

# The Essential Report

8 October 2013





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**Date:** 8 October 2013

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**Prepared by:** Essential Research

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**Data supplied:**



Essential Media Communications is a member of 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 3<sup>rd</sup> to 7<sup>th</sup> October 2013 and is based on 1023 respondents.

Aside from the standard question on voting intention, this week's report includes questions on international relations, internet security and privacy.

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 = 1,865 respondents

First preference/leaning to	Election 7 Sep 13 (current figures)	4 weeks ago 9/9/13	2 weeks ago 23/9/13	Last week 1/10/13	This week 8/10/13
Liberal		45%	41%	40%	40%
National			2%	3%	3%
<b>Total Lib/Nat</b>	<b>45.5%</b>	<b>45%</b>	<b>43%</b>	<b>43%</b>	<b>43%</b>
<b>Labor</b>	<b>33.4%</b>	<b>35%</b>	<b>37%</b>	<b>36%</b>	<b>35%</b>
Greens	8.7%	8%	9%	9%	9%
Other/Independent	12.4%	12%	11%	12%	12%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 2/9/13	2 weeks ago 16/9/13	Last week 1/10/13	This week 8/10/13
<b>Liberal National</b>	<b>53.4%</b>			<b>52%</b>	<b>52%</b>
<b>Labor</b>	<b>46.6%</b>			<b>48%</b>	<b>48%</b>

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.

## International Relations (importance of relationships)

Q. How important is it for Australia to have a close relationship with the following nations?

	Very important	Quite important	Not very important	Don't know	Very Important (28 Mar 11)	Very Important (14 Nov 11)	Very Important (29 Oct 12)	Change – Oct 12 to Oct 13
<b>United States</b>	51%	38%	6%	4%	60%	55%	55%	-4%
<b>New Zealand</b>	56%	32%	8%	4%	69%	61%	54%	2%
<b>United Kingdom</b>	42%	43%	11%	4%	56%	47%	47%	-5%
<b>China</b>	46%	42%	8%	5%	48%	48%	45%	1%
<b>Indonesia</b>	35%	41%	18%	6%	31%	27%	33%	2%
<b>Japan</b>	27%	52%	15%	6%	39%	32%	31%	-4%
<b>India</b>	19%	41%	32%	8%	26%	23%	26%	-7%
<b>Germany</b>	17%	38%	35%	9%	23%	18%	20%	-3%
<b>South Africa</b>	12%	32%	45%	12%	16%	12%	14%	-2%

More than half the respondents think it is very important to have close relationships with the New Zealand (56%) and the United States (51%) and just under half think it is very important to have a close relationship with China (46%) and the United Kingdom (42%).

A close relationship with the United States is considered very important by 62% of Liberal/National voters, 47% of Labor voters and 41% of Greens voters.

Since this question was asked last October, there have been decreases in the rating of the importance of relations with India (-7%) and the United Kingdom (-5%). There have been only very slight increases in the importance of the relationship with Indonesia (+2%) and New Zealand (+2%).

## International Relations (preference for close relationships)

Q. Would you like to see Australia's relationship with these countries get closer, stay the same or become less close?

	Get closer	Stay the same	Become less close	Don't know	Get closer (28 Mar 11)	Get closer (14 Nov 11)	Get closer (29 Oct 11)	Change – Oct 12 to Oct 13
<b>China</b>	<b>33%</b>	<b>49%</b>	<b>10%</b>	<b>9%</b>	32%	35%	29%	4%
<b>New Zealand</b>	<b>34%</b>	<b>55%</b>	<b>3%</b>	<b>8%</b>	37%	33%	26%	8%
<b>Indonesia</b>	29%	45%	15%	10%	21%	23%	25%	4%
<b>India</b>	21%	52%	16%	12%	19%	23%	24%	-3%
<b>Japan</b>	24%	57%	9%	10%	26%	24%	22%	2%
<b>United Kingdom</b>	22%	60%	9%	8%	25%	19%	21%	1%
<b>United States</b>	20%	59%	13%	8%	24%	18%	21%	-1%
<b>Germany</b>	18%	60%	10%	13%	18%	20%	18%	-
<b>South Africa</b>	12%	59%	14%	15%	13%	14%	12%	-

33% favour closer relations with China, 34% with New Zealand, 29% with Indonesia and 24% with Japan.

Liberal/National voters were more likely to favour closer relationships with the United States (24%). Greens voters are more likely to favour closer relationships with Indonesia (38%).

Labor voters were more likely to favour closer relationships with New Zealand (40%) and Japan (28%)

Those aged 18-25 were more likely to favour closer relationships with Japan (45%), New Zealand (48%), China (51%) and Germany (28%).

Since this question was asked last year, the percentages wanting a closer relationship with the New Zealand (+8%) has increased.

