



**29 January 2013**



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 23<sup>rd</sup> and 28<sup>th</sup> January and is based on 1,047 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the timing of the next election, the economy, pay rates for younger workers, climate change, the carbon tax and Australia Day.

The methodology used to carry out this research is described 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 = 1,895 respondents*

First preference/leaning to	Election 21 Aug 10	2 weeks ago 14/1/13	Last week 21/01/13	This week 29/01/13
Liberal		44%	44%	44%
National		4%	4%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>48%</b>	<b>48%</b>	<b>48%</b>
<b>Labor</b>	<b>38.0%</b>	<b>36%</b>	<b>36%</b>	<b>35%</b>
Greens	11.8%	8%	9%	10%
Other/Independent	6.6%	8%	8%	7%

<b>2PP</b>	Election 21 Aug 10	2 weeks ago	Last week	This week
Total Lib/Nat	<b>49.9%</b>	<b>54%</b>	<b>54%</b>	<b>54%</b>
Labor	<b>50.1%</b>	<b>46%</b>	<b>46%</b>	<b>46%</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%.

## **Next Election**

*Q. Do you think the Labor Government should run its full term until later in 2013 when the next Federal election is due or should a new election be held now?*

	<b>5 Sept 11</b>	<b>5 Dec 11</b>	<b>30 Jan 12</b>	<b>5 Mar 12</b>	<b>30 Apr 12</b>	<b>Total 29 Jan 13</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Should run to later in 2013	40%	47%	48%	46%	48%	<b>51%</b>	84%	25%	76%
Should hold election now	48%	41%	41%	44%	42%	<b>35%</b>	4%	66%	12%
Don't know	12%	12%	10%	10%	10%	<b>14%</b>	12%	8%	12%

51% think the Labor Government should run its full term until later in 2013 and 35% think an election should be held now. 14% don't know.

Opinions have shifted away having an early election since this question was polled in April 2012.

## The Australian Economy

*Q. Thinking about the state of the world economy, how do you think the Australian economy has performed over the last few years compared to other countries?*

	<b>15 Aug 11</b>	<b>7 May 12</b>	<b>Total 29 Jan 13</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total better</b>	<b>70%</b>	<b>66%</b>	<b>70%</b>	<b>84%</b>	<b>64%</b>	<b>71%</b>
<b>Total worse</b>	<b>10%</b>	<b>15%</b>	<b>12%</b>	<b>5%</b>	<b>16%</b>	<b>10%</b>
A lot better	31%	29%	29%	45%	18%	35%
A little better	39%	37%	41%	39%	46%	36%
About the same	16%	16%	16%	10%	19%	17%
A little worse	7%	9%	7%	3%	9%	6%
A lot worse	3%	6%	5%	2%	7%	4%
Don't know	3%	3%	3%	2%	1%	2%

70% think that Australia's economy has performed better than other countries over the last few years, 16% say about the same and 12% think it has been worse. This represents a shift from net +51 to net +58 since this question was previously asked in May last year.

There were no substantial differences across demographic groups although those on lower incomes were a little more likely to believe it has performed worse - for those on income under \$600pw, 56% think Australia's economy has performed better and 20% worse.

## Trust to deal with GFC

*Q. If there was another Global Financial Crisis, which party would you trust most to deal with it?*

	<b>15 Aug 11</b>	<b>7 May 12</b>	<b>Total 29 Jan 13</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
The Labor Party	31%	25%	<b>26%</b>	68%	2%	23%
The Liberal Party	40%	42%	<b>40%</b>	4%	84%	6%
No difference	20%	23%	<b>22%</b>	18%	10%	52%
Don't know	9%	10%	<b>11%</b>	10%	4%	19%

If there was another GFC, 40% would trust the Liberal Party more to handle it and 26% would trust the Labor Party more. This represents a slight shift to the Labor Party from net -17% to net -14% since May last year.

