



# 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 from the 19<sup>th</sup> September to 23<sup>rd</sup> September and is based on 1046 respondents.

Aside from the standard question on voting intention, this week's report includes questions on intolerance, same sex marriage, attitudes to Muslim protests and public sector cuts.

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 = 1992 respondents*

First preference/leaning to	Election 21 Aug 10	4 weeks ago 27/08/12	2 weeks ago 10/9/2012	Last week 17/09/2012	This week
Liberal		46%	44%	45%	45%
National		3%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>49%</b>	<b>47%</b>	<b>48%</b>	<b>48%</b>
<b>Labor</b>	<b>38.0%</b>	<b>32%</b>	<b>34%</b>	<b>34%</b>	<b>35%</b>
Greens	11.8%	10%	9%	9%	9%
Other/Independent	6.6%	9%	9%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago 27/08/12	2 weeks ago 10/9/2012	This week 17/09/2012	This week
Total Lib/Nat	<b>49.9%</b>	<b>56%</b>	<b>55%</b>	<b>55%</b>	<b>55%</b>
Labor	<b>50.1%</b>	<b>44%</b>	<b>45%</b>	<b>45%</b>	<b>45%</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. These estimates have a confidence interval of approx. plus or minus 2-3%.

## **Experience of intolerance in Australia**

*Q. Do you personally experience one or more of the following forms of intolerance?*

	% <sup>1</sup>
Racism	12%
Ageism	12%
Sexism	11%
Religious intolerance	6%
Homophobia	4%
None of the above	67%

The vast majority of respondents do not experience intolerance (67%).

Of the forms of intolerance listed, 12% of respondents experience racism, 12% experience ageism and 11% experience sexism.

Smaller portions of respondents experience religious intolerance (6%) and homophobia (4%).

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<sup>1</sup> Total will exceed 100% as respondents were able to select one or more of the forms of intolerance.

## **Intolerance as a problem in Australia**

*Q. For each of the following forms of intolerance, please indicate to what extent you think it is a problem in Australia:*

	<b>Total large/moderate</b>	<b>Total small/not</b>	<b>A large problem</b>	<b>Moderate problem</b>	<b>Small problem</b>	<b>Not a problem at all</b>	<b>Don't know</b>
Racism	71%	27%	32%	39%	21%	6%	2%
Religious intolerance	65%	32%	31%	34%	23%	9%	2%
Homophobia	50%	45%	18%	32%	33%	12%	5%
Sexism	45%	53%	12%	33%	40%	13%	2%
Ageism	44%	49%	15%	29%	33%	16%	8%

The vast majority of respondents (71%) regard racism to be either a large or moderate problem in Australia, followed by 65% who believe religious intolerance to be a problem.

Fifty percent (50%) of respondents regard homophobia to be a large or moderate problem in Australia.

After racism, religious intolerance and homophobia, 45% of respondents view sexism as either a large or moderate problem in Australia. The majority of respondents see it as either a small problem or not a problem at all (53%).

## Intolerance as a problem in Australia (continued)

Q. For each of the following forms of intolerance, please indicate to what extent you think it is a problem in Australia:

	<b>Total - A large problem</b>	<b>Experience Racism (n=127)</b>	<b>Experience Sexism (n=110)</b>	<b>Experience Religious Intolerance (n=67)</b>	<b>Experience Ageism (n=123)</b>	<b>Do not experience (n=701)</b>	<b>Male</b>	<b>Female</b>
Racism	<b>32%</b>	51%	42%	35%	34%	28%	29%	35%
Sexism	<b>12%</b>	18%	32%	21%	16%	9%	9%	15%
Homophobia	<b>18%</b>	20%	38%	21%	24%	15%	16%	20%
Religious intolerance	<b>31%</b>	32%	40%	48%	36%	28%	28%	34%
Ageism	<b>15%</b>	16%	20%	23%	34%	11%	15%	15%

The table above shows the results from the previous question ('a large problem' only) by sub-samples of those that experience one or more of the forms of intolerance and gender. Only those sub-samples with a sample size of 50 respondents or greater are shown.

Respondents that experience racism were far more likely to regard racism as a large problem (51%).

Those that experience sexism were more likely to see all forms of intolerance as a large problem: racism (42%), sexism (32%), homophobia (38%), religious intolerance (40%) and ageism (20%).

Those that experience religious intolerance were more likely to regard sexism (21%), religious intolerance (48%) and ageism (23%) to be a large problem.

Those that do not experience any form of intolerance were consistently less likely to regard them to be a large problem.

Male respondents were also consistently less likely to regard each form of intolerance to be a large problem, compared with female respondents, save for ageism where an equal portion of male and female respondents (15%) see ageism as a large problem.



## Party better at dealing with intolerance

*Q. In your view, which party is better at dealing with the various forms of intolerance?*

	<b>Labor</b>	<b>Liberal</b>	<b>Greens</b>	<b>Other</b>	<b>Don't know</b>
Racism	17%	23%	11%	2%	46%
Sexism	19%	19%	12%	2%	47%
Homophobia	13%	17%	21%	3%	45%
Religious intolerance	16%	22%	9%	3%	50%
Ageism	16%	20%	8%	3%	52%

With the exception of sexism, when compared to Labor, the Liberals are consistently regarded by respondents as being the party that is better at dealing with racism (23% Liberal, 17% Labor), homophobia (13% Labor, 17% Liberal), religious intolerance (16% Labor, 22% Liberal) and ageism (16% Labor, 20% Liberal).

