

The Essential Report

5 August 2013





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Prepared by: Essential Research

Data supplied:



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the Australian Market and Social Research Society

About this 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 1st to 4th August and is based on 1,052 respondents.

Aside from the standard question on voting intention, this week's report includes questions on firmness of vote, leaders and issues, asylum seeker policies and timing of voting decision.

The methodology used to carry out this research is described in the appendix on page 9.

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 = 1,903 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 8/7/13	2 weeks ago 23/7/13	Last week 29/7/13	This week 5/8/13
Liberal		42%	42%	41%	40%
National		4%	3%	3%	3%
Total Lib/Nat	43.6%	46%	45%	44%	43%
Labor	38.0%	38%	39%	39%	38%
Greens	11.8%	8%	7%	9%	9%
Other/Independent	6.6%	7%	9%	8%	10%

2 Party Preferred	Election 21 Aug 10	4 weeks ago 8/7/13	2 weeks ago 23/7/13	Last week 29/7/13	This week 5/8/13
Liberal National	49.9%	52%	51%	51%	51%
Labor	50.1%	48%	49%	49%	49%

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.

Firmness of voting intention

Q. How likely is it that you will change your mind about who you vote for before the Federal election to be held this year?

	Total Gave voting intention	Vote Labor	Vote Lib/Nat	Vote Greens	Other party/ Indepen dent
I will definitely not change my mind	44%	40%	59%	23%	18%
It is very unlikely I will change my mind	30%	35%	25%	36%	25%
It is quite possible I will change my mind as the campaign develops	21%	18%	14%	35%	49%
Don't know	5%	7%	3%	3%	9%

44% of those who gave their voting intention say they will definitely not change their mind before the election, 30% say it is very unlikely they will change their mind and 21% say it is quite possible they will change.

Those most likely to say it is possible they will change their mind were Greens voters (35%), other party and independent voters (49%), aged 18-24 (32%) and women (25%).

Party leader trust most on issues

Q. Which party leader - Kevin Rudd or Tony Abbott - would you trust most to handle the following issues?

	Kevin Rudd	Tony Abbott	No difference	Don't know	Net difference	Difference for parties 23 Jul 13
Management of the economy	32%	35%	21%	11%	-3	-15
Ensuring a quality education for all children	41%	25%	24%	10%	+16	+9
Ensuring the quality of Australia's health system	37%	27%	25%	11%	+10	+1
Protecting the environment	33%	22%	31%	14%	+11	na
A fair industrial relations system	41%	28%	19%	12%	+13	+11
Political leadership	37%	32%	22%	9%	+5	-7
Addressing climate change	35%	21%	31%	13%	+14	na
Controlling interest rates	24%	32%	32%	12%	-8	-14
Australian jobs and protection of local industries	32%	30%	25%	13%	+2	-1
Ensuring a quality water supply	26%	23%	36%	15%	+3	-7
Housing affordability	26%	25%	34%	15%	+1	-2
Ensuring a fair taxation system	31%	32%	26%	11%	-1	-2
Security and the war on terrorism	25%	29%	33%	13%	-4	-15
Treatment of asylum seekers	26%	31%	32%	11%	-5	-11
Managing population growth	21%	28%	37%	15%	-7	-13

Substantially more respondents said they would trust Kevin Rudd more than Tony Abbott to handle a quality education for all children, a fair industrial relations system, addressing climate change, protecting the environment and ensuring the quality of Australia's health system. Tony Abbott is more trusted to control interest rates and manage population growth.

When compared with a similar question about trust in the parties asked last month, Kevin Rudd rates considerably better than the Labor Party on management of the economy, political leadership and security and the war on terrorism.

Approach to handling asylum seekers

Q. The Prime Minister Kevin Rudd and the Opposition leader Tony Abbott have both recently made statements about the handling of asylum seekers arriving in Australia by boat.

Do you think Kevin Rudd's approach to handling asylum seekers is too harsh, too soft or about right?

Do you think Tony Abbott's approach to handling asylum seekers is too harsh, too soft or about right?

	Kevin Rudd				Tony Abbott			
	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Too harsh	20%	19%	18%	49%	21%	38%	5%	42%
Too soft	24%	12%	35%	13%	20%	21%	16%	21%
About right	40%	53%	33%	25%	31%	11%	61%	7%
Don't know	16%	16%	14%	13%	27%	31%	18%	30%

40% of respondents think Kevin Rudd's approach to handling asylum seekers is about right and 31% think Tony Abbott's approach is about right. Views are similar for both approaches in terms of whether they are too soft or too harsh - about one in five selected each option. Kevin Rudd's approach was more favoured by Labor voters (53%), aged 45-64 (45%) and tradespeople (51%). Tony Abbott's approach was more favoured by Liberal/National voters (61%), men (37%), aged 65+ (46%) and tradespeople (40%).

Voting decision

Q. Thinking about the Federal election to be held this year, when do you expect you will make your final decision about who you will vote for?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Other party	Don't know
I have already decided	53%	55%	69%	36%	29%	8%
During the election campaign	15%	19%	12%	24%	18%	6%
In the last week before the election	12%	11%	9%	15%	25%	7%
The day before the election	3%	4%	2%	9%	1%	2%
On the day of the election	8%	7%	4%	9%	20%	18%
Don't know	9%	5%	4%	8%	7%	60%

53% say they have already decided who they will be voting for in the Federal election, 30% will finally make up their mind at some stage before election day and 8% will decide on election day.

Those least likely to have made up their mind were aged 18-24 (33%), Greens voters (36%), other party/independent voters (29%) and respondents with university education (48%).

Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a weekly online omnibus conducted by Your Source. Essential Research has been utilizing the Your Source online panel to conduct research on a week-by-week basis since November 2007.

Each week, the team at Essential Media Communications discusses issues that are topical and a series of questions are devised to put to the Australian public. Some questions are repeated regularly (such as political preference and leadership approval), while others are unique to each week and reflect 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 panellist 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+ interviews. In theory, with a sample of this size, there is 95 per cent certainty that the results are within 3 percentage points of what they would be if the entire population had been polled. However, this assumes random sampling, which, because of non-response and less than 100% population coverage cannot be achieved in practice. Furthermore, there are other possible sources of error in all polls including question wording and question order, interviewer bias (for telephone and face-to-face polls), response errors and weighting. The best guide to a poll's accuracy is to look at the record of the polling company - how have they performed at previous elections or other occasions where their estimates can be compared with known population figures. In the last poll before the 2010 election, the Essential Report estimates of first preference votes were all within 1% of the election results.

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. Essential Research 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.

All Essential Research and senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. Essential Research is a member of the Association Market and Social Research Organisations (AMSRO). 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. Both Essential Research and Your Source are ISO accredited market research companies. This research was conducted in compliance with AS: ISO20252 guidelines.