



# EssentialReport

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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 21<sup>st</sup> and 25<sup>th</sup> November and is based on 955 respondents.

Aside from the standard question on voting intention, this week's report includes questions on major federal Government decisions, the prospects of repealing these decisions, the budget surplus and federal election voting behaviour.

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 = 1,832 respondents*

| First preference/leaning to | Election<br>21 Aug 10 | 4 weeks<br>ago<br>29/10/12 | 2 weeks<br>ago<br>12/11/12 | Last week<br>19/11/12 | This week  |
|-----------------------------|-----------------------|----------------------------|----------------------------|-----------------------|------------|
| Liberal                     |                       | 44%                        | 42%                        | 43%                   | 44%        |
| National                    |                       | 4%                         | 3%                         | 3%                    | 3%         |
| <b>Total Lib/Nat</b>        | <b>43.6%</b>          | <b>48%</b>                 | <b>45%</b>                 | <b>46%</b>            | <b>47%</b> |
| <b>Labor</b>                | <b>38.0%</b>          | <b>36%</b>                 | <b>37%</b>                 | <b>36%</b>            | <b>36%</b> |
| Greens                      | 11.8%                 | 9%                         | 9%                         | 10%                   | 10%        |
| Other/Independent           | 6.6%                  | 7%                         | 8%                         | 9%                    | 8%         |

| 2PP           | Election<br>21 Aug 10 | 4 weeks<br>ago | 2 weeks<br>ago | Last week  | This week  |
|---------------|-----------------------|----------------|----------------|------------|------------|
| Total Lib/Nat | <b>49.9%</b>          | <b>54%</b>     | <b>52%</b>     | <b>53%</b> | <b>53%</b> |
| Labor         | <b>50.1%</b>          | <b>46%</b>     | <b>48%</b>     | <b>47%</b> | <b>47%</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%.

## Support for major Government decisions

Q. Do you support or oppose the following Government decisions?

|                                                                                                   | Total Support | Total Oppose | Strongly support | Support | Oppose | Strongly oppose | Don't know |
|---------------------------------------------------------------------------------------------------|---------------|--------------|------------------|---------|--------|-----------------|------------|
| NBN (National Broadband Network) - high speed broadband access across Australia                   | 69%           | 20%          | 30%              | 39%     | 11%    | 9%              | 11%        |
| The Minerals Resource Rent Tax (MRRT) - a tax on large profits of mining companies                | 63%           | 22%          | 25%              | 38%     | 12%    | 10%             | 15%        |
| The carbon pricing scheme - a tax on industries based on the amount of carbon pollution they emit | 46%           | 44%          | 17%              | 29%     | 19%    | 25%             | 10%        |

The decision which has the most support amongst respondents is the NBN, with 69% in favour and only 20% opposed.

There is also a similar level of support from respondents for the MRRT, with 63% in favour of the tax and about a third of that amount of respondents (22%) opposed.

Support for the carbon pricing scheme has increased since the last time the question was polled on 2 October 2012. On that occasion, 38% of respondents supported the carbon tax, whilst 48% were opposed. The question this week, asked slightly differently in so far as being asked in the context of three Government decisions, nonetheless shows an increase in support for the carbon pricing scheme from 38% to 46% and a drop in opposition from 48% to 44%.

Respondents aged 65+ were the most likely to oppose the carbon tax (57%), the NBN (41%) and the MRRT (36%).

Respondents aged 18-24 were more likely to support the NBN (77%), as were those aged between 25-34 (79%).

## **Repealing major Government decisions**

*Q. If the Liberal and National parties win the next election, should they repeal any of these Government decisions?*

|                                       | <b>Yes, should repeal</b> | <b>No, should not repeal</b> | <b>Don't know</b> |
|---------------------------------------|---------------------------|------------------------------|-------------------|
| The carbon pricing scheme             | 45%                       | 37%                          | 18%               |
| NBN (National Broadband Network)      | 18%                       | 63%                          | 20%               |
| The Minerals Resource Rent Tax (MRRT) | 24%                       | 50%                          | 28%               |

A greater portion of respondents believe that a Coalition government should repeal the carbon pricing scheme (45%) that those that believe they should not (37%).

A majority of respondents otherwise believe that a Coalition government should not repeal the NBN (63%), and a greater portion believe it should not repeal the MRRT (50%) compared to those that believe it should (24%).

Looking at the results by voting intention, Lib/Nat voters are also more likely to believe a Coalition government should repeal the carbon pricing scheme (72%), the NBN (30%) and the MRRT (44%).

Broken down by gender, male respondents (50%) are more likely than female respondents (39%) to believe that a Coalition government should repeal the carbon tax. Conversely, male respondents were more likely to believe that a Coalition government should not repeal the NBN (66%) compared to female respondents (60%) and also more likely to believe that they should not repeal the MRRT (54%) compared with female respondents (47%).

