

The Essential Report

26 August 2013





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Prepared by: Essential Research

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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 21st to 25th August and is based on 886 respondents.

Aside from the standard question on voting intention, this week's report includes questions on firmness of vote, leader approval, best Prime Minister, involvement in election campaign, paid parental leave and spending cuts.

The methodology used to carry out this research is described in the appendix on page 13.

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 = 1,795 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 29/7/13	2 weeks ago 13/8/13	Last week 19/8/13	This week 26/8/13
Liberal		41%	40%	41%	40%
National		3%	3%	3%	2%
Total Lib/Nat	43.6%	44%	43%	44%	43%
Labor	38.0%	39%	39%	40%	38%
Greens	11.8%	9%	8%	8%	11%
Other/Independent	6.6%	8%	10%	8%	9%

2 Party Preferred	Election 21 Aug 10	4 weeks ago 29/7/13	2 weeks ago 13/8/13	Last week 19/8/13	This week 26/8/13
Liberal National	49.9%	51%	51%	50%	50%
Labor	50.1%	49%	49%	50%	50%

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.

Firmness of voting intention

Q. How likely is it that you will change your mind about who you vote for before the Federal election to be held this year?

	Total Gave voting intention	Vote Labor	Vote Lib/Nat	Vote Greens	Other party/ Indepen dent	Total 5 Aug	Total 19 Aug
I will definitely not change my mind	47%	46%	60%	26%	22%	44%	46%
It is very unlikely I will change my mind	30%	32%	26%	38%	33%	30%	32%
It is quite possible I will change my mind as the campaign develops	18%	17%	11%	30%	41%	21%	17%
Don't know	4%	5%	3%	6%	5%	5%	5%

47% of those who gave their voting intention say they will definitely not change their mind before the election, 30% say it is very unlikely they will change their mind and 18% say it is quite possible they will change. This represents little change since this question was asked a week ago.

Those most likely to say it is possible they will change their mind were Greens voters (30%), other party and independent voters (41%) and aged 25-34 (25%).

Approval of Kevin Rudd

Q. Do you approve or disapprove of the job Kevin Rudd is doing as Prime Minister?

	Julia Gillard 11 Jun 13	Kevin Rudd 15 Jul	Kevin Rudd 13 Aug	Kevin Rudd 26 Aug
Total approve	37%	50%	45%	41%
Total disapprove	54%	35%	43%	45%
Strongly approve	10%	18%	11%	11%
Approve	27%	32%	34%	30%
Disapprove	21%	15%	21%	20%
Strongly disapprove	33%	20%	22%	25%
Don't know	9%	16%	12%	14%

Kevin Rudd's approval ratings have fallen since last measured 2 weeks ago. 41% (down 4%) approve of the job Kevin Rudd is doing as Prime Minister and 45% (up 2%) disapprove – a change in net rating from +2 to -4.

82% of Labor voters approve (down 6%) and 8% disapprove (up 2%).

By gender – men 43% approve/47% disapprove, women 39% approve/44% disapprove. In net terms this represents a shift with men from +6 to -4 and with women from -1 to -5.

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

Tony Abbott's approval ratings have changed little over the past two weeks. 37% (no change) approve of the job Tony Abbott is doing as Opposition Leader and 52% (up 1%) disapprove – a change in net rating from -14 to -15 over the last 2 weeks.

73% (down 3%) of Coalition voters approve and 18% (up 4%) disapprove.

By gender – men 45% approve/47% disapprove, women 29% approve/57% disapprove. In net terms this represents no net change with men (at -2) and a shift with women from -24 to -28.

Better Prime Minister

Q. Who do you think would make the better Prime Minister out of Kevin Rudd and Tony Abbott?

	Gillard/ Abbott 11 Jun 13	Rudd/ Abbott 15 Jul 13	Rudd/ Abbott 13 Aug 13 Total	Rudd/ Abbott 26 Aug 13 Total	Vote Labor	Vote Lib/Nat	Vote Greens
Julia Gillard/Kevin Rudd	39%	50%	47%	43%	89%	4%	63%
Tony Abbott	40%	35%	35%	34%	1%	77%	6%
Don't know	21%	15%	18%	23%	10%	19%	31%

43% (down 4%) believe Kevin Rudd would make the better Prime Minister and 34% (down 1%) prefer Tony Abbott.

