



19 November 2012



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 from the 14th and 18th November and is based on 1,036 respondents.

Aside from the standard question on voting intention, this week's report includes questions on important issues, live exports and the Royal Commission into child abuse.

The methodology used to carry out this research is described in the appendix on page 10.

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 = 1,925 respondents

| First preference/leaning to | Election 21 Aug 10 | 4 weeks ago 22/10/12 | 2 weeks ago 7/11/12 | Last week 12/11/12 | This week 19/11/12 |
|------------------------------------|-------------------------------|-------------------------------------|------------------------------------|-------------------------------|-------------------------------|
| Liberal | | 44% | 43% | 42% | 43% |
| National | | 3% | 3% | 3% | 3% |
| Total Lib/Nat | 43.6% | 47% | 46% | 45% | 46% |
| Labor | 38.0% | 36% | 37% | 37% | 36% |
| Greens | 11.8% | 9% | 9% | 9% | 10% |
| Other/Independent | 6.6% | 7% | 8% | 8% | 9% |

| 2PP | Election 21 Aug 10 | 4 weeks ago | 2 weeks ago | Last week | This week |
|---------------|-------------------------------|------------------------|------------------------|------------------|------------------|
| Total Lib/Nat | 49.9% | 53% | 53% | 52% | 53% |
| Labor | 50.1% | 47% | 47% | 48% | 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%.



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 19 Nov 12 | Total 30 Jul 12 | 5 Dec 11 | 6 June 11 | 25 Jan 10 |
|--|-------|--------|-------|--------------------|--------------------|----------|-----------|-----------|
| Management of the economy | 47% | 11% | 9% | 66% | 64% | 62% | 61% | 63% |
| Ensuring a quality education for all children | 7% | 16% | 11% | 35% | 26% | 22% | 26% | 23% |
| Ensuring the quality of Australia's health system | 15% | 22% | 20% | 57% | 47% | 47% | 49% | 48% |
| Protecting the environment | 3% | 6% | 5% | 14% | 11% | 13% | 15% | 16% |
| A fair industrial relations system | 2% | 3% | 3% | 8% | 12% | 11% | 8% | na |
| Political leadership | 6% | 5% | 4% | 15% | 25% | 18% | 17% | 23% |
| Addressing climate change | 2% | 2% | 5% | 9% | 9% | 10% | 15% | 16% |
| Controlling interest rates | 2% | 5% | 4% | 11% | 9% | 11% | 13% | 15% |
| Australian jobs and protection of local industries | 8% | 11% | 13% | 32% | 41% | 36% | 32% | 33% |
| Ensuring a quality water supply | 1% | 2% | 2% | 5% | 3% | 4% | 5% | 12% |
| Housing affordability | 3% | 6% | 5% | 14% | 13% | 13% | 16% | 14% |
| Ensuring a fair taxation system | 2% | 5% | 9% | 17% | 18% | 16% | 17% | 14% |
| Security and the war on terrorism | * | 1% | 3% | 5% | 5% | 4% | 8% | 9% |
| Treatment of asylum seekers | 1% | 1% | 3% | 6% | 10% | 8% | 5% | na |
| Managing population growth | 1% | 2% | 4% | 7% | 8% | 8% | 12% | na |

*Not asked

66% of people surveyed rated management of the economy as one of their three most important issues, followed by 57% ensuring the quality of Australia's health system, 35% ensuring a quality education for all children and 32% Australian jobs and protection of local industries.

Since July, there has been an increase in the importance of ensuring the quality of Australia's health system (+10%) and ensuring a quality education for all children (+9%) and a decline in the importance of political leadership (-10%) and Australian jobs and protection of local industries (-9%).



Party trust to handle important election issues

Q. Which party would you trust most to handle the following issues?

| | Labor | Liberal | Greens | Don't know | | Difference 19 Nov 12 | Difference 18 Jun 12 |
|---|--------------|----------------|---------------|-------------------|--|---------------------------------|---------------------------------|
| Management of the economy | 31% | 45% | 2% | 22% | | -14 | -18 |
| Ensuring a quality education for all children | 38% | 33% | 4% | 24% | | +5 | -2 |
| Ensuring the quality of Australia's health system | 32% | 35% | 7% | 25% | | -3 | -6 |
| Protecting the environment | 19% | 22% | 38% | 21% | | +16 | +17 |
| A fair industrial relations system | 41% | 32% | 4% | 23% | | +9 | +6 |
| Political leadership | 26% | 38% | 6% | 30% | | -12 | -16 |
| Addressing climate change | 22% | 23% | 32% | 24% | | +9 | +7 |
| Controlling interest rates | 28% | 39% | 3% | 30% | | -11 | -18 |
| Protecting Australian jobs and protection of local industries | 34% | 36% | 4% | 27% | | -2 | -6 |
| Ensuring a quality water supply | 21% | 28% | 23% | 27% | | -7 | -12 |
| Housing affordability | 28% | 33% | 5% | 33% | | -5 | -11 |
| Ensuring a fair taxation system | 30% | 39% | 4% | 27% | | -9 | -10 |
| Security and the war on terrorism | 25% | 40% | 4% | 31% | | -15 | -22 |
| Treatment of asylum seekers | 20% | 38% | 13% | 29% | | -18 | -20 |
| Managing population growth | 22% | 37% | 6% | 35% | | -15 | -19 |

Note - Differences are calculated by subtracting Liberal % from Labor % - except for the two issues on which the Greens lead in which case it is Greens minus Liberal.

Labor leads the Liberal Party on ensuring a quality education for all children and a fair industrial relations system. The Liberal Party has maintained strong leads on management of the economy, controlling interest rates, political leadership, security and the war on terrorism, treatment of asylum seekers and managing population growth.