## **Likelihood of repealing major Government decisions**

Q. If the Liberal and National parties win the next election, do you think they will repeal any of these Government decisions?

|                                       | <b>Yes, probably<br/>will repeal</b> | <b>No, probably<br/>won't repeal</b> | <b>Don't know</b> |
|---------------------------------------|--------------------------------------|--------------------------------------|-------------------|
| The carbon pricing scheme             | 44%                                  | 32%                                  | 24%               |
| NBN (National Broadband Network)      | 18%                                  | 54%                                  | 28%               |
| The Minerals Resource Rent Tax (MRRT) | 33%                                  | 35%                                  | 32%               |

A greater portion of respondents believe that a Coalition government will repeal the carbon tax (44%) than those that believe they will not repeal it (32%).

The majority of respondents believe that a Coalition government probably won't repeal the NBN (54%).

Respondents are evenly split on whether a Coalition government will repeal the MRRT, with 33% believing they will repeal it and 35% believing they probably won't.

## **Impact of carbon pricing scheme**

*Q. Since the carbon pricing scheme was introduced on the 1st July this year, has the impact on your household been worse than expected, not as bad as expected or about the same as you expected?*

|                            | <b>Total</b> | <b>Vote Labor</b> | <b>Vote Lib/Nat</b> | <b>Vote Greens</b> |
|----------------------------|--------------|-------------------|---------------------|--------------------|
| Worse than expected        | 26%          | 12%               | 39%                 | 14%                |
| Not as bad as expected     | 26%          | 35%               | 20%                 | 36%                |
| About the same as expected | 36%          | 47%               | 30%                 | 37%                |
| Don't know                 | 12%          | 6%                | 11%                 | 13%                |

An equal portion of respondents believe the impact on their household of the carbon pricing scheme has been worse than expected (26%) and not as bad as expected (26%). Thirty six percent (36%) believe it to be about the same as they expected, whilst 12% don't know.

Looking at results by voting intention, Lib/Nat voters are far more likely to claim the impact on their household of the carbon pricing scheme is worse than expected (39%), compared with Labor voters (12%) and Greens voters (14%).

**Budget surplus**

Q. In order to keep to their commitment to return to surplus in 2012-13, which measures should the Government take?

|                                                                                                            | Total | Vote Labor | Vote Lib/Nat | Vote Greens |
|------------------------------------------------------------------------------------------------------------|-------|------------|--------------|-------------|
| Increase taxes for big corporations                                                                        | 59%   | 70%        | 51%          | 65%         |
| Reduce tax breaks for high income earners                                                                  | 46%   | 51%        | 41%          | 62%         |
| Cut “middle class welfare” such as the Baby Bonus, first home buyers grant and Family Tax Benefit payments | 43%   | 42%        | 48%          | 52%         |
| Reduce defence spending                                                                                    | 38%   | 40%        | 33%          | 70%         |
| Postpone building the NBN                                                                                  | 27%   | 18%        | 42%          | 14%         |
| Cut spending on unemployment and disability benefits                                                       | 26%   | 20%        | 36%          | 17%         |
| Postpone other infrastructure projects like new roads and highways                                         | 12%   | 12%        | 13%          | 12%         |

Measures most supported by respondents in order to keep the commitment to the 2012-13 budget surplus are increasing taxes for big corporations (59%), reducing tax breaks for high income earners (46%) and cutting ‘middle class welfare’ (43%).

Looking at the results by voting intention, the majority of Lib/Nat voters support increasing taxes for big corporations (51%). Labor voters are most in favour of increasing taxes for big corporations (70%) and reducing tax breaks for high income earners (51%). Greens voters are most inclined to support reducing defence spending (70%) and increasing taxes for big corporations (65%).



## Voting behaviour in a federal election

Q. Thinking about Federal elections, which of the following best describes you how you vote?

|                                                                                                                   | Total |  | Vote Labor | Vote Lib/Nat | Vote Greens |
|-------------------------------------------------------------------------------------------------------------------|-------|--|------------|--------------|-------------|
| I usually vote for the same party but have voted for another party occasionally                                   | 36%   |  | 41%        | 40%          | 34%         |
| I always vote for the same party                                                                                  | 30%   |  | 36%        | 34%          | 25%         |
| I don't have any usual party preference and just decide who to vote for each election on its own                  | 13%   |  | 8%         | 9%           | 19%         |
| I often switch my vote between Labor and Liberals or Nationals.                                                   | 9%    |  | 5%         | 15%          | 3%          |
| I often switch my vote between a major party (Labor or Liberal) and a minor party (e.g. Greens) or an independent | 5%    |  | 7%         | 1%           | 11%         |
| Don't know                                                                                                        | 8%    |  | 4%         | 1%           | 7%          |

The greatest portion of respondents claim to usually vote for the same party but have voted for another party occasionally (36%). A slightly smaller portion of respondents claim to always vote for the same party (30%).

Thirteen percent (13%) of respondents don't have any usual party preference. Nine percent (9%) claim to switch their vote between Labor and Liberals/Nationals (9%) and 5% claim to switch their vote between a major party and a minor party.

Looking at the results by voting intention, 41% of Labor voters and 40% of Lib/Nat voters usually vote for the same party but have voted for another party occasionally. Again, a fairly equal portion of Labor voters (36%) and Lib/Nat voters (34%) claim to always vote for the same party.

Greens voters are the most likely to claim that don't have a usual party preference (19%) and that they often switch their vote between a major party and a minor party (11%).

## **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.

