

# The Essential Report

10 November 2015





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**Date:** 10 November 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 5<sup>th</sup> October to 8<sup>th</sup> November and is based on 1,008 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, uranium and nuclear power, taxation, the GST, Knights and Dames and the voting age.

The methodology used to carry out this research is described in the appendix on page 15.

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 = 1,722 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 13/10/15	2 weeks ago 27/10/15	Last week 3/11/15	This week 10/11/15
Liberal		40%	41%	41%	41%
National		4%	4%	4%	4%
<b>Total Liberal/National</b>	<b>45.6%</b>	<b>44%</b>	<b>45%</b>	<b>45%</b>	<b>45%</b>
<b>Labor</b>	<b>33.4%</b>	<b>36%</b>	<b>35%</b>	<b>34%</b>	<b>35%</b>
Greens	8.6%	10%	11%	11%	10%
Palmer United Party	5.5%	1%	1%	1%	1%
Other/Independent	6.9%	9%	8%	9%	10%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 13/10/15	2 weeks ago 27/10/15	Last week 3/11/15	This week 10/11/15
<b>Liberal National</b>	<b>53.5%</b>	51%	52%	53%	52%
<b>Labor</b>	<b>46.5%</b>	49%	48%	47%	48%

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 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	Oct 2015
<b>Total approve</b>	<b>56%</b>	<b>47%</b>	<b>82%</b>	<b>40%</b>	<b>39%</b>	<b>47%</b>
<b>Total disapprove</b>	<b>20%</b>	<b>33%</b>	<b>8%</b>	<b>35%</b>	<b>31%</b>	<b>17%</b>
Strongly approve	12%	6%	25%	1%	4%	11%
Approve	44%	41%	57%	39%	35%	36%
Disapprove	14%	22%	6%	23%	24%	11%
Strongly disapprove	6%	11%	2%	12%	7%	6%
Don't know	23%	20%	10%	25%	30%	35%

56% (up 9%) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 20% (up 3%) disapprove – a net approval rating of +36 (up 6).

82% (up 12%) of Liberal/National voters approve of Malcolm Turnbull's performance with 8% (up 1%) disapproving. 47% (up 9%) of Labor voters and 40% (no change) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 60% approve/22% disapprove and women 53% approve/19% 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	Oct 2015
<b>Total approve</b>	<b>27%</b>	<b>48%</b>	<b>18%</b>	<b>28%</b>	<b>28%</b>	<b>31%</b>	<b>38%</b>	<b>35%</b>	<b>34%</b>	<b>32%</b>	<b>27%</b>	<b>29%</b>	<b>29%</b>	<b>30%</b>
<b>Total disapprove</b>	<b>47%</b>	<b>25%</b>	<b>70%</b>	<b>47%</b>	<b>43%</b>	<b>27%</b>	<b>40%</b>	<b>39%</b>	<b>39%</b>	<b>45%</b>	<b>52%</b>	<b>52%</b>	<b>50%</b>	<b>42%</b>
Strongly approve	4%	9%	3%	1%	3%	5%	7%	7%	5%	6%	5%	4%	5%	6%
Approve	23%	39%	15%	27%	25%	26%	31%	28%	29%	26%	22%	25%	24%	24%
Disapprove	25%	20%	29%	30%	25%	17%	22%	23%	21%	27%	28%	31%	27%	25%
Strongly disapprove	22%	5%	41%	17%	18%	10%	18%	16%	18%	18%	24%	21%	23%	17%
Don't know	26%	27%	12%	25%	29%	43%	22%	26%	27%	22%	21%	19%	21%	27%

27% (down 3%) of respondents approve of the job Bill Shorten is doing as opposition leader and 47% (up 5%) disapprove - a change in his net rating from -12 to -20

48% (down 9%) of Labor voters approve of the job Bill Shorten is doing and 25% (up 4%) disapprove.

30% of men and 25% of women approve of Bill Shorten. 54% of men and 39% 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	Oct 2015
Malcolm Turnbull	<b>55%</b>	32%	90%	35%	41%	53%	48%
Bill Shorten	<b>14%</b>	33%	2%	23%	15%	17%	19%
Don't know	<b>31%</b>	35%	9%	42%	44%	30%	33%

55% (up 7%) of respondents think Malcolm Turnbull would make the better Prime Minister and 14% (down 5%) think Bill Shorten would make the better Prime Minister.

60% of men prefer Malcolm Turnbull and 15% prefer Bill Shorten.

50% of women prefer Malcolm Turnbull and 13% prefer Bill Shorten.

## Mining and exporting uranium

Q. Do you support or oppose Australia mining and exporting uranium?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
<b>Total support</b>	<b>43%</b>	<b>42%</b>	<b>59%</b>	<b>20%</b>	<b>43%</b>
<b>Total oppose</b>	<b>30%</b>	<b>35%</b>	<b>19%</b>	<b>62%</b>	<b>36%</b>
Strongly support	11%	10%	17%	1%	10%
Support	32%	32%	42%	19%	33%
Oppose	19%	24%	13%	29%	25%
Strongly oppose	11%	11%	6%	33%	11%
Don't know	27%	22%	22%	18%	22%

49% support Australia mining and exporting uranium and 30% oppose.

