



**23 April 2012**



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With data supplied by



## **About the 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 between the 18<sup>th</sup> and 22<sup>nd</sup> April and is based on 1,031 respondents.

Aside from the standard question on voting intention, this week's report includes questions on Bob Brown, party leadership, the mining boom, the mining tax and competition between the states.

The methodology used to carry out this research is available 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 = 1,892 respondents*

First preference/leaning to	Election 21 Aug 10	4 weeks ago 26/3/12	2 weeks ago 10/4/12	Last week 16/4/12	This week 23/4/12
Liberal		45%	47%	45%	45%
National		3%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>47%</b>	<b>50%</b>	<b>48%</b>	<b>49%</b>
<b>Labor</b>	<b>38.0%</b>	<b>34%</b>	<b>31%</b>	<b>31%</b>	<b>31%</b>
Greens	11.8%	10%	11%	11%	11%
Other/Independent	6.6%	9%	9%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	<b>49.9%</b>	<b>54%</b>	<b>57%</b>	<b>56%</b>	<b>56%</b>
Labor	<b>50.1%</b>	<b>46%</b>	<b>43%</b>	<b>44%</b>	<b>44%</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 2010 election.



## **Approval of Bob Brown**

*Q. Last week Bob Brown resigned from Parliament and the leadership of the Greens, after 16 years as a member of the Senate. Do you approve or disapprove of the performance of Bob Brown over his 16 years in Parliament?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total approve</b>	<b>42%</b>	<b>60%</b>	<b>24%</b>	<b>89%</b>
<b>Total disapprove</b>	<b>34%</b>	<b>15%</b>	<b>56%</b>	<b>1%</b>
Strongly approve	9%	14%	3%	38%
Approve	33%	46%	21%	51%
Disapprove	19%	13%	29%	1%
Strongly disapprove	15%	2%	27%	-
Don't know	24%	25%	20%	10%

42% approve the performance of Bob Brown over his 16 years in Parliament and 34% disapprove. A majority of Greens voters (89%) and Labor voters (60%) approve but 56% of Liberal/National voters disapprove.

Men split 40% approve/41% disapprove compared to women 43% approve/28% disapprove.

By age group, approval/disapproval was 46%/21% for under 35's, 43%/31% for 35-54's and 35%/56% for 55+.



## **Best Leader of the Labor Party**

*Q. Which of the following do you think would make the best leader of the Labor Party?*

	<b>30 May 2011</b>	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Julia Gillard	23%	16%	40%	4%	21%
Kevin Rudd	32%	31%	33%	32%	32%
Wayne Swan	2%	4%	6%	4%	5%
Greg Combet	4%	2%	1%	2%	2%
Bill Shorten	3%	6%	8%	5%	3%
Someone else	19%	23%	6%	33%	18%
Don't know	17%	17%	6%	19%	19%

33% think Kevin Rudd would make the best leader of the Labor Party and 16% prefer Julia Gillard. This represents declines of 1% for Kevin Rudd and 7% for Julia Gillard since this question was asked nearly 12 months ago. Those selecting “someone else” has increased from 19% to 23%.

Julia Gillard is preferred by 40% of Labor voters compared to 33% for Kevin Rudd. Men prefer Kevin Rudd over Julia Gillard 33% to 16% and women by 28% to 17%.



## **Best Leader of the Liberal Party**

*Q. Which of the following do you think would make the best leader of the Liberal Party?*

	<b>27 Sep 2010</b>	<b>28 Feb 2011</b>	<b>30 May 2011</b>	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Tony Abbott	26%	24%	22%	23%	11%	39%	3%
Malcolm Turnbull	20%	18%	25%	30%	37%	26%	53%
Joe Hockey	15%	16%	17%	14%	12%	17%	12%
Julie Bishop	5%	4%	3%	5%	4%	5%	5%
Andrew Robb	na	1%	1%	1%	2%	1%	-
Someone else	na	14%	13%	12%	16%	6%	18%
Don't know	33%	22%	19%	16%	18%	7%	10%

30% (+5%) think Malcolm Turnbull would make the best leader of the Liberal Party, 23% (+1%) prefer Tony Abbott and 14% (-3%) Joe Hockey.