The Liberal Party was rated higher than Labor with all demographic groups except for low income earners - 35% of those earning under \$600pw would trust the Labor Party more and 29% the Liberal Party. Those most likely to trust the Liberal Party more were aged 55+ (52%), full-time workers (45%) and income over \$1,600 pw (44%).

## The Economy

Q. Over the next 12 months do you think economic conditions in Australia will get better, get worse or stay much the same?

	1 Dec 08	15 Jun 09	5 Oct 09	28 Jun 10	18 Oct 10	4 April 11	4 Jul 11	3 Oct 11	26 Mar 12	7 May 12	27 Aug 12	Total 29 Jan 13	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total better</b>	<b>21%</b>	<b>43%</b>	<b>66%</b>	<b>33%</b>	<b>40%</b>	<b>27%</b>	<b>22%</b>	<b>16%</b>	<b>25%</b>	<b>23%</b>	<b>22%</b>	<b>29%</b>	<b>50%</b>	<b>21%</b>	<b>18%</b>
<b>Total worse</b>	<b>61%</b>	<b>37%</b>	<b>15%</b>	<b>31%</b>	<b>30%</b>	<b>37%</b>	<b>49%</b>	<b>58%</b>	<b>46%</b>	<b>46%</b>	<b>45%</b>	<b>37%</b>	<b>22%</b>	<b>51%</b>	<b>33%</b>
Get a lot better	2%	5%	8%	5%	6%	4%	3%	2%	3%	2%	3%	<b>4%</b>	8%	2%	5%
Get a little better	19%	38%	58%	28%	34%	23%	19%	14%	22%	21%	19%	<b>25%</b>	42%	19%	13%
Get a little worse	45%	28%	11%	23%	20%	27%	31%	41%	31%	31%	30%	<b>28%</b>	18%	37%	25%
Get a lot worse	16%	9%	4%	8%	10%	10%	18%	17%	15%	15%	15%	<b>9%</b>	4%	14%	8%
Stay much the same	13%	17%	15%	30%	24%	27%	25%	22%	21%	25%	27%	<b>27%</b>	24%	25%	42%
No opinion	5%	3%	4%	7%	6%	8%	4%	4%	7%	6%	6%	<b>6%</b>	4%	3%	7%

Confidence in the economic outlook has improved since August. The percentage of respondents believing conditions will get better increased 7 points to 29%, while those believing that economic conditions will get worse over the next 12 months dropped 8 points to 37%. This is the most positive outlook recorded since October 2010.

Labor voters are optimistic overall - 50% better/22% worse. Coalition voters are the most pessimistic, with 51% believing that thing will get worse over the next 12 months and only 21% better.

There was little difference across demographic groups except for older respondents - of those aged 55+, 27% think conditions will get better and 48% worse.

## **Pay Rates for Younger Workers**

*Q. Do you think all workers aged 18-20 should receive the same rates of pay for doing the same work as those aged 21 and over or should 18-20 year-olds be paid lower rates?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Aged 18-34</b>	<b>Aged 35-54</b>	<b>Aged 55+</b>
18-20 year-olds should be paid the same rates	52%	57%	48%	54%	55%	52%	49%
18-20 year-olds should be paid lower rates	37%	32%	44%	33%	33%	36%	44%
Don't know	11%	11%	8%	13%	12%	11%	7%

52% support adult wages for 18-21 year olds and 37% think they should be paid lower rates. There was greater support for adult rates across all demographic groups except those aged 65+ where 48% supported lower rates compared to 46% for adult rates.

Support among those aged 18-24 was only a little higher than the average at 59%.

Part-time workers (59%) were more supportive of adult rates than full-time workers (47%).



