



2 April 2012



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About the 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 between the 28th March 2012 and 1st April and is based on 1,034 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the superannuation, attributes of party leaders, the role of Governments and police response to different situations.

The methodology used to carry out this research is available in the appendix on page 14.

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 = 1,904 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 5/3/12	2 weeks ago 19/3/12	Last week 26/3/12	This week 2/4/12
Liberal		47%	45%	45%	46%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	49%	48%	47%	48%
Labor	38.0%	32%	32%	34%	33%
Greens	11.8%	10%	11%	10%	11%
Other/Independent	6.6%	9%	9%	9%	8%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	56%	56%	54%	55%
Labor	50.1%	44%	44%	46%	45%

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 2010 election.



Opinion of Superannuation Increase

Q. Do you support or oppose the Federal Government's plan to increase superannuation payments from nine per cent to 12 per cent by 2019-20?

	23 May 2011	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total support	69%	69%	80%	66%	72%
Total oppose	13%	13%	7%	19%	7%
Strongly support	21%	29%	43%	25%	25%
Support	48%	40%	37%	41%	47%
Oppose	10%	8%	4%	12%	3%
Strongly oppose	3%	5%	3%	7%	4%
Don't know	18%	18%	13%	16%	22%

69% support the Federal Government's plan to increase superannuation payments from nine per cent to 12 per cent by 2019-20 and 13% oppose - no change since this question was asked in May last year. However, the strength of support has increased with 29% strongly supporting the measure (up 8%).

Support is higher for those aged 35-54 (76%), full-time workers (76%) and those earning over \$1,600pw (77%).



Cost of Superannuation for Employers

Q. In the next two years employer superannuation payments will increase by 0.25% per year, and then by 0.5% each year up to 2019 when it reaches 12%. Do you agree or disagree that these increases are reasonable and affordable for employers or should employees bear the cost by accepting lower pay rises?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
This is a reasonable and affordable cost for employers	58%	68%	50%	62%
Employees should bear the cost by accepting lower pay rises	19%	12%	26%	14%
Don't know	23%	20%	23%	24%

58% think that the yearly superannuation increases are a reasonable and affordable cost for employers and 19% think employees should bear the cost by accepting lower pay rises.

Those most likely to think the increases are a reasonable and affordable cost for employers were aged 25-44 (67%), full-time workers (66%) and those earning over \$1,0000pw (64%).



Attributes to describe the Prime Minister

Q. Which of the following describe your opinion of the Prime Minister, Julia Gillard?

	5 Jul 10	4 Oct 10	7 Feb 11	27 Jun 11	2 Apr 12	<i>Difference</i>
Intelligent	87%	81%	75%	73%	61%	-12%
Hard-working	89%	82%	76%	75%	65%	-10%
A capable leader	72%	59%	52%	42%	38%	-4%
Arrogant	37%	39%	44%	48%	53%	+5%
Out of touch with ordinary people	35%	44%	50%	60%	65%	+5%
Understands the problems facing Australia	68%	55%	52%	44%	41%	-3%
Visionary	48%	38%	30%	26%	25%	-1%
Superficial			51%	52%	54%	+2%
Good in a crisis	61%	46%	46%	41%	36%	-5%
Narrow-minded	28%	35%	43%	46%	53%	+7%
More honest than most politicians	45%	37%	37%	29%	26%	-3%
Trustworthy	49%	42%	40%	30%	25%	-5%

Julia Gillard's key attributes were hard-working (65%), out of touch with ordinary people (65%) and intelligent (61%).

Major changes since this question was asked in June last year were decreases for intelligent (-12%), hard-working (-10%) and an increase of 7% for narrow-minded.



Attributes to describe the Opposition Leader

Q. Which of the following describe your opinion of the Opposition Leader, Tony Abbott?

	5 Jul 10	4 Oct 10	7 Feb 11	27 Jun 11	2 Apr 12	Change
Intelligent	70%	71%	64%	61%	56%	-5%
Hard-working	76%	78%	72%	75%	68%	-7%
A capable leader	47%	52%	48%	45%	41%	-4%
Arrogant	59%	60%	58%	60%	61%	+1%
Out of touch with ordinary people	57%	53%	54%	57%	54%	-3%
Understands the problems facing Australia	50%	53%	50%	48%	49%	+1%
Visionary	32%	31%	27%	27%	26%	-1%
Superficial			45%	49%	49%	-
Good in a crisis	40%	42%	41%	40%	36%	-4%
Narrow-minded	56%	53%	51%	54%	54%	-
More honest than most politicians	33%	32%	31%	32%	30%	-2%
Trustworthy	33%	35%	34%	32%	32%	-

Tony Abbott's key attributes were hard-working (68%), arrogant (61%) and intelligent (56%).

Major changes since this question was asked in June last year were decreases for hard-working (-7%) and intelligent (-5%).



Comparison of Leader Attributes

	Julia Gillard	Tony Abbott	<i>Difference</i>
Intelligent	61%	56%	+5%
Hard-working	65%	68%	-3%
A capable leader	38%	41%	-3%
Arrogant	53%	61%	-8%
Out of touch with ordinary people	65%	54%	+11%
Understands the problems facing Australia	41%	49%	-8%
Visionary	25%	26%	-1%
Superficial	54%	49%	+5%
Good in a crisis	36%	36%	-
Narrow-minded	53%	54%	-1%
More honest than most politicians	26%	30%	-4%
Trustworthy	25%	32%	-7%

Julia Gillard rates higher than Tony Abbott on out of touch with ordinary people (+11%), intelligent (+5%) and superficial (+5%). She rates lower than Tony Abbott on arrogant (-8%), understands the problems facing Australia (-8%) and trustworthy (-7%).



