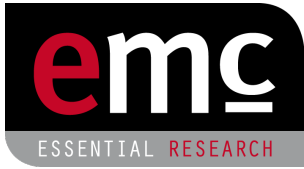


# The Essential Report

2 June 2015





## The Essential Report

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**Date:** 2 June 2015

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**Prepared by:** Essential Research

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**Data supplied:**



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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 27<sup>th</sup> to 31<sup>st</sup> May and is based on 1,016 respondents.

Aside from the standard question on voting intention, this week's report includes questions same sex marriage, party leaders and foreign aid.

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 = 1,821 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 5/5/15	2 weeks ago 19/5/15	Last week 26/5/15	This week 2/6/15
Liberal		37%	38%	38%	<b>38%</b>
National		3%	3%	4%	<b>4%</b>
<b>Total Liberal/National</b>	<b>45.6%</b>	<b>40%</b>	<b>41%</b>	<b>41%</b>	<b>41%</b>
<b>Labor</b>	<b>33.4%</b>	<b>39%</b>	<b>40%</b>	<b>39%</b>	<b>40%</b>
Greens	8.6%	10%	10%	10%	<b>10%</b>
Palmer United Party	5.5%	1%	1%	1%	<b>1%</b>
Other/Independent	6.9%	9%	8%	8%	<b>8%</b>

2 Party Preferred	Election 7 Sep 13	4 weeks ago 5/5/15	2 weeks ago 19/5/15	Last week 26/5/15	This week 2/6/15
<b>Liberal National</b>	<b>53.5%</b>	47%	48%	48%	<b>48%</b>
<b>Labor</b>	<b>46.5%</b>	53%	52%	52%	<b>52%</b>

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.

## Same sex marriage

Q. Do you think people of the same sex should or should not be allowed to marry?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Nov 2010	Jul 2011	Sep 2012	Oct 2013	Jun 2014	Dec 2014	Feb 2015
Should be allowed to marry	<b>59%</b>	70%	49%	93%	39%	53%	54%	55%	57%	60%	55%	59%
Should not be allowed to marry	<b>30%</b>	21%	38%	3%	51%	36%	35%	36%	31%	28%	32%	28%
Don't know	<b>11%</b>	9%	13%	4%	9%	11%	11%	9%	12%	12%	14%	13%

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Should be allowed to marry	<b>59%</b>	54%	64%	69%	57%	51%
Should not be allowed to marry	<b>30%</b>	34%	25%	21%	31%	38%
Don't know	<b>11%</b>	12%	10%	10%	12%	11%

59% agreed that people of the same sex should be allowed to marry and 30% think they should not. This represents little change since this question was previously asked in February.

Support for same sex marriage is 54% among men and 64% among women. 69% of under 35's support same sex marriage – while those aged 65+ are split 43% in favour/43% against.

## Voting for same sex marriage

*Q. If a political party or candidate supported same-sex marriage would you be more likely to vote for them, less likely to vote for them or does it make no difference to your vote?*

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
<b>Total more likely</b>	<b>34%</b>	<b>46%</b>	<b>21%</b>	<b>78%</b>	<b>16%</b>
<b>Total less likely</b>	<b>22%</b>	<b>15%</b>	<b>28%</b>	<b>2%</b>	<b>41%</b>
Much more likely to vote for them	17%	25%	9%	39%	7%
A little more likely to vote for them	17%	21%	12%	39%	9%
A little less likely to vote for them	7%	6%	9%	1%	10%
Much less likely to vote for them	15%	9%	19%	1%	31%
Makes no difference	40%	36%	49%	19%	42%
Don't know	4%	3%	2%	1%	1%

34% say they would be more likely to vote for a candidate/party that supported same sex marriage, 22% say they would be less likely and 40% say it would make no difference to their vote.

Those more likely include aged 18-34 (48%) and university educated (39%).

Those less likely include aged 65+ (31%).

## Leader attributes – Tony Abbott

Q. Which of the following describe your opinion of the Prime Minister, Tony Abbott?

	Sep 2013 (as Opposition leader)	Oct 2013	May 2014	Dec 2014	Feb 2015	Total 2 Jun 2015	Change
Out of touch with ordinary people	52%	51%	67%	66%	72%	<b>65%</b>	-7
Narrow-minded	55%	54%	61%	61%	63%	<b>63%</b>	-
Arrogant	52%	54%	63%	61%	65%	<b>62%</b>	-3
Hard working	71%	67%	57%	62%	58%	<b>59%</b>	+1
Erratic	43%	43%	51%	52%	60%	<b>54%</b>	-6
Superficial	48%	49%	57%	54%	55%	<b>54%</b>	-1
Intolerant	47%	49%	55%	53%	54%	<b>51%</b>	-3
Intelligent	63%	62%	52%	51%	50%	<b>51%</b>	+1
Aggressive	47%	46%	52%	49%	45%	<b>48%</b>	+3
A capable leader	46%	52%	41%	43%	34%	<b>40%</b>	+6
Good in a crisis	39%	45%	35%	42%	36%	<b>38%</b>	+2
Understands the problems facing Australia	46%	51%	42%	40%	35%	<b>38%</b>	+3
Trustworthy	38%	40%	29%	30%	27%	<b>31%</b>	+4
More honest than most politicians	34%	39%	30%	30%	30%	<b>28%</b>	-2
Visionary	35%	33%	31%	27%	22%	<b>25%</b>	+3

Tony Abbott's key attributes were out of touch with ordinary people (65%), narrow-minded (63%), arrogant (62%) and hard working (59%).

Since February, the largest shifts have been for out of touch with ordinary people (-7), erratic (-6) and a capable leader (+6).

