

# The Essential Report

5 September 2013





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**Prepared by:** Essential Research

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**Data supplied:**



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the Association of Market and Social Research Organisations.



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the Australian Market and Social Research Society

## About this poll

This report summarises the results of the final pre-election poll conducted by Essential Research with data provided by Your Source. The survey was conducted online from the 1<sup>st</sup> to 4<sup>th</sup> September and is based on 1,035 respondents.

Aside from the standard question on voting intention, this report includes questions on firmness of vote, reasons for voting intention and opinions of leaders.

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. The Federal Election will be held next weekend on 7 September - to which party will you probably give your first preference in the House of Representatives? If not sure, which party are you currently leaning toward?

The table below shows weekly figures through the election campaign.

First preference/leaning to	Election 21 Aug 10	5/8/13	13/8/13	19/8/13	26/8/13	2/9/13	5/9/13
Liberal National	<b>43.6%</b>	<b>43%</b>	<b>44%</b>	<b>43%</b>	<b>43%</b>	<b>44%</b>	<b>43%</b>
Labor	<b>38.0%</b>	<b>37%</b>	<b>41%</b>	<b>39%</b>	<b>36%</b>	<b>35%</b>	<b>35%</b>
Greens	11.8%	10%	7%	9%	11%	10%	<b>10%</b>
Other/Independent	6.6%	11%	9%	8%	10%	11%	<b>12%</b>

2 Party Preferred	Election 21 Aug 10	5/8/13	13/8/13	19/8/13	26/8/13	2/9/13	5/9/13
<b>Liberal National</b>	<b>49.9%</b>	51%	50%	50%	51%	53%	<b>52%</b>
<b>Labor</b>	<b>50.1%</b>	49%	50%	50%	49%	47%	<b>48%</b>

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?

	Total Gave voting intention	Vote Labor	Vote Lib/Nat	Vote Greens	Other party/Independent	5 Aug	19 Aug	26 Aug	2 Sep
I will definitely not change my mind	54%	54%	63%	42%	29%	44%	46%	47%	54%
It is very unlikely I will change my mind	27%	29%	22%	32%	32%	30%	32%	30%	27%
It is quite possible I will change my mind as the campaign develops	15%	14%	12%	18%	30%	21%	17%	18%	15%
Don't know	4%	3%	3%	9%	9%	5%	5%	4%	4%

54% of those who gave their voting intention say they will definitely not change their mind before the election, 27% say it is very unlikely they will change their mind and 15% say it is quite possible they will change.

Other party and independent voters (30%) were most likely to say it is possible they will change their mind.

## Reasons for vote

Q. Which of the following are the main reasons why you will vote for that party? (up to 3 responses)

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Other party/ Independent
Better at handling Australia's economy	42%	29%	69%	7%	13%
Better at looking after the interests people like me	28%	37%	19%	25%	35%
They are more likely to represent the interests of all Australians	33%	37%	24%	33%	51%
I always vote for the same party	10%	13%	10%	9%	1%
They have a better leader	20%	35%	14%	5%	13%
More trustworthy than the other parties	22%	21%	15%	45%	33%
They are more united	12%	2%	21%	15%	5%
They are more capable of governing effectively than the other parties	15%	10%	26%	6%	3%
They have better policies on things like education and health	15%	29%	4%	21%	9%
They have better policies on things like environment and climate change	11%	13%	1%	55%	6%
They have better policies on things like industrial relations and supporting Australian workers	8%	16%	3%	8%	8%
They have better policies on things like national security and immigration	9%	3%	12%	15%	6%
We need a change of Government	18%	1%	28%	10%	36%
No reason	4%	5%	3%	1%	4%
Don't know	2%	2%	2%	3%	4%

Main reasons for voting Labor were better at looking after the interests of people like me (37%), more likely to represent the interests of all Australians (37%) and have a better leader (35%).

Main reasons for voting Liberal or National were better at handling the economy (69%), need a change of Government (28%) and more capable of governing effectively (26%).

## Opinion of Kevin Rudd

Q. Since the election was called has your opinion of Kevin Rudd and the Labor Party gone up or down?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total gone up</b>	<b>16%</b>	<b>33%</b>	<b>6%</b>	<b>9%</b>
<b>Total gone down</b>	<b>40%</b>	<b>12%</b>	<b>65%</b>	<b>42%</b>
Gone up a lot	7%	16%	2%	6%
Gone up a little	9%	17%	4%	3%
Stayed the same	38%	53%	26%	47%
Gone down a little	14%	9%	16%	25%
Gone down a lot	26%	3%	49%	17%
Don't know	5%	2%	3%	2%

16% say their opinion of Kevin Rudd has gone up since the election was called and 40% say it has gone down. Views follow party preferences with 65% of Liberal/national voters saying their opinion of Kevin Rudd had gone down and 33% of Labor voters saying their opinion had gone up. Greens voters opinions were more likely to have gone down.

## Opinion of Tony Abbott

Q. Since the election was called has your opinion of Tony Abbott and the Liberal Party gone up or down?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total gone up</b>	<b>25%</b>	<b>7%</b>	<b>51%</b>	<b>8%</b>
<b>Total gone down</b>	<b>35%</b>	<b>59%</b>	<b>5%</b>	<b>63%</b>
Gone up a lot	10%	2%	21%	1%
Gone up a little	15%	5%	30%	7%
Stayed the same	35%	32%	42%	27%
Gone down a little	11%	15%	3%	19%
Gone down a lot	24%	44%	2%	44%
Don't know	5%	2%	3%	1%

25% say their opinion of Tony Abbott has gone up since the election was called and 35% say it has gone down. Views follow party preferences with 51% of Liberal/national voters saying their opinion of Tony Abbott had gone up and 59% of Labor voters saying their opinion had gone down. Greens voters opinions were more likely to have gone down.



## 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.