



EssentialReport

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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 25th and 29th April and is based on 1,051 respondents.

Aside from the standard question on voting intention, this week's report includes questions on holding a new election, Government regulation, aged care reforms, Joe Hockey's statement on "entitlement" and spending on aid.

The methodology used to carry out this research is available in the appendix on page 13.

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 = 1,910 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 2/4/12	Last week 16/4/12	This week 23/4/12	This week 30/4/12
Liberal		46%	45%	45%	46%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	48%	48%	49%	50%
Labor	38.0%	33%	31%	31%	31%
Greens	11.8%	11%	11%	11%	11%
Other/Independent	6.6%	8%	9%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	55%	56%	56%	57%
Labor	50.1%	45%	44%	44%	43%

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. These figures have a confidence interval of approx. + or - 2%.



Next Election

Q. Do you think the Labor Government should run its full term until 2013 when the next Federal election is due or should a new election be held now?

	5 Sept 11	5 Dec 11	30 Jan 12	5 Mar 12	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Should run to 2013	40%	47%	48%	46%	48%	87%	21%	74%
Should hold election now	48%	41%	41%	44%	42%	7%	75%	20%
Don't know	12%	12%	10%	10%	10%	5%	5%	6%

48% think the Labor Government should run its full term until the 2013 election and 42% think an election should be held now.

10% don't know.

Opinions have shifted a little toward having an election now since this question was polled in March 2012.



Government Regulation

Q. Do you approve or disapprove of Governments making laws to regulate the following?

	Total approve	Total disapprove	Strongly approve	Approve	Disapprove	Strongly disapprove	Don't know
Wearing seatbelts in cars	97%	2%	74%	23%	2%	*	1%
Wearing bike helmets	94%	6%	65%	29%	5%	1%	1%
Personal use of recreational drugs	59%	34%	32%	27%	19%	15%	7%
Smoking in public places	67%	30%	40%	27%	16%	14%	3%
Buying and consuming alcohol	69%	26%	26%	43%	19%	7%	5%
Shopping hours	56%	38%	16%	40%	28%	10%	6%
Cigarette packaging	64%	29%	35%	29%	16%	13%	6%
Junk food advertising	66%	28%	29%	37%	19%	9%	6%
Films (i.e. censorship)	62%	31%	20%	42%	20%	11%	7%
The internet	49%	43%	19%	30%	23%	20%	8%

For each of the areas listed above (except for 'the internet') more than half of respondents approve of Governments making laws to regulate the area.

The highest levels of approval were for 'wearing seatbelts in cars' (97% approve) and 'wearing bike helmets' (94% approve).

The highest levels of disapproval were for 'the internet' (43% disapprove) and 'shopping hours' (38% disapprove).

Most Important Factor in Government Regulation

Q. What should be the most important factor Governments consider in relation to regulating each of these issues - protecting rights and freedom, protecting people's health and safety or managing the cost to taxpayers (e.g. health costs of drug/alcohol/tobacco use)?

	Protecting rights and freedom	Protecting people's health and safety	Managing the cost to taxpayers	Don't know
Wearing seatbelts in cars	5%	91%	3%	2%
Wearing bike helmets	6%	89%	3%	2%
Personal use of recreational drugs	18%	61%	12%	9%
Smoking in public places	19%	67%	9%	5%
Buying and consuming alcohol	25%	58%	11%	6%
Shopping hours	55%	11%	16%	19%
Cigarette packaging	16%	61%	14%	8%
Junk food advertising	16%	66%	11%	8%
Films (i.e. censorship)	59%	19%	7%	15%
The internet	62%	18%	6%	15%

For most of the areas listed above, the majority of respondents thought the most important factor for Governments to consider was 'protecting people's health and safety'.

The three areas where respondents thought that it was more important to consider 'protecting rights and freedoms' were 'the internet' (62%), 'films' (59%) and 'shopping hours' (55%).

'Managing the cost to tax payers' was not considered to be an important factor by most respondents.



Awareness of Aged Care Reforms

Q. The Federal Government recently announced changes to aged care which included extra funding, better access to aged care services, capping costs of aged care accommodation and in-home care and means testing aged care accommodation costs. How much have you read or heard about those aged care changes?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
A lot	7%	11%	7%	4%
Some	26%	31%	26%	26%
A little	32%	28%	35%	32%
Nothing	30%	25%	28%	37%
Don't know	5%	4%	5%	1%

Just 7% of respondents claim to have read or heard 'a lot' about the recent Federal Government changes to aged care. A further 26% have read or heard 'some'.

32% of respondents have read or heard 'a little' while 30% have read or heard 'nothing'.

Labor voters were more likely to have read or heard 'a lot' (11%) or 'some' (31%).

