

The Essential Report

25 August 2015





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Prepared by: Essential Research

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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 19th to 24th August and is based on 1,011 respondents.

Aside from the standard question on voting intention, this week's report includes questions on same sex marriage, the trade union Royal Commission, carbon emissions and privacy on the internet.

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 = 1,781 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 28/7/15	2 weeks ago 11/8/15	Last week 18/8/15	This week 25/8/15
Liberal		36%	38%	38%	38%
National		4%	3%	3%	3%
Total Liberal/National	45.6%	40%	40%	41%	41%
Labor	33.4%	38%	39%	38%	37%
Greens	8.6%	11%	11%	10%	10%
Palmer United Party	5.5%	1%	1%	2%	1%
Other/Independent	6.9%	9%	8%	9%	10%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 28/7/15	2 weeks ago 11/8/15	Last week 18/8/15	This week 25/8/15
Liberal National	53.5%	47%	47%	48%	49%
Labor	46.5%	53%	53%	52%	51%

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	Jun 2015
Should be allowed to marry	60%	73%	45%	91%	42%	53%	54%	55%	57%	60%	55%	59%	59%
Should not be allowed to marry	31%	20%	44%	7%	45%	36%	35%	36%	31%	28%	32%	28%	28%
Don't know	10%	7%	11%	1%	13%	11%	11%	9%	12%	12%	14%	13%	14%

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Should be allowed to marry	60%	56%	63%	68%	60%	50%
Should not be allowed to marry	31%	34%	27%	21%	30%	43%
Don't know	10%	10%	10%	11%	10%	7%

60% agreed that people of the same sex should be allowed to marry and 31% think they should not. This represents little change since this question was last asked in June.

Support for same sex marriage is 56% among men and 63% among women. 68% of under 35's support same sex marriage – while those aged 65+ split 42% in favour/49% against.

Decision on same sex marriage

Q. Do you think the issue of same sex marriage should be decided by Parliament or should there be a national vote?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Should be allowed to marry	Should not be allowed to marry
Should be decided by Parliament	22%	29%	20%	20%	24%	25%	19%
Should have a national vote	66%	62%	69%	73%	68%	69%	68%
Don't know	12%	9%	11%	7%	8%	6%	13%

66% favour a national vote on same sex marriage and 22% think the issue should be decided by Parliament.

Support for a national vote is over 60% for all key demographic groups and similar for those in favour and those opposed to same sex marriage.

National vote on same sex marriage

Q. If the Government decides to hold a national vote on same sex marriage, should it be held before the next election, on the same day as the next election or after the next election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Should be allowed to marry	Should not be allowed to marry
Before the next election	35%	43%	28%	39%	30%	47%	19%
Same day as the next election	43%	44%	46%	46%	49%	41%	48%
After the next election	11%	5%	17%	8%	15%	5%	21%
Don't know	11%	8%	9%	7%	6%	7%	11%

78% think that a national vote should be held before or on the same day as the next election. Only 11% think it should be held after the election.

Among those in favour of same sex marriage, 47% want the national vote held before the next election – compared to 19% of those opposed.

Royal Commission into trade unions

Q. Do you think the Royal Commission into Trade Unions is a legitimate investigation into union practices or is it a political attack on unions and the Labor Party?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
A political attack on Labor and the unions	27%	52%	6%	42%	25%
A legitimate investigation of union practices	39%	17%	70%	14%	41%
Don't know	34%	31%	24%	44%	34%

39% think that the Trade Union Royal Commission is a legitimate investigation of union practices and 27% think that it is a political attack on Labor and the unions. 34% did not know.

Views were related to voting intention – 70% of Liberal/National voters think it is a legitimate investigation of union practices while 52% of Labor voters think it is a political attack on Labor and the unions.

40% of full-time workers and 35% of part-time workers think it is a legitimate investigation of union practices.

Royal Commissioner – conflict of interest

Q. Reports that the Trade Union Royal Commissioner, Dyson Heydon, had accepted an invitation to speak at Liberal Party event has led to allegations of conflict of interest. Which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
There is a conflict of interest and he should step down as Royal Commissioner	38%	56%	18%	55%	45%
There is no conflict of interest and he should continue as Royal Commissioner	25%	9%	50%	6%	21%
Don't know	37%	35%	32%	39%	34%

38% think there is a conflict of interest and Dyson Heydon should step down as Royal Commissioner and 25% think there is no conflict of interest and he should continue as Royal Commissioner.

Views were related to voting intention – 50% of Liberal/National voters think there is no conflict of interest and he should continue as Royal Commissioner and 56% of Labor voters and 55% of Greens voters think there is a conflict of interest and he should step down as Royal Commissioner.

36% of full-time workers and 39% of part-time workers think there is a conflict of interest and he should step down as Royal Commissioner.

Carbon emission target

Q. The Federal Government has proposed a target of 26-28% reduction in carbon emissions by 2030. The Climate Change Authority has recommended a 40-60% reduction by 2030. Which proposal do you favour most?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Liberal Government's 26-28% reduction	23%	12%	43%	5%	17%
Climate Change Authority's 40-60% reduction	50%	65%	27%	89%	57%
Don't need to reduce carbon emissions	10%	6%	17%	2%	13%
Don't know	17%	16%	13%	4%	14%

50% favour the Climate Change Authority's recommendation of a 40-60% reduction in carbon emissions by 2030 and 23% favour the Liberal Government's 26-28% reduction target.

The Climate Change Authority's recommendation has highest support from Greens voters (89%), Labor voters (65%), aged 18-24 (68%) and university educated (58%).

Privacy on the internet

Q. Have you ever taken any of the following actions to protect your privacy on the internet?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	April 2015
Cleared cookies and browser in history	77%	80%	75%	77%	80%	74%	74%
Stopped using a website you think might be using information about you	54%	54%	54%	50%	58%	52%	51%
Set your browser to disable or turned off cookies	51%	53%	49%	50%	57%	45%	50%
Deleted something you posted in the past	48%	42%	53%	57%	50%	33%	48%
Decided not to use a website because they wanted your real name	43%	45%	41%	45%	46%	37%	46%
Used a false name or untraceable username	33%	33%	33%	40%	38%	18%	36%
Use a non-identifiable email address	27%	26%	28%	32%	31%	15%	31%
Used a Virtual Private Network or Tor	16%	22%	10%	21%	19%	5%	16%

Actions most likely to have been taken to protect privacy were clearing cookies and browser in history (77%), stopped using a website that might be using your information (54%) and setting browser to disable or turning off cookies (51%).

There has been little change since this question was last asked in April.

The main demographic differences were that women (53%) and those aged 18-34 (57%) were more likely to have deleted something they posted in the past. Men (22%) were more likely to have used a Virtual Private Network or Tor.

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.