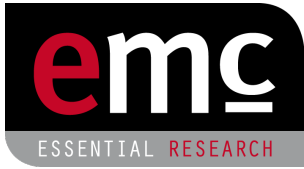


The Essential Report

20 October 2015





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Prepared by: Essential Research

Data supplied:



Essential Media Communications is a member of
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 15th to 18th October and is based on 1,008 respondents.

Aside from the standard question on voting intention, this week's report includes questions on trust in institutions, terrorism and data retention.

The methodology used to carry out this research is described in the appendix on page 10.

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 = 1,784 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 22/09/15	2 weeks ago 6/10/15	Last week 13/10/15	This week 20/10/15
Liberal		37%	41%	40%	41%
National		4%	3%	4%	4%
Total Liberal/National	45.6%	41%	44%	44%	44%
Labor	33.4%	37%	35%	36%	36%
Greens	8.6%	11%	10%	10%	11%
Palmer United Party	5.5%	2%	1%	1%	1%
Other/Independent	6.9%	9%	9%	9%	8%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 22/09/15	2 weeks ago 6/10/15	Last week 13/10/15	This week 20/10/15
Liberal National	53.5%	49%	52%	51%	51%
Labor	46.5%	51%	48%	49%	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.

Trust in Institutions

Q. How much trust do you have in the following institutions and organisations?

	Total trust	A lot of trust	Some trust	A little trust	No trust	Don't know	% change	Total trust Jun 12	Total trust Mar 13	Total trust Jul 14	Total trust Jun 15
State police	68%	26%	42%	21%	6%	5%	+2	-	-	-	66%
Federal police	67%	26%	41%	20%	6%	6%	-1	-	-	-	68%
The High Court	60%	24%	36%	24%	9%	7%	-1	60%	74%	57%	61%
The ABC	55%	16%	39%	26%	11%	7%	-1	54%	70%	54%	56%
The Reserve Bank	51%	17%	34%	30%	10%	8%	-5	49%	64%	52%	56%
Charitable organisations	49%	8%	41%	37%	10%	5%	+3	50%	52%	45%	46%
Environment groups	42%	9%	33%	33%	18%	7%	+2	32%	41%	31%	40%
Your local council	40%	5%	35%	36%	19%	6%	+1	-	34%	33%	39%
The Commonwealth Public Service	38%	6%	32%	38%	14%	10%	+3	30%	36%	31%	35%
State Parliament	32%	5%	27%	36%	24%	7%	-	-	30%	24%	32%
Federal Parliament	32%	5%	27%	35%	27%	6%	+1	22%	34%	25%	31%
Religious organisations	30%	7%	23%	30%	33%	7%	+5	27%	27%	26%	25%
Business groups	30%	3%	27%	39%	20%	11%	+2	22%	26%	22%	28%
Trade unions	27%	5%	22%	33%	31%	9%	+1	22%	25%	22%	26%
Political parties	19%	3%	16%	36%	39%	7%	+3	12%	12%	13%	16%

Note: 'Total Trust' is an aggregate figure achieved by adding 'A lot of trust' and 'Some trust'

Overall trust in institutions has changed little since this question was asked in June.

Respondents had most trust in the State police (68%), Federal police (67%), the High Court (60%), the ABC (55%) and the Reserve Bank (51%). They had least trust in political parties (19%), trade unions (27%), business groups (30%) and religious organisations (30%).

The main changes since the last poll were for the Reserve Bank (down 5% to 51%) and religious organisations (up 5% to 30%).

Compared to the average, Labor voters had more trust in the ABC (64%) and trade unions (39%).

Liberal/National voters, compared to the average, had a little more trust in the High Court (67%), the Reserve Bank (62%), religious organisations (39%), Federal Parliament (42%), State Parliament (39%), business groups (40%), State police (77%) and Federal police (75%).

Handling the threat of terrorism

Q. Do you approve or disapprove of the way the Prime Minister Malcolm Turnbull is handling the threat of terrorism in Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Tony Abbott Mar 2015
Total approve	56%	50%	73%	47%	32%	46%
Total disapprove	17%	21%	11%	22%	33%	33%
Strongly approve	11%	8%	18%	4%	3%	13%
Approve	45%	42%	55%	43%	29%	33%
Disapprove	11%	12%	8%	17%	21%	18%
Strongly disapprove	6%	9%	3%	5%	12%	15%
Don't know	28%	29%	16%	32%	35%	22%

56% approve of the way the Prime Minister Malcolm Turnbull is handling the threat of terrorism in Australia and 17% disapprove.

73% of Liberal/National voters and 50% of Labor voters approve.

Malcolm Turnbull's approval rating is considerably higher than Tony Abbott's rating for handling the threat of terrorism as measured in March.

Trust in organisations to store data

Q. Under new national security laws phone and internet records of all Australians will be held for two years. How much trust do you have in the following organisations to store your personal data safely and in a way that would prevent abuse?

	Total a lot/some trust	Total little/no trust	A lot of trust	Some trust	Little trust	No trust	Don't know	Total a lot/some trust Nov 2014
Security agencies such as the Australian Federal Police, local police and ASIO	49%	46%	16%	33%	24%	22%	5%	53%
The Government	40%	55%	8%	32%	28%	27%	5%	42%
Telecommunications companies and internet service providers	31%	64%	5%	26%	32%	32%	5%	32%
Other private companies	20%	73%	3%	17%	33%	40%	7%	20%

49% have a lot or some trust in security agencies to store personal data safely and in a way that would prevent abuse - although only 16% have a lot of trust.

A majority have little or no trust in the Government (55%), telecommunications companies and internet service providers (64%) and other private companies (73%) to safely store personal data.

Overall, trust has declined a little since this question was asked last year.

Opinion of retaining personal information

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

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Aug 2014	Nov 2014
Governments having access to personal telephone and internet information is necessary to protect society from terrorist or criminal actions.	42%	37%	57%	24%	24%	37%	41%
Governments are increasingly using the argument about terrorism to collect and store personal data and information, and this is a dangerous direction for society	41%	50%	29%	63%	58%	49%	44%
Don't know	16%	13%	14%	13%	19%	13%	15%

Opinions were divided between the two statements. 42% agreed more that “Governments having access to personal telephone and internet information is necessary to protect society from terrorist or criminal actions” and 41% agreed more that “Governments are increasingly using the argument about terrorism to collect and store personal data and information, and this is a dangerous direction for society”

Since this question was asked in 2014 there has been a consistent shift to agreement that “Governments having access to personal telephone and internet information is necessary to protect society from terrorist or criminal actions”.

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.