

The Essential Report

21 October 2014





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Date: 21 October 2014

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 17th to 20th October 2014 and is based on 1,002 respondents.

Aside from the standard question on voting intention, this week's report includes questions on economic issues, job security, voluntary euthanasia and Ebola.

The methodology used to carry out this research is described in the appendix on page 12.

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 = 1,801 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 23/9/14	2 weeks ago 7/10/14	Last week 14/10/14	This week 21/10/14
Liberal		36%	38%	38%	37%
National		3%	2%	3%	3%
Total Liberal/National	45.6%	39%	40%	41%	40%
Labor	33.4%	39%	39%	39%	39%
Greens	8.6%	10%	10%	10%	10%
Palmer United Party	5.5%	4%	4%	3%	3%
Other/Independent	6.9%	8%	7%	7%	8%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 23/9/14	2 weeks ago 7/10/14	Last week 14/10/14	This week 21/10/14
Liberal National	53.5%	47%	48%	48%	47%
Labor	46.5%	53%	52%	52%	53%

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.

Economic issues

Q. Do you think the following have become better or worse compared to 12 months ago?

	Total better	Total worse	A lot better	A little better	No change	A little worse	A lot worse	Don't know
Company profits	31%	19%	9%	22%	29%	12%	7%	19%
Wages	9%	36%	*	9%	44%	21%	15%	11%
Your personal financial situation	16%	44%	2%	14%	35%	28%	16%	5%
The economy overall	18%	50%	1%	17%	27%	33%	17%	6%
National debt	15%	51%	1%	14%	26%	29%	22%	9%
Unemployment	11%	60%	*	11%	23%	36%	24%	6%
Job security	6%	61%	1%	5%	26%	32%	29%	7%
Electricity costs	7%	67%	*	7%	19%	33%	34%	6%
Cost of living	6%	72%	*	6%	17%	40%	32%	5%

A substantial majority believe that, in the last 12 months, cost of living (72%), electricity costs (67%), job security (61%) and unemployment (60%) have all got worse.

The only economic measure that has got better is company profits (31% better/19% worse).

Job security

Q. In the next two years, do you expect your job to be more secure, less secure or about the same?

	Total	Work full time	Work part time	Income less than \$1,000 pw	Income \$1,000-\$1,600 pw	Income \$1,600+ pw
Total more secure	14%	16%	7%	18%	11%	15%
Total less secure	31%	33%	30%	31%	32%	31%
Much more secure	5%	5%	2%	9%	2%	5%
Somewhat more secure	9%	11%	5%	9%	9%	10%
About the same	50%	49%	53%	44%	53%	52%
Somewhat less secure	17%	17%	20%	17%	15%	17%
Much less secure	14%	16%	10%	14%	17%	14%
Don't know	4%	2%	9%	7%	3%	3%

(Based on working people : n = 613)

14% of workers expect their job to be more secure in the next two years and 31% think it will be less secure - 50% think it will be about the same.

Only 7% of part-time workers think their job will become more secure. At least 30% of all work and income groups think their job will be less secure.

Income and cost of living

Q. In the last two years, do you think your and your household's income has gone up more than the cost of living, fallen behind or stayed even with the cost of living?

	Total	Work full time	Work part time	Income less than \$600 pw	Income \$600-\$1,000 pw	Income \$1,000-\$1,600 pw	Income \$1,600+
Gone up more	13%	19%	11%	13%	12%	8%	18%
Fallen behind	48%	44%	52%	58%	57%	49%	43%
Stayed even	31%	32%	29%	26%	25%	35%	35%
Don't know	8%	5%	9%	3%	6%	7%	4%

48% believe that, in the last two years, their income has fallen behind the cost of living. 31% think it has stayed even with the cost of living and 13% think it has gone up more.

58% of those earning under \$600 pw and 57% of those earning \$600-\$1,000 pw think their income has fallen behind while 53% of those earning over \$1,600 pw think it has stayed the same or gone up.

Financial situation

Q. Which of the following statements best describes your financial situation?

	Total	Work full time	Work part time	Income less than \$600 pw	Income \$600-\$1,000 pw	Income \$1,000-\$1,600 pw	Income \$1,600+ pw
I don't have enough money for basic essentials like housing food and electricity	7%	5%	6%	27%	7%	3%	2%
I have enough money for basic essentials but I cannot save any money	35%	30%	35%	52%	44%	37%	25%
I have enough money for basic essentials and I can save a little money	47%	52%	49%	20%	41%	51%	56%
I have enough money for basic essentials and I can save a lot of money	8%	10%	6%	1%	4%	6%	15%
Don't know	4%	3%	4%	-	3%	3%	2%

47% say they have enough money for basic essentials and can save a little money and 35% say they have enough money for basic essentials but cannot save any money. Only 8% say they can save a lot of money.

Only 21% of those earning less than \$600 pw say they can save any money - compared to 71% of those earning over \$1,600 pw.

Voluntary euthanasia

Q. When a person has a disease that cannot be cured and is living in severe pain, do you think doctors should or should not be allowed by law to assist the patient to commit suicide if the patient requests it?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Sep 2010	Nov 2013
Should be allowed	66%	70%	64%	71%	63%	69%	68%
Should not be allowed	14%	12%	16%	7%	23%	14%	19%
Don't know	20%	18%	20%	21%	14%	17%	13%

66% of respondents think that that doctors should be allowed by law to assist a patient commit suicide – which is little changed since this question was asked last year. 14% think it should not be allowed – down 5%.

71% of Green voters, 70% of Labor and 64% of Lib/Nat voters agreed that doctors should be allowed by law to assist a patient to commit suicide.

67% of women and 65% of men supported voluntary euthanasia - as do 74% of those aged 45-64.

Australia's assistance in fighting Ebola

Q. The Australian Government has committed \$18 million to efforts to fight Ebola in West Africa, but has said the risks are too high to send medical or other personnel at this time. Do you think Australia is doing enough or not doing enough to assist the international efforts to fight Ebola?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Doing enough	58%	54%	74%	36%	56%
Not doing enough	21%	32%	10%	42%	17%
Don't know	21%	14%	17%	22%	26%

58% of respondents think Australia is doing enough to assist the international efforts to fight Ebola and 21% think we are not doing enough.

74% of Liberal/National voters and 54% of Labor voters think we are doing enough but 42% of Greens voters think we are not doing enough.

62% of women think we are doing enough compared to 54% of men.

Support for aid to fight Ebola

Q. Would you support or oppose Australia providing the following types of aid to fight Ebola in West Africa?

	Total support	Total oppose	Strongly support	Support	Oppose	Strongly oppose	Don't know
Increased funding	53%	31%	12%	41%	20%	11%	16%
Sending workers to build hospitals	48%	37%	9%	39%	23%	14%	15%
Sending medical personnel	44%	41%	10%	34%	25%	16%	15%
Sending troops for security and logistics	36%	48%	7%	29%	28%	20%	16%

A majority (53%) would support Australia increasing funding to aid the fight against Ebola in West Africa.

However less than 50% support sending medical personnel (44%), troops (36%) or other workers (48%).

Those most likely to support sending medical personnel were Greens voters (62%) and those with university education (52%).

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.