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About the 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 between the 11th and 15th April and is based on 1,024 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, the NBN and Government responsibilities.

The methodology used to carry out this research is available 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 = 1,906 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 19/3/12	2 weeks ago 2/4/12	Last week 10/4/12	This week 16/4/12
Liberal		45%	46%	47%	45%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	48%	48%	50%	48%
Labor	38.0%	32%	33%	31%	31%
Greens	11.8%	11%	11%	11%	11%
Other/Independent	6.6%	9%	8%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	56%	55%	57%	56%
Labor	50.1%	44%	45%	43%	44%

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.



Approval of Julia Gillard

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

	19 Jul 2010	20 Dec 2010	14 Mar 2011	14 June	12 Sept	17 Oct	14 Nov	12 Dec	16 Jan 2012	13 Feb	12 Mar	16 Apr
Total approve	52%	43