Among Liberal/National voters, 39% (-1%) prefer Tony Abbott, 26% (+7%) Malcolm Turnbull and 17% (-5%) Joe Hockey.

Malcolm Turnbull is preferred by 33% of men and 28% of women, Tony Abbott by 26% of men and 19% of women.



## **Personal Benefit from Mining Boom**

*Q. How much have you personally benefited from Australia's mining boom?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
A lot	2%	3%	2%	1%
Somewhat	5%	8%	4%	2%
A little	12%	14%	12%	11%
Not at all	66%	62%	70%	67%
Don't know	14%	13%	12%	19%

Only 7% think they have benefited a lot or somewhat from Australia's mining boom. 78% believe they have benefited a little or not at all.

Those most likely to say they have not benefited at all were women (71%), aged 55+ (74%) and those on incomes under \$600 pw (72%).



## **Mining Companies' Tax**

*Q. Overall, do you think mining companies pay too much tax, not enough tax or about the right amount of tax?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Pay too much tax	11%	8%	15%	2%
Don't pay enough tax	37%	54%	25%	63%
Pay about the right amount of tax	27%	18%	37%	6%
Don't know	25%	20%	22%	29%

37% think mining companies don't pay enough tax, 27% think they pay about the right amount and 11% think they pay too much.

Groups most likely to think they don't pay enough were men (42%), aged 35-54 (41%) and those earning over \$1,600 pw (44%).





## Opinion of Mining Tax

*Q. Do you approve or disapprove of the proposed mining tax (called the Minerals Resource Rent Tax) on large profits of mining companies?*

	<b>12 Jul 2010</b>	<b>5 Sep 2011</b>	<b>21 Nov</b>	<b>20 Feb 2012</b>	<b>12 Mar 2012</b>	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total approve</b>	<b>50%</b>	<b>46%</b>	<b>51%</b>	<b>55%</b>	<b>52%</b>	<b>51%</b>	<b>77%</b>	<b>35%</b>	<b>77%</b>
<b>Total disapprove</b>	<b>28%</b>	<b>34%</b>	<b>33%</b>	<b>28%</b>	<b>34%</b>	<b>29%</b>	<b>8%</b>	<b>50%</b>	<b>7%</b>
Strongly approve	13%	18%	18%	23%	20%	19%	36%	8%	41%
Approve	37%	28%	33%	32%	32%	32%	41%	27%	36%
Disapprove	18%	18%	20%	17%	22%	20%	6%	33%	7%
Strongly disapprove	10%	16%	13%	11%	12%	9%	2%	17%	-
Don't know	22%	19%	15%	17%	14%	20%	16%	15%	16%

51% approve the Government's proposed mining tax and 29% disapprove. This represents a strengthening in support over the last 6 weeks (from net +18% to net +22%).

Labor voters (77%) and Greens voters (77%) strongly support the tax - but Liberal/National voters disapprove 50% to 35%.

## **State Government - Co-operate or Compete**

*Q. When it comes to business expansion and investment in Australia, do you think that State Governments should co-operate with each other to attract business and investment or should they compete for business and investment by offering lower taxes and less regulation?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Should co-operate	67%	74%	64%	78%
Should compete	17%	16%	23%	5%
Don't know	15%	10%	14%	16%

67% believe that State Governments should co-operate with each other to attract business and investment and 17% think they should compete for business and investment by offering lower taxes and less regulation.

23% of Liberal/National voters, 21% of men and 21% of NSW respondents think they should compete. Those most likely to think they should co-operate were Greens voters (78%), Labor voters (74%) and Queensland respondents (73%).



## **Appendix One – Methodology**

The data gathered for this report is gathered from a weekly online omnibus conducted by Your Source. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. 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. Senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behavior.

Essential Research has been utilizing the Your Source online panel to conduct research on a week by week basis since November 2007. Each Monday, the team at Essential Media Communications discusses issues that are topical. From there a series of questions are devised to put to the Australian public. Some questions are repeated each week (such as political preference and social perspective), while others are unique to each week and reflect prominent 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 panelist 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+ responses. 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.

EMC 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.

