

# The Essential Report

3 December 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 28<sup>th</sup> November to 2<sup>nd</sup> December 2013 and is based on 969 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the pensions and retirement, GST on online purchases and downloading TV programs and movies.

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 = 1,798 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 5/11/13	2 weeks ago 19/11/13	Last week 26/11/13	This week 3/12/13
Liberal		42%	41%	<b>41%</b>	<b>41%</b>
National		3%	3%	<b>3%</b>	<b>3%</b>
<b>Total Lib/Nat</b>	<b>45.6%</b>	<b>45%</b>	<b>44%</b>	<b>45%</b>	<b>44%</b>
<b>Labor</b>	<b>33.4%</b>	<b>35%</b>	<b>35%</b>	<b>36%</b>	<b>36%</b>
Greens	8.6%	10%	9%	<b>9%</b>	<b>8%</b>
Palmer United Party	5.5%	3%	4%	4%	4%
Other/Independent	6.9%	8%	7%	<b>7%</b>	<b>7%</b>

2 Party Preferred	Election 7 Sep 13	4 weeks ago 5/11/13	2 weeks ago 19/11/13	Last week 26/11/13	This week 3/12/13
<b>Liberal National</b>	<b>53.5%</b>	53%	53%	53%	<b>52%</b>
<b>Labor</b>	<b>46.5%</b>	47%	47%	47%	<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 2013 election.

## Pension age

Q. The current age for eligibility for the age pension is 65 years but is planned to rise to 67 by 2023. The Productivity Commission has recommended that the pension age be further raised to 70 years by 2035.

Do you approve or disapprove of the recommendation to raise the pension age to 70 years?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
<b>Total approve</b>	<b>24%</b>	<b>22%</b>	<b>27%</b>	<b>29%</b>	<b>18%</b>	<b>31%</b>	<b>18%</b>	<b>30%</b>	<b>21%</b>	<b>21%</b>
<b>Total disapprove</b>	<b>70%</b>	<b>72%</b>	<b>71%</b>	<b>58%</b>	<b>76%</b>	<b>64%</b>	<b>76%</b>	<b>62%</b>	<b>75%</b>	<b>75%</b>
Strongly approve	6%	5%	7%	5%	7%	9%	4%	7%	7%	4%
Approve	18%	17%	20%	24%	11%	22%	14%	23%	14%	17%
Disapprove	30%	29%	31%	27%	32%	27%	32%	32%	30%	28%
Strongly disapprove	40%	43%	40%	31%	44%	37%	44%	30%	45%	47%
Don't know	6%	6%	2%	13%	6%	5%	7%	9%	5%	4%

Only 24% approve of the Productivity Commission's recommendation to raise the pension age to 70 years and 70% disapprove. Women (76%) are more likely to disapprove than men (64%). There were not major differences by income.

## Retirement age

Q. At what age do you expect to retire from working?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Less than 50 years	2%	3%	1%	3%	3%	-
50-54 years	3%	4%	3%	5%	3%	-
55-59 years	9%	9%	9%	10%	11%	3%
60-64 years	18%	15%	21%	20%	19%	13%
65 years	21%	20%	22%	20%	25%	16%
66-69 years	12%	12%	13%	16%	12%	9%
70 years or over	8%	10%	7%	10%	8%	8%
Don't know	11%	13%	9%	12%	13%	7%
I have already retired from working	11%	12%	11%	-	3%	39%
I don't work	4%	3%	5%	3%	4%	5%

32% of respondents said they expected to retire from working before the age of 65, 21% expect to retire at 65 and 20% after the age of 65.

31% of men and 34% of women expect to retire before the age of 65.

Of those aged under 35, 38% expect to retire before the age of 65 and 26% expect to work past 65.

Of those on higher incomes (\$1,600+ pw), 40% expect to retire before the age of 65.

