

# The Essential Report

22 April 2014





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**Date:** 22 April 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 18<sup>th</sup> to 21<sup>st</sup> April 2014 and is based on 1,004 respondents.

Aside from the standard question on voting intention, this week's report includes questions on important election issues, Anzac day, cutting funding to the ABC and the age pension.

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 = 1,842 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 25/3/14	2 weeks ago 8/4/14	Last week 15/4/14	This week 22/4/14
Liberal		41%	40%	40%	<b>39%</b>
National		3%	3%	3%	<b>2%</b>
<b>Total Lib/Nat</b>	<b>45.6%</b>	<b>44%</b>	<b>42%</b>	<b>42%</b>	<b>41%</b>
<b>Labor</b>	<b>33.4%</b>	<b>37%</b>	<b>38%</b>	<b>37%</b>	<b>37%</b>
Greens	8.6%	9%	9%	10%	<b>11%</b>
Palmer United Party	5.5%	4%	3%	4%	<b>5%</b>
Other/Independent	6.9%	7%	8%	7%	<b>6%</b>

2 Party Preferred	Election 7 Sep 13	4 weeks ago 25/3/14	2 weeks ago 8/4/14	Last week 15/4/14	This week 22/4/14
<b>Liberal National</b>	<b>53.5%</b>	51%	49%	50%	<b>49%</b>
<b>Labor</b>	<b>46.5%</b>	49%	51%	50%	<b>51%</b>

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.

## Most important election issues

Q. Which are the three most important issues in deciding how you would vote at a Federal election?

	Total 22 Apr 14	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	23 Jul 13	30 Jul 12	6 June 11	25 Jan 10
Management of the economy	<b>54%</b>	43%	75%	22%	44%	45%	64%	61%	63%
Ensuring a quality education for all children	<b>27%</b>	35%	18%	38%	20%	25%	26%	26%	23%
Ensuring the quality of Australia's health system	<b>50%</b>	54%	43%	62%	52%	42%	47%	49%	48%
Protecting the environment	<b>13%</b>	12%	7%	42%	14%	12%	11%	15%	16%
A fair industrial relations system	<b>12%</b>	17%	11%	8%	12%	10%	12%	8%	na
Political leadership	<b>15%</b>	11%	24%	6%	13%	21%	25%	17%	23%
Addressing climate change	<b>10%</b>	13%	4%	28%	9%	11%	9%	15%	16%
Controlling interest rates	<b>9%</b>	9%	11%	2%	7%	13%	9%	13%	15%
Australian jobs and protection of local industries	<b>37%</b>	39%	37%	18%	37%	39%	41%	32%	33%
Ensuring a quality water supply	<b>4%</b>	5%	3%	3%	5%	3%	3%	5%	12%
Housing affordability	<b>17%</b>	18%	16%	13%	19%	17%	13%	16%	14%
Ensuring a fair taxation system	<b>20%</b>	19%	20%	9%	23%	20%	18%	17%	14%
Security and the war on terrorism	<b>5%</b>	3%	8%	3%	5%	8%	5%	8%	9%
Treatment of asylum seekers	<b>8%</b>	5%	5%	32%	9%	14%	10%	5%	na
Managing population growth	<b>9%</b>	6%	10%	8%	16%	9%	8%	12%	na

54% of people surveyed rated management of the economy as one of their three most important issues, followed by 50% ensuring the quality of Australia's health system, 37% Australian jobs and protection of local industries and 27% ensuring a quality education for all children.

Main changes since this question was asked last July - management of the economy up 9%, ensuring the quality of Australia's health system up 8%, political leadership down 6% and treatment of asylum seekers down 6%.

## Anzac Day

Q. Friday 25th April is Anzac Day. Which of the following best describes what you will do on Anzac Day?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Apr 13
Attend an Anzac Day event or march	21%	18%	22%	23%	35%	17%
Not attend an event but watch the march on TV	31%	31%	36%	26%	26%	36%
Nothing special - it's just a public holiday	27%	29%	26%	24%	20%	35%
Working – don't get the Anzac Day holiday	7%	7%	5%	11%	6%	7%
Don't know	14%	16%	11%	15%	13%	5%

21% of respondents said they would attend an Anzac day event and 31% said they would watch the march on TV. 34% said it was just a holiday or were working.

63% of those aged 55+ said they would be attending an event or watching on TV compared to 40% of those aged under 35. 36% of those aged under 35 say it is just a public holiday and 13% said they would be working.