## Trust in the Government's handling of international relations

*Q. How much trust do you have in Tony Abbott and the Liberal Government to handle Australia's international relations?*

A lot of trust	18%
Some trust	23%
A little trust	16%
No trust	37%
Don't know	7%

Just 18% of people have 'a lot of trust' in Tony Abbott and the Liberal Government to handle Australia's international relations.

37% have no trust.

Females (41%) were more likely than males (32%) to have no trust.

Labor (67%) and Green (63%) voters were far more likely to have 'no trust'. Liberal/National voters were far less likely (2%) to have no trust.

## Approval of information collection

*Q. It has recently been revealed that US agencies have been secretly monitoring most of the world's phone and internet traffic. This information is shared with friendly governments such as Australia's.*

*Do you support or oppose the US government's secret collecting of this information?*

<b>Support</b>	<b>24%</b>
<b>Oppose</b>	<b>45%</b>
Strongly support	6%
Support	18%
Neither support nor oppose	26%
Oppose	20%
Strongly oppose	25%
Don't know	6%

Just 24% of people support the US government's secret collecting of the world's phone and internet traffic. 45% oppose it.

Liberal/National voters (34%) were more likely to support the US collecting this information.

Labor (58%) and Green (62%) voters were more likely to oppose it.



## Justification for information collection

*Q. The US government says the collection of phone and internet records is necessary in order to protect national security and fight terrorism.*

*Do you agree or disagree that governments are justified in collecting information on all people regardless of whether there is any suspicion of wrongdoing?*

<b>Agree</b>	<b>42%</b>
<b>Disagree</b>	<b>45%</b>
Strongly agree	10%
Agree	32%
Disagree	23%
Strongly disagree	22%
Don't know	13%

42% of people agree that governments are justified in collecting information on all people regardless of whether there is any suspicion of wrongdoing. 45% disagree.

Liberal/National voters (57%) were more likely to agree. Labor (56%) and Green (58%) voters were more likely to disagree.

## Trust in groups to protect privacy

Q. How much trust do you have in the following groups to protect your privacy?

	A lot of trust	Some trust	A little trust	No trust	Don't know
<b>Your internet service provider</b>	13%	37%	29%	18%	3%
<b>Google</b>	7%	27%	31%	32%	4%
<b>Facebook</b>	4%	11%	23%	57%	5%
<b>Twitter</b>	3%	9%	18%	55%	15%
<b>The Australian government</b>	9%	32%	33%	22%	4%
<b>The US government</b>	4%	19%	28%	43%	7%

Over half of people have no trust in Facebook (57%) or Twitter (55%) to protect their privacy. Just under half have no trust in the US government to protect their privacy (43%).

Very few people (13% or less) have a 'lot of trust' in the organisations listed to protect their privacy.

Just 41% of people have a lot/some trust in the Australian government to protect their privacy.

Those aged 18-24 (42%) and 25-34 (44%) were less likely to have no trust in Facebook. While those aged 35-44 (60%), 45-54 (66%), 55-64 (62%) and 65+ (63%) were more likely to have 'no trust'.

The same theme was repeated for Twitter, with those aged 18-24 (31%) and 25-34 (45%) being less likely than those aged 35-44 (58%), 45-54 (63%), 55-64 (64%) and 65+ (63%) to have 'no trust'.

Liberal/National voters were more likely to have a lot/some trust in the Australian government to protect their privacy (54%). Labor (33%) voters were less likely to have a lot/some trust in the Australian Government to protect their privacy.

## Australian companies, information and foreign companies

Q. Do you agree or disagree that companies providing services to Australians should reveal what information they give to foreign governments?

<b>Agree</b>	<b>73%</b>
<b>Disagree</b>	<b>16%</b>
Strongly agree	39%
Agree	34%
Disagree	9%
Strongly disagree	7%
Don't know	12%

73% agree that companies providing services to Australia should reveal what information they give to foreign governments. Just 16% disagree.

Those aged 45-54 (46%) and 55064 (53%) were more likely to **strongly** agree.

Labor voters (49%) were also more likely to **strongly** agree.

## Threats to internet security

Q. Which of the following do you believe is the greatest threat to internet security?

Computer hackers	39%
The Chinese government	7%
The US government	11%
Organised crime	26%
Large companies	4%
Don't know	13%

The largest proportion of people believe that computer hackers (39%) are the greatest threat to internet security.

This was followed by organised crime (26%) and the US government (11%).

Just 7% believe the Chinese government is the biggest threat to internet security. 4% believe large companies are the biggest threat to internet security.

Females (45%) were more likely than males (32%) to think that computer hackers were the biggest threat to internet security.

Those aged 65+ were also more likely to select computer hackers (50%). Those aged 18-24 were more likely to select the US government (24%), and were less likely to select computer hackers (20%).

## 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.