



25 February 2013



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With data supplied by



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 from the 21st to 24th February and is based on 1,035 respondents.

Aside from the standard question on voting intention, this week's report includes questions on trust in information sources, expectations of a Liberal/National Government, whether the Government deserves to be re-elected, whether the Liberal Party is ready to govern, flexible working hours and support for industry.

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 = 1,899 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 29/1/13	2 weeks ago 11/2/13	Last week 18/2/13	This week 25/2/13
Liberal		44%	45%	44%	46%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	48%	48%	47%	49%
Labor	38.0%	35%	34%	35%	34%
Greens	11.8%	10%	9%	9%	9%
Other/Independent	6.6%	7%	9%	8%	8%

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

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. These estimates have a confidence interval of approx. plus or minus 2-3%.

Trust in Information

Q. How much trust do you have in the following for information on major public issues like immigration, climate change or the economy?

	A lot of trust	Some trust	Not much trust	No trust at all	Don't know	Don't use
What I see on TV news and current affairs	5%	50%	30%	11%	3%	1%
What I hear on radio news and current affairs	5%	51%	30%	8%	3%	4%
What I hear on radio talkback	5%	35%	31%	17%	3%	9%
What I read in newspapers or online news sites	5%	51%	32%	8%	2%	2%
What politicians say	1%	12%	39%	43%	3%	2%
What I see online on blogs and social media	2%	20%	39%	22%	5%	11%
What I hear from friends and family	10%	53%	26%	6%	5%	1%
What I hear in my workplace	3%	37%	34%	10%	4%	11%
What I learn from my own research	35%	50%	6%	2%	2%	4%

	Total lot/some of trust	Vote Labor	Vote Lib/Nat	Vote Greens
What I see on TV news and current affairs	55%	54%	59%	40%
What I hear on radio news and current affairs	56%	53%	61%	34%
What I hear on radio talkback	40%	34%	46%	26%
What I read in newspapers or online news sites	56%	59%	58%	48%
What politicians say	13%	21%	8%	14%
What I see online on blogs and social media	22%	23%	23%	24%
What I hear from friends and family	63%	58%	66%	63%
What I hear in my workplace	40%	39%	43%	42%
What I learn from my own research	85%	86%	86%	83%

85% have a lot or some trust in what they learn from their own research, 63% in what they hear from friends and family, 56% in newspapers and radio and 55% in TV news and current affairs. Only 13% have a lot or some trust in what they hear from politicians and 22% have a lot/some trust in blogs and social media.

Labor voters tend to have a little more trust in newspapers while Liberal/National voters have a little more trust in radio and TV news and current affairs. Liberal/National voters also have above-average trust in radio talkback.



Expectations of a Liberal/National Government

Q. If the Labor Party lost the next election, do you think the following would be better or worse under a Liberal/National Government led by Tony Abbott?

	A lot better	A little better	Stay much the same	A little worse	A lot worse	Don't use	NET (Better-Worse)
Political leadership	16%	19%	27%	10%	24%	4%	+1
Trust in Government	13%	19%	29%	12%	22%	4%	-2
Unemployment	7%	18%	39%	13%	19%	5%	-7
The economy overall	16%	22%	31%	12%	16%	4%	+10
The cost of living	6%	19%	36%	14%	21%	4%	-10
Interest rates	5%	13%	48%	14%	16%	5%	-12
Health services	6%	19%	36%	16%	20%	4%	-11
Job security	7%	17%	36%	14%	22%	4%	-12
Workers rights and conditions	5%	13%	37%	15%	25%	5%	-22
Company profits	13%	28%	37%	6%	10%	6%	+25
The environment	5%	13%	47%	11%	21%	4%	-14
Job creation	8%	20%	39%	13%	16%	4%	-1
Public services	6%	15%	42%	13%	20%	4%	-12
Benefits for people on Government support - such as pensioners and the unemployed	5%	13%	39%	16%	23%	5%	-21
Your personal financial situation	6%	16%	42%	15%	16%	4%	-9

Under a Liberal Government, respondents thought that the economy overall (+10) and company profits (+25) would be better.

