



11 March 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 7th to 10th March and is based on 1,030 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, immigration issues and privatisation.

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 = 1,948 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 11/2/13	2 weeks ago 25/2/13	Last week 4/3/13	This week 11/3/13
Liberal		45%	46%	46%	45%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	48%	49%	49%	48%
Labor	38.0%	34%	34%	32%	34%
Greens	11.8%	9%	9%	10%	9%
Other/Independent	6.6%	9%	8%	8%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	55%	56%	56%	55%
Labor	50.1%	45%	44%	44%	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. These estimates have a confidence interval of approx. plus or minus 2-3%.

Approval of Julia Gillard

Q. Do you approve or disapprove of the job Julia Gillard is doing as Prime Minister?

	19 Jul 2010	20 Dec	14 Mar 2011	14 June	12 Sept	12 Dec	12 Mar 2012	12 Jun	10 Sept	10 Dec	14 Jan 2013	11 Feb	11 Mar
Total approve	52%	43%	41%	34%	28%	34%	32%	32%	35%	37%	41%	36%	36%
Total disapprove	30%	40%	46%	54%	64%	54%	61%	56%	54%	53%	49%	55%	56%
Strongly approve	11%	10%	7%	6%	5%	6%	8%	6%	7%	10%	9%	7%	8%
Approve	41%	33%	34%	28%	23%	28%	24%	26%	28%	27%	32%	29%	28%
Disapprove	17%	24%	22%	29%	28%	25%	29%	22%	27%	25%	23%	25%	24%
Strongly disapprove	13%	16%	24%	25%	36%	29%	32%	34%	27%	28%	26%	30%	32%
Don't know	18%	17%	13%	13%	8%	11%	7%	12%	11%	11%	10%	9%	9%

36% (no change) approve of the job Julia Gillard is doing as Prime Minister and 56% (up 1%) disapprove – a 1-point change in net rating from -19 to -20 over the last 4 weeks.

75% of Labor voters approve (no change) and 16% disapprove (down 3%).

By gender – men 36% approve/60% disapprove, women 37% approve/51% disapprove. In net terms this represents a decline with men from -23 to -24 and no change with women (-14).

Approval of Tony Abbott

Q. Do you approve or disapprove of the job Tony Abbott is doing as Opposition Leader?

	18 Jan 2010	5 Jul	20 Dec	14 Mar 2011	14 June	12 Sept	12 Dec	12 Mar 2012	12 Jun	10 Sept	10 Dec	14 Jan 2013	11 Feb	11 Mar
Total approve	37%	37%	39%	38%	38%	39%	32%	36%	32%	32%	33%	33%	36%	37%
Total disapprove	37%	47%	39%	47%	48%	50%	53%	52%	54%	55%	56%	57%	53%	51%
Strongly approve	5%	8%	9%	7%	6%	8%	6%	7%	6%	6%	8%	8%	7%	7%
Approve	32%	29%	30%	31%	32%	31%	26%	29%	26%	26%	25%	25%	29%	30%
Disapprove	20%	23%	21%	24%	25%	23%	25%	23%	24%	26%	25%	27%	22%	22%
Strongly disapprove	17%	24%	18%	23%	23%	27%	28%	29%	30%	29%	31%	30%	31%	29%
Don't know	26%	16%	22%	16%	15%	11%	14%	12%	13%	13%	12%	10%	11%	12%

37% (up 1%) approve of the job Tony Abbott is doing as Opposition Leader and 51% (down 2%) disapprove – a change in net rating from -17 to -14 over the last 4 weeks.

69% (down 1%) of Coalition voters approve and 20% (down 1%) disapprove.

By gender – men 42% approve/52% disapprove, women 33% approve/51% disapprove. In net terms this represents a shift with men from -13 to -10 and with women from -21 to -18.

