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15 – 31 Pelham Street
Carlton
Victoria 3053
Phone 03 9929 9903
Mobile 0416 121 969

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 9th and 13th May and is based on 1,044 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leadership and the Federal budget.

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 = 1,904 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 16/4/12	2 weeks ago 30/4/12	Last week 7/5/12	This week 14/5/12
Liberal		45%	46%	47%	47%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	48%	50%	50%	50%
Labor	38.0%	31%	31%	29%	30%
Greens	11.8%	11%	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	49.9%	56%	57%	58%	57%
Labor	50.1%	44%	43%	42%	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 estimates have a confidence interval of approx. + or - 2%.



Approval of Julia Gillard

Q. Do you approve or disapprove of the job Julia Gillard is doing as Prime Minister?

	19 Jul 2010	20 Dec 2010	14 Mar 2011	14 June	12 Sept	12 Dec	16 Jan 2012	13 Feb	12 Mar	16 Apr	14 May
Total approve	52%	43%	41%	34%	28%	34%	37%	36%	32%	32%	31%
Total disapprove	30%	40%	46%	54%	64%	54%	52%	53%	61%	58%	60%
Strongly approve	11%	10%	7%	6%	5%	6%	6%	6%	8%	7%	5%
Approve	41%	33%	34%	28%	23%	28%	31%	30%	24%	25%	26%
Disapprove	17%	24%	22%	29%	28%	25%	27%	26%	29%	31%	26%
Strongly disapprove	13%	16%	24%	25%	36%	29%	25%	27%	32%	27%	34%
Don't know	18%	17%	13%	13%	8%	11%	12%	11%	7%	10%	10%

Julia Gillard's approval rating has changed little since last month. 31% (down 1%) approve of the job Julia Gillard is doing as Prime Minister and 60% (up 2%) disapprove – a change in net rating from -26 to -29 over the last 4 weeks.

69% of Labor voters approve (up 2%) and 24% disapprove (up 3%).

By gender – men 31% approve/61% disapprove, women 30% approve/58% disapprove.



Approval of Tony Abbott

Q. Do you approve or disapprove of the job Tony Abbott is doing as Opposition Leader?

	18 Jan 2010	5 Jul 2010	20 Dec 2010	14 Mar 2011	14 June	12 Sept	12 Dec	16 Jan 2012	13 Feb	12 Mar	16 Apr	14 May
Total approve	37%	37%	39%	38%	38%	39%	32%	35%	35%	36%	38%	36%
Total disapprove	37%	47%	39%	47%	48%	50%	53%	51%	53%	52%	50%	53%
Strongly approve	5%	8%	9%	7%	6%	8%	6%	7%	6%	7%	7%	7%
Approve	32%	29%	30%	31%	32%	31%	26%	28%	29%	29%	31%	29%
Disapprove	20%	23%	21%	24%	25%	23%	25%	25%	23%	23%	23%	24%
Strongly disapprove	17%	24%	18%	23%	23%	27%	28%	26%	30%	29%	27%	29%
Don't know	26%	16%	22%	16%	15%	11%	14%	13%	12%	12%	13%	11%

Tony Abbott's approval rating has declined a little over the last month. 36% (down 2%) approve of the job Tony Abbott is doing as Opposition Leader and 53% (up 3%) disapprove – a change in net rating from -12 to -17 over the last 4 weeks.

71% (down 1%) of Coalition voters approve and 19% (up 2%) disapprove.

By gender – men 38% approve/53% disapprove, women 33% approve/53% disapprove.



Better Prime Minister

Q. Who do you think would make the better Prime Minister out of Julia Gillard and Tony Abbott?

	5 Jul 2010	14 Mar 2011	14 June	12 Sept	12 Dec	16 Jan 2012	13 Feb	12 Mar	16 Apr	14 May	Vote Labor	Vote Lib/Nat	Vote Greens
Julia Gillard	53%	44%	41%	36%	39%	39%	41%	40%	38%	38%	83%	4%	69%
Tony Abbott	26%	33%	36%	40%	35%	36%	34%	37%	36%	37%	3%	79%	5%
Don't know	21%	23%	24%	24%	26%	25%	25%	23%	25%	24%	15%	17%	27%

38% (no change) believe Julia Gillard would make the better Prime Minister and 37% (up 1%) prefer Tony Abbott - a net change from +2% to +1% for Julia Gillard.