## Climate Change

*Q. Do you believe that there is fairly conclusive evidence that climate change is happening and caused by human activity or do you believe that the evidence is still not in and we may just be witnessing a normal fluctuation in the earth's climate which happens from time to time?*

	Nov 09	Dec 10	30 May 11	14 Jun 11	15 Oct 12	Total 29 Jan 13	Vote Labor	Vote Lib/Nat	Vote Greens
Climate change is happening and is caused by human activity	53%	45%	52%	50%	48%	<b>51%</b>	67%	34%	79%
We are just witnessing a normal fluctuation in the earth's climate	34%	36%	36%	39%	39%	<b>40%</b>	27%	58%	14%
Don't know	13%	19%	12%	12%	13%	<b>9%</b>	6%	8%	7%

51% agree that climate change is happening and is caused by human activity and 40% believe that we may just be witnessing a normal fluctuation in the earth's climate. This is little changed since this question was previously asked in October last year.

By age groups, those aged under 35 split 62%/29% and those aged 55+ split 38%/57%. People on higher incomes were more likely to think climate change is happening and is caused by human activity - those earning under \$1,000pw split 46%/47% while those earning over \$1,000pw split 56%/38%.

## **Carbon Pricing**

*Q. Do you support or oppose the Government's carbon pricing scheme which was introduced in July 2012 and requires industries to pay a tax based on the amount of carbon pollution they emit?*

	<b>7 Mar 2011</b>	<b>14 June 2011</b>	<b>19 Sep 2011</b>	<b>21 Nov 2011</b>	<b>25 Jun 2012</b>	<b>2 Oct 12</b>	<b>Total 29 Jan 13</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total support</b>	<b>35%</b>	<b>38%</b>	<b>37%</b>	<b>38%</b>	<b>35%</b>	<b>38%</b>	<b>37%</b>	<b>60%</b>	<b>19%</b>	<b>61%</b>
<b>Total oppose</b>	<b>48%</b>	<b>49%</b>	<b>52%</b>	<b>53%</b>	<b>54%</b>	<b>48%</b>	<b>50%</b>	<b>24%</b>	<b>75%</b>	<b>30%</b>
Strongly support	9%	13%	14%	14%	14%	12%	<b>11%</b>	21%	3%	23%
Support	26%	25%	23%	24%	21%	26%	<b>26%</b>	39%	16%	38%
Oppose	19%	19%	17%	17%	19%	22%	<b>22%</b>	16%	27%	19%
Strongly oppose	29%	30%	35%	36%	35%	26%	<b>28%</b>	8%	48%	11%
Don't know	18%	13%	12%	10%	11%	14%	<b>12%</b>	16%	7%	9%

Support for carbon pricing has not changed significantly since the last time the question was polled in October 2012. Support is down a point to 37% and opposition up 2 points to 50%.

Looking at the results by voting intention, Labor voters (60%) and Greens voters (61%) were the most likely to support carbon pricing, whereas 75% of Coalition voters oppose it.

Younger respondents were more likely to support carbon pricing than older respondents - for those aged under 35, 44% support and 39% oppose while 60% of those aged 55+ oppose and 35% support.

## Australia Day

*Q. Saturday 26th January is Australia Day with the public holiday on the Monday. Will you personally be doing anything to celebrate Australia Day or do you treat it as just a public holiday?*

	<b>18 Jan 10</b>	<b>Total 29 Jan 13</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Aged 18-34</b>	<b>Aged 35-54</b>	<b>Aged 55+</b>
Doing something to celebrate Australia Day	40%	<b>41%</b>	43%	44%	27%	45%	38%	39%
Just a public holiday	40%	<b>43%</b>	41%	41%	61%	38%	46%	44%
Working – don't get the Australia Day holiday	6%	<b>7%</b>	7%	8%	2%	8%	8%	6%
Don't know	14%	<b>9%</b>	9%	7%	10%	8%	8%	12%

41% of people surveyed said they will be doing something to celebrate Australia Day, 43% treat Australia Day as just a public holiday and 7% are working because they don't get the Australia Day holiday. These are similar results to the last time this question was asked three years ago.

Females were more likely to indicate they will be doing something to celebrate Australia Day (45%) while males were more likely to think it is just a public holiday (45%).

18-34 year olds were more likely than those in other age groups to be doing something to celebrate Australia Day (45%).

## **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.

