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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 16th and 20th January and is based on 1,007 respondents.

Aside from the standard question on voting intention, this week's report includes questions on unemployment and welfare benefits, trust in industries, job satisfaction and employment by religious organisations.

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 = 1,861 respondents

First preference/leaning to	Election 21 Aug 10	Last week ago 14/1/13	This week 21/01/13
Liberal		44%	44%
National		4%	4%
Total Lib/Nat	43.6%	48%	48%
Labor	38.0%	36%	36%
Greens	11.8%	8%	9%
Other/Independent	6.6%	8%	8%

2PP	Election 21 Aug 10	Last week	This week
Total Lib/Nat	49.9%	54%	54%
Labor	50.1%	46%	46%

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%.



Unemployment Benefits

Q. Do you think unemployment benefits are ...

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Income less than \$31,200	Income \$31,200-\$51,999	Income \$52,000-\$83,199	Income \$83,200+
Too generous	25%	18%	32%	21%	13%	18%	24%	35%
About right	30%	30%	34%	26%	30%	31%	31%	32%
Not high enough	33%	43%	24%	41%	51%	43%	32%	22%
Don't know	11%	9%	10%	12%	6%	9%	12%	11%

33% think that unemployment benefits are not high enough, 30% think they are about right and 25% think they are too generous.

Those most likely to think unemployment benefits were not high enough were Labor voters (43%), Greens voters (41%), those on lower incomes (51% of those earning less than \$600pw and 43% of those earning \$600-1,000pw), not working (40%) and respondents aged 45-64 (47%).

Those most likely to think unemployment benefits were too generous were Liberal/National voters (32%), aged under 45 (31%), in full-time employment (33%) and income over \$1,600pw (35%).

Welfare Benefits

Q. Which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Income less than \$31,200	Income \$31,200-\$51,999	Income \$52,000-\$83,199	Income \$83,200+
Australia's current welfare system has created a culture of dependency, whereby many people, and often whole families, get used to living off Government benefits; the system needs to be radically changed to get such people to take more responsibility for their lives and their families.	53%	42%	67%	32%	40%	44%	47%	69%
Most people who rely on welfare benefits are victims of circumstances beyond their control. The benefits they receive are far from generous, and are the least a civilised society should provide in order to help them and their families avoid living in poverty.	30%	45%	20%	44%	42%	41%	36%	19%
Neither	10%	6%	8%	18%	11%	10%	9%	7%
Don't know	7%	7%	6%	6%	7%	5%	8%	5%

53% agreed that Australia's current welfare system has created a culture of dependency and 30% agreed that most people who rely on welfare benefits are victims of circumstances

Those most likely to agree with the first statement were Liberal/National voters (67%), respondents on incomes over \$1,600pw (69%) and full-time workers (61%).

Those most likely to agree with the second statement were Labor voters (45%), Greens voters (44%), not working (37%) and incomes under \$1,000pw (42%).

Trust in Industries

Q. How much trust do you have in the following industries to act in the public interest

	Total a lot/some trust	A lot of trust	Some trust	Not much trust	No trust at all	Don't know
Agriculture	72%	20%	52%	18%	4%	5%
Tourism	68%	12%	56%	22%	6%	5%
Manufacturing	56%	8%	48%	30%	8%	7%
Construction and development	48%	5%	43%	33%	12%	6%
Retail	47%	3%	44%	38%	12%	3%
Telecommunications	37%	3%	34%	41%	18%	3%
Banking	33%	5%	28%	36%	29%	3%
Mining	32%	3%	29%	35%	25%	8%
Media	30%	2%	28%	40%	27%	2%
Power companies	18%	1%	17%	37%	41%	4%

The industries most trusted to act in the public interest were agriculture (72% some/a lot of trust), tourism (68%) and manufacturing (56%).

The industries least trusted to act in the public interest were power companies (18%), the media (30%), mining (32%) and banking (33%).

The only industry on which there were major differences was mining where 43% of Liberal/National voters had a lot/some trust compared to only 25% of Labor voters and 17% of Greens voters.

Satisfaction with Current Job

Q. Overall, how satisfied are you with your current job?

	Total	Men	Women	Aged 18-34	Aged 35-44	Aged 45+	Income less than \$31,200	Income \$31,200- \$51,999	Income \$52,000- \$83,199	Income \$83,200+
Total satisfied	71%	67%	77%	71%	75%	70%	73%	58%	74%	74%
Total dissatisfied	13%	14%	12%	13%	13%	13%	8%	16%	15%	13%
Very satisfied	30%	26%	36%	30%	31%	31%	21%	26%	30%	32%
Somewhat satisfied	41%	41%	41%	41%	44%	39%	52%	32%	44%	42%
Neither satisfied nor dissatisfied	15%	19%	10%	15%	12%	17%	19%	25%	12%	13%
Somewhat dissatisfied	9%	9%	9%	11%	8%	8%	8%	10%	9%	9%
Very dissatisfied	4%	5%	3%	2%	5%	5%	-	6%	6%	4%
Don't know	1%	1%	*	*	1%	1%	-	-	-	*

71% of working people say they are satisfied with their current job while 13% are dissatisfied.

There were few major differences across demographic groups - women (77%) tended to be more satisfied than men (67%) and those on incomes of \$600-\$1,000pw were least likely to be satisfied (58%).

Choice of Job

Q. If you had a choice, would you prefer to be -

	Total	Men	Women	Aged 18-34	Aged 35-44	Aged 45+	Income less than \$31,200	Income \$31,200-\$51,999	Income \$52,000-\$83,199	Income \$83,200+
Working in a different occupation	30%	35%	24%	35%	25%	28%	22%	36%	36%	30%
Working in the same occupation but with a different employer	18%	18%	18%	19%	18%	17%	33%	9%	19%	18%
Working in my current occupation with my current employer	40%	33%	48%	35%	43%	43%	37%	44%	31%	44%
Don't know	12%	14%	9%	11%	14%	12%	7%	12%	14%	8%

40% agreed that if they had a choice they would prefer to be working in their current occupation with their current employer.

30% would prefer to be in a different occupation and 18% would prefer a different employer.

Those most likely to prefer a different occupation were men (35%), aged 18-34 (35%) and those on incomes of \$600-\$1,600pw (36%).

33% of those earning under \$600pw would prefer to be working in the same occupation with a different employer.

Employment by Religious Organisations

Q. Should religious organisations be allowed to refuse to hire people who don't live according to the organisations' beliefs?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Yes	34%	26%	42%	22%	34%	33%	35%	31%	37%
No	52%	58%	48%	63%	54%	51%	54%	50%	54%
Don't know	14%	16%	10%	15%	12%	15%	11%	19%	9%

34% think that religious organisations should be allowed to refuse to hire people who don't live according to the organisations' beliefs and 52% think they should not.

Those most likely to think they should not were Labor voters (58%), Greens voters (63%) and respondents on lower incomes (57% of those earning less than \$1,000pw).

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.

