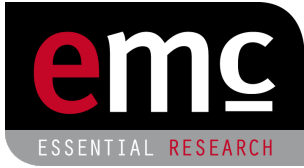


The Essential Report

27 January 2015





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Date: 27 January 2015

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 23rd to 26th January 2015 and is based on 1,020 respondents.

Aside from the standard question on voting intention, this week's report includes questions on Government's handling of issues, asylum seekers, renewable energy and Australia Day.

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 = 1,774 respondents

First preference/leaning to	Election 7 Sep 13	Last week 20/1/14	This week 27/01/15
Liberal		36%	36%
National		4%	3%
Total Liberal/National	45.6%	40%	39%
Labor	33.4%	40%	41%
Greens	8.6%	10%	9%
Palmer United Party	5.5%	2%	2%
Other/Independent	6.9%	9%	9%

2 Party Preferred	Election 7 Sep 13	Last week 20/1/14	This week 27/01/15
Liberal National	53.5%	47%	46%
Labor	46.5%	53%	54%

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.

Government's handling of issues

Q. How would you rate the Federal Liberal-National Government for the way they have handled the following issues?

	Total good	Total poor	Net score	Very good	Good	Average	Poor	Very poor	Don't know	Net Feb 2014	Net Sept 2014
Relations with other countries	33%	28%	+5	9%	24%	32%	14%	14%	7%	-3	+15
Supporting Australian businesses	26%	31%	-5	5%	21%	34%	16%	15%	10%	-7	-5
Treatment of asylum seekers	33%	39%	-6	13%	20%	20%	13%	26%	8%	+1	-3
Managing the economy	26%	40%	-14	6%	20%	28%	20%	20%	6%	+3	-6
Industrial relations	21%	36%	-15	4%	17%	32%	16%	20%	11%	-12	-16
Protecting the environment	19%	42%	-23	4%	15%	31%	15%	27%	9%	-10	-18
Supporting Australian jobs	19%	43%	-24	4%	15%	30%	20%	23%	7%	-19	-21
Education and schools	21%	45%	-24	4%	17%	27%	21%	24%	7%	-7	-22
Climate change	19%	46%	-27	5%	14%	25%	14%	32%	9%	-15	-27
Social welfare	19%	47%	-28	4%	15%	26%	22%	25%	8%	-12	-26
Health services	18%	49%	-31	3%	15%	26%	21%	28%	7%	-13	-27

The Government received negative ratings for all issues except relations with other countries (net +5).

Highest negative ratings were given for health services (18% good/49% poor), social welfare (19%/47%), climate change (19%/46%), education and schools (21%/45%), supporting Australian jobs (19%/43%) and protecting the environment (19%/42%).

Since this question was asked in September there has been a significant decrease for relations with other countries (net score down 10), managing the economy (down 8) and protecting the environment (down 5).

Government handling of asylum seekers issue

Q. How would you rate the performance of the Federal Liberal/National Government in handling the issue of asylum seekers arriving by boat?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Mar 2014	Jul 2014
Total good	38%	22%	72%	6%	40%	39%	41%
Total poor	36%	53%	8%	80%	35%	38%	35%
Very good	20%	8%	44%	2%	19%	18%	24%
Good	18%	14%	28%	4%	21%	21%	17%
Neither good nor poor	19%	19%	19%	10%	21%	18%	18%
Poor	15%	20%	7%	19%	19%	15%	12%
Very poor	21%	33%	1%	61%	16%	23%	23%
Don't know	7%	6%	2%	3%	4%	5%	7%

38% (down 3% since last July) think the Government's performance in handling the issue of asylum seekers arriving by boat has been good and 36% (up 1%) think it has been poor.

Those most likely to think it has been good were Liberal/National voters (72%), men (46%) and aged 55+ (54%).

Those most likely to think it has been poor were Labor voters (53%) and Greens voters (80%).

Too soft or too tough on asylum seekers

Q. Do you think the Federal Liberal/National Government is too tough or too soft on asylum seekers or is it taking the right approach?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Oct 2010	Jul 2012	Jan 2014	Mar 2014	Jul 2014
Too tough	26%	39%	6%	78%	19%	7%	12%	22%	25%	27%
Too soft	23%	25%	20%	10%	30%	63%	60%	25%	28%	18%
Taking the right approach	35%	19%	64%	3%	38%	18%	11%	35%	34%	36%
Don't know	16%	17%	9%	8%	13%	12%	17%	18%	13%	18%

23% think the Government is too soft on asylum seekers, 26% think they are too tough and 35% think they are taking the right approach.

Since this question was last asked in July, those thinking the Government are too soft has increased a little from 18% to 23%.

Those most likely to think they are taking the right approach were Liberal/National voters (64%) and aged 55+ (47%).

Support for sending asylum seekers to Cambodia

Q. The Government recently made an agreement to send asylum seekers arriving by boat in Australia to Cambodia in exchange for increased foreign aid. Do you support or oppose this agreement?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total support	44%	36%	67%	10%	41%
Total oppose	32%	42%	12%	71%	37%
Strongly support	11%	8%	19%	2%	9%
Support	33%	28%	48%	8%	32%
Oppose	17%	21%	9%	28%	23%
Strongly oppose	15%	21%	3%	43%	14%
Don't know	24%	21%	21%	19%	22%

44% support the Government's agreement to send asylum seekers to Cambodia and 32% oppose.

Those most likely to support were Liberal/National voters (67%) and men (50%).

Those most likely to oppose were Greens voters (71%) and Labor voters (42%).

Renewable energy use

Q. Does your household have the following?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Solar rooftop panels	27%	29%	28%	28%	30%
Solar hot water	17%	18%	16%	20%	20%
A “green energy” option from your power provider	22%	24%	20%	34%	18%

27% of respondents said they had solar rooftop panels, 17% have solar hot water and 22% have a “green energy” option from their power provider.

Those more likely to have solar rooftop panels were aged 55+ (34%) and live in Queensland (36%).

Those more likely to have solar hot water were aged 55+ (22%).

Those more likely to have “green power” were Greens voters (34%) and live in Victoria (30%).

Consider renewable energy

Q. Are you considering obtaining any of the following in the next twelve months?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Solar rooftop panels	14%	14%	11%	36%	14%
Solar hot water	10%	12%	8%	15%	7%
A “green energy” option from your power provider	6%	6%	3%	21%	2%

Note: percentages based on those who do not currently have/use

14% said they were considering obtaining solar panels in the next twelve months, 10% were considering solar hot water and 6% were considering “green energy”.

Those more likely to be considering solar rooftop panels were on incomes over \$1,600 pw (21%) and Greens voters (36%). Those more likely to be considering “green energy” were and Greens voters (21%).

Australia Day

Q. Monday 26th January is Australia Day. 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	Jan 2010	Jan 2013	Jan 2014
Doing something to celebrate Australia Day	40%	37%	45%	25%	47%	40%	41%	37%
Just a public holiday	41%	44%	35%	61%	34%	40%	43%	44%
Working – don't get the Australia Day holiday	7%	7%	8%	6%	6%	6%	7%	7%
Don't know	12%	12%	12%	8%	13%	14%	9%	11%

40% said they will be doing something to celebrate Australia Day, 41% 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 rise in the percentage of those celebrating Australia Day since last year.

Those aged 55+ were more likely than those in other age groups to be doing something to celebrate Australia Day (45%). 50% of those with university education and 47% of those aged 25-44 treat it as just another public holiday.

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.