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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 7st to 10th February and is based on 1,003 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, fixed term elections, important issues and party policies.

The methodology used to carry out this research is described in the appendix on page 11.

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 = 1,897 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 14/1/13	2 weeks ago 29/1/13	Last week 5/02/13	This week 11/02/13
Liberal		44%	44%	45%	45%
National		4%	3%	3%	3%
Total Lib/Nat	43.6%	48%	48%	48%	48%
Labor	38.0%	36%	35%	34%	34%
Greens	11.8%	8%	10%	10%	9%
Other/Independent	6.6%	8%	7%	8%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	54%	54%	54%	55%
Labor	50.1%	46%	46%	46%	45%

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%.

Approval of Julia Gillard

Q. Do you approve or disapprove of the job Julia Gillard is doing as Prime Minister?

	19 Jul 2010	20 Dec	14 Mar 2011	14 June	12 Sept	12 Dec	12 Mar 2012	12 Jun	10 Sept	10 Dec	14 Jan 2013	11 Feb
Total approve	52%	43%	41%	34%	28%	34%	32%	32%	35%	37%	41%	36%
Total disapprove	30%	40%	46%	54%	64%	54%	61%	56%	54%	53%	49%	55%
Strongly approve	11%	10%	7%	6%	5%	6%	8%	6%	7%	10%	9%	7%
Approve	41%	33%	34%	28%	23%	28%	24%	26%	28%	27%	32%	29%
Disapprove	17%	24%	22%	29%	28%	25%	29%	22%	27%	25%	23%	25%
Strongly disapprove	13%	16%	24%	25%	36%	29%	32%	34%	27%	28%	26%	30%
Don't know	18%	17%	13%	13%	8%	11%	7%	12%	11%	11%	10%	9%

36% (down 5%) approve of the job Julia Gillard is doing as Prime Minister and 55% (up 6%) disapprove – an 11-point change in net rating from -8 to -19 over the last 4 weeks.

75% of Labor voters approve (down 12%) and 19% disapprove (up 12%).

By gender – men 34% approve/57% disapprove, women 38% approve/52% disapprove. In net terms this represents a decline with men from -13 to -23 and with women from -3 to -14.

Approval of Tony Abbott

Q. Do you approve or disapprove of the job Tony Abbott is doing as Opposition Leader?

	18 Jan 2010	5 Jul	20 Dec	14 Mar 2011	14 June	12 Sept	12 Dec	12 Mar 2012	12 Jun	10 Sept	10 Dec	14 Jan 2013	11 Feb
Total approve	37%	37%	39%	38%	38%	39%	32%	36%	32%	32%	33%	33%	36%
Total disapprove	37%	47%	39%	47%	48%	50%	53%	52%	54%	55%	56%	57%	53%
Strongly approve	5%	8%	9%	7%	6%	8%	6%	7%	6%	6%	8%	8%	7%
Approve	32%	29%	30%	31%	32%	31%	26%	29%	26%	26%	25%	25%	29%
Disapprove	20%	23%	21%	24%	25%	23%	25%	23%	24%	26%	25%	27%	22%
Strongly disapprove	17%	24%	18%	23%	23%	27%	28%	29%	30%	29%	31%	30%	31%
Don't know	26%	16%	22%	16%	15%	11%	14%	12%	13%	13%	12%	10%	11%

36% (up 3%) approve of the job Tony Abbott is doing as Opposition Leader and 53% (down 4%) disapprove – a change in net rating from -24 to -17 over the last 4 weeks.

70% (up 8%) of Coalition voters approve and 21% (down 10%) disapprove.

By gender – men 38% approve/51% disapprove, women 34% approve/55% disapprove. In net terms this represents a shift with men from -15 to -13 and with women from -31 to -21.

Better Prime Minister

Q. Who do you think would make the better Prime Minister out of Julia Gillard and Tony Abbott?

	5 Jul 2010	14 Mar 2011	14 June	12 Sept	12 Dec	12 Mar 2012	12 Jun	10 Sept	10 Dec	14 Jan 2013	11 Feb	Vote Labor	Vote Lib/Nat	Vote Greens
Julia Gillard	53%	44%	41%	36%	39%	40%	37%	40%	43%	42%	39%	82%	5%	69%
Tony Abbott	26%	33%	36%	40%	35%	37%	37%	37%	34%	33%	37%	6%	75%	6%
Don't know	21%	23%	24%	24%	26%	23%	26%	24%	23%	24%	24%	12%	20%	25%

39% (down 3%) believe Julia Gillard would make the better Prime Minister and 37% (up 4%) prefer Tony Abbott.

Men prefer Tony Abbott 41%/38% and women prefer Julia Gillard 39%/33%.