There is little difference between Labor and the Liberals on ensuring the quality of Australia's health system and protecting Australian jobs and protection of local industries. Since June, there has been a shift in Labor's favour on most issues - especially, ensuring a quality education for all children, controlling interest rates, housing affordability and security and the war on terrorism.



Export of Live Animals

Q. Thinking about the export of live animals for slaughter, which of the following statements is closest to your view?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens |
|---|--------------|-------------------|---------------------|--------------------|
| Australia should not export live sheep and cattle to any country at all | 25% | 25% | 24% | 35% |
| Australia should only export live sheep and cattle to countries which guarantee they will be treated humanely | 54% | 53% | 55% | 58% |
| Australia should export live sheep and cattle to any country that wants them | 15% | 15% | 19% | 5% |
| Don't know | 6% | 7% | 3% | 1% |

54% think that Australia should only export live sheep and cattle to countries which guarantee they will be treated humanely and 25% think Australia should not export live sheep and cattle to any country at all.

Those most opposed to exporting live sheep and cattle to any country at all were Greens voters (35%), women (29%) and respondents aged 45-64 (30%).



Treatment of Animals

Q. Which of the following statements comes closest to your view about the treatment of animals?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens |
|---|--------------|-----------------------|-------------------------|------------------------|
| Animals deserve the same rights as people to be free from harm and exploitation | 30% | 30% | 28% | 40% |
| Animals deserve some protection from harm and exploitation, but it is still appropriate to use them for the benefit of humans | 61% | 61% | 66% | 55% |
| Animals don't need much protection from harm and exploitation since they are just animals | 4% | 4% | 3% | 2% |
| Don't know | 5% | 5% | 3% | 3% |

61% think animals deserve some protection from harm and exploitation, but it is still appropriate to use them for the benefit of humans and 30% think animals deserve the same rights as people to be free from harm and exploitation. Only 4% think animals don't need much protection from harm and exploitation since they are just animals.

Those most likely to think animals deserve the same rights as people to be free from harm and exploitation were Greens voters (40%) and women (38%).



Approval of Royal Commission

Q. Do you approve or disapprove of the Government's decision to hold a Royal Commission into child sexual abuse in institutions?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens | Catholic | Anglican | Other Protestant | Other religion | No religion |
|-------------------------|--------------|-------------------|---------------------|--------------------|-----------------|-----------------|-------------------------|-----------------------|--------------------|
| Total approve | 88% | 92% | 87% | 95% | 83% | 88% | 93% | 86% | 91% |
| Total disapprove | 4% | 2% | 6% | 3% | 6% | 6% | 2% | 3% | 3% |
| Strongly approve | 60% | 66% | 55% | 72% | 48% | 61% | 68% | 56% | 65% |
| Approve | 28% | 26% | 32% | 23% | 35% | 27% | 25% | 30% | 26% |
| Disapprove | 3% | 2% | 5% | 2% | 4% | 5% | 2% | 3% | 2% |
| Strongly disapprove | 1% | * | 1% | 1% | 2% | 1% | - | - | 1% |
| Don't know | 8% | 5% | 8% | 1% | 11% | 6% | 5% | 11% | 6% |

88% approve of the Government's decision to hold a Royal Commission into child sexual abuse in institutions and 4% disapprove.

The groups most likely to "strongly approve" were aged 65+ (71%), Greens voters (72%), Labor voters (66%), other protestants (68%) and those on incomes less than \$1,000 pw (70%).



Important Outcomes from Royal Commission

Q. What are the most important things that should come out of the Royal Commission? (select up to 3)

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens | Catholic | Anglican | Other Protestant | Other religion | No religion |
|---|--------------|-------------------|---------------------|--------------------|-----------------|-----------------|-------------------------|-----------------------|--------------------|
| Preventing future child sexual abuse | 63% | 63% | 63% | 74% | 65% | 59% | 62% | 57% | 65% |
| Prosecution of offenders | 60% | 55% | 67% | 48% | 58% | 67% | 68% | 53% | 59% |
| Removing those in positions of authority who allowed the abuse to occur | 39% | 39% | 35% | 58% | 27% | 42% | 33% | 37% | 48% |
| Giving victims the opportunity to tell their story | 27% | 31% | 24% | 28% | 28% | 28% | 30% | 27% | 25% |
| Exposing previously unreported or unresolved allegations | 27% | 26% | 30% | 24% | 28% | 23% | 27% | 26% | 29% |
| Exposing institutional cover-ups | 24% | 23% | 23% | 32% | 22% | 23% | 27% | 18% | 26% |
| Compensation for victims | 16% | 18% | 12% | 15% | 19% | 19% | 13% | 18% | 13% |
| Restoring public confidence in institutions | 11% | 13% | 13% | 4% | 16% | 13% | 15% | 11% | 6% |
| Establishing a public record of fact regarding child sexual abuse in institutions | 9% | 10% | 7% | 8% | 8% | 9% | 7% | 10% | 9% |
| Don't know | 4% | 3% | 4% | 1% | 5% | 2% | 3% | 7% | 4% |
| Prefer not to answer | 1% | * | * | - | 1% | - | - | 1% | 1% |

Respondents think that the most important things that should come out of the Royal Commission are preventing future child abuse (63%) and prosecution of offenders (60%). 39% think that removing those in positions of authority who allowed the abuse to occur is also important.

These were clearly the top three issues for all groups except Catholics who placed somewhat less importance on removing those in positions of authority who allowed the abuse to occur (27%). Greens voters considered removing those in positions of authority who allowed the abuse to occur (58%) to be more important than prosecution of offenders (48%). Liberal/National voters thought the most important outcome should be prosecution of offenders (67%). Women were a little more likely to nominate preventing future child abuse (69%) and removing those in positions of authority who allowed the abuse to occur (43%).



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 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.

