



**8 April 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 4<sup>th</sup> to 7<sup>th</sup> April and is based on 1,029 respondents.

Aside from the standard question on voting intention, this week's report includes questions on economic issues and superannuation.

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 = 1,896 respondents*

First preference/leaning to	Election 21 Aug 10	4 weeks ago 11/3/13	2 weeks ago 25/2/13	Last week 2/4/13	This week 8/4/13
Liberal		45%	45%	47%	47%
National		3%	2%	2%	2%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>48%</b>	<b>47%</b>	<b>49%</b>	<b>49%</b>
<b>Labor</b>	<b>38.0%</b>	<b>34%</b>	<b>33%</b>	<b>31%</b>	<b>32%</b>
Greens	11.8%	9%	11%	11%	9%
Other/Independent	6.6%	9%	9%	9%	9%

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

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%.



## **State of the Economy**

*Q. Overall, how would you describe the current state of the Australian economy?*

	<b>28 May 12</b>	<b>Total 8 Apr 13</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total good</b>	<b>35%</b>	<b>45%</b>	<b>63%</b>	<b>33%</b>	<b>63%</b>
<b>Total poor</b>	<b>29%</b>	<b>26%</b>	<b>13%</b>	<b>37%</b>	<b>10%</b>
Very good	6%	<b>8%</b>	18%	3%	9%
Good	29%	<b>37%</b>	45%	30%	54%
Neither good nor poor	33%	<b>28%</b>	23%	30%	27%
Poor	20%	<b>17%</b>	10%	24%	7%
Very poor	9%	<b>9%</b>	3%	13%	3%
Don't know	2%	<b>2%</b>	1%	*	1%

45% described the economy as good or very good and 26% poor/very poor - 28% said it was neither. This represents a net improvement from +6 to +19 since May last year.

Those most likely to think the economy was good/very good were people with incomes \$1,000-\$1,600pw (52%).

Those most likely to think the economy was poor/very poor were aged 55+ (33%) and people with incomes under \$600pw (35%).

## Agreement with Economic Figures

*Q. Some say that official figures show Australia's economy is doing very well, especially compared to the rest of the world. The interest rate, the unemployment rate and the inflation rate are all at relatively low levels. Do you agree or disagree that this shows the state of the economy is good?*

	<b>28 May 12</b>	<b>Total 8 Apr 13</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total agree</b>	<b>52%</b>	<b>56%</b>	<b>76%</b>	<b>42%</b>	<b>77%</b>
<b>Total disagree</b>	<b>37%</b>	<b>37%</b>	<b>20%</b>	<b>54%</b>	<b>20%</b>
Strongly agree	9%	<b>12%</b>	25%	5%	23%
Agree	43%	<b>44%</b>	51%	37%	54%
Disagree	27%	<b>29%</b>	17%	42%	17%
Strongly disagree	10%	<b>8%</b>	3%	12%	3%
Don't know	10%	<b>7%</b>	4%	5%	3%

When told that official figures show Australia's economy is doing well, 56% agreed and 37% disagreed.

Those most likely to disagree were Liberal/National voters (54%), aged 55+ (45%) and people with incomes under \$600pw (49%).

## Reasons Economy is Poor

Q. What is the main reason you don't think the state of the economy is good? \*

	<b>28 May 12</b>	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>
Poor economic management by Government	27%	<b>40%</b>	17%	52%
Increasing cost of living	34%	<b>27%</b>	41%	22%
Businesses are struggling	13%	<b>11%</b>	7%	13%
Increasing gap between rich and poor	9%	<b>7%</b>	15%	3%
Incomes aren't increasing fast enough to keep up	7%	<b>6%</b>	7%	5%
Global financial problems	7%	<b>5%</b>	7%	4%
Other reason	2%	<b>3%</b>	6%	2%
Don't know	1%	<b>1%</b>	-	-

\* Based on those who disagree that economy is good.