## Main retirement income

Q. After you reach retirement age, what do you expect will be your main source of income?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
The Government age pension	27%	25%	29%	20%	26%	45%
Your superannuation	43%	49%	38%	49%	43%	33%
Other investments	15%	14%	16%	18%	15%	11%
Other	2%	1%	2%	1%	1%	5%
Don't know	12%	11%	14%	12%	15%	7%

\* Excludes already retired or not working

43% expect their superannuation will be their main form of income after retirement and 27% will mainly rely in the age pension. 45% of those aged 55+ expect to rely on the age pension compared to 20% of those aged 18-34.

Of those on higher incomes (\$1,600+ pw), only 15% expect to rely on the age pension - 54% expect superannuation to be their main source of income and 23% said they would rely on other investments.

## GST on online purchases

Q. GST is currently only payable for online shopping purchases over \$1,000. Would you approve or disapprove of lowering the threshold at which GST is payable for online shopping purchases?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aged 18-34	Aged 35-54	Aged 55+
<b>Total approve</b>	<b>35%</b>	<b>33%</b>	<b>43%</b>	<b>25%</b>	<b>30%</b>	<b>29%</b>	<b>34%</b>	<b>44%</b>
<b>Total disapprove</b>	<b>53%</b>	<b>58%</b>	<b>47%</b>	<b>60%</b>	<b>57%</b>	<b>52%</b>	<b>57%</b>	<b>48%</b>
Strongly approve	11%	10%	15%	7%	10%	10%	9%	16%
Approve	24%	23%	28%	18%	20%	19%	25%	28%
Disapprove	23%	22%	23%	27%	22%	24%	23%	20%
Strongly disapprove	30%	36%	24%	33%	35%	28%	34%	28%
Don't know	12%	9%	9%	16%	13%	18%	10%	7%

35% approve of lowering the threshold at which GST is payable for online shopping purchases and 53% disapprove.

Those most likely to approve were Liberal/National voters (43%) and people aged 55+ (44%). However, there was no group with higher approval than disapproval.



## Downloading TV programs and movies

Q. How often do you watch television programs or movies you have downloaded or streamed via the internet?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Every day or most days	11%	11%	11%	21%	6%	6%
Several times a week	13%	17%	8%	22%	10%	6%
About once a week	13%	12%	14%	21%	11%	5%
About once or twice a month	10%	8%	11%	8%	11%	9%
Less often	21%	21%	20%	18%	22%	21%
Never	33%	30%	36%	10%	39%	53%

37% say they download TV programs of movies at least once a week - 24% at least several times a week.

Men (40% at least once a week) download more than women (33%). 64% of those aged 18-34 and 47% of those with university education say they download at least once a week.

## Watching downloaded TV programs and movies

Q. How do you watch those TV programs and movies?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
On my TV	63%	65%	60%	62%	62%	63%
On a PC or laptop computer	49%	52%	47%	57%	43%	44%
On a mobile device (phone or tablet)	12%	13%	11%	16%	10%	7%
Don't know	1%	*	2%	-	2%	-

*\* excludes those who never download*

63% watch downloaded programs and movies on their TV and 49% on a PC or laptop computer. Those aged 18-34 are more likely to watch on a PC or laptop (57%).

## Watching downloaded TV programs and movies

Q. Do you usually watch those TV programs or movies alone or with others?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Alone	46%	46%	45%	46%	44%	48%
With others	54%	54%	54%	53%	56%	52%
Don't know	*	-	1%	*	-	-

\* excludes those who never download

46% usually watch their downloaded programs alone and 54% usually watch with others. There were no major differences across demographic groups.

## Using social media while watching

Q. Do you use social media (e.g. Facebook, Twitter) while watching those TV programs or movies?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Yes, often	32%	29%	35%	47%	26%	9%
Yes, sometimes	29%	26%	32%	31%	29%	26%
No, never	38%	44%	32%	22%	45%	63%
Don't know	*	*	1%	*	-	1%

*\* excludes those who never download*

61% say they often or sometimes use social media while watching downloaded programs and movies.

Those most likely use social media were women (67%) and people aged 18-34 (78%).

## 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.