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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 11th to 14th April and is based on 1,038 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, superannuation, Julian Assange, the NBN and influences on voting.

The methodology used to carry out this research is described in the appendix on page 12.

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 = 1,897 respondents

| First preference/leaning to | Election 21 Aug 10 | 4 weeks ago 18/3/13 | 2 weeks ago 2/4/13 | Last week 8/4/13 | This week 15/4/13 |
|-----------------------------|-----------------------|---------------------------|--------------------------|---------------------|----------------------|
| Liberal | | 45% | 47% | 47% | 44% |
| National | | 2% | 2% | 2% | 3% |
| Total Lib/Nat | 43.6% | 47% | 49% | 49% | 48% |
| Labor | 38.0% | 35% | 31% | 32% | 34% |
| Greens | 11.8% | 9% | 11% | 9% | 9% |
| Other/Independent | 6.6% | 8% | 9% | 9% | 9% |

| 2PP | Election 21 Aug 10 | 4 weeks ago | 2 weeks ago | Last week | This week |
|---------------|-----------------------|----------------|----------------|-----------|------------|
| Total Lib/Nat | 49.9% | 54% | 56% | 56% | 55% |
| Labor | 50.1% | 46% | 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 | 15 Apr |
|-------------------------|----------------|------------|-------------------|------------|------------|------------|----------------|------------|------------|------------|----------------|------------|------------|------------|
| Total approve | 52% | 43% | 41% | 34% | 28% | 34% | 32% | 32% | 35% | 37% | 41% | 36% | 36% | 34% |
| Total disapprove | 30% | 40% | 46% | 54% | 64% | 54% | 61% | 56% | 54% | 53% | 49% | 55% | 56% | 56% |
| Strongly approve | 11% | 10% | 7% | 6% | 5% | 6% | 8% | 6% | 7% | 10% | 9% | 7% | 8% | 8% |
| Approve | 41% | 33% | 34% | 28% | 23% | 28% | 24% | 26% | 28% | 27% | 32% | 29% | 28% | 26% |
| Disapprove | 17% | 24% | 22% | 29% | 28% | 25% | 29% | 22% | 27% | 25% | 23% | 25% | 24% | 23% |
| Strongly disapprove | 13% | 16% | 24% | 25% | 36% | 29% | 32% | 34% | 27% | 28% | 26% | 30% | 32% | 33% |
| Don't know | 18% | 17% | 13% | 13% | 8% | 11% | 7% | 12% | 11% | 11% | 10% | 9% | 9% | 9% |

34% (down 2%) approve of the job Julia Gillard is doing as Prime Minister and 56% (no change) disapprove – a 2-point change in net rating from -20 to -22 over the last 5 weeks.

74% of Labor voters approve (down 1%) and 18% disapprove (up 2%).

By gender – men 36% approve/57% disapprove, women 32% approve/57% disapprove. In net terms this represents an improvement with men from -27 to -21 and a decline with women (from -14 to -25).

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 | 15 Apr |
|-------------------------|----------------|------------|------------|-------------------|------------|------------|------------|-------------------|------------|------------|------------|----------------|------------|------------|------------|
| Total approve | 37% | 37% | 39% | 38% | 38% | 39% | 32% | 36% | 32% | 32% | 33% | 33% | 36% | 37% | 37% |
| Total disapprove | 37% | 47% | 39% | 47% | 48% | 50% | 53% | 52% | 54% | 55% | 56% | 57% | 53% | 51% | 52% |
| Strongly approve | 5% | 8% | 9% | 7% | 6% | 8% | 6% | 7% | 6% | 6% | 8% | 8% | 7% | 7% | 8% |
| Approve | 32% | 29% | 30% | 31% | 32% | 31% | 26% | 29% | 26% | 26% | 25% | 25% | 29% | 30% | 29% |
| Disapprove | 20% | 23% | 21% | 24% | 25% | 23% | 25% | 23% | 24% | 26% | 25% | 27% | 22% | 22% | 24% |
| Strongly disapprove | 17% | 24% | 18% | 23% | 23% | 27% | 28% | 29% | 30% | 29% | 31% | 30% | 31% | 29% | 28% |
| Don't know | 26% | 16% | 22% | 16% | 15% | 11% | 14% | 12% | 13% | 13% | 12% | 10% | 11% | 12% | 10% |

37% (no change) approve of the job Tony Abbott is doing as Opposition Leader and 52% (up 1%) disapprove – a change in net rating from -14 to -15 over the last 5 weeks.

72% (up 3%) of Coalition voters approve and 21% (up 1%) disapprove.

By gender – men 41% approve/50% disapprove, women 33% approve/55% disapprove. In net terms this represents a shift with men from -10 to -9 and with women from -18 to -22.

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 | 15 Apr | Vote Labor | Vote Lib/Nat | Vote Greens |
|---------------|---------------|-------------------|------------|------------|-----------|-------------------|-----------|------------|-----------|----------------|-----------|-----------|------------|---------------|-----------------|----------------|
| Julia Gillard | 53% | 44% | 41% | 36% | 39% | 40% | 37% | 40% | 43% | 42% | 39% | 39% | 37% | 81% | 6% | 62% |
| Tony Abbott | 26% | 33% | 36% | 40% | 35% | 37% | 37% | 37% | 34% | 33% | 37% | 39% | 39% | 6% | 78% | 6% |
| Don't know | 21% | 23% | 24% | 24% | 26% | 23% | 26% | 24% | 23% | 24% | 24% | 22% | 24% | 13% | 16% | 32% |

37% (down 2%) believe Julia Gillard would make the better Prime Minister and 39% (no change) prefer Tony Abbott. This is the first time since August 2012 that Tony Abbott has been preferred over Julia Gillard.

