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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 25th to 28th April and is based on 940 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the economy and the budget, Qantas, population growth and Anzac 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 = 1,822 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 2/4/13	2 weeks ago 15/4/13	Last week 22/4/13	This week 29/4/13
Liberal		47%	44%	44%	45%
National		2%	3%	3%	3%
Total Lib/Nat	43.6%	49%	48%	48%	48%
Labor	38.0%	31%	34%	34%	34%
Greens	11.8%	11%	9%	9%	9%
Other/Independent	6.6%	9%	9%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	56%	55%	55%	55%
Labor	50.1%	44%	45%	45%	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%.

Interest in Budget

Q. Thinking about the Federal Budget to be announced next month – how interested are you in reading and hearing about the Federal Budget?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Very interested	34%	39%	39%	27%
Somewhat interested	32%	35%	32%	37%
A little interested	19%	19%	17%	23%
Not at all interested	10%	7%	10%	13%
Can't say	4%	1%	2%	1%

66% said they were very or somewhat interested in the Federal Budget.

Those most interested were aged 55+ (50% very interested), Labor voters (39%) and Liberal/National voters (39%).

The Economy - Heading in the Right/Wrong Direction

Q. Overall, from what you have read and heard, do you think the Australian economy is heading in the right direction or the wrong direction?

	17 May 10 (Post 2010 budget)	9 May 11 (Post 2011 budget)	4 Jul 11	26 Mar 12	18 Jun 12	Total 29 Apr 13	Vote Labor	Vote Liberal/ National	Vote Greens
The right direction	51%	45%	37%	36%	43%	36%	68%	21%	45%
The wrong direction	25%	29%	43%	41%	32%	39%	13%	62%	15%
Don't know	24%	25%	20%	22%	25%	25%	19%	17%	40%

36% of respondents think that Australia's economy is heading in the right direction – 39% think it is heading in the wrong direction. Since this question was asked in June last year, "right direction" has declined 7% and "wrong direction" increased 7%.

68% (down 3%) of Labor voters, 21% (down 5%) of Liberal/National voters and 45% (down 18%) of Greens voters think the economy is heading in the right direction. There were no major differences across demographic groups.

Expectations of Budget

Q. Overall do you expect the budget to be good or bad for you personally?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total good	12%	20%	10%	16%
Total bad	38%	20%	53%	24%
Very good	2%	4%	2%	1%
Good	10%	16%	8%	15%
Neither good nor bad	38%	49%	31%	50%
Bad	29%	18%	38%	19%
Very bad	9%	2%	15%	5%
Don't know	11%	11%	6%	10%

12% expect the budget will be good for them personally and 38% think it will be bad. 38% think it will be neither good nor bad for them personally.

Those most likely to think it will be bad for them personally were aged 45+ (46%) and Liberal/National voters (53%).

Budget Measures

Q. Would you support or oppose the following budget measures to increase revenue or decrease spending?

	Total			Support		
	Support	Oppose	Don't know	Vote Labor	Vote Lib/Nat	Vote Greens
Increase taxes for big corporations	64%	17%	19%	77%	54%	86%
Reduce tax breaks for high income earners	45%	38%	17%	51%	42%	54%
Cut “middle class welfare” such as the Baby Bonus, first home buyers grant and Family Tax Benefit payments	37%	48%	15%	38%	41%	35%
Reduce defence spending	35%	48%	17%	37%	29%	57%
Postpone building the NBN	34%	45%	20%	18%	52%	13%
Postpone the increase in education spending recommended by the Gonski Report	29%	51%	20%	21%	39%	16%
Cut spending on unemployment and disability benefits	25%	60%	15%	23%	32%	13%
Postpone other infrastructure projects like new roads and highways	14%	71%	15%	17%	15%	7%

In terms of possible budget measures to increase revenue or decrease spending, a majority supported increasing taxes for big corporations and were also more likely to support reducing tax breaks for high income earners.

A majority opposed postponing infrastructure, cutting spending on unemployment and disability benefits and postponing increasing the education spending recommended by the Gonski Report.

Measures most supported by Labor voters were increasing taxes for big corporations and reducing tax breaks for high income earners.

Measures most supported by Liberal/National voters were increasing taxes for big corporations and postponing the NBN.

Opinion of Qantas

Q. Compared to 12 months ago, how do you feel about Qantas - more positive, more negative or about the same?

	27 Feb 12	Total 29 Apr 13	Vote Labor	Vote Lib/Nat	Vote Greens	Fly regularly	Fly once or twice a year	Fly less often
Total more positive	11%	18%	19%	19%	8%	29%	23%	9%
Total more negative	41%	18%	18%	17%	26%	18%	20%	16%
A lot more positive	4%	5%	4%	7%	3%	10%	7%	2%
A little more positive	7%	13%	15%	12%	5%	19%	16%	7%
About the same	43%	55%	57%	57%	58%	51%	55%	59%
A little more negative	23%	11%	11%	10%	23%	10%	11%	12%
A lot more negative	18%	7%	7%	7%	3%	8%	9%	4%
No opinion	5%	9%	6%	7%	7%	2%	3%	16%

18% say that, compared to 12 months ago, they feel more negative about Qantas, 18% feel more positive and 55% feel about the same. This is a substantial improvement for Qantas since this question was asked last February following major industrial disputes.

Regular flyers are somewhat more positive - 29% feel more positive and 18% more negative.

There were no substantial differences across demographics.

Choice of Airline

Q. Which of the following best describes your airline preference when booking air travel?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Fly regularly	Fly once or twice a year
I usually try to fly Qantas	34%	28%	39%	34%	42%	30%
I usually try to avoid flying Qantas	20%	19%	20%	15%	22%	18%
I don't care whether I fly Qantas or not	43%	52%	39%	50%	33%	49%
Can't say	3%	1%	3%	-	2%	3%

Based on respondents who travel by air at least once a year

34% of respondents who travel by air at least once a year said they usually try to fly Qantas, 20% try to avoid flying Qantas and 43% don't care either way.

42% of regular flyers usually try to fly Qantas.

Population Growth

Q. Australia's population has now reached 23 million and is growing by more than 300,000 a year. Do you think Australia's population growth rate is too fast, too slow or about right?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Too fast	45%	41%	50%	45%
Too slow	5%	6%	5%	3%
About right	37%	42%	38%	32%
Don't know	13%	11%	8%	20%

45% think Australia's population growth rate is too fast, 5% think it is too slow and 37% about right.

Those most likely to think it is too fast were Liberal/National voters (50%), aged 45-64 (51%) and incomes under \$1,000pw (55%).

Anzac Day

Q. Thursday 25th April was/is Anzac Day. Which of the following best describes what you did (or will do) on Anzac Day?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Attended an Anzac Day event or march	17%	18%	19%	10%	20%	14%	11%	19%	22%
Didn't attend an event but watched the march on TV	36%	39%	37%	27%	35%	36%	30%	33%	45%
Nothing special - it was just a public holiday	35%	35%	34%	42%	34%	36%	44%	37%	23%
Working – don't get the Anzac Day holiday	7%	5%	8%	12%	6%	9%	10%	7%	5%
Don't know	5%	4%	2%	8%	4%	5%	5%	4%	5%

17% of respondents said they attended an Anzac day event and 36% said they watched a march on TV. 42% said it was just a holiday or were working.

Only 11% of those aged under 35 attended an event compared to 22% of those aged 55+.

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.

