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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 14<sup>th</sup> to 17<sup>th</sup> February and is based on 1,034 respondents.

Aside from the standard question on voting intention, this week's report includes questions on drugs and betting in sport and development of northern Australia.

The methodology used to carry out this research is described in the appendix on page 9.

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 = 1,882 respondents*

First preference/leaning to	Election 21 Aug 10	4 weeks ago 21/1/13	2 weeks ago 5/2/13	Last week 11/2/13	This week 18/2/13
Liberal		44%	45%	45%	44%
National		4%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>48%</b>	<b>48%</b>	<b>48%</b>	<b>47%</b>
<b>Labor</b>	<b>38.0%</b>	<b>36%</b>	<b>34%</b>	<b>34%</b>	<b>35%</b>
Greens	11.8%	9%	10%	9%	9%
Other/Independent	6.6%	8%	8%	9%	8%

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

## Drugs in Sport

*Q. How much of a problem do you think taking performance enhancing drugs is in these sports?*

	<b>A major problem</b>	<b>A moderate problem</b>	<b>A minor problem</b>	<b>Not a problem at all</b>	<b>Don't know</b>
AFL football	39%	23%	18%	5%	16%
NRL rugby league	37%	26%	16%	4%	18%
Cricket	16%	9%	26%	25%	23%
Tennis	18%	12%	24%	22%	24%
Soccer	22%	19%	23%	10%	26%
Basketball	18%	18%	22%	14%	30%
Cycling	56%	20%	8%	3%	14%
Athletics	41%	26%	11%	4%	17%

56% of respondents think taking performance enhancing drugs is a major problem in cycling, 41% think it is a major problem in athletics, 39% in AFL football and 37% in NRL rugby league.

38% of AFL football followers think it is a major problem in their sport and 26% of NRL followers think it is a major problem in their sport. 40% of AFL followers think it is a major problem in NRL.

46% of Victorian respondents think performance enhancing drugs is a major problem in the AFL.

## **Betting on Sport**

*Q. How much of a problem do you think betting on games and results is in these sports?*

	<b>A major problem</b>	<b>A moderate problem</b>	<b>A minor problem</b>	<b>Not a problem at all</b>	<b>Don't know</b>
AFL football	34%	22%	14%	10%	19%
NRL rugby league	33%	22%	15%	11%	20%
Cricket	30%	22%	17%	10%	20%
Tennis	21%	18%	20%	18%	23%
Soccer	30%	22%	15%	11%	23%
Basketball	23%	18%	19%	15%	25%
Cycling	25%	18%	17%	14%	25%
Athletics	23%	18%	20%	14%	25%

34% of respondents think betting is a major problem in AFL football, 33% think it is a major problem in NRL, 30% in soccer and 30% in cricket.

36% of those who mostly follow cricket think it is a major problem in their sport, compared to 32% of AFL followers and 28% of NRL followers.

## **Personal Actions**

*Q. If players in a sporting team you supported were found to have taken performance enhancing drugs would you -*

	<b>Total</b>	<b>AFL</b>	<b>NRL</b>	<b>Cricket</b>	<b>Soccer</b>	<b>Basket -ball</b>
Attend fewer games	27%	26%	25%	33%	24%	28%
Stop attending games altogether	19%	16%	20%	23%	20%	21%
Watch fewer games on TV	28%	23%	27%	34%	23%	33%
Stop watching games on TV altogether	15%	9%	16%	18%	17%	26%
Change my support to another team	18%	7%	18%	19%	22%	23%

26% of AFL followers said if players in their team were found to have taken performance enhancing drugs they would attend fewer games and 23% said they would watch fewer games on TV. However, only 9% said they would stop watching games on TV altogether and only 7% said they would change their support to another team.

NRL (18%) and soccer (22%) followers were more likely to change their support to another team.

## **Approval of Actions**

*Q. Would you approve or disapprove of the following actions -*

	<b>Total approve</b>	<b>Total disapprove</b>	<b>Strongly approve</b>	<b>Approve</b>	<b>Disapprove</b>	<b>Strongly disapprove</b>	<b>Don't know</b>
Ban sports betting	<b>52%</b>	<b>30%</b>	27%	25%	24%	6%	17%
Setting up a sports integrity commission with strong powers	<b>76%</b>	<b>7%</b>	40%	36%	6%	1%	17%
Ban teams whose players have been found guilty of using performance enhancing drugs	<b>54%</b>	<b>28%</b>	28%	26%	21%	7%	18%
Accept that prohibition won't work and allow approved performance enhancing drugs in sport	<b>12%</b>	<b>71%</b>	5%	7%	19%	52%	16%

76% approve setting up a sports integrity commission with strong powers. 82% of AFL followers and 78% of NRL followers approved.

54% approve banning teams whose players have been found guilty of using performance enhancing drugs - including 49% of AFL followers and 50% of NRL followers.

52% approve of banning sports betting - including 52% of AFL followers and 47% of NRL followers. Those most in favour of banning sports betting were followers of cricket (57%) and tennis (63%).

Only 12% believed we should accept that prohibition won't work and allow approved performance enhancing drugs in sport. This was strongly rejected by all sports followers - 65% of AFL followers and 71% of NRL followers disapproved.

## Development of Northern Australia

*Q. The Liberal Party was reported to be considering a plan to increase the population of the northern regions of Australia by relocating public service jobs, increasing industry and food production and funding new projects in the north. Do you approve or disapprove of this idea?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total approve</b>	<b>56%</b>	<b>46%</b>	<b>73%</b>	<b>42%</b>
<b>Total disapprove</b>	<b>22%</b>	<b>32%</b>	<b>12%</b>	<b>38%</b>
Strongly approve	16%	10%	24%	7%
Approve	40%	36%	49%	35%
Disapprove	15%	19%	10%	27%
Strongly disapprove	7%	13%	2%	11%
Don't know	21%	23%	15%	20%

56% said they approved on a plan to increase the population of the northern regions of Australia by relocating public service jobs, increasing industry and food production and funding new projects in the north and 22% disapproved.

73% of Liberal/National voters approved compared to 46% of Labor voters and 42% of Greens voters.



## **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.

