

The Essential Report

11 June 2013





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Prepared by: Essential Research

Data supplied:



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Our researchers are members of the Australian Market and Social Research Society

About this 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 6th to 10th June and is based on 1,047 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leadership, public funding of political parties, forms of intolerance and Pauline Hanson.

The methodology used to carry out this research is described in the appendix on page 14.

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 = 1,906 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 13/5/13	2 weeks ago 27/5/13	Last week 3/6/13	This week 11/6/13
Liberal		44%	45%	45%	44%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	48%	48%	48%	47%
Labor	38.0%	34%	34%	35%	36%
Greens	11.8%	9%	8%	8%	8%
Other/Independent	6.6%	10%	10%	9%	9%

2 Party Preferred	Election 21 Aug 10	4 weeks ago 13/5/13	2 weeks ago 27/5/13	Last week 3/6/13	This week 11/6/13
Liberal National	49.9%	55%	55%	55%	54%
Labor	50.1%	45%	45%	45%	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.

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 June 2011	12 Dec	12 Jun 2012	10 Dec	14 Jan 2013	11 Feb	11 Mar	15 Apr	13 May	11 Jun
Total approve	52%	43%	34%	34%	32%	37%	41%	36%	36%	34%	38%	37%
Total disapprove	30%	40%	54%	54%	56%	53%	49%	55%	56%	56%	54%	54%
Strongly approve	11%	10%	6%	6%	6%	10%	9%	7%	8%	8%	10%	10%
Approve	41%	33%	28%	28%	26%	27%	32%	29%	28%	26%	28%	27%
Disapprove	17%	24%	29%	25%	22%	25%	23%	25%	24%	23%	23%	21%
Strongly disapprove	13%	16%	25%	29%	34%	28%	26%	30%	32%	33%	31%	33%
Don't know	18%	17%	13%	11%	12%	11%	10%	9%	9%	9%	9%	9%

Julia Gillard's approval ratings have changed little in the last month. 37% (down 1%) approve of the job Julia Gillard is doing as Prime Minister and 54% (unchanged) disapprove – a 1-point change in net rating from -16 to -17 over the last 4 weeks.

79% of Labor voters approve (up 1%) and 14% disapprove (down 2%).

By gender – men 35% approve/58% disapprove, women 39% approve/51% disapprove. In net terms this represents a decline with men (from -21 to -23) and an improvement with women (from -13 to -12).

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 June 2011	12 Dec	12 Jun 2012	10 Dec	14 Jan 2013	11 Feb	11 Mar	15 Apr	13 May	11 Jun
Total approve	37%	37%	39%	38%	32%	32%	33%	33%	36%	37%	37%	40%	40%
Total disapprove	37%	47%	39%	48%	53%	54%	56%	57%	53%	51%	52%	50%	49%
Strongly approve	5%	8%	9%	6%	6%	6%	8%	8%	7%	7%	8%	9%	10%
Approve	32%	29%	30%	32%	26%	26%	25%	25%	29%	30%	29%	31%	30%
Disapprove	20%	23%	21%	25%	25%	24%	25%	27%	22%	22%	24%	18%	17%
Strongly disapprove	17%	24%	18%	23%	28%	30%	31%	30%	31%	29%	28%	32%	32%
Don't know	26%	16%	22%	15%	14%	13%	12%	10%	11%	12%	10%	11%	11%

Tony Abbott's approval ratings also remained much the same as last month. 40% (no change) approve of the job Tony Abbott is doing as Opposition Leader and 49% (down 1%) disapprove – a change in net rating from -10 to -9 over the last 4 weeks, Tony Abbott's best rating since July 2011.

80% (up 3%) of Coalition voters approve and 11% (down 2%) disapprove.

By gender – men 44% approve/47% disapprove, women 35% approve/52% disapprove. In net terms this represents a shift with men from -7 to -3 and with women from -13 to -17.

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 June 2011	12 Dec	12 Jun 2012	10 Dec	14 Jan 2013	11 Feb	11 Mar	15 Apr	13 May	Total 11 Jun	Vote Labor	Vote Lib/Nat	Vote Greens
Julia Gillard	53%	41%	39%	37%	43%	42%	39%	39%	37%	39%	39%	82%	4%	73%
Tony Abbott	26%	36%	35%	37%	34%	33%	37%	39%	39%	41%	40%	5%	84%	7%
Don't know	21%	24%	26%	26%	23%	24%	24%	22%	24%	20%	21%	13%	12%	20%

39% (no change) believe Julia Gillard would make the better Prime Minister and 40% (down 1%) prefer Tony Abbott.

Men prefer Tony Abbott 43%/35% and women prefer Julia Gillard 42%/38%.

Public Funding of Political Parties

Q. Currently political parties and candidates receive public funding for election campaigning based on their votes at elections. They can also receive funding in the form of donations from individuals, organisations (including unions) and businesses. There is no limit on donations but amounts of more than \$12,000 must be publically disclosed.

Do you think political parties and candidates should receive some public funding or should they be totally funded by donations?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Should receive some public funding	29%	33%	27%	51%
Should be totally funded by donations	47%	41%	53%	35%
Don't know	23%	26%	20%	14%

29% agree that political parties and candidates should receive some public funding and 47% think they should be totally funded by donations.

Those most likely to support some public funding were Greens voters (51%), men (35%), aged 18-34 (34%) and people on incomes over \$1,600pw (37%).