Size of Government

Q. Overall, do you think Government in Australia is too large and tries to do too much?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Government is too large	44%	32%	55%	32%
Government is not too large	28%	44%	20%	31%
Don't know	28%	24%	25%	37%

44% think that Government in Australia is too large and tries to do too much and 28% think it is not too large.

Those most likely to think Government is too large were men (55%), aged 55+ (58%), and Liberal/National voters (55%).

Those most likely to think Government is not too large were aged under 35 (36%) and Labor voters (44%).



Type of Government

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

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
An active Government is necessary to provide important public services, and to protect ordinary Australians from unfair policies and practices on the part of large financial and/or industrial groups.	67%	82%	59%	82%
We don't need big government and extensive regulation of business and finance to take care of these matters: the market itself can deal with many of these issues on their own.	20%	10%	28%	11%
Don't know	13%	8%	13%	8%

67% agree more that an active Government is necessary and 20% agree more with the view that the market can deal with many issues.

Strongest support for an active Government came from Labor and Greens voters (82%), women (70%) and aged under 25 (77%).



Role of Government

Q. For each of the following issues, do you think the Government does too much, too little or just about the right amount:

	Too much	Too little	About right	Don't know
Providing quality health care services	2%	74%	19%	5%
Protecting citizens from industrial and other kinds of pollution.	10%	43%	36%	11%
Making sure the banks and other large financial institutions operate honestly and treat their clients fairly	3%	62%	28%	6%
Making sure that the roads, bridges and other public transportation facilities are in good repair and safe.	1%	63%	30%	5%
Ensuring that there is adequate, affordable and accessible public transport.	2%	67%	25%	6%
Ensuring that our population is protected from crime, terrorism and other threats.	5%	47%	41%	7%
Providing a quality education system	2%	54%	37%	7%

Respondents were more likely to think the Government does too little on each of the issues measured.

In particular, they think the Government does too little in terms of health care services (74%), adequate, affordable and accessible public transport (67%), roads, bridges and other public transportation (63%) and making sure the banks and other large financial institutions operate honestly and treat their clients fairly (62%).

Issues over which they were more divided were protecting citizens from industrial and other kinds of pollution (46% about right/too much) and ensuring that our population is protected from crime, terrorism and other threats (46% about right/too much).



Appropriate Police Responses

Q. There is a debate in many parts of Australia on the appropriate response of police to a range of situations.

In your opinion which of the following are appropriate responses for police in the following situations? (Version A - asked of half the sample)

Situation	Appropriate police responses						
	Firearm	Taser	Capsicum spray	Baton	Physical restraint	Verbal response	Don't know
Police confronted with an armed individual	67%	42%	30%	20%	26%	23%	6%
Police confronted with a drug (eg ice amphetamines) or alcohol affected individual	10%	44%	47%	22%	43%	26%	5%
Police confronted with a mentally ill individual (eg schizophrenic episode)	6%	31%	39%	15%	48%	34%	7%
Police confronted with a gang or mob	47%	44%	43%	33%	32%	26%	9%

A substantial proportion of respondents think that firearms are an appropriate police response when confronted with an armed individual (67%) or confronted with a gang or mob (47%).

Tasers are more likely to be considered appropriate when confronted with a drug or alcohol affected individual (44%), a gang or mob (44%) or an armed individual (42%).

Capsicum spray is more likely to be considered appropriate when confronted with a drug or alcohol affected individual (47%) or a gang or mob (43%).

Physical restraint is thought to be more appropriate to situations where police are confronted with a mentally ill individual (48%) or a drug or alcohol affected individual (43%).



Most Appropriate Police Response

Q. There is a debate in many parts of Australia on the appropriate response of police to a range of situations. In your opinion which of the following is the most appropriate response for police in the following situations? (Version B - asked of half the sample).

Situation	Most appropriate police response						
	Firearm	Taser	Capsicum spray	Baton	Physical restraint	Verbal response	Don't know
Police confronted with an armed individual	55%	25%	7%	2%	2%	1%	8%
Police confronted with a drug (eg ice amphetamines) or alcohol affected individual	5%	37%	28%	3%	18%	2%	7%
Police confronted with a mentally ill individual (eg schizophrenic episode)	2%	24%	24%	1%	31%	10%	7%
Police confronted with a gang or mob	39%	19%	19%	8%	3%	2%	9%

A firearm was considered to be the most appropriate police response when confronted with an armed individual (55%) or a gang or mob (39%).

When confronted with a drug or alcohol affected individual the most appropriate responses were thought to be taser (37%) and capsicum spray (28%).

When confronted with a mentally ill individual the most appropriate responses were thought to be physical restraint (31%), taser (24%) and capsicum spray (24%).



Appendix One – Methodology

The data gathered for this report is gathered from a weekly online omnibus conducted by Your Source. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. 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. Senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behavior.

Essential Research has been utilizing the Your Source online panel to conduct research on a week by week basis since November 2007. Each Monday, the team at Essential Media Communications discusses issues that are topical. From there a series of questions are devised to put to the Australian public. Some questions are repeated each week (such as political preference and social perspective), while others are unique to each week and reflect prominent 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 panelist 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+ responses. The Your Source online omnibus is live from the Tuesday night of each week and closed on the following Sunday. Incentives are offered to participants in the form of points.

EMC 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.