There were no significant differences based on gender.

Older respondents were more likely to state that they had read or heard 'some' about the aged care changes (33% of those aged 55-64 and 39% of those aged 65+).



Opinion of Aged Care Reforms

Q. Do you approve or disapprove of the Government's changes to aged care?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total approve	61%	71%	56%	68%
Total disapprove	7%	4%	10%	5%
Strongly approve	16%	24%	11%	20%
Approve	45%	47%	45%	48%
Disapprove	6%	3%	9%	3%
Strongly disapprove	1%	1%	1%	2%
Don't know	33%	25%	34%	28%

61% of respondents approve of the Government's changes to aged care. Just 7% disapprove.

Labor voters were more likely to approve (71%); however approval rates were still high for Lib/Nat voters (54%).

Females (65%) were more likely than males (56%) to approve of the changes.

Older respondents were also more likely to approve of the changes (78% of those aged 55-64 and 71% of those aged 65+).



Party Trust Most on Aged Care

Q. Which party would you trust most to provide aged care services?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Labor Party	31%	77%	6%	46%
Liberal Party	27%	-	58%	7%
No difference	30%	17%	26%	43%
Don't know	12%	6%	10%	4%

There was very little difference between the parties as to who respondents would trust more to provide aged care services – 31% selected Labor, 27% selected the Liberal Party and 30% said there was no difference.

Respondents tended to follow party lines in terms of which party they would trust most to deliver aged care services. However a large proportion of Labor (17%), Liberal (26%) and Green (43%) voters said there was no difference between the parties.

Males (32%) were more likely than females (22%) to most trust the Liberal party.



Joe Hockey Statement

Q. The Shadow Treasurer Joe Hockey recently said people in Western countries have an attitude of “entitlement” and expect the Government to provide assistance and subsidies for things like education, health, income support, retirement benefits, unemployment benefits. Do you agree or disagree that people in Australia receive too much Government assistance?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total agree	39%	27%	54%	19%
Total disagree	33%	55%	20%	58%
Strongly agree	14%	10%	21%	3%
Agree	25%	17%	33%	16%
Neither agree nor disagree	23%	21%	23%	23%
Disagree	18%	22%	13%	31%
Strongly disagree	15%	23%	7%	27%
Don't know	5%	7%	3%	-

Respondents were somewhat evenly split on their response to this question – 39% agree that people in Australia receive too much Government assistance while 33% disagree.

23% neither agree nor disagree and 5% don't know.

Lib/Nat voters were significantly more likely to agree that people in Australia receive too much Government assistance (54%). Labor (55%) and Green (58%) voters were more likely to disagree.

Males (44%) were far more likely than females (32%) to agree that people in Australia receive too much Government assistance.

Those aged 65+ were also more likely to agree with this statement (48%), however those aged 55-64 were less likely (34%).



Australian Spend on Aid

Q. In 2000 John Howard signed the Millennium Declaration committing Australia to spend 0.7% of Gross National Income on aid (the equivalent of 70 cents in every \$100 earned in the economy). How much do you think Australia spent on aid in 2011?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
0.35	13%	15%	12%	16%
0.5	12%	10%	16%	14%
0.7	7%	10%	7%	8%
More than 0.7	24%	28%	25%	20%
Don't know	44%	37%	40%	42%

When asked how much of Australia's Gross National Income is spent on aid, the largest proportion of respondents stated 'don't know' (44%).

The next largest proportion (24%) said that it was more than the 0.7 committed in the Millennium Declaration.

13% said that Australia spent 0.35 on aid, and 12% said 0.5. Just 7% said 0.7.

There was little difference across voting intention.

Females (48%) were more likely than males (39%) to select 'don't know'.



Australian Commitment to Aid

Q. The bipartisan commitment on aid says Australia will allocate 0.5% of Gross National Income (50 cents of every \$100 earned in Australia) by 2015. Considering Australia gave 0.35% in 2011, do you think Australia should meet this commitment?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Should commit 0.5%	37%	46%	29%	62%
Should not commit 0.5%	35%	25%	46%	15%
Don't know	29%	28%	25%	23%

The respondents were quite evenly split in their response to this question – 37% think Australia should commit 0.5% by 2015, 35% think that Australia should not commit to 0.5% by 2015 and 29% don't know.

Lib/Nat voters were more likely to state that Australia should not commit to 0.5% (46%). Green voters were more likely to state that Australia should commit to 0.5% (62%).

Males (40%) were more likely than females (29%) to think that Australia should not commit to 0.5%. Females (33%) were more likely than males (24%) to select 'don't know'.

Those aged 18-24 were more likely to think that Australia should commit to 0.5% (48%).

Those in QLD were more likely to think Australia should not commit to 0.5% (43%).



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.