Should Donations to Political Parties be Capped

Q. Should donations to political parties and candidates be unlimited or should it be capped (that is, no organisation or individual should be able to donate more than a specified amount)?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Donations should be unlimited	17%	13%	25%	10%
Donations should be capped	65%	71%	61%	75%
Don't know	17%	16%	14%	15%

65% think that donations to political parties and candidates should be capped and 17% think they should be unlimited. The highest support for unlimited donations came from Liberal/National voters (25%).

Public Disclosure of Donations

Q. At what level should donations to political parties and candidates be publically disclosed?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Donations over \$1,000 should be disclosed	36%	37%	30%	51%
Donations over \$5,000 should be disclosed	26%	24%	30%	28%
Donations over \$12,000 should be disclosed	17%	18%	19%	11%
Donations should not have to be disclosed at all	5%	6%	6%	1%
Don't know	16%	15%	15%	9%

Only 5% think that political donations should not have to be disclosed - 79% think they should be disclosed at some level. 36% favour disclosure of donations over \$1,000 and a further 26% think they should be disclosed over \$5,000.

Forms of Intolerance

Q. For each of the following forms of intolerance, please indicate to what extent you think it is a problem in Australia.

	Sept 12 Total large/ moderate	Total large/ moderate	A large problem	Moderate problem	Small problem	Not a problem at all	Don't know
Racism	71%	69%	29%	40%	24%	5%	2%
Religious intolerance	65%	54%	22%	32%	32%	10%	4%
Sexism	45%	52%	18%	34%	35%	11%	3%
Homophobia	50%	51%	18%	33%	33%	10%	5%
Ageism	44%	46%	16%	30%	34%	11%	9%

69% think that racism is a major/moderate problem in Australia - a similar result to when this question was previously asked in September last year. Just over half believe that religious intolerance, sexism and homophobia are major/moderate problems. The percentage thinking religious intolerance is a major/moderate problem has dropped 11 points while those thinking sexism is a major/moderate problem has increased 7 points since September.

Those most likely to think racism a major/moderate problem were women (76%), Greens voters (87%) and Labor voters (75%).

Those most likely to think sexism a major/moderate problem were women (61%), Greens voters (76%) and Labor voters (69%).

Those most likely to think homophobia a major/moderate problem were women (61%), Greens voters (74%), Labor voters (61%) and aged 18-34 (57%).

55% of those aged 55+ think ageism is a major/moderate problem.

There were no substantial differences between groups on views about religious intolerance.

Experience of Forms of Intolerance

Q. Have you personally experienced or witnessed any of the following forms of intolerance in the past 12 months?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Racism	39%	37%	41%	51%	38%	26%
Religious intolerance	29%	28%	29%	37%	29%	18%
Sexism	29%	26%	32%	38%	28%	21%
Homophobia	26%	24%	28%	40%	24%	14%
Ageism	24%	23%	24%	19%	24%	30%

39% say they have experienced or witnessed racism in the past 12 months, while about one quarter have experienced or witnessed each of the other forms of intolerance. Younger people were much more likely to have experienced/witnessed racism, homophobia, sexism and religious intolerance. 30% of those aged 55+ say they have experienced/witnessed ageism.

Pauline Hanson in Parliament

Q. Pauline Hanson has announced she will run for the Senate in New South Wales in the next Federal election. How likely would Pauline Hanson be to make a positive contribution to Federal Parliament?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Julian Assange Apr 13
Total likely	30%	27%	34%	13%	32%
Total not likely	58%	62%	58%	78%	50%
Very likely	10%	7%	10%	4%	12%
Somewhat likely	20%	20%	24%	9%	20%
Not very likely	20%	17%	24%	23%	25%
Not at all likely	38%	45%	34%	55%	25%
Don't know	12%	11%	8%	8%	17%

30% think it is very or somewhat likely that Pauline Hanson would make a positive contribution if elected to Federal Parliament and 58% think it is not very or not at all likely. Those most likely to think she would make a positive contribution were Liberal/National voters (34%), voters for other parties or independents (48%) and those on incomes less than \$600pw (38%).

When a similar question was asked about Julian Assange in April, 32% thought it likely he would make a positive contribution and 50% thought it not likely.

Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a weekly online omnibus conducted by Your Source. Essential Research has been utilizing the Your Source online panel to conduct research on a week-by-week basis since November 2007.

Each week, the team at Essential Media Communications discusses issues that are topical and a series of questions are devised to put to the Australian public. Some questions are repeated regularly (such as political preference and leadership approval), while others are unique to each week and reflect 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 panellist 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+ interviews. In theory, with a sample of this size, there is 95 percent certainty that the results are within 3 percentage points of what they would be if the entire population had been polled. However, this assumes random sampling, which, because of non-response and less than 100% population coverage cannot be achieved in practice. Furthermore, there are other possible sources of error in all polls including question wording and question order, interviewer bias (for telephone and face-to-face polls), response errors and weighting. The best guide to a poll's accuracy is to look at the record of the polling company - how have they performed at previous elections or other occasions where their estimates can be compared with known population figures. In the last poll before the 2010 election, the Essential Report estimates of first preference votes were all within 1% of the election results.

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. Essential Research 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.

All Essential Research and senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. Essential Research is a member of the Association Market and Social Research Organisations (AMSRO). 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. Both Essential Research and Your Source are ISO accredited market research companies. This research was conducted in compliance with AS: ISO20252 guidelines.