Men prefer Tony Abbott 39%/37% and women prefer Julia Gillard 39%/36%.



Interest in Federal Budget

Q. Thinking about the Federal Budget – how much attention did you pay to this week’s Federal Budget?

	2009	2010	2011	2012
Total a lot/some	66%	53%	52%	54%
Total a little/none	31%	44%	45%	43%
A lot	29%	18%	19%	20%
Some	37%	35%	33%	34%
A little	25%	29%	31%	31%
None	6%	15%	14%	12%
Can’t say	3%	3%	2%	3%

Just over half (54%) of respondents said they paid a lot or some attention to the Federal Budget. This is much the same as the corresponding figure of 52% for last year’s budget.

Those most interested were Liberal/National voters (61%), Labor voters (59%) and people aged 55+ (64%). Only 42% of respondents aged 18-34 paid a lot or some attention to the budget.



Impact of Budget

Q. Do you think the Federal Budget was good or bad for you personally?

Q. Do you think the Federal Budget was good or bad for average working people?

Q. Do you think the Federal Budget was good or bad for Australian businesses?

Q. Do you think the Federal Budget was good or bad for the Australian economy overall?

	You personally			Working people	Australian businesses			Economy overall		
	2010	2011	2012	2012	2010	2011	2012	2010	2011	2012
Total good	22%	11%	17%	31%	27%	20%	10%	36%	27%	26%
Total bad	26%	29%	26%	24%	32%	25%	43%	28%	29%	32%
Very good	3%	2%	2%	4%	3%	3%	1%	6%	4%	4%
Good	19%	9%	15%	27%	24%	17%	9%	30%	23%	22%
Neither good nor bad	33%	44%	44%	33%	9%	31%	29%	10%	25%	25%
Bad	18%	21%	17%	19%	22%	19%	28%	18%	21%	21%
Very bad	8%	8%	9%	5%	10%	6%	15%	10%	8%	11%
Don't know	20%	16%	12%	12%	31%	23%	18%	26%	20%	17%

In terms of the economy overall there was a similar response to the 2012 budget compared to last year's. 26% (down 1%) thought the economy was good for the economy and 32% (up 3%) thought it was bad.

44% of respondents thought the Federal budget was neither good nor bad for them personally - 17% (up 6%) said it was good and 26% (down 3%) bad. 28% of respondents aged 35-44 thought it was good for them while 38% of those aged 55+ thought it was bad.

31% thought it was good for working people and 24% thought it was bad. 35% of part-time workers thought it was good for working people.

43% (up 18%) thought the budget was bad for business, 10% (down 10%) good and 29% said it was neither.



Approval of Budget Items

Q. Do you approve or disapprove of the following parts of the Federal budget?

	Total approve	Total disapprove	Strongly approve	Approve	Disapprove	Strongly disapprove	Don't know
Reduced spending on defence	48%	43%	14%	34%	28%	15%	10%
Increased spending on dental health	87%	8%	30%	57%	7%	1%	6%
Bonus payments to low-income families with children at school	60%	33%	16%	44%	20%	13%	7%
Returning the budget to surplus	61%	26%	15%	46%	19%	7%	14%
Tightening eligibility for parenting payments for single mothers	65%	25%	26%	39%	17%	8%	10%
Increasing tax on super contributions for people on high incomes	60%	31%	28%	32%	20%	11%	9%

Respondents were divided on reduced defence spending - 48% approved and 43% disapproved. Support for reduced defence spending was highest among those aged 18-34 (57%).

On all other items measured there was quite strong approval - in particular on increased spending on dental health (87%). Other items received at least 60% support - including 61% approval of returning the budget to surplus. 71% of Labor voters and 58% of Liberal/National voters approved the return to surplus.

Increasing tax on super contributions for people on high incomes was approved by 52% of those on incomes of \$1,600+ pw and disapproved by 40%.



Trust Most to Handle Economy

Q. Who would you trust most to handle Australia's economy - the Treasurer Wayne Swan or the Shadow Treasurer Joe Hockey?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Wayne Swan	34%	77%	6%	51%
Joe Hockey	33%	5%	65%	6%
Don't know	33%	18%	29%	43%

34% would trust Wayne Swan most to handle the economy and 33% would trust Joe Hockey most. 33% could not give an opinion.

Those aged under 35 trust Wayne Swan more (32%/21%) and those aged 55+ trust Joe Hockey more (47%/31%).



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.