Those who disagreed that the economy was good said the main reasons were poor economic management by Government (40%) and the increasing cost of living (27%). Those who blame poor economic management by the Government has increased 13% and cost of living has decreased 7% since May last year.

62% of respondents aged 55+ blamed poor economic management by Government while the increasing cost of living was the major factor for 41% of respondents aged 25-44.

## Reasons Government is Unpopular

*Q. Although Australia's economy is doing very well, according to opinion polls the Government is very unpopular. What do you think is the main reason for this? \**

	<b>28 May 12</b>	<b>Total 8 Apr 13</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Voters don't trust the Prime Minister	28%	<b>27%</b>	19%	35%	31%
The Labor Party is divided and can't govern properly	na	<b>19%</b>	15%	23%	23%
The economy is doing well for other reasons, like China and the mining boom, not because of the government	15%	<b>13%</b>	9%	19%	11%
Voters would prefer Kevin Rudd as Prime Minister	na	<b>9%</b>	14%	4%	7%
Voters aren't benefitting from the strong economy.	12%	<b>9%</b>	10%	5%	12%
The carbon tax has increased (will increase) the cost of living	17%	<b>7%</b>	6%	9%	-
Some other reason	8%	<b>12%</b>	21%	3%	12%
Don't know	3%	<b>5%</b>	7%	2%	5%

*\* Based on those who agree the economy is good.*

Respondents who thought the economy was doing well, thought the main reasons for the Government's unpopularity were that voters don't trust the Prime Minister (27%) and the Labor Party is divided and can't govern properly (19%).

Both Liberal/National and Greens voters said trust in the Prime Minister was the key issue.

Since May last year, those blaming the impact of the carbon tax has declined from 17% to 7%.

## Household Financial Situation

*Q. How would you describe the current financial situation of your household?*

	<b>28 May 12</b>	<b>Total 8 Apr 13</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total satisfactory</b>	<b>43%</b>	<b>56%</b>	<b>57%</b>	<b>58%</b>	<b>57%</b>
<b>Total unsatisfactory</b>	<b>28%</b>	<b>26%</b>	<b>28%</b>	<b>22%</b>	<b>29%</b>
Very satisfactory	7%	<b>8%</b>	8%	8%	6%
Satisfactory	36%	<b>48%</b>	49%	50%	51%
Neither satisfactory nor unsatisfactory	28%	<b>18%</b>	15%	19%	12%
Unsatisfactory	18%	<b>20%</b>	22%	17%	21%
Very unsatisfactory	10%	<b>6%</b>	6%	5%	8%
Don't know	1%	<b>1%</b>	1%	*	1%

56% (up 13% since May last year) consider their current household financial situation to be satisfactory and 26% say it is unsatisfactory. 18% said it was neither.

Those most likely to be satisfied were those on incomes over \$1,600pw (69%).

Those most likely to be dissatisfied were on incomes under \$1,000pw (40%).



## Major Spending in last 12 months

Q. In the last 12 months have you -

	28 May 12	Total 8 Apr 13	Vote Labor	Vote Lib/Nat	Vote Greens	Financial situation satisfactory	Neither satisfactory nor unsatisfactory	Financial situation unsatisfactory
Bought a house or other property	10%	<b>10%</b>	11%	11%	11%	13%	7%	5%
Bought a new car	12%	<b>12%</b>	10%	15%	12%	17%	10%	5%
Bought a used car	17%	<b>13%</b>	14%	13%	12%	14%	11%	13%
Renovated your current home	17%	<b>16%</b>	17%	16%	18%	22%	13%	6%
Purchased a major household item (stove, TV, Fridge, furniture etc.)	39%	<b>40%</b>	42%	41%	49%	47%	36%	30%
Taken an overseas holiday	30%	<b>34%</b>	29%	35%	39%	44%	24%	21%
Taken an Australian holiday	45%	<b>46%</b>	41%	49%	52%	56%	39%	28%
Paid private school fees	12%	<b>11%</b>	9%	15%	6%	11%	14%	12%
Bought shares	13%	<b>12%</b>	10%	14%	16%	17%	8%	3%

The most common major spending items over the last 12 months were holidays in Australia (46%), purchase of major household item (40%) and overseas holidays (34%). Spending results were similar to those recorded last May.

