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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 July and is based on 1,007 respondents.

Aside from the standard question on voting intention, this week's report includes questions on important election issues, productivity and industrial relations, education funding and workplace bullying.

The methodology used to carry out this research is available 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 = 1,837 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 2/7/12	2 weeks ago 16/7/12	Last week 23/7/12	This week 30/7/12
Liberal		45%	46%	45%	45%
National		3%	3%	4%	3%
Total Lib/Nat	43.6%	49%	49%	49%	49%
Labor	38.0%	32%	31%	33%	33%
Greens	11.8%	10%	10%	10%	10%
Other/Independent	6.6%	9%	9%	9%	8%

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

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%.



Important election issues

Q. Which are the three most important issues in deciding how you would vote at a Federal election?

	First	Second	Third	Total 30 Jul 12	5 Dec 11	6 June 11	25 Jan 10
Management of the economy	38%	16%	10%	64%	62%	61%	63%
Ensuring a quality education for all children	5%	10%	11%	26%	22%	26%	23%
Ensuring the quality of Australia's health system	10%	19%	18%	47%	47%	49%	48%
Protecting the environment	3%	4%	4%	11%	13%	15%	16%
A fair industrial relations system	4%	3%	5%	12%	11%	8%	*
Political leadership	11%	7%	7%	25%	18%	17%	23%
Addressing climate change	3%	3%	3%	9%	10%	15%	16%
Controlling interest rates	2%	2%	5%	9%	11%	13%	15%
Australian jobs and protection of local industries	13%	15%	13%	41%	36%	32%	33%
Ensuring a quality water supply	*	1%	2%	3%	4%	5%	12%
Housing affordability	3%	5%	5%	13%	13%	16%	14%
Ensuring a fair taxation system	4%	7%	7%	18%	16%	17%	14%
Security and the war on terrorism	1%	1%	3%	5%	4%	8%	9%
Treatment of asylum seekers	3%	4%	3%	10%	8%	5%	*
Managing population growth	2%	3%	3%	8%	8%	12%	*

*Not asked

64% of people surveyed rated management of the economy as one of their three most important issues, followed by 47% ensuring the quality of Australia's health system and 41% Australian jobs and protection of local industries.

Since December, there has been an increase in the importance of political leadership (+7%), Australian jobs and protection of local industries (+5%) and ensuring a quality education for all children (+4%).



Workers' Productivity

Q. And overall, in your experience, how productive are most Australian workers?

	6 Feb 12	Total 30 Jul 12	Vote Labor	Vote Lib/Nat	Vote Greens	Full time workers	Part time workers
Very productive	15%	14%	19%	12%	12%	14%	12%
Quite productive	59%	59%	61%	61%	62%	61%	63%
Not so productive	19%	19%	13%	21%	15%	19%	17%
Not at all productive	2%	3%	2%	2%	6%	3%	2%
Don't know	5%	5%	5%	4%	5%	3%	6%

73% think that overall, most Australian workers are very or quite productive. These responses are almost identical to those when this question was asked in February.

Labor voters (80%) are more likely than Liberal/National voters (73%) to think workers are productive. There were no significant differences across income or age groups.



Increasing Productivity

Q. Which of the following would be the most effective way to increase productivity in Australian workplaces?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Full time workers	Part time workers
More flexibility for businesses in how they employ and manage workers	21%	18%	28%	12%	23%	12%
More input from workers into how businesses are managed	17%	19%	13%	25%	15%	29%
Invest more in skills and education	35%	40%	29%	42%	35%	30%
Invest more in technology and innovation	8%	11%	8%	9%	8%	7%
Stop Government assistance to industries so that they are forced to be productive or close	10%	5%	15%	8%	11%	12%
Don't know	9%	7%	7%	4%	8%	10%

35% think investing more in skills and education is the most effective way to increase productivity, 21% favour more flexibility for businesses in how they employ and manage workers and 17% nominated more input from workers into how businesses are managed.

40% of Labor voters and 42% of Greens voters favour investing in skills and education while 28% of Liberal/National voters favour more flexibility for businesses in how they employ and manage workers.

25% of Greens voters and 29% of part-time workers favoured more input from workers into how businesses are managed.



