

# The Essential Report

14 January 2014





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**Prepared by:** Essential Research

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**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 10<sup>th</sup> to 13<sup>th</sup> January 2013 and is based on 1,056 respondents.

Aside from the standard question on voting intention, this week's report includes questions party leaders, Australia day, Australia becoming a republic and payment for visiting a doctor.

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?

First preference/leaning to	Election 7 Sep 13	4 weeks ago 17/12/13 (2 week average)	This week 14/1/14
Liberal		41%	<b>42%</b>
National		3%	<b>3%</b>
<b>Total Lib/Nat</b>	<b>45.6%</b>	<b>44%</b>	<b>45%</b>
<b>Labor</b>	<b>33.4%</b>	<b>37%</b>	<b>38%</b>
Greens	8.6%	7%	<b>8%</b>
Palmer United Party	5.5%	4%	<b>4%</b>
Other/Independent	6.9%	8%	<b>6%</b>

2 Party Preferred	Election 7 Sep 13	4 weeks ago 17/12/13	This week 14/1/14
<b>Liberal National</b>	<b>53.5%</b>	51%	<b>51%</b>
<b>Labor</b>	<b>46.5%</b>	49%	<b>49%</b>

NB. 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.

## Approval of Tony Abbott

Q. Do you approve or disapprove of the job Tony Abbott is doing as Prime Minister?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/independent	Tony Abbott as Opposition Leader 2 Sep 13	Tony Abbott as Prime Minister 24 Sep	22 Oct	12 Nov	10 Dec
<b>Total approve</b>	<b>47%</b>	<b>15%</b>	<b>87%</b>	<b>7%</b>	<b>31%</b>	<b>40%</b>	<b>41%</b>	<b>46%</b>	<b>45%</b>	<b>45%</b>
<b>Total disapprove</b>	<b>43%</b>	<b>75%</b>	<b>6%</b>	<b>88%</b>	<b>57%</b>	<b>49%</b>	<b>36%</b>	<b>35%</b>	<b>40%</b>	<b>46%</b>
Strongly approve	13%	2%	27%	-	3%	13%	14%	16%	14%	12%
Approve	34%	13%	60%	7%	28%	27%	27%	30%	31%	33%
Disapprove	18%	26%	5%	25%	38%	19%	13%	15%	19%	20%
Strongly disapprove	25%	49%	1%	63%	19%	30%	23%	20%	21%	26%
Don't know	11%	10%	7%	5%	13%	10%	23%	19%	16%	9%

47% (up 2%) approve of the job Tony Abbott is doing as Prime Minister and 43% (down 3%) disapprove. This represents an improvement in his rating as Prime Minister over the last five weeks from net -1 to net +4.

By gender - 51% (up 1%) of men approve and 41% (down 2%) disapprove; 41% (no change) of women approve and 44% (down 5%) disapprove.

## Approval of Bill Shorten

Q. Do you approve or disapprove of the job Bill Shorten is doing as Opposition Leader?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/ Independent	12 Nov	10 Dec
<b>Total approve</b>	<b>35%</b>	<b>55%</b>	<b>23%</b>	<b>41%</b>	<b>28%</b>	<b>31%</b>	<b>39%</b>
<b>Total disapprove</b>	<b>32%</b>	<b>15%</b>	<b>50%</b>	<b>17%</b>	<b>45%</b>	<b>27%</b>	<b>31%</b>
Strongly approve	5%	12%	1%	5%	2%	5%	7%
Approve	30%	43%	22%	36%	26%	26%	32%
Disapprove	20%	12%	26%	15%	34%	17%	19%
Strongly disapprove	12%	3%	24%	2%	11%	10%	12%
Don't know	32%	30%	27%	42%	28%	43%	31%

35% (down 4%) approve of the job Bill Shorten is doing as Opposition Leader and 32% (up 1%) disapprove. 32% could not give an opinion. This represents a decline in his rating as Opposition Leader over the last five weeks from net +8 to net +3.

By gender - 36% (down 4%) of men approve and 39% (up 4%) disapprove; 34% (down 2%) of women approve and 27% (no change) disapprove.

## Better Prime Minister

Q. Who do you think would make the better Prime Minister out of Tony Abbott and Bill Shorten?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/independent	22 Oct	12 Nov	10 Dec
Tony Abbott	<b>42%</b>	11%	84%	7%	28%	41%	42%	43%
Bill Shorten	<b>31%</b>	62%	3%	56%	25%	22%	27%	33%
Don't know	<b>27%</b>	27%	12%	37%	48%	37%	31%	24%

42% (down 1%) think Tony Abbott would make the better Prime Minister and 31% (down 2%) favour Bill Shorten. 27% (up 3%) could not make a choice.

