

The Essential Report

8 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 4th to 7th July and is based on 935 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leader attributes, whether the Labor Party is more or less united, Labor policies and the election date.

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 = 1,778 respondents

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

2 Party Preferred	Election 21 Aug 10	4 weeks ago 11/6/13	2 weeks ago 24/6/13	Last week 1/7/13	This week 8/7/13
Liberal National	49.9%	54%	55%	53%	52%
Labor	50.1%	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.

Leader Attributes – Kevin Rudd

Q. Which of the following describe your opinion of the Prime Minister, Kevin Rudd?

	Julia Gillard 23 Jun 13	Kevin Rudd 8 Jul 13	Change
Intelligent	69%	77%	+8
Hard-working	71%	70%	-1
A capable leader	44%	58%	+14
Understands the problems facing Australia	42%	57%	+15
Good in a crisis	41%	53%	+12
Arrogant	48%	49%	+1
Erratic	47%	45%	-2
Superficial	49%	44%	-5
Aggressive	45%	43%	-2
Visionary	32%	43%	+11
Trustworthy	30%	42%	+12
More honest than most politicians	30%	41%	+11
Out of touch with ordinary people	57%	39%	-18
Intolerant	39%	37%	-2
Narrow-minded	46%	34%	-12

Kevin Rudd's key attributes were intelligent (77%), hard-working (70%), a capable leader (58%), understands the problems facing Australia (57%) and good in a crisis (53%).

He was rated substantially higher than Julia Gillard in terms of understanding the problems facing Australia (+15%), a capable leader (+14%), good in a crisis (+12%) and trustworthy (+12%) and substantially lower on being out of touch with ordinary people (-18%).

Leader Attributes – Tony Abbott

Q. Which of the following describe your opinion of the Opposition Leader, Tony Abbott?

	5 Jul 10	27 Jun 11	2 Apr 12	14 Jan 13	2 Apr 13	23 Jun 13	8 Jul 13	Change
Hard-working	76%	75%	68%	70%	70%	68%	65%	-3
Intelligent	70%	61%	56%	64%	63%	62%	60%	-2
Narrow-minded	56%	54%	54%	56%	53%	55%	55%	-
Arrogant	59%	60%	61%	61%	56%	59%	54%	-5
Out of touch with ordinary people	57%	57%	54%	54%	52%	52%	50%	-2
Aggressive	-	-	-	55%	49%	51%	50%	-1
Superficial		49%	49%	48%	49%	49%	47%	-2
Intolerant	-	-	-	49%	48%	48%	46%	-2
Erratic	-	-	-	51%	45%	47%	45%	-2
Understands the problems facing Australia	50%	48%	49%	47%	49%	44%	45%	+1
A capable leader	47%	45%	41%	43%	47%	44%	42%	-2
Good in a crisis	40%	40%	36%	39%	44%	38%	38%	-
Trustworthy	33%	32%	32%	33%	36%	31%	32%	+1
More honest than most politicians	33%	32%	30%	29%	36%	29%	30%	+1
Visionary	32%	27%	26%	28%	37%	30%	26%	-4

Tony Abbott's key attributes were hard-working (65%), intelligent (60%), narrow-minded (55%), arrogant (54%), out of touch with ordinary people (50%) and aggressive (50%).

Since last month the largest shifts have been for arrogant (-5%) and visionary (-4%).

Leader Attributes – Comparisons

	Rudd	Abbott	Difference
Intelligent	77%	60%	+17
Visionary	43%	26%	+17
A capable leader	58%	42%	+16
Good in a crisis	53%	38%	+15
Understands the problems facing Australia	57%	45%	+12
More honest than most politicians	41%	30%	+11
Trustworthy	42%	32%	+10
Hard-working	70%	65%	+5
Erratic	45%	45%	-
Superficial	44%	47%	-3
Arrogant	49%	54%	-5
Aggressive	43%	50%	-7
Intolerant	37%	46%	-9
Out of touch with ordinary people	39%	50%	-11
Narrow-minded	34%	55%	-21

Compared to Tony Abbott, Kevin Rudd is much more likely to be considered intelligent (+17), visionary (+17), a capable leader (+16) and good in a crisis (+15).

Tony Abbott is regarded by more respondents to be narrow-minded (-21) and out of touch with ordinary people (-11).

Labor Party more or less united

Q. Do you think that following the election of Kevin Rudd as leader, the Labor Party will be more united, less united or will it make no difference?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total more united	49%	75%	33%	56%
Total less united	14%	5%	21%	10%
Much more united	17%	33%	9%	10%
A little more united	32%	42%	24%	46%
A little less united	7%	4%	10%	4%
Much less united	7%	1%	11%	6%
Make no difference	27%	11%	40%	28%
Don't know	10%	7%	6%	6%

49% think that the Labor Party will be more united under Kevin Rudd's leadership and 14% think it will be less united. 27% think it will make no difference.

57% of men think it will be more united compared to 41% of women.

Labor Party policies

Q. Under Kevin Rudd's leadership, do you think the Labor Party should dump, change or keep their policies on the following issues?

	Dump	Keep	Change	Don't know
Handling of asylum seekers	21%	10%	51%	17%
Building the NBN	14%	50%	15%	15%
The mining tax	29%	30%	24%	18%
The carbon tax	39%	25%	23%	13%
The Gonski education reforms	15%	44%	16%	25%
The NDIS	7%	59%	9%	25%

Respondents were most likely to think the Labor Party under Kevin Rudd should keep the NDIS (59%), building the NBN (50%) and the Gonski reforms (44%).

51% think it should change the policies around handling asylum seekers and 39% think it should dump the carbon tax. Opinions were divided over the mining tax - 30% keep, 29% dump and 24% change.

Labor voters were most in favour of keeping the NBN (78%), the mining tax (47%), the carbon tax (39%), the Gonski reforms (67%) and the NDIS (74%) but favoured changing the policy on asylum seekers (56%).

Election date

Q. Do you think the Federal election should be held on September 14th as currently scheduled, earlier or later?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
On September 14 th	39%	44%	38%	49%
Earlier	27%	15%	41%	9%
Later	16%	24%	10%	14%
Don't know	19%	16%	12%	29%

39% favoured keeping the election date as scheduled, 27% want it earlier and 16% prefer it later. The current date was most favoured by Greens voters (49%) and Labor voters (44%). Liberal/National voters were divided - 41% want it earlier and 38% prefer the scheduled date.

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.