On sexism, both the major parties are equally regarded as the party that is better at dealing with it (19% each).

The Greens are regarded as the best party to deal with homophobia (21%).

There were a high portion of don't knows in this question, with either a majority or close to a majority of respondents selecting this option for each form of intolerance.

## Same Sex Marriage

*Q. Do you think people of the same sex should or should not be allowed to marry?*

	<b>15 Nov 2010</b>	<b>14 Mar 2011</b>	<b>4 Jul 2011</b>	<b>13 Aug 2012</b>	<b>24 Sept 2012</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Should be allowed to marry	53%	49%	54%	54%	55%	68%	41%	89%
Should not be allowed to marry	36%	40%	35%	33%	36%	25%	50%	4%
Don't know	11%	10%	11%	13%	9%	7%	9%	7%

There has not been a great deal of movement in the figures since the last time the question was polled on 13 August: with a 1% increase in those in favour of same sex marriage (55%) and a 3% increase in those opposed (36%). This translates to a 4% reduction in the don't knows: moving from 13% in August to 9% this week.

There has been little movement in the results in the two years since the question was first polled in November 2010.



## **Muslim protests**

*Q. There have recently been protests around the world and in Australia (some violent) by Muslims against the screening of a film called 'The Innocence of Muslims' that negatively portrays the prophet of Islam, Mohammed. In your own view, which of the following statements is closer to your view on the protests?*

	<b>%</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
The Muslims engaged in the protests are just extremists and not representative of people who believe in Islam.	55%	58%	53%	73%
The Muslims engaged in the protests are representative of people who believe in Islam, as Muslims are more likely to be extremist in their views.	29%	27%	35%	13%
Neither of the above/ Don't know	15%	15%	12%	13%

A majority of respondents believe that the 'Muslims engaged in the protests are just extremists and not representative of people who believe in Islam' (55%).

About one third of respondents take the opposite view and believe 'Muslims are more likely to be extremist in their views' (29%). Male respondents are more likely to take this view (35%) compared with females (24%), who are more likely to believe that the 'Muslims engaged in the protests are just extremists and not representative' (59% females, 52% males).

Looking at the results by voting intention, Greens voters are far more likely to believe that the 'Muslims engaged in the protests are just extremists and not representative' (73%), whereas Coalition voters are more likely to take the view that 'Muslims are more likely to be extremist in their views' (35%).

There were no real variations across the states and territories, save that respondents in Queensland were more likely to take the view that 'Muslims are more likely to be extremist in their views' (38%).

## Treatment of public sector services

Q. From what you have seen and heard lately, how would you rate the treatment of public sector services under the following current and possible future governments?

	Total Good	Total Bad	Very Good	Good	Bad	Very Bad	Don't know
Current NSW state government	23%	34%	3%	20%	21%	13%	43%
Current Queensland state government	23%	38%	4%	19%	17%	21%	39%
Current Victorian state government	26%	25%	3%	23%	16%	9%	48%
A future federal Abbott Government	30%	39%	6%	24%	15%	24%	31%
Current federal Gillard Government	37%	37%	6%	31%	22%	15%	26%

For the component of the question regarding the treatment of public sector services under the NSW, QLD and VIC state governments there were a large portion of don't knows (39% or more).

However, amongst those respondents that rated the various state governments, the QLD state government received the worst rating: with 38% of respondents believing the treatment of public sector services under the QLD state government to be either bad or very bad. Thirty four percent (34%) believe the treatment of public sector services under the NSW state government to be bad or very bad.

At a federal level, 37% of respondents rate the treatment of public sector services under the Gillard government as either very good or good and an equal portion (37%) regard the treatment as either bad or very bad. Thirty nine percent (39%) of respondents believe that treatment of public sector services under a future federal Abbott Government would be bad or very bad.

## **Attitudes to public sector cuts**

*Q. There have recently been a significant number of public service jobs cut in various states around the country. How do you think each of the following will fare as are result of public sector job cuts?*

	<b>Get better</b>	<b>Get worse</b>	<b>Stay much the same</b>	<b>Don't know</b>
The rate of unemployment	4%	61%	25%	10%
Delivery of public services	5%	54%	29%	11%
The welfare of disadvantaged Australians	5%	53%	30%	12%
Retail and spending	4%	50%	35%	11%
The welfare of all Australians	6%	49%	34%	11%
State budgets	18%	42%	27%	13%
The economy in general	11%	41%	37%	11%
Governments' ability to respond to natural disasters	7%	32%	45%	16%

The majority of respondents believe that the following things will get worse as a result of public sector cuts: the rate of unemployment (61%), delivery of public services (54%) and the welfare of disadvantaged Australians (53%).

The larger portion of respondents also think that retail and spending will get worse (50%), as well as the welfare of all Australians (49%), state budgets (42%) and the economy in general (41%).

A larger portion of respondents believe that the governments' ability to respond to natural disasters will stay much the same (45%) than those that believe it will get worse (32%).

## **Appendix – 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 utilising 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.