Tony Abbott is favoured 49%/30% among men and 36%/31% among women.

## Fee for visiting a GP

Q. It has been proposed that the Federal Government introduce a \$6 fee for each visit to a general practitioner. Would you approve or disapprove of charging a \$6 fee to visit a doctor?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/independent
<b>Total approve</b>	<b>28%</b>	<b>18%</b>	<b>43%</b>	<b>22%</b>	<b>22%</b>
<b>Total disapprove</b>	<b>64%</b>	<b>78%</b>	<b>49%</b>	<b>68%</b>	<b>69%</b>
Strongly approve	7%	4%	13%	4%	5%
Approve	21%	14%	30%	18%	17%
Disapprove	23%	23%	24%	19%	18%
Strongly disapprove	41%	55%	25%	49%	51%
Don't know	8%	5%	8%	10%	10%

28% approve of the proposal to introduce a \$6 fee for visits to GP and 64% disapprove.

37% of those aged 55+ approve compared to 23% of those aged 18-34.

78% of those on low incomes (less than \$600 pw) disapprove compared to 61% of those on higher incomes (\$1,600+ pw)



## Australia Day

Q. Sunday 26th January is Australia Day with the public holiday on the Monday. Will you personally be doing anything to celebrate Australia Day or do you treat it as just a public holiday?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/independent	18 Jan 10	29 Jan 13
Doing something to celebrate Australia Day	<b>37%</b>	34%	42%	25%	37%	40%	41%
Just a public holiday	<b>44%</b>	46%	43%	54%	41%	40%	43%
Working – don't get the Australia Day holiday	<b>7%</b>	9%	6%	14%	8%	6%	7%
Don't know	<b>11%</b>	12%	9%	7%	14%	14%	9%

37% said they will be doing something to celebrate Australia Day, 44% treat Australia Day as just a public holiday and 7% are working because they don't get the Australia Day holiday. This represents a small fall in the percentage of those celebrating Australia Day since last year.

18-34 year olds were more likely than those in other age groups to be doing something to celebrate Australia Day (45%). 53% of those with university education treat it as just another public holiday.

## Date of Australia Day

Q. Australia Day is celebrated annually on 26<sup>th</sup> January, which is the anniversary of the 1788 arrival of the First Fleet of British ships at Sydney Cove, New South Wales. Do you approve or disapprove of holding Australia's national day on the 26<sup>th</sup> January?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/independent
<b>Total approve</b>	<b>66%</b>	<b>63%</b>	<b>78%</b>	<b>37%</b>	<b>61%</b>
<b>Total disapprove</b>	<b>7%</b>	<b>6%</b>	<b>4%</b>	<b>27%</b>	<b>8%</b>
Strongly approve	37%	34%	44%	18%	39%
Approve	29%	29%	34%	19%	22%
Neither approve nor disapprove	24%	28%	16%	27%	30%
Disapprove	5%	5%	3%	16%	4%
Strongly disapprove	2%	1%	1%	11%	4%
Don't know	3%	2%	2%	8%	1%

66% approve of celebrating Australia day on 26<sup>th</sup> January and only 7% disapprove. 24% neither approve nor disapprove.

Those most likely to disapprove were Greens voters (27%) and those with incomes under \$600 pw (13%).

## Support for republic at end of Queen's reign

Q. Would you support or oppose Australia becoming a republic at the end of the Queen's reign?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/independent	Aged 18-34	Aged 35-54	Aged 55+
<b>Total support</b>	<b>47%</b>	<b>58%</b>	<b>40%</b>	<b>56%</b>	<b>36%</b>	<b>44%</b>	<b>49%</b>	<b>47%</b>
<b>Total oppose</b>	<b>32%</b>	<b>25%</b>	<b>43%</b>	<b>22%</b>	<b>39%</b>	<b>28%</b>	<b>31%</b>	<b>42%</b>
Strongly support	21%	30%	13%	30%	16%	17%	22%	23%
Support	26%	28%	27%	26%	20%	27%	27%	24%
Oppose	15%	13%	20%	12%	16%	12%	15%	20%
Strongly oppose	17%	12%	23%	10%	23%	16%	16%	22%
No opinion	20%	17%	16%	22%	25%	29%	20%	11%

47% support Australia becoming a republic at the end of the Queen's reign and 32% oppose. 20% have no opinion on the question.

Those most supportive of becoming a republic were Labor voters (58%) Greens voters (56%), men (54%) and those with university education (58%).

By comparison, in response to the question "Are you in favour or against Australia becoming a republic?" polled in June 2012, 39% were in favour, 35% against and 27% had no opinion.

## 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.