

The Essential Report

17 December 2013





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Prepared by: Essential Research

Data supplied:



Essential Media Communications is a member of the Association of Market and Social Research Organisations.



Our researchers are members of 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 12^h to 16th December 2013 and is based on 1,064 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the year in review, prospects for next year, Qantas and car manufacturing.

The methodology used to carry out this research is described in the appendix on page 11.

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 = 1,960 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 19/11/13	2 weeks ago 3/12/13	Last week 10/12/13	This week 17/12/13
Liberal		41%	41%	41%	41%
National		3%	3%	3%	3%
Total Lib/Nat	45.6%	44%	44%	44%	44%
Labor	33.4%	35%	36%	37%	37%
Greens	8.6%	9%	8%	8%	7%
Palmer United Party	5.5%	4%	4%	5%	4%
Other/Independent	6.9%	7%	7%	7%	8%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 19/11/13	2 weeks ago 3/12/13	Last week 10/12/13	This week 17/12/13
Liberal National	53.5%	53%	52%	51%	51%
Labor	46.5%	47%	48%	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 2013 election.

The last 12 months

Q. Thinking about the last 12 months, has it been a good or bad year for each of the following?

	Total good	Total bad	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know	Good 2012	Bad 2012
The Australian economy	25%	38%	3%	22%	34%	31%	7%	4%	29%	37%
Australian politics in general	8%	70%	1%	7%	18%	35%	35%	4%	9%	61%
Large companies and corporations	25%	34%	4%	21%	33%	25%	9%	7%	32%	31%
Small business	10%	55%	1%	9%	29%	38%	17%	6%	10%	62%
Trade unions	11%	36%	2%	9%	39%	24%	12%	14%	18%	30%
The average Australian	19%	41%	1%	18%	36%	31%	10%	4%	17%	45%
Your personal financial situation	26%	34%	3%	23%	39%	23%	11%	2%	-	-
Your workplace *	35%	27%	5%	30%	35%	20%	7%	2%	-	-
You and your family overall	39%	21%	7%	32%	37%	15%	6%	2%	29%	36%

* working people

70% think 2013 has been a bad year for Australian politics in general and 55% think it has been a bad year for small business.

The only issues on which more think it has been a good year were “you and your family overall (39% good/21% bad) and “your workplace” (35%/27%).

Compared to 2012, respondents were more likely to think 2013 had been a bad year for Australian politics (up 8%) and trade unions (up 6%). However, they were more likely to think 2013 had been a good year to “you and your family overall (up 10%).

Next 12 months

Q. Thinking about the next 12 months, do you think 2014 will be a good or bad year for each of the following?

	Total good	Total bad	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
The Australian economy	27%	37%	2%	25%	31%	27%	10%	6%
Australian politics in general	21%	45%	2%	19%	29%	25%	20%	6%
Large companies and corporations	30%	30%	4%	26%	32%	22%	8%	8%
Small business	17%	41%	1%	16%	34%	30%	11%	8%
Trade unions	11%	37%	2%	9%	38%	24%	13%	14%
The average Australian	23%	34%	1%	22%	38%	26%	8%	5%
Your personal financial situation	31%	25%	3%	28%	39%	18%	7%	4%
Your workplace*	36%	21%	4%	32%	39%	16%	5%	3%
You and your family overall	41%	16%	7%	34%	38%	11%	5%	5%

* working people

Respondents are more likely to be positive about 2014 for “you and your family” (41% good/16% bad), “your workplace” (36%/21%) and “your personal financial situation” (31%/25%).

Compared to their opinions of 2013, they expect improvements for “Australian politics in general” (up 11% to 21% good), “large companies and corporations” (up 5% to 30%) and “small business” (up 7% to 17%) - although all of these are off low base figures.

Qantas

Q. Which of the following actions should the Federal Government take to help Qantas remain a competitive airline?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Nationalise Qantas, i.e. the Government has full ownership and control	26%	27%	24%	24%	37%
Buy shares in Qantas	24%	26%	22%	17%	35%
Allow increased foreign ownership of Qantas	20%	19%	26%	12%	14%
Provide direct funding and subsidies	20%	29%	14%	10%	23%
None of them	13%	8%	16%	23%	10%
Don't know	22%	21%	19%	36%	12%

The most preferred options for the Government to help Qantas remain a competitive airline involve some form of Government ownership. 26% support nationalising Qantas and 24% think the Government should buy shares in Qantas. 20% support allowing increased foreign ownership and 20% providing direct funding and subsidies.

Labor voters are a little more likely to support direct funding and subsidies (29%) while Liberal/National voters are more likely to support increased foreign ownership (26%).

Importance of car manufacturing

Q. How important is it that Australia has a car manufacturing industry, even if it needs hundreds of millions of dollars each year in Government support and investment?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	1 Oct 2013
Total important	60%	74%	50%	48%	70%	58%
Total not important	33%	21%	46%	48%	25%	30%
Very important	30%	39%	26%	21%	32%	24%
Somewhat important	30%	35%	24%	27%	38%	34%
Not very important	20%	15%	24%	23%	18%	18%
Not at all important	13%	6%	22%	24%	7%	12%
Don't know	6%	6%	5%	6%	5%	12%

60% think it is important that Australia has a car manufacturing industry, even if it needs hundreds of millions of dollars each year in Government support and investment while 33% think it is not important. This is a slight increase in both measures since October as those saying “don't know” has declined from 12% to 6%.

Labor voters are most likely to think a car manufacturing industry is important (70%) while Liberal/National voters are split (50% important/46% not important).

Subsidies to Holden

Q. Would you approve or disapprove of the Government increasing subsidies to Holden to keep them in Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	45%	60%	35%	30%	41%
Total disapprove	42%	26%	57%	59%	46%
Strongly approve	15%	21%	11%	8%	15%
Approve	30%	39%	24%	22%	26%
Disapprove	25%	16%	30%	38%	35%
Strongly disapprove	17%	10%	27%	21%	11%
Don't know	12%	14%	8%	12%	14%

45% would approve of increasing subsidies to Holden to keep them in Australia while 42% disapprove.

A majority of Labor voters approve (60%) and a majority of Liberal/National voters disapprove (57%).

Support for Toyota

Q. When Holden closes, Toyota will be the only company manufacturing cars in Australia. Do you think the Government should increase financial support for Toyota, decrease support or leave it the same?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Increase support	31%	44%	21%	16%	37%
Decrease support	11%	7%	15%	13%	8%
Leave it the same	44%	32%	52%	54%	49%
Don't know	14%	17%	11%	17%	7%

31% think the Government should increase financial support to Toyota and 44% think they should leave it the same. Only 11% were in favour of decreasing the support for Toyota.

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.