



EssentialReport

8 October 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 from the 3rd October to 7th October and is based on 1057 respondents.

Aside from the standard question on voting intention, this week's report includes questions on media commentators, media regulation, the ABC and general attitudes to politics.

The methodology used to carry out this research is available in the appendix on page 8.

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 = 2,100 respondents

| First preference/leaning to | Election 21 Aug 10 | 4 weeks ago 10/09/2012 | 2 weeks ago 24/09/2012 | Last week 01/10/2012 | This week |
|-----------------------------|-----------------------|---------------------------|---------------------------|-------------------------|------------|
| Liberal | | 44% | 45% | 44% | 44% |
| National | | 3% | 3% | 3% | 3% |
| Total Lib/Nat | 43.6% | 47% | 48% | 47% | 47% |
| Labor | 38.0% | 34% | 35% | 36% | 37% |
| Greens | 11.8% | 9% | 9% | 9% | 9% |
| Other/Independent | 6.6% | 9% | 9% | 7% | 7% |

| 2PP | Election 21 Aug 10 | 4 weeks ago 10/09/2012 | 2 weeks ago 24/09/2012 | Last week 01/10/2012 | This week |
|---------------|-----------------------|---------------------------|---------------------------|-------------------------|------------|
| Total Lib/Nat | 49.9% | 55% | 55% | 53% | 53% |
| Labor | 50.1% | 45% | 45% | 47% | 47% |

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%.

Trust in media commentators

Q. How much trust do you have in the following media commentators and journalists?

| | 5 September 2011 | | This week | | | | | | | |
|------------------|-------------------------|--------------------------|-------------------------|--------------------------|-----------------|----------------|------------|----------------|----------|----------|
| | Total a lot/ some trust | Total not much/ no trust | Total a lot/ some trust | Total not much/ no trust | Total know them | A lot of trust | Some trust | Not much trust | No trust | Not sure |
| Laurie Oakes | 75% | 17% | 72% | 19% | 84% | 29% | 43% | 11% | 8% | 9% |
| George Negus | 75% | 16% | 69% | 21% | 88% | 20% | 49% | 14% | 7% | 10% |
| Tony Jones | 54% | 29% | 53% | 29% | 55% | 16% | 37% | 17% | 12% | 18% |
| Michelle Grattan | 47% | 34% | 48% | 28% | 42% | 15% | 33% | 17% | 11% | 24% |
| Neil Mitchell | 42% | 40% | 46% | 34% | 47% | 11% | 35% | 19% | 15% | 20% |
| Andrew Bolt | 43% | 42% | 39% | 46% | 61% | 12% | 26% | 16% | 29% | 16% |
| Jon Faine | 38% | 40% | 38% | 35% | 36% | 11% | 26% | 22% | 13% | 27% |
| Alan Jones | 38% | 49% | 22% | 67% | 89% | 8% | 15% | 15% | 53% | 10% |

Respondents have the most trust in Laurie Oakes (72%) and George Negus (69%), with a high proportion of respondents aware of who they are.

Respondents have the least trust in Alan Jones (22%), with 53% of those that know him stating that they have no trust in him and 15% stating they do not have much trust in him (total 67% no trust).

Comparing the results to when the last time the question was polled a year ago on 5 September 2011, trust has fallen in George Negus (from 65% to 69%), Andrew Bolt (from 43% to 39%) and Alan Jones (from 38% to 22%).

In respect of Alan Jones, total not much/no trust rose considerably from 49% in September 2011 to 67% this week.

Looking at the results by voting intention, Coalition voters are the most likely to have trust in Alan Jones (36% total a lot/ some trust) whilst both Labor voters and Greens voters are the most likely to not trust him (each 79% total not much/ no trust).