However they were more likely to think that workers rights and conditions (-22), benefits for people on Government support (-21), the environment (-14), interest rates (-12), job security (-12), public services, health services (-11) and the cost of living (-10) would all be worse. 22% think their own financial situation will be better, 31% think it will be worse and 42% much the same.

Government Deserves to be Re-elected

Q. As of now, do you think the current Federal Labor Government of Julia Gillard deserves to be re-elected?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Yes, deserves to be re-elected	26%	66%	4%	31%
No, does not deserve to be re-elected	57%	17%	88%	38%
Don't know	17%	17%	8%	31%

26% think that the Labor Government deserves to be re-elected and 57% think they do not. 66% of Labor voters think they deserve to be re-elected.

64% of men and 50% of women think they don't deserve to be re-elected.

Liberals Ready to Govern

Q. Do you think the Liberal Party led by Tony Abbott has shown it has the policies and leadership to be ready to govern?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Liberals are ready to govern	36%	6%	72%	4%
Liberals are not ready to govern	45%	82%	12%	79%
Don't know	19%	13%	16%	17%

36% think that the Liberal Party has the policies and leadership to be ready to govern and 45% think they do not. 72% of Liberal/National voters think they are ready to govern.

41% of men and 32% of women think they are ready to govern.

Flexible Work Hours

Q. The Federal Government has announced measures to increase access to flexible work hours for parents and carers. Which statement is closer to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Workers should have the right to request flexible hours if their employer can accommodate it	66%	65%	66%	74%
Employers should be required to accommodate workers' caring responsibilities	13%	18%	9%	19%
It's not up to employers to consider workers' personal responsibilities	14%	10%	20%	6%
Don't know	7%	7%	4%	1%

66% think that workers should have the right to request flexible hours if their employer can accommodate it and 13% think employers should be required to accommodate workers' caring responsibilities. There were few major differences across demographics. Those working full-time or part-time gave similar answers to those not working.

Support for Industry Package

Q. The Federal Government has announced a \$1 billion package to support Australian jobs in blue-collar industries like manufacturing. Do you support this plan?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Support	48%	69%	39%	45%
Oppose	10%	1%	17%	10%
Haven't heard of it	34%	24%	34%	40%
Don't know	9%	6%	10%	5%

48% support the Government's \$1 billion package to support Australian jobs in blue-collar industries like manufacturing and 10% oppose. 34% said they hadn't heard of it.

Strongest support was shown by Labor voters (69%), aged 35-44 (57%) and those earning \$1,000-\$1,600pw (56%).

Supplying Mining Projects

Q. This package requires major mining projects to give local firms the opportunity to tender for work, like supplying equipment. Which is closer to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Local Australian companies should be given the opportunity to tender for work on big mining companies	48%	49%	52%	51%
Big mining companies should be forced to buy products from Australian businesses, to support local jobs	34%	39%	29%	36%
Mining companies operating in Australia should be free to pursue the cheapest option, including sourcing equipment from overseas	6%	4%	10%	3%
Don't know	11%	9%	8%	11%

48% think that Australian companies should be given the opportunity to tender for work on big mining companies and 34% think big mining companies should be forced to buy products from Australian businesses. Only 6% think mining companies operating in Australia should be free to pursue the cheapest option, including sourcing equipment from overseas.

Strongest support for forcing mining companies to buy products from Australian businesses came from Labor voters (39%), aged 25-34 (42%) and those earning \$1,000-\$1,600pw (39%).

Party that Represents Blue-collar Workers

Q. Which is the party that best represents the interests of blue-collar workers?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Labor	34%	67%	18%	32%
Liberal	21%	5%	39%	2%
Greens	2%	1%	1%	20%
No difference	15%	7%	19%	16%
None of them	10%	6%	10%	17%
Don't know	18%	13%	14%	13%

34% think that the Labor Party best represents the interests of blue-collar workers and 21% think the Liberal Party does.

43% said none, no difference or did not know.

67% of Labor voters nominated the Labor Party and 39% of Liberal/National voters nominated the Liberal Party.

Appendix – 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 Wednesday 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.

