

The Essential Report

5 August 2014





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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 31st July to 3rd August 2014 and is based on 1,025 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the Malaysia Airlines disaster, relationships with other countries, unemployment benefits and Joe Hockey.

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 = 1,873 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 8/7/14	2 weeks ago 22/7/14	Last week 29/7/14	This week 5/8/14
Liberal		36%	36%	38%	39%
National		3%	3%	2%	2%
Total Lib/Nat	45.6%	39%	39%	41%	41%
Labor	33.4%	40%	39%	38%	39%
Greens	8.6%	9%	9%	9%	9%
Palmer United Party	5.5%	6%	6%	5%	4%
Other/Independent	6.9%	7%	7%	7%	7%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 8/7/14	2 weeks ago 22/7/14	Last week 29/7/14	This week 5/8/14
Liberal National	53.5%	47%	48%	49%	49%
Labor	46.5%	53%	52%	51%	51%

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.

Actions on Ukraine air disaster

Q. Do you approve or disapprove of the following actions Australia is taking or might take to secure and search the Malaysia Airlines crash site in Ukraine?

	Total approve	Total disapprove	Strongly approve	Approve	Disapprove	Strongly disapprove	Don't know
Sending unarmed Australian Federal Police to secure and search the crash site	51%	38%	17%	34%	23%	15%	11%
Sending armed Australian Federal Police to secure and search the crash site	64%	25%	25%	39%	16%	9%	11%
Sending armed Australian Federal Police to secure and search the crash site without the agreement of the Ukraine Government	26%	60%	10%	16%	29%	31%	13%

51% approve of sending unarmed Australian Federal Police to secure and search the Malaysia Airlines crash site and 64% approve sending armed forces. However, only 26% approve sending armed forces without the agreement of the Ukraine Government - and 60% disapprove.

Liberal/National voters were more likely to approve of each action - 57% approve of unarmed forces, 71% approve armed forces and 37% approve armed forces without agreement.

There was a significant split on gender on approval of sending unarmed forces - 58% of men and 42% of women.

Relationships with other countries

Q. Do you think Australia currently has good or poor relationships with the following countries?

	Total good	Total poor	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
USA	88%	2%	43%	45%	7%	1%	1%	3%
New Zealand	87%	2%	50%	37%	7%	1%	1%	4%
United Kingdom	86%	2%	43%	43%	8%	1%	1%	4%
Japan	68%	5%	18%	50%	18%	4%	1%	8%
China	65%	7%	10%	55%	22%	6%	1%	6%
India	48%	9%	6%	42%	34%	8%	1%	10%
Indonesia	31%	30%	4%	27%	33%	25%	5%	6%
Russia	10%	48%	1%	9%	32%	33%	15%	10%

More than eight in ten think that Australia has good relationships with USA, New Zealand and United Kingdom. About two thirds think relationships with China and Japan are good.

There were mixed opinions on the relationship with Indonesia (31% good/30% poor) and only 10% thought our relationship with Russia is “good”.

Unemployment benefits - job applications

Q. Do you approve or disapprove of the Government's proposal to require people receiving unemployment benefits to apply for 40 jobs a month?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	44%	31%	63%	33%	38%
Total disapprove	48%	63%	30%	63%	57%
Strongly approve	21%	13%	32%	13%	21%
Approve	23%	18%	31%	20%	17%
Disapprove	25%	27%	21%	23%	31%
Strongly disapprove	23%	36%	9%	40%	26%
Don't know	7%	6%	7%	4%	4%

44% approve of the Government's proposal to require people receiving unemployment benefits to apply for 40 jobs a month and 48% disapprove.

Those most likely to approve were aged under 35 (52%), Liberal/National voters (63%) and full-time workers (49%).

Those most likely to disapprove were aged 45-64 (57%), Labor voters (63%) and incomes under \$1,000pw (58%).

Unemployment benefits - community service

Q. Do you approve or disapprove of the Government's proposal to require people receiving unemployment benefits to carry out up to 25 hours a week of community service?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	68%	53%	85%	53%	67%
Total disapprove	25%	40%	8%	38%	27%
Strongly approve	31%	22%	44%	21%	24%
Approve	37%	31%	41%	32%	43%
Disapprove	14%	20%	7%	17%	18%
Strongly disapprove	11%	20%	1%	21%	9%
Don't know	8%	8%	6%	8%	6%

68% approve of the Government's proposal to require people receiving unemployment benefits to carry out up to 25 hours a week of community service and 25% disapprove

Those most likely to approve were aged 55+ (81%) and Liberal/National voters (85%).

Those most likely to disapprove were aged under 25 (35%), Labor voters (40%) and incomes under \$600pw (39%).

Approval of Joe Hockey

Q. Do you approve or disapprove of the job Joe Hockey is doing as Treasurer?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/Independent	Nov 13
Total approve	35%	11%	71%	7%	25%	45%
Total disapprove	44%	72%	13%	67%	52%	28%
Strongly approve	11%	2%	24%	1%	7%	13%
Approve	24%	9%	47%	6%	18%	32%
Disapprove	20%	30%	9%	26%	23%	15%
Strongly disapprove	24%	42%	4%	41%	29%	13%
Don't know	21%	17%	16%	27%	22%	27%

35% approve of the job Joe Hockey is doing as Treasury and 44% disapprove. 21% could not give an opinion.

This represents a change in net rating from +17 to -9 since this question was asked in November.

By gender - 40% (-12) of men approve and 46% (+15) disapprove; 30% (-8) of women approve and 43% (+18) disapprove.

Trust most to handle the economy

Q. Who would you trust most to handle Australia's economy – The Treasurer Joe Hockey or the Shadow Treasurer Chris Bowen?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/Independent
Joe Hockey	34%	7%	73%	10%	19%
Chris Bowen	23%	44%	4%	43%	22%
Don't know	43%	49%	23%	47%	59%

34% have more trust in Joe Hockey to handle Australia's economy and 23% have more trust in Chris Bowen. 43% don't know who they would trust more.

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.