Men prefer Kevin Rudd 41%/38% and women prefer Kevin Rudd 45%/30%.

Involvement in election campaign

Q. Over the last few weeks, which of the following types of involvement have you had in the Federal election campaign?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Met one of my local candidates	8%	10%	8%	5%
Received election leaflets in my letterbox	55%	57%	56%	66%
Been door-knocked by a political party	4%	5%	4%	3%
Been handed election materials in the street	7%	9%	7%	6%
Had a phone call from a political party	5%	5%	6%	7%
Been surveyed by phone or door-to-door (not online surveys)	4%	6%	4%	1%
Seen TV advertising or heard radio advertising from political parties	57%	60%	58%	66%
Watched interviews with politicians on TV or heard them on radio	44%	43%	46%	56%
Read articles about the election in newspapers or magazines	38%	35%	39%	53%
Been to a political meeting or event	2%	2%	2%	-
Seen election advertising on Youtube or Facebook	8%	11%	6%	12%
Joined a Facebook group related to the election	4%	5%	2%	5%
Done volunteer work for a candidate (e.g. letterboxing)	1%	1%	1%	1%
None of these	26%	22%	27%	17%

57% say they have seen TV or heard radio advertising from political parties, 55% have received election leaflets in their letterbox, 44% have watched or heard interviews with politicians on TV or radio and 38% have read articles about the election.

Greens voters were more likely to watch or listen to interviews with politicians (56%) and read articles (53%).

Older respondents tended to be more engaged with the election - of those aged 55+, 59% had watched or listened to interviews with politicians and 51% had read articles about the election.

Paid parental leave

Q. The Opposition's parental leave policy is to give new parents up to 26 weeks leave at their current full rate of pay (up to \$150,000) to be partly paid for by a 1.5 per cent levy on large companies. The Labor Government's policy gives new parents 18 weeks leave at the minimum wage rate paid for by the Government. Which scheme do you support most?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
The Government's scheme	35%	58%	19%	38%
The Opposition's scheme	24%	14%	36%	20%
Neither	28%	15%	35%	25%
Don't know	13%	13%	10%	17%

35% support the Government's paid parental leave scheme and 24% support the Coalition's scheme more. 28% support neither scheme.

The Government's scheme is supported by both men (37% to 25%) and women (34% to 23%).

By age group, those aged 18-34 support the Coalition's scheme 35% to 33% while aged 35-54 support the Government's scheme 35% to 22% and those aged 55+ support the Government's scheme 37% to 14%.

Likelihood of more spending cuts - Liberal Government

Q. If the Liberal Party win Government, how likely do you think it is that they will be able to pay for their policies and election commitments without making more cuts in spending after the election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Very likely	9%	1%	19%	5%
Somewhat likely	16%	11%	27%	6%
Somewhat unlikely	20%	19%	24%	14%
Very unlikely	41%	61%	16%	66%
Don't know	14%	8%	14%	10%

61% think it is unlikely that a Liberal Government will be able to pay for their policies and election commitments without making more cuts in spending after the election - only 25% think it is likely.

40% of Liberal/National voters think it is unlikely.

Likelihood of more spending cuts - Labor Government

Q. If the Labor Party win Government, how likely do you think it is that they will be able to pay for their policies and election commitments without making more cuts in spending after the election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Very likely	7%	13%	2%	8%
Somewhat likely	20%	42%	3%	28%
Somewhat unlikely	24%	27%	18%	38%
Very unlikely	35%	8%	67%	13%
Don't know	14%	11%	10%	14%

59% think it is unlikely that a Labor Government will be able to pay for their policies and election commitments without making more cuts in spending after the election - only 27% think it is likely.

35% of Labor voters think it is unlikely.

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.