Overall, Tony Abbott's ratings have recovered from the lows of February to be at similar levels to December last year.

## Leader attributes – Bill Shorten

Q. Which of the following describe your opinion of the Opposition Leader, Bill Shorten?

	Oct 2013	May 2014	Dec 2014	Feb 2015	Total 2 Jun 2015	Change
Intelligent	69%	66%	66%	62%	<b>61%</b>	-1
Hard working	65%	66%	64%	61%	<b>60%</b>	-1
Understands the problems facing Australia	50%	53%	53%	52%	<b>49%</b>	-3
Superficial	37%	42%	41%	41%	<b>44%</b>	+3
A capable leader	49%	51%	46%	47%	<b>43%</b>	-4
Out of touch with ordinary people	42%	39%	40%	45%	<b>42%</b>	-3
Arrogant	35%	36%	35%	39%	<b>39%</b>	-
Good in a crisis	40%	40%	38%	37%	<b>38%</b>	-1
Narrow-minded	31%	35%	36%	38%	<b>34%</b>	-4
Trustworthy	34%	36%	34%	33%	<b>33%</b>	-
Erratic	30%	32%	30%	31%	<b>33%</b>	+2
Visionary	33%	30%	30%	30%	<b>29%</b>	-1
More honest than most politicians	27%	32%	29%	29%	<b>29%</b>	-
Aggressive	31%	32%	29%	28%	<b>28%</b>	-
Intolerant	30%	29%	27%	30%	<b>27%</b>	-3

Bill Shorten's key attributes were intelligent (61%), hard working (60%), understands the problems facing Australia (49%), superficial (44%) and a capable leader (43%).

Overall, there has been little change in Bill Shorten's ratings since February.



## Leader attributes – comparisons

	Abbott	Shorten	Difference
Narrow-minded	63%	34%	<b>+29</b>
Intolerant	51%	27%	<b>+24</b>
Out of touch with ordinary people	65%	42%	<b>+23</b>
Arrogant	62%	39%	<b>+23</b>
Erratic	54%	33%	<b>+21</b>
Aggressive	48%	28%	<b>+20</b>
Superficial	54%	44%	<b>+10</b>
Good in a crisis	38%	38%	-
More honest than most politicians	28%	29%	<b>-1</b>
Hard-working	59%	60%	<b>-1</b>
Trustworthy	31%	33%	<b>-2</b>
A capable leader	40%	43%	<b>-3</b>
Visionary	25%	29%	<b>-4</b>
Intelligent	51%	61%	<b>-10</b>
Understands the problems facing Australia	38%	49%	<b>-11</b>

Compared to Bill Shorten, Tony Abbott is much more likely to be considered narrow-minded (+29), intolerant (+24), out of touch with ordinary people (+23) and arrogant (+23).

Bill Shorten is regarded by more respondents to be someone who understands the problems facing Australia (-11) and intelligent (-10).

The gap on “a capable leader” has reduced from 13 points to 3 points – Tony Abbott up 6% and Bill Shorten down 4%.

## Foreign aid budget

Q. As far as you know, about how much of the Federal budget is spent on foreign aid?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Jul 2011
Less than 1%	<b>13%</b>	14%	10%	31%	17%	7%
About 1%	<b>11%</b>	12%	12%	12%	8%	8%
About 2%	<b>14%</b>	14%	18%	8%	9%	17%
About 5%	<b>10%</b>	10%	11%	11%	14%	11%
More than 5%	<b>9%</b>	11%	8%	7%	16%	16%
Don't know	<b>43%</b>	39%	41%	32%	35%	41%

19% (down 8% since July 2011) think Australia spends 5% or more of the Federal Budget on foreign aid - 24% (up 9%) think it is 1% or less. 43% could not give an estimate.

The majority of respondents who gave an answer over-estimated how much Australia spends on foreign aid - the actual figure for the 2014-15 budget was less than 1%.

## Foreign aid spending

Q. And do you think Australia spends too much or too little on foreign aid?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Spend 1% or less	Spend about 2%	Spend 5% or more	Don't know spend	Jul 2011
Spends too much	<b>44%</b>	45%	50%	12%	59%	26%	45%	66%	43%	42%
Spends too little	<b>16%</b>	22%	7%	46%	16%	39%	16%	9%	7%	16%
Spends about the right amount	<b>21%</b>	17%	30%	13%	12%	26%	31%	20%	14%	21%
Don't know	<b>19%</b>	16%	13%	29%	12%	9%	9%	4%	36%	21%

44% (up 2% since 2011) think Australia spends too much on foreign aid, 21% (no change) about the right amount and 16% (no change) too little.

Opinions are strongly related to perceptions of how much is spent. Those who think Australia spends a higher percentage of the budget are much more likely to think the spend is too much. Those that most accurately estimate the actual spend (around 1% or less) were more likely to think the spend was too little (39%).

## Importance of foreign aid

Q. In your opinion, how important is it that Australia gives foreign aid to the following countries and regions?

	Total very/somewhat important	Very important	Somewhat important	Not very important	Not at all important	Don't know
Pacific island countries	<b>66%</b>	24%	42%	14%	10%	10%
Papua New Guinea	<b>65%</b>	24%	41%	14%	11%	10%
South East Asia countries	<b>50%</b>	13%	37%	23%	16%	12%
African countries	<b>50%</b>	13%	37%	20%	19%	11%
Indonesia	<b>39%</b>	10%	29%	24%	27%	11%
Middle east countries	<b>26%</b>	6%	20%	27%	35%	12%

About two thirds of respondents think foreign aid to the Pacific islands and Papua New Guinea is very or somewhat important.

About half think aid to South East Asia and Africa is very/somewhat important.

Aid to Indonesia and the Middle East is considered less important.

## 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.