There was majority support (59%) from Liberal/National voters but less strong support from Labor voters – 42% support/35% oppose. 62% of Greens voters were opposed.

Men supported 60% to 21% while women were opposed 38% to 27%.



## Nuclear power plants

Q. Do you support or oppose Australia developing nuclear power plants for the generation of electricity?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
<b>Total support</b>	<b>40%</b>	<b>42%</b>	<b>51%</b>	<b>12%</b>	<b>31%</b>
<b>Total oppose</b>	<b>40%</b>	<b>42%</b>	<b>31%</b>	<b>70%</b>	<b>58%</b>
Strongly support	12%	12%	16%	3%	9%
Support	28%	30%	35%	9%	22%
Oppose	22%	22%	20%	32%	29%
Strongly oppose	18%	20%	11%	38%	29%
Don't know	21%	16%	18%	17%	10%

40% support Australia developing nuclear power plants for the generation of electricity and 40% oppose.

51% of Liberal/National voters supported but Labor voters were evenly divided – 42% support/42% oppose. 70% of Greens voters were opposed.

Men supported 55% to 31% while women were opposed 48% to 24%.

## Nuclear waste storage

Q. Do you support or oppose Australia developing nuclear waste storage facilities?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
<b>Total support</b>	<b>31%</b>	<b>31%</b>	<b>42%</b>	<b>15%</b>	<b>24%</b>
<b>Total oppose</b>	<b>50%</b>	<b>54%</b>	<b>43%</b>	<b>73%</b>	<b>63%</b>
Strongly support	7%	5%	11%	3%	5%
Support	24%	26%	31%	12%	19%
Oppose	21%	20%	23%	25%	23%
Strongly oppose	29%	34%	20%	48%	40%
Don't know	19%	14%	15%	13%	13%

31% support Australia developing nuclear waste storage facilities and 50% oppose.

54% of Labor voters and 73% of Greens voters oppose while Liberal/National voters were split 42% support/43% oppose.

Men were divided 43% support/42% oppose while women were opposed 58% to 18%.

## Taxation

Q. To raise more Government revenue to maintain services and reduce debt, which of the following actions would you favour most?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Increase the GST	27%	19%	39%	16%	25%
Increase income taxes	26%	34%	24%	36%	24%
Expand the GST to cover food, health and education	14%	13%	16%	10%	17%
Don't know	33%	34%	21%	37%	34%

To raise more Government revenue to maintain services and reduce debt, 27% favoured increasing the GST, 26% favoured increasing income taxes and 14% expanding the coverage of the GST.

Liberal/National voters (39%) were more inclined to favour increasing the GST while Labor voters (34%) and Greens voters (36%) favoured increasing income tax.

Women favoured increasing income taxes (30%) while men favoured increasing the GST (32%). For full-time workers, 33% favoured increasing the GST and 19% increasing income taxes.

## GST

Q. If you had to choose, which of the following changes to the GST would you favour?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
Increase the GST from 10% to 15%	54%	51%	60%	56%	54%
Keep the GST at 10% but expand to cover food, health and education	46%	49%	40%	44%	46%

When forced to choose between increasing the GST to 15% and expanding the GST to cover food, health and education, views were divided. 54% favoured increasing the GST to 15% and 46% favoured expanding the coverage of the GST. 60% of Liberal/National voters favoured increasing the GST.

Those aged 55+ were more likely to favour increasing the GST (62%). There was little difference across income levels.

## Knights and Dames

Q. Do you approve or disapprove of the Government's decision to stop awarding the honours of Knight and Dame of the Order of Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other
<b>Total approve</b>	<b>63%</b>	<b>71%</b>	<b>65%</b>	<b>72%</b>	<b>55%</b>
<b>Total disapprove</b>	<b>15%</b>	<b>12%</b>	<b>19%</b>	<b>9%</b>	<b>19%</b>
Strongly approve	34%	39%	32%	50%	33%
Approve	29%	32%	33%	22%	22%
Disapprove	10%	8%	13%	8%	14%
Strongly disapprove	5%	4%	6%	1%	5%
Don't know	23%	18%	16%	19%	26%

63% approve of the Government's decision to stop awarding the honours of Knight and Dame of the Order of Australia and only 15% disapprove.

There were no substantial differences across demographic groups and a majority of all voter groups approved.

## Voting age

Q. Thinking about the voting age, which of the following options would you favour?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Aged 18-34	Aged 35-54	Aged 55+
Keep the compulsory voting age at 18	77%	74%	88%	59%	75%	66%	81%	84%
Reduce the compulsory voting age to 16	4%	7%	3%	3%	8%	6%	5%	1%
Reduce the voting age to 16 but make it voluntary for 16 and 17 year olds	14%	16%	8%	35%	15%	20%	10%	12%
Don't know	4%	3%	2%	3%	3%	7%	4%	2%

77% favour keeping the compulsory voting age at 18, 14% favour making voting voluntary for 16 and 17 year old and only 4% favour reducing the compulsory voting age to 16.

Those most likely to support giving 16-17 year olds the vote (either voluntary or compulsory) were Greens voters (38%) and those aged 18-24 (33%).

## 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.