

The Essential Report

6 October 2015





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Prepared by: Essential Research

Data supplied:



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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 1st to 4th October and is based on 1,014 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, party trust to handle issues, private health insurance, domestic violence and building roads and public transport infrastructure.

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 = 1,774 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 8/09/15	2 weeks ago 22/09/15	Last week 29/9/15	This week 6/10/15
Liberal		36%	37%	40%	41%
National		4%	4%	4%	3%
Total Liberal/National	45.6%	40%	41%	44%	44%
Labor	33.4%	38%	37%	35%	35%
Greens	8.6%	11%	11%	11%	10%
Palmer United Party	5.5%	2%	2%	2%	1%
Other/Independent	6.9%	9%	9%	9%	9%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 8/09/15	2 weeks ago 22/09/15	Last week 29/9/15	This week 6/10/15
Liberal National	53.5%	48%	49%	52%	52%
Labor	46.5%	52%	51%	48%	48%

NB. Except 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.

Approval of Malcolm Turnbull

Q. Do you approve or disapprove of the job Malcolm Turnbull is doing as Prime Minister?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Malcolm Turnbull as Opposition leader Nov 2009	Tony Abbott as PM Sep 2015
Total approve	47%	38%	70%	40%	24%	25%	33%
Total disapprove	17%	23%	7%	31%	36%	55%	57%
Strongly approve	11%	4%	22%	4%	3%	2%	9%
Approve	36%	34%	48%	36%	21%	23%	24%
Disapprove	11%	16%	4%	22%	20%	33%	25%
Strongly disapprove	6%	7%	3%	9%	16%	22%	32%
Don't know	35%	37%	22%	29%	40%	19%	10%

47% of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 17% disapprove – a net approval rating of +30.

70% of Liberal/National voters approve of Malcolm Turnbull's performance with 7% disapproving. 38% of Labor voters and 40% of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 51% approve/20% disapprove and women 43% approve/16% disapprove.

Approval of Bill Shorten

Q. Do you approve or disapprove of the job Bill Shorten is doing as Opposition Leader?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Nov 2013	June 2014	Dec 2014	Mar 2015	Jun 2015	Jul 2015	Aug 2015	Sep 2015
Total approve	30%	57%	20%	27%	13%	31%	38%	35%	34%	32%	27%	29%	29%
Total disapprove	42%	21%	66%	40%	60%	27%	40%	39%	39%	45%	52%	52%	50%
Strongly approve	6%	12%	3%	5%	3%	5%	7%	7%	5%	6%	5%	4%	5%
Approve	24%	45%	17%	22%	10%	26%	31%	28%	29%	26%	22%	25%	24%
Disapprove	25%	18%	33%	34%	29%	17%	22%	23%	21%	27%	28%	31%	27%
Strongly disapprove	17%	3%	33%	6%	31%	10%	18%	16%	18%	18%	24%	21%	23%
Don't know	27%	21%	14%	34%	27%	43%	22%	26%	27%	22%	21%	19%	21%

30% (up 1%) of respondents approve of the job Bill Shorten is doing as opposition leader and 42% (down 8%) disapprove - a change in his net rating from -21 to -12. Don't know has increased from 21% to 27%.

57% (down 1%) of Labor voters approve of the job Bill Shorten is doing and 21% (no change) disapprove.

30% of men and 29% of women approve of Bill Shorten. 48% of men and 37% of women disapprove.

Better Prime Minister

Q. Who do you think would make the better Prime Minister out of Malcolm Turnbull and Bill Shorten?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Sep 2015	Abbott Shorten Sep 2015
Malcolm Turnbull	48%	28%	80%	34%	36%	53%	32%
Bill Shorten	19%	41%	5%	27%	12%	17%	35%
Don't know	33%	30%	14%	39%	51%	30%	32%

48% (down 5% from 2 weeks ago) of respondents think Malcolm Turnbull would make the better Prime Minister and 19% (up 2%) think Bill Shorten would make the better Prime Minister.

50% of men prefer Malcolm Turnbull and 20% prefer Bill Shorten.

46% of women prefer Malcolm Turnbull and 18% prefer Bill Shorten.