Attitudes to media regulation

Q. The Government is planning to propose new rules about how we regulate the ownership of media in Australia (that is, print, TV, radio and online media). Which of the following statements is closer to your view on media ownership?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens |
|--|--------------|-------------------|---------------------|--------------------|
| The Government should remove restrictions on ownership and let market forces determine who owns print, TV, radio and online media. | 11% | 7% | 18% | 7% |
| The Government should take greater steps to limit ownership that big media companies currently have over mainstream media (e.g. News Ltd). | 34% | 46% | 21% | 63% |
| The present regulations, which prevent companies owning print, TV and radio in the same market, are about right. | 29% | 27% | 37% | 20% |
| No opinion | 26% | 21% | 25% | 11% |

The largest portion of respondents believe that the ‘Government should take greater steps to limit ownership that big media companies currently have over mainstream media’ (34%), followed by those respondents that believe that the ‘present regulations, which prevent companies owning print, TV and radio in the same market, are about right’ (29%).

Only 11% of respondents favour ‘removing restrictions on ownership and let[ting] market forces determine who owns print, TV, radio and online media’.

Greens voters are the most likely to favour greater regulation of ownership (63%), followed by Labor voters (46%).

Coalition voters are the most likely to favour the status quo (37%).

Funding for the ABC

Q. The Australian Broadcasting Corporation (ABC) currently receives about \$950 million a year from government, including money for transmission. In terms of future funding, do you think the ABC should receive:

| | % | Vote Labor | Vote Lib/Nat | Vote Greens |
|---|------------|------------|--------------|-------------|
| Total - More funding | 34% | 42% | 27% | 67% |
| Total - Less funding | 17% | 13% | 23% | 6% |
| A lot more funding | 11% | 15% | 6% | 24% |
| Some more funding | 23% | 27% | 21% | 43% |
| About the same funding as current levels | 32% | 31% | 37% | 21% |
| A little less funding | 8% | 8% | 10% | 4% |
| A lot less funding less funding | 9% | 5% | 13% | 2% |
| Don't know | 17% | 14% | 13% | 5% |

The largest portion of respondents believe that the ABC should receiving more funding (34%) followed very closely by those that believe funding at current levels should remain (32%).

Seventeen per cent (17%) believe that the ABC should receive less funding.

Looking at the results by voting intention, Greens voters are the most in favour of more funding for the ABC (67%), whilst Coalition voters are the most likely to take the view that the ABC should receive less funding (23%).

Looking at the results by gender, male respondents are far more likely to support more funding for the ABC (44%) compared to female respondents (25%).

Attitudes to politics

Q. Please indicate the extent to which you agree or disagree with each of the following statements:

| | Total Agree | Total Disagree | Strongly Agree | Agree | Disagree | Strongly Disagree | No opinion |
|--|-------------|----------------|----------------|-------|----------|-------------------|------------|
| Political action can change the world | 74% | 16% | 20% | 54% | 12% | 4% | 11% |
| There is a difference in the values of the major political parties | 66% | 25% | 17% | 49% | 21% | 4% | 10% |
| I have never attended a political event | 66% | 26% | 37% | 29% | 16% | 10% | 8% |
| All politicians are basically the same | 53% | 39% | 14% | 39% | 30% | 9% | 7% |
| I have strong views about politics | 47% | 43% | 13% | 34% | 30% | 13% | 10% |
| I have attended a political rally or meeting in the 3 years | 12% | 80% | 4% | 8% | 25% | 55% | 9% |
| I am, or have been, a member of a political party | 11% | 80% | 3% | 8% | 24% | 56% | 9% |

A vast majority of respondents believe that ‘political action can change the world’ (74%). A majority also believe that ‘there is a difference in the values of the major political parties’ (66%), state that ‘I have never attended a political event’ (66%) and believe that ‘all politicians are basically the same’ (53%). In terms of political activity, only 12% of respondents had attended a political rally or meeting in the last 3 years and only 11% are, or were, a member of a political party.

Looking at the results by age, older respondents are more likely to agree that ‘political action can change the world’ (83% total agree 55-64 and 65+). Those aged 65+ are also the most likely to agree that ‘there is a difference in the values of the major political parties’ (82% total agree). Older respondents are also more likely to consider themselves as having strong views about politics, with 53% of those aged 55-64 agreeing with this statement and 63% of those aged 65+ agreeing. Attendance of political rallies or meetings declined with age, with respondents aged 18-24 the most likely to have attended a rally or meeting (17%), moving incrementally down at each age bracket to 6% of respondents aged 65+.

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.