Men prefer Tony Abbott 42%/36% and women prefer Julia Gillard 38%/36%.

Superannuation

Q. Currently there is no tax on superannuation earnings after retirement. The Federal Government has proposed that earnings over \$100,000 a year from superannuation assets will be taxed at 15%. It is expected that this will affect about 16,000 people who have more than \$2 million in superannuation. Do you support or oppose this proposal?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens |
|----------------------|--------------|-------------------|---------------------|--------------------|
| Total support | 40% | 58% | 29% | 47% |
| Total oppose | 46% | 34% | 61% | 39% |
| Strongly support | 15% | 25% | 9% | 19% |
| Support | 25% | 33% | 20% | 28% |
| Oppose | 21% | 20% | 26% | 22% |
| Strongly oppose | 25% | 14% | 35% | 17% |
| Don't know | 13% | 9% | 10% | 13% |

40% support the Government's proposal to tax superannuation earnings of more than \$100,000 per year and 46% oppose.

Older respondents were more likely to support the proposal - for those aged 55+, 48% supported and 42% oppose while for those aged 35-54, 38% supported and 48% opposed.

By income, those earning more than \$1,600pw were opposed (38% support/54% oppose) while those earning \$600-1,000 pw were more likely to support (54% support/35% oppose).

Awareness of Assange

Q. The founder of Wikileaks, Julian Assange, faces extradition from the UK to Sweden for an investigation into sexual assault allegations. In Sweden he will be detained while the investigation continues, and he may be extradited to the United States to face charges relating to WikiLeaks's release of US diplomatic cables. How much have you read or heard about Julian Assange?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens |
|----------------|--------------|-------------------|---------------------|--------------------|
| A lot | 16% | 18% | 13% | 31% |
| Some | 38% | 37% | 41% | 41% |
| A little | 35% | 35% | 37% | 26% |
| Nothing at all | 8% | 8% | 8% | 3% |
| Don't know | 3% | 2% | 1% | - |

54% said they had read heard a lot or some about Julian Assange. Only 8% had read or heard nothing at all.

Those most likely to have heard a lot of some about Julian Assange were men (60%), aged 55+ (59%) and Greens voters (72%).

Assange for the Senate

Q. Julian Assange, has announced he will run for the Senate in Victoria in the next Federal election and will also run candidates in other states. How likely would Julian Assange be to make a positive contribution to Federal Parliament?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens |
|-------------------|--------------|-------------------|---------------------|--------------------|
| Very likely | 12% | 13% | 9% | 21% |
| Somewhat likely | 20% | 24% | 18% | 40% |
| Not very likely | 25% | 25% | 27% | 18% |
| Not at all likely | 25% | 25% | 31% | 15% |
| Don't know | 17% | 13% | 16% | 7% |

32% think it is very or somewhat likely that Julian Assange would make a positive contribution to Federal Parliament.

Those most likely to think he would make a positive contribution were men (38%), aged 25-44 (42%) and Greens voters (61%).

58% of those who had read or heard a lot about Julian Assange, and 42% of those who had read or heard some thought it was likely he would make a positive contribution to Parliament.

NBN

Q. The Government's NBN (National Broadband Network) is a fast, high capacity fibre network to the home reaching 93% of Australian homes and businesses.

The Coalition has proposed a broadband plan in which the NBN would be replaced with broadband fibre to local "nodes" (or exchanges) and the existing telephone copper network would connect the rest of the way to homes. This would mean slower broadband speeds than the NBN but cost less to build. Do you support the Government's or the Coalition's broadband policy?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens |
|--------------------------------|--------------|-------------------|---------------------|--------------------|
| Support Government's policy | 54% | 83% | 31% | 74% |
| Support the Coalition's policy | 23% | 4% | 46% | 7% |
| Don't know | 23% | 12% | 23% | 19% |

54% support the Government's broadband policy and 23% support the Coalition's policy.

For those aged 18-34, 61% support the Government's policy and 15% support the Coalition's. 51% of those aged 35-54 and 49% of those aged 55+ support the Government's policy.

Influence on Vote

Q. When deciding your vote in Federal elections, which of the following are you mostly influenced by?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens |
|-----------------------------------|--------------|-------------------|---------------------|--------------------|
| The individual candidate | 21% | 22% | 18% | 29% |
| The candidate's political party | 47% | 48% | 56% | 47% |
| The leader of the political party | 21% | 21% | 22% | 17% |
| Don't know | 11% | 9% | 4% | 7% |

47% of respondents said the political party is the main influence on their vote at Federal elections- 21% say they are mostly influenced by the individual candidate and 21% by the party leader.

Liberal/National voters (56%), those aged 55+ (53%) and incomes \$1,600+ pw (56%) are more influenced by the party while Greens voters tend to be more influenced by the candidate (29%) and less by the leader (17%).

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.