Party Trust to Handle Issues

Q. Which party would you trust most to handle the following issues?

	Liberal	Labor	Greens	Don't know	Difference	Difference Sep 2015
Management of the economy	41%	23%	4%	32%	+18	+16
Ensuring a quality education for all children	28%	35%	7%	30%	-7	-4
Ensuring the quality of Australia's health system	28%	33%	8%	30%	-5	-2
Protecting the environment	18%	16%	39%	26%	-21	-20
A fair industrial relations system	27%	38%	5%	30%	-11	-8
Political leadership	38%	20%	7%	36%	+18	+9
Addressing climate change	19%	23%	31%	27%	-12	-12
Controlling interest rates	36%	22%	4%	37%	+14	+16
Australian jobs and protection of local industries	28%	35%	6%	31%	-7	-5
Ensuring a quality water supply	25%	20%	24%	31%	+5	+7
Housing affordability	24%	31%	7%	38%	-7	-
Ensuring a fair taxation system	31%	31%	6%	32%	-	+4
Security and the war on terrorism	41%	19%	5%	36%	+22	+20
Treatment of asylum seekers	28%	21%	17%	34%	+7	+12
Managing population growth	32%	19%	9%	40%	+13	+11

Note - Differences are calculated by subtracting Labor % from Liberal % - except for the two issues on which the Greens lead in which case it is Liberal minus Greens.

The Liberal Party is trusted more to handle security and the war on terrorism (+22), management of the economy (+18), political leadership (+18) and controlling interest rates (+14). The Labor Party is trusted more to handle a fair industrial relations system (-11) and Australian jobs, protection of local industries (-7), ensuring a quality education (-7) and housing affordability (-7).

Main changes since this question was asked last month have been an improvement for the Liberal Party on political leadership (up net 9 points), and improvement for the Labor Party on housing affordability (up 7) and treatment of asylum seekers (up 5).

Private health insurance rebate

Q. Do you think the Government's private health insurance rebate should be means tested or should all people who pay private health insurance receive a rebate?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Private health insurance rebate should be means tested	42%	53%	37%	48%	37%
Everyone who pays private health insurance should receive a rebate	44%	39%	53%	32%	49%
Don't know	14%	9%	9%	20%	14%

42% think the private health insurance rebate should be means tested and 44% think everyone should receive a rebate.

Those more likely to think it should be means tested were aged 55+ (50%) and those earning less than \$1,600 pw (49%).

Those more likely to think everyone should receive a rebate were aged under 35 (49%) and those earning more than \$1,600+ pw (54%).

Domestic violence

Q. Thinking about the issue of domestic violence, would you say it is an issue that typically:

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Can affect people like me and people I know well	62%	66%	61%	64%	64%
Probably doesn't affect people like me and people I know well	27%	26%	30%	30%	26%
Don't know	11%	8%	9%	6%	11%

62% think that the issue of domestic violence can affect people like me and people I know well and 27% think it probably doesn't.

Those most likely to think it can affect people like them were women (70%) and those with dependent children (67%).

32% of men and 36% of those aged 55+ think it probably doesn't affect people like them.

Roads vs public transport

Q. Do you think it is more important to expand public transport or more important to build new roads and freeways?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
More important to expand public transport	56%	57%	52%	77%	52%
More important to build roads and freeways	33%	34%	41%	18%	36%
Don't know	11%	9%	7%	5%	12%

56% think that it is more important to expand public transport and 33% think it is more important to build roads and freeways.

Those more supportive of expanding public transport were aged 18-24 (65%), people from Victoria (64%) and those with university education (66%).

Those more supportive of building roads and freeways were aged 35-44 (40%) and people from Queensland (41%).

Building roads and freeways

Q. Do you approve of paying tolls for new roads and freeways or do you think new roads and freeways should only be built if the Government can pay for them without charging tolls?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Pay tolls for new roads/freeways	24%	23%	31%	21%	18%
Only build new roads/freeways if Government can pay for them without tolls	64%	67%	59%	67%	74%
Don't know	12%	10%	10%	12%	8%

64% think that new roads and freeways should only be built if the Government can pay for them without charging tolls and 24% approve of paying tolls for new roads and freeways.

Those most likely to approve paying tolls were aged 65+ (32%), earning \$1,600+ pw (29%) and university educated (29%).

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.