups think the Government gives enough support to the coal industry.

A large majority of Labor and Greens voters think the Government does not give enough support to roof top solar (Labor 67%/Greens 79%), wind farms (71%/86%) or large scale solar (66%/82%).

Liberal/National voters were more divided but were more likely to think the Government does not give enough support to large scale solar (26% enough/42% not enough), roof top solar (33%/43%) or wind farms (34%/39%).

Trade with Indonesia

Q. It was recently announced that Australia's live export trade to Indonesia has fallen substantially. Do you think this is likely to be a result of the Australian Government's relationship with Indonesia or is it more likely to be due to other factors?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
A result of Australia's relationship with Indonesia	40%	50%	30%	49%	48%
Due to other factors	32%	24%	45%	28%	26%
Don't know	28%	26%	25%	23%	27%

40% think that the fall in Australia's live export trade to Indonesia is a result of Australia's relationship with Indonesia and 32% think it is due to other factors.

Liberal/National voters are more likely to think it is due to other factors (45%) rather than our relationship with Indonesia (30%).

Early election

Q. Do you expect the Coalition Government will run its full term until later in 2016 when the next Federal election is due or will they call an early election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Will run full term	48%	34%	72%	35%	43%
Will call early election	25%	41%	11%	40%	27%
Don't know	27%	25%	17%	25%	30%

48% think the Government will run its full term and 25% think the Government will call an early election.

A majority of 72% of Liberal/National voters think the Government will run its full term while Labor voters (41%) and Greens voters (40%) tend to think there will be an early election.

Gun laws

Q. Do you think Australian gun ownership laws are too strong, not strong enough or about right?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Too strong	6%	5%	6%	1%	13%
Not strong enough	45%	47%	48%	30%	47%
About right	40%	37%	41%	61%	35%
Don't know	10%	11%	5%	8%	6%

45% think Australia's gun laws are not strong enough and 40% think they are about right. Only 6% think they are too strong.

Those most likely to think the gun laws are not strong enough were aged 55+ (64%) and live in NSW (52%).

Those most likely to think the gun laws are about right were women (45%), aged 18-34 (53%), Greens voters (61%) and live in Victoria (48%).

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.