

The Essential Report

1 July 2013





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Prepared by: Essential Research

Data supplied:



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the Association of Market and Social Research Organisations.



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 27th to 30th June and is based on 975 respondents.

Aside from the standard question on voting intention, this week's report includes questions on Kevin Rudd as Prime Minister, the value of the dollar, groups better off under Labor or Liberal Government and Australian troops in Afghanistan

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 = 1,865 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 3/6/13	2 weeks ago 17/6/13	Last week 24/6/13	This week 1/7/13	This week (single week result) sample = 906
Liberal		45%	44%	44%	43%	42%
National		3%	3%	3%	3%	4%
Total Lib/Nat	43.6%	48%	47%	47%	46%	46%
Labor	38.0%	35%	35%	34%	36%	38%
Greens	11.8%	8%	8%	8%	9%	9%
Other/Independent	6.6%	9%	9%	11%	9%	7%

2 Party Preferred	Election 21 Aug 10	4 weeks ago 3/6/13	2 weeks ago 17/6/13	Last week 24/6/13	This week 1/7/13	This week (single week result) sample = 906
Liberal National	49.9%	55%	54%	55%	53%	52%
Labor	50.1%	45%	46%	45%	47%	48%

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 Kevin Rudd replacing Julia Gillard

Q. Do you approve or disapprove of Kevin Rudd replacing Julia Gillard as leader of the Labor Party?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total approve	55%	77%	40%	48%
Total disapprove	31%	13%	49%	37%
Strongly approve	24%	45%	12%	8%
Approve	31%	32%	28%	40%
Disapprove	15%	8%	22%	23%
Strongly disapprove	16%	5%	27%	14%
Don't know	14%	10%	12%	16%

55% approve Kevin Rudd replacing Julia Gillard as leader of the Labor Party and 31% disapprove.

77% of Labor voters approve and 13% disapprove.

63% of men approve and 27% disapprove compared to 46% of women approve and 36% disapprove.

Likelihood of voting Labor

Q. Would you be more likely or less likely to vote for the Labor Party now that Kevin Rudd is leader?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total more likely	33%	61%	14%	21%
Total less likely	19%	4%	33%	26%
Much more likely	20%	46%	3%	10%
A little more likely	13%	15%	11%	11%
Makes no difference	42%	34%	50%	44%
A little less likely	4%	2%	4%	15%
Much less likely	15%	2%	29%	11%
Don't know	6%	2%	3%	11%

33% say they are more likely to vote Labor now the Kevin Rudd is leader, 19% are less likely and 42% say it makes no difference.

For men, 34% say they are more likely and 19% less likely compared to 32% more likely and 19% less likely with women.

Value of the Dollar - for the economy

Q. Over the last few weeks the value of the Australian dollar has fallen against other currencies. Do you think this is good or bad for the Australian economy?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total good	37%	42%	36%	29%
Total bad	25%	17%	34%	23%
Very good	6%	8%	5%	-
Good	31%	34%	31%	29%
Neither good nor bad	28%	32%	25%	39%
Bad	20%	15%	26%	15%
Very bad	5%	2%	8%	8%
Don't know	10%	9%	5%	9%

37% think that the falling value of the dollar is good for the Australian economy and 25% think it is bad for the economy.

49% of those aged 55+ think it is good for the economy.

Value of the Dollar - for you personally

Q. Do you think it is good or bad for you personally?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total good	14%	15%	14%	14%
Total bad	42%	36%	49%	43%
Very good	3%	4%	2%	-
Good	11%	11%	12%	14%
Neither good nor bad	38%	43%	34%	36%
Bad	31%	29%	35%	30%
Very bad	11%	7%	14%	13%
Don't know	7%	5%	3%	6%

14% think that the falling value of the dollar is good for them personally and 42% think it is bad for them personally. 38% think it is neither good nor bad.

49% of those on income above \$1,600pw think it is bad for them personally while 49% of those earning less than \$1,000pw think it is neither good nor bad.

Groups better off under Labor or Liberal Government

Q. Do you think the following groups of people would be better off under a Labor Government or a Liberal Government?

	Better off under a Labor Government	Better off under a Liberal Government	Makes no difference	Don't know	Difference (Labor minus Liberal)	Difference Sept 12
People with disabilities	41%	20%	23%	16%	+21	+20
People and families on low incomes	42%	21%	21%	16%	+21	+27
Single parents	35%	20%	25%	20%	+15	+23
Unemployed people	35%	21%	27%	18%	+14	+27
Families with children at public school	36%	22%	23%	19%	+14	+19
Recent immigrants to Australia	31%	18%	28%	24%	+13	+18
Pensioners	34%	23%	25%	19%	+11	+16
Average working people	31%	29%	24%	16%	+2	+5
People and families on middle incomes	28%	33%	21%	18%	-5	-7
Farmers and other agricultural producers	19%	34%	24%	24%	-15	-13
Small businesses	20%	38%	20%	21%	-18	-16
Families with children at private school	15%	42%	23%	20%	-27	-30
Banks and other financial institutions	10%	45%	23%	21%	-35	-38
People and families on high incomes	12%	53%	17%	18%	-41	-43
Large corporations	10%	53%	18%	19%	-43	-48

Respondents were substantially more likely to think the following groups would be better off under a Labor Government - people with disabilities, low income families, single parents, unemployed and families with children at public school.

They were substantially more likely to think the following groups would be better off under a Liberal Government - large corporations, high income families, banks and financial institutions, families with children at private schools.

Australian troops in Afghanistan

Q. Thinking about the Australian troops in Afghanistan, do you think Australia should –

	Jun 2010	May 2011	Nov 2011	Mar 2012	Sept 2012	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Increase the number of troops in Afghanistan	7%	6%	3%	4%	4%	2%	2%	2%	-
Keep the same number of troops in Afghanistan	24%	36%	22%	22%	23%	16%	14%	22%	11%
Withdraw our troops from Afghanistan	61%	48%	64%	64%	62%	69%	72%	64%	70%
Don't know	8%	11%	11%	10%	11%	13%	12%	12%	19%

Support for withdrawal of troops from Afghanistan increased to 69% from 62% last September. Support for increasing or maintaining troops in Afghanistan dropped from 27% to 18%.

65% of men and 73% of women favour withdrawal of troops.

Support for withdrawing Australian troops has increased for all voter groups - up 12 points to 72% for Labor voters, up 6 points to 64% for Liberal/National voters and up 5 points to 70% for Greens voters.

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 per cent 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.