Better Prime Minister

Q. Who do you think would make the better Prime Minister out of Julia Gillard and Tony Abbott?

	5 Jul 2010	14 Mar 2011	14 June	12 Sept	12 Dec	12 Mar 2012	12 Jun	10 Sept	10 Dec	14 Jan 2013	11 Feb	11 Mar	Vote Labor	Vote Lib/Nat	Vote Greens
Julia Gillard	53%	44%	41%	36%	39%	40%	37%	40%	43%	42%	39%	39%	84%	6%	71%
Tony Abbott	26%	33%	36%	40%	35%	37%	37%	37%	34%	33%	37%	39%	2%	80%	3%
Don't know	21%	23%	24%	24%	26%	23%	26%	24%	23%	24%	24%	22%	14%	13%	25%

39% (no change) believe Julia Gillard would make the better Prime Minister and 39% (up 2%) prefer Tony Abbott.

Men prefer Tony Abbott 41%/36% and women prefer Julia Gillard 42%/37%.

Immigration issues

*Q. Which of the following issues are you most concerned about?
(two versions of responses were presented - each to approximately half the sample)*

The arrival of asylum seekers by boat	38%	33%	The arrival of approximately 15,000 asylum seekers by boat each year
The use of foreign workers under short term (457) visas	20%	31%	The use of about 150,000 foreign workers under short term (457) visas each year
The overall increase in Australia's total population	18%	17%	The overall increase in Australia's total population of about 300,000 people each year
None of them	19%	15%	None of them
Don't know	4%	4%	Don't know

As general issues (without specific figures), 38% of respondents said they were most concerned about the arrival of asylum seekers by boat compared to 20% most concerned about use of workers on 457 visas and 18% most concerned about the overall population increase.

When approximate figures were specified for each option, most concern about asylum seekers dropped to 33% and most concern about 457 visas increased to 31%.

Based on the options which included figures - 36% of Labor voters are most concerned about 457 visas compared to 32% of Liberal/National voters. Liberal/National voters were more concerned about asylum seekers (42% - compared to 23% for Labor voters).

There were few differences by age or gender - except that older respondents were somewhat more likely to be most concerned about asylum seekers (42% of aged 55+).

Opinion of Privatisation

Q. Generally, do you think that privatisation - that is, having public services owned or run by private companies - is a good or bad idea?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
A good idea	22%	19%	28%	14%
A bad idea	58%	64%	54%	70%
Don't know	20%	17%	18%	17%

58% think that, generally, privatisation is a bad idea and 22% think it is generally a good idea. More than half of all voter and demographic groups think it is generally a bad idea.

Those most likely to think it is a bad idea were - aged 55+ (66%), Greens voters (70%), Labor voters (64%) and incomes under \$600pw (64%).

By state, 26% of NSW and 24% of Victoria think privatisation is generally a good idea compared to 15% for Queensland.

Services better run by Government or Private Sector

Q. Which of the following are better run by the private sector and which are better run by Government?

	11 Mar 2013			31 Jan 2011		
	Better run by private sector	Better run by Government	Don't know	Better run by private sector	Better run by Government	Don't know
Electricity	25%	62%	13%	22%	61%	17%
Water	19%	69%	12%	15%	70%	16%
Trains, buses and ferries	25%	64%	11%	19%	68%	13%
Motorways	23%	66%	11%	17%	70%	13%
Community services such as child protection	14%	75%	11%	14%	71%	15%
Telecommunications (including broadband services)	45%	44%	11%	na	na	na
Hospitals and health services	19%	71%	10%	na	na	na
Schools	21%	69%	10%	na	na	na
Prisons	17%	73%	11%	10%	76%	15%
Universities	27%	61%	12%	20%	64%	16%
Ports	22%	60%	19%	na	na	na

Most services listed were clearly thought to be better run by Government than the private sector.

The only exception was telecommunications where respondents were split 45% private sector, 44% Government.

The areas most preferred to be run by Government were - community services (75%), prisons (73%), hospitals and health services (71%), schools (69%) and water (69%).

Compared to the results when this question was asked in January 2011, preference for the private sector running services has increased a little - +6% for trains, buses and ferries and motorways and +7% for prisons and universities.

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.