Elections

Q. Would you favour fixed term Federal Elections where elections are held on a set date or the current system where the Government chooses the date of each election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Fixed term elections	63%	66%	66%	57%
Current system	23%	23%	21%	27%
Don't know	14%	11%	13%	16%

63% favour fixed term Federal Elections where elections are held on a set date and 23% favour the current system where the Government chooses the date of each election. There was majority support for fixed term elections across all demographic and voter groups. Strongest support came from older respondents with 73% of those aged 55+ preferring fixed term elections.

Important election issues

Q. Which are the three most important issues in deciding how you would vote at a Federal election?

	Total 11 Feb 13	19 Nov 12	30 Jul 12	5 Dec 11	6 June 11	25 Jan 10
Management of the economy	62%	66%	64%	62%	61%	63%
Ensuring a quality education for all children	29%	35%	26%	22%	26%	23%
Ensuring the quality of Australia's health system	52%	57%	47%	47%	49%	48%
Protecting the environment	14%	14%	11%	13%	15%	16%
A fair industrial relations system	12%	8%	12%	11%	8%	na
Political leadership	14%	15%	25%	18%	17%	23%
Addressing climate change	9%	9%	9%	10%	15%	16%
Controlling interest rates	9%	11%	9%	11%	13%	15%
Australian jobs and protection of local industries	40%	32%	41%	36%	32%	33%
Ensuring a quality water supply	4%	5%	3%	4%	5%	12%
Housing affordability	11%	14%	13%	13%	16%	14%
Ensuring a fair taxation system	21%	17%	18%	16%	17%	14%
Security and the war on terrorism	6%	5%	5%	4%	8%	9%
Treatment of asylum seekers	6%	6%	10%	8%	5%	na
Managing population growth	9%	7%	8%	8%	12%	na

*Not asked

62% of people surveyed rated management of the economy as one of their three most important issues, followed by 52% ensuring the quality of Australia's health system, 40% Australian jobs and protection of local industries and 29% ensuring a quality education for all children.

Since November, there has been an increase in the importance of Australian jobs and protection of local industries (+8%) and a decline in the importance of ensuring a quality education for all children (-6%) and ensuring the quality of Australia's health system (-5%).

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 11 Feb 13	Difference 19 Nov 12	Difference 18 Jun 12
Management of the economy	31%	46%	3%	21%		-15	-14	-18
Ensuring a quality education for all children	37%	35%	6%	22%		+2	+5	-2
Ensuring the quality of Australia's health system	33%	36%	6%	25%		-3	-3	-6
Protecting the environment	20%	21%	39%	20%		+18	+16	+17
A fair industrial relations system	39%	33%	4%	23%		+6	+9	+6
Political leadership	29%	37%	6%	29%		-8	-12	-16
Addressing climate change	21%	24%	29%	26%		+5	+9	+7
Controlling interest rates	27%	41%	3%	30%		-14	-11	-18
Protecting Australian jobs and protection of local industries	33%	36%	4%	27%		-3	-2	-6
Ensuring a quality water supply	21%	27%	23%	29%		-6	-7	-12
Housing affordability	27%	33%	5%	35%		-6	-5	-11
Ensuring a fair taxation system	31%	37%	4%	28%		-6	-9	-10
Security and the war on terrorism	25%	38%	4%	33%		-13	-15	-22
Treatment of asylum seekers	20%	37%	14%	30%		-17	-18	-20
Managing population growth	21%	33%	7%	39%		-12	-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 has a significant lead over the Liberal Party only on ensuring 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 a quality education for all children, ensuring the quality of Australia's health system and protecting Australian jobs and protection of local industries. Since November, there has been very little shift on any issue.

Party with Better Policies

Q. Which party do you think has the better policies for the following groups of people?

	Labor Party	Liberal Party	No difference	Don't know		Net 11 Feb 13	Net 6 Aug 12
Pensioners	32%	23%	31%	15%		+9	+11
Unemployed people	34%	21%	30%	15%		+13	+18
People with disabilities	35%	20%	29%	17%		+15	+16
Carers	30%	22%	30%	19%		+8	+12
People on low incomes	37%	21%	26%	16%		+16	+22
All working people	32%	31%	23%	14%		+1	-1

The Labor Party was thought to have better policies than the Liberal Party on all issues except “all working people” where both parties had similar ratings. In particular the Labor Party was thought to have better policies for people on low incomes (37% Labor/21% Liberal), unemployed people (34%/21%) and people with disabilities (35%/20%).

Of those aged 55+, 31% thought Labor had better policies for pensioners and 30% thought the Liberals had better policies.

32% think Labor has better policies for all working people and 31% think the Liberals have better policies. Employed people are more likely to think the Liberals have the better policies (35% Liberal/31% Labor).

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.