(Last year's question was asked over the Anzac weekend, so is not strictly comparable - the "don't knows" are lower as some respondents completed the survey after Anzac Day.)

## Cutting funding to ABC

Q. *Would you approve or disapprove of cutting funding to the ABC?*

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total approve</b>	<b>21%</b>	<b>12%</b>	<b>37%</b>	<b>8%</b>	<b>15%</b>
<b>Total disapprove</b>	<b>61%</b>	<b>70%</b>	<b>43%</b>	<b>85%</b>	<b>75%</b>
Strongly approve	7%	2%	16%	3%	5%
Approve	14%	10%	21%	5%	10%
Disapprove	29%	29%	30%	12%	38%
Strongly disapprove	32%	41%	13%	73%	37%
Don't know	18%	19%	20%	7%	10%

61% disapprove (including 32% strongly disapprove) of cutting funding to the ABC and 21% approve.

Those most likely to disapprove were Greens voters (85%), other voters (75%) and Labor voters (70%). Liberal/National voters were split 37% approve and 43% disapprove.

Those aged 55+ were a little more likely to approve - 26% approve/60% disapprove. 28% of men approved compared to only 14% of women.

## Reason for cutting funding to ABC

Q. If the Federal Government cut funding to the ABC do you think it would be because:

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
The Government needs to reduce overall spending	45%	36%	64%	25%	39%
The Government doesn't like the ABC's news coverage	28%	38%	6%	65%	36%
The ABC has more than enough funding to do its job efficiently	10%	6%	17%	1%	7%
Don't know	18%	20%	13%	9%	18%

45% think that funding cuts to the ABC would be made because the Government needs to reduce overall spending and 28% think it would be because the Government doesn't like the ABC's news coverage.

Those more likely to think it would be because the Government doesn't like the ABC's news coverage were Greens voters (65%), Labor voters (38%), income less than \$600pw (38%) and university educated (34%).



## Raising pension age

Q. *Would you approve or disapprove of raising the pension age to 70?*

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total approve</b>	<b>20%</b>	<b>14%</b>	<b>31%</b>	<b>15%</b>	<b>20%</b>
<b>Total disapprove</b>	<b>71%</b>	<b>80%</b>	<b>60%</b>	<b>72%</b>	<b>73%</b>
Strongly approve	4%	5%	6%	2%	4%
Approve	16%	9%	25%	13%	16%
Disapprove	31%	26%	33%	41%	32%
Strongly disapprove	40%	54%	27%	31%	41%
Don't know	9%	6%	9%	12%	6%

71% disapprove of raising the pension age to 70 and 20% approve.

Although a majority of all demographic and voters groups disapproved, those more likely to approve were Liberal/National voters (31%), men (26%) and aged 65+ (32%).

Those more likely to disapprove were women (77%) and aged 45-64 (81%).

## Pension age

Q. At what age do you think Australians should be able to receive the age pension?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Less than 65	<b>14%</b>	16%	13%	9%	14%
65	<b>58%</b>	60%	54%	61%	59%
66	<b>2%</b>	2%	1%	1%	3%
67	<b>8%</b>	8%	9%	12%	4%
68	<b>3%</b>	1%	3%	3%	3%
69	<b>1%</b>	1%	1%	-	1%
70	<b>10%</b>	7%	15%	6%	10%
Don't know	<b>5%</b>	4%	3%	9%	5%

72% believe that Australians should be able to receive the age pension at 65 or younger. Only 10% think they should have to wait till 70 to receive the pension.

A majority of all demographic and voter groups think the eligible age should be 65 or less. The most divided group was aged 65+, with 53% nominating 65 or less and 46% nominating an age over 65.

## Pension assets test

Q. Would you approve or disapprove of including the value of the family home in the assets test for eligibility for the age pension?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total approve</b>	<b>26%</b>	<b>27%</b>	<b>29%</b>	<b>21%</b>	<b>26%</b>
<b>Total disapprove</b>	<b>64%</b>	<b>65%</b>	<b>60%</b>	<b>66%</b>	<b>67%</b>
Strongly approve	7%	8%	6%	6%	12%
Approve	19%	19%	23%	15%	14%
Disapprove	26%	26%	24%	33%	27%
Strongly disapprove	38%	39%	36%	33%	40%
Don't know	11%	8%	12%	11%	7%

64% disapprove of including the value of the family home in the assets test for eligibility for the age pension and 26% approve.

Although a majority of all demographic and voter groups disapproved, those more likely to approve were aged under 35 (36%) and university educated (30%).

82% of those aged 55-64 disapprove.

## 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.