

# The Essential Report

13 October 2015





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**Date:** 13 October 2015

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**Prepared by:** Essential Research

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**Data supplied:**



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the Association of Market and Social Research Organisations.



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 8<sup>th</sup> to 11<sup>th</sup> October and is based on 1,013 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the Trans-Pacific Partnership, privatisation of Government services and terrorism.

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 = 1,766 respondents

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

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

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.

## Approval of Trans-Pacific Partnership

Q. 12 countries including Australia, the USA and Japan recently negotiated a trade agreement called the Trans-Pacific Partnership. Do you approve or disapprove of Australia signing the Trans-Pacific Partnership?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
<b>Total approve</b>	<b>49%</b>	<b>46%</b>	<b>70%</b>	<b>21%</b>	<b>29%</b>
<b>Total disapprove</b>	<b>16%</b>	<b>15%</b>	<b>7%</b>	<b>34%</b>	<b>36%</b>
Strongly approve	14%	13%	23%	3%	3%
Approve	35%	33%	47%	18%	26%
Disapprove	7%	7%	4%	11%	13%
Strongly disapprove	9%	8%	3%	23%	23%
Don't know	36%	39%	23%	44%	36%

49% approve of Australia signing the Trans-Pacific Partnership and 16% disapprove. 36% could not give an opinion.

Those most likely to approve were Liberal/National voters (70%), men (57%) and those earning \$1,600+ pw (57%).

Those more likely to disapprove were Greens voters (34%) and other party voters (36%).

# Benefit to Australia from Trans-Pacific Partnership

Q. How much do you expect Australia will benefit from the Trans-Pacific Partnership compared to the other countries involved?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
The benefit to Australia will be greater than for other countries	11%	9%	20%	1%	4%
The benefit to Australia will be similar to other countries	37%	37%	47%	25%	23%
The benefit to Australia will be less than for other countries	17%	18%	10%	29%	37%
Don't know	35%	36%	23%	44%	36%

37% think the benefit to Australia will be similar to other countries and 11% think it will be greater than other countries. 17% think the benefit to Australia will be less than other countries. 35% could not give an opinion.

Those most likely to think the benefit to Australia would be similar or greater than the benefit to other countries were men (57%), Liberal/National voters (67%), full-time workers (57%) and those earning \$1,600+ pw (58%).

## Groups benefiting from Trans-Pacific Partnership

Q. How much do you think the following will benefit the Trans-Pacific Partnership?

	Total a lot/some benefit	Total little/no benefit	A lot of benefit	Some benefit	Little benefit	No benefit	Don't know
Multi-national companies	<b>57%</b>	<b>12%</b>	29%	28%	9%	3%	31%
Mining companies	<b>47%</b>	<b>20%</b>	16%	31%	15%	5%	33%
Australian businesses overall	<b>47%</b>	<b>24%</b>	11%	36%	18%	6%	30%
Beef farmers	<b>45%</b>	<b>21%</b>	14%	31%	14%	7%	33%
The Australian economy in general	<b>44%</b>	<b>26%</b>	11%	33%	18%	8%	30%
Dairy farmers	<b>42%</b>	<b>24%</b>	12%	30%	15%	9%	33%
Manufacturing companies	<b>42%</b>	<b>27%</b>	12%	30%	17%	10%	31%
Sugar farmers	<b>39%</b>	<b>28%</b>	10%	29%	17%	11%	34%
Australian workers	<b>32%</b>	<b>35%</b>	8%	24%	19%	16%	32%
Small businesses	<b>31%</b>	<b>38%</b>	7%	24%	22%	16%	31%

Those thought most likely to benefit from the Trans-Pacific Partnership were multi-national companies (57% a lot/some benefit), mining companies (47%) and Australian business overall (47%).

The TPP was thought to be of a little more benefit to beef farmers (45%) than dairy farmers (42%) or sugar farmers (39%).

It was also thought to be of less benefit to small businesses (31%) and Australian workers (32%).

## Suing Australian Government under Trans-Pacific Partnership

*Q. The 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	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	July 2015
Should be able to sue	15%	18%	17%	10%	11%	10%
Should not be able to sue	62%	61%	65%	66%	78%	61%
Don't know	23%	21%	18%	24%	11%	29%

62% think that foreign companies should not be able to sue the Government for losses due to changes in policy and only 15% think they should.

Those thinking foreign companies should be able to sue has increased a little since this question was asked in July – up 5 points from 10%.

21% of full-time workers and 21% of those earning \$1,600+ pw thought foreign companies should be able to sue.



## Privatisation of Government services

Q. Would you approve or disapprove of the Government paying private companies or not-for-profit organisations to run any of the following services?

	Total approve	Total dis-approve	Strongly approve	Approve	Dis-approve	Strongly dis-approve	Don't know
Public transport	37%	47%	9%	28%	22%	25%	17%
Prisons	33%	50%	7%	26%	23%	27%	17%
Water supply	29%	54%	8%	21%	24%	30%	17%
Ambulance service	29%	55%	9%	20%	22%	33%	16%
Hospitals	28%	56%	9%	19%	23%	33%	16%
Child welfare	27%	54%	9%	20%	24%	30%	18%
Secondary schools	27%	56%	7%	20%	25%	31%	17%
Primary schools	25%	58%	7%	18%	25%	33%	16%

Overall, respondents were more likely to disapprove of the Government paying private companies or not-for-profit organisations to run any of these services.

They were most strongly opposed to non-government organisations or companies running primary schools (58%), secondary schools (56%), hospitals (56%) and the ambulance service (55%).

The issue where opinion was most divided was public transport – with 37% approve and 47% disapprove.

## Threat of terrorism

Q. Over the last few years, do you think that the threat of terrorism happening in Australia has increased, decreased or stayed much the same?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Sep 2014	Mar 2015
Total increased	75%	75%	81%	58%	79%	57%	75%
Total decreased	1%	1%	1%	1%	2%	6%	2%
Increased a lot	38%	27%	50%	12%	49%	22%	39%
Increased a little	37%	48%	31%	46%	30%	35%	36%
Stayed about the same	20%	20%	17%	36%	16%	33%	20%
Decreased a little	1%	*	1%	1%	1%	3%	1%
Decreased a lot	*	*	-	-	1%	3%	1%
Don't know	3%	4%	1%	4%	3%	4%	4%

75% think that the threat of terrorism happening in Australia has increased – no change from when this question was asked in March. 20% (no change) think it has stayed about the same and 1% (down 1%) think it has decreased.

Those most likely to think it has increased were Liberal/National voters (81%) and those aged 55+ (92%).

For those aged 18-35, 64% think it has increased and 30% stayed the same.

## Air strikes against Islamic State

Q. Do you think that Australia conducting airstrikes against Islamic State in Syria will make Australia more or less safe from the threat of terrorism?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
<b>Total more safe</b>	<b>13%</b>	<b>15%</b>	<b>14%</b>	<b>7%</b>	<b>13%</b>
<b>Total less safe</b>	<b>45%</b>	<b>46%</b>	<b>42%</b>	<b>48%</b>	<b>49%</b>
A lot more safe	4%	3%	5%	2%	5%
A little more safe	9%	12%	9%	5%	8%
Make no difference	33%	30%	38%	37%	32%
A little less safe	25%	25%	24%	28%	27%
A lot less safe	20%	21%	18%	20%	22%
Don't know	9%	9%	6%	9%	5%

45% think that conducting airstrikes against Islamic State in Syria will make Australia less safe from the threat of terrorism and 13% think it will make Australia less safe. 33% think it makes no difference.

51% of women think it will make Australia less safe compared to 39% of men.

## 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.