Spending rate of those who consider their financial situation unsatisfactory was about half that of those who were satisfied for most items. Whereas taking an Australian holidays was the most common item of major spending for those satisfied (56%) and the neither group (39%), those who were dissatisfied were more likely to have purchased a major household item (30%).

## Tax on Superannuation

Q. *Would you approve or disapprove of increasing the tax rates on superannuation contributions and earnings for people on very high incomes?*

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Income less than \$600pw	Income \$600-1,000pw	Income \$1,000-\$1,600pw	Income \$1,600+
<b>Total approve</b>	<b>55%</b>	<b>73%</b>	<b>38%</b>	<b>83%</b>	<b>56%</b>	<b>63%</b>	<b>61%</b>	<b>52%</b>
<b>Total disapprove</b>	<b>35%</b>	<b>17%</b>	<b>55%</b>	<b>15%</b>	<b>32%</b>	<b>27%</b>	<b>32%</b>	<b>42%</b>
Strongly approve	23%	37%	11%	40%	28%	27%	27%	18%
Approve	32%	36%	27%	43%	28%	36%	34%	34%
Disapprove	20%	11%	28%	13%	18%	16%	20%	21%
Strongly disapprove	15%	6%	27%	2%	14%	11%	12%	21%
Don't know	10%	10%	7%	3%	12%	10%	7%	6%

55% approve of increasing the tax rates on superannuation contributions and earnings for people on very high incomes and 35% disapprove.

There was majority approval across all income groups - although those on \$1,600+ pw showed the highest level of disapproval (42%).

There were no significant differences across age groups.

**Value of Superannuation**

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

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Men</b>	<b>Women</b>	<b>Aged 18-34</b>	<b>Aged 35-54</b>	<b>Aged 55+</b>
Contributing to superannuation is the best way to prepare for retirement	51%	53%	49%	63%	53%	49%	46%	48%	62%
There are better ways to prepare for retirement such as investing and buying property	34%	34%	37%	24%	35%	33%	38%	37%	23%
Don't know	15%	13%	14%	13%	12%	18%	16%	15%	15%

51% agreed that contributing to superannuation is the best way to prepare for retirement and 34% agreed that there are better ways to prepare for retirement.

Highest support for contributing to super came from Greens voters (63%), aged 55+ (62%) and incomes \$1,000-1,600 pw (59%).



## **Retirement Income**

Q. After you reach retirement age, what do you expect will be your main source of income?

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Men</b>	<b>Women</b>	<b>Aged 18-24</b>	<b>Aged 25-34</b>	<b>Aged 35-44</b>	<b>Aged 45-54</b>	<b>Aged 55-64</b>
The Government age pension	27%	32%	24%	29%	25%	29%	9%	16%	27%	36%	42%
Your superannuation	34%	34%	37%	34%	38%	31%	51%	32%	33%	28%	38%
Other investments	20%	15%	24%	18%	21%	18%	20%	30%	20%	16%	8%
Other	2%	3%	2%	2%	1%	4%	3%	1%	1%	3%	4%
Don't know	17%	16%	13%	17%	16%	17%	17%	20%	19%	16%	8%

*\* Based on respondents aged under 65.*

34% of those aged under 65 believe that superannuation will be their main source of income in retirement. 27% think they will depend more on the age pension and 20% on other investments.

Men were more likely than women to think super would be their main source of income (38%/31%).

46% of those earning less than \$1,000 pw think they will rely more on the age pension while 42% of those earning \$1,000+ pw think their super will be their main form of income.



## **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.