Industrial Relations Laws

Q. Business groups have said that Australia's industrial relations laws favour workers and unions and should be changed so that businesses can increase productivity and have more flexibility with their workforce. Do you think Australia's industrial relations laws favour employers or workers or do they balance the interests of workers and employers?

	6 Feb 12	Total 30 Jul 12	Vote Labor	Vote Lib/Nat	Vote Greens	Full time workers	Part time workers
Favour employers	25%	20%	25%	16%	33%	22%	16%
Favour workers	24%	26%	12%	43%	14%	29%	24%
Balance the interests of employers and workers	34%	34%	49%	26%	26%	33%	37%
Don't know	17%	20%	13%	15%	26%	17%	23%

Respondents were divided over whether Australia's industrial relations laws favour employers or workers - 20% think they favour employers, 26% favour workers and 34% think they balance the interests of both.

Labor voters are more likely to think they balance workers and employers interests (49%) while Liberal/National voters are more likely to think they favour workers (43%). Only 12% of Labor voters and 14% of Greens voters think the laws favour workers.

Opinion of Gonski Report Recommendations

Q. The Gonski report on funding education has recommended a new model for school funding that would mean all students are entitled to a set level of funding regardless of where they go to school, disadvantaged schools receive more funding and taxpayer funding for private schools is adjusted down based on parents' capacity to pay.

Do you support or oppose these recommendations?

	Total 27 Feb 12	Total 30 Jul 12	Vote Labor	Vote Lib/Nat	Vote Greens
Total support	68%	65%	71%	59%	83%
Total oppose	13%	14%	14%	20%	2%
Strongly support	25%	25%	34%	16%	47%
Support	43%	40%	37%	43%	36%
Oppose	9%	10%	10%	14%	2%
Strongly oppose	4%	4%	4%	6%	-
Don't know	19%	20%	14%	21%	15%

65% say they support the recommendations of the Gonski report on funding education and 14% were opposed. Support has weakened very slightly (-3%) since this question was asked in February after the release of the Gonski Report.

Strongest support was shown by Labor voters (71%), Greens voters (83%) and people aged 55+ (70%).



Funding Schools

Q. Do you think all schools should get a similar increase in funding, public schools should receive a larger increase or private schools should receive a larger increase?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
All schools should receive a similar increase in funding	28%	23%	39%	7%
Public schools should receive a larger increase	63%	74%	51%	79%
Private schools should receive a larger increase	2%	1%	3%	-
Don't know	7%	2%	6%	13%

63% think that public schools should receive a larger increase in funding, 2% think private schools should receive a larger increase and 28% think all schools should receive a similar increase.

Labor voters (74%) and Greens voters (79%) showed strongest support for increased funding for public schools - although a majority (51%) of Liberal/National voters also supported it.



Workplace Bullying

Q. Over the last 2 or 3 years, have you been subjected to bullying at work or witnessed bullying of any of your work colleagues?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Full time workers	Part time workers
I have been bullied at work	13%	10%	15%	14%	16%	7%	14%	14%
I have witnessed bullying at work	19%	19%	19%	23%	21%	12%	25%	20%
Total bullied/witnessed bullying	26%	25%	27%	30%	30%	15%	34%	25%
No, I haven't been bullied or witnessed bullying	55%	56%	55%	56%	58%	49%	62%	64%
I don't work	15%	14%	16%	5%	10%	35%	-	-
Don't know	4%	5%	2%	9%	2%	1%	4%	11%

26% of respondents said they had been bullied or witnessed bullying in the workplace over the last 2-3 years. 15% of women and 16% of people aged 35-54 said they had personally been bullied.

34% of full-time workers and 25% of part-time workers said they had been bullied or witnessed bullying. Levels of bullying were similar across income groups.



Source of Workplace Bullying

If been bullied or witnessed bullying -

Q. Was the bullying coming from -

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Full time workers	Part time workers
Managers or employers	65%	67%	64%	61%	69%	69%	63%	74%
Other work colleagues	48%	45%	50%	51%	48%	48%	43%	44%
Customers or clients	15%	16%	14%	18%	16%	5%	14%	23%
Other people	2%	2%	2%	3%	2%	*	2%	1%

68% of those who had been bullied or witnessed bullying in the workplace said the bullying was done by managers or employers and 48% said it was coming from colleagues.

Part-time workers were more likely to say the bullying was coming from managers/employers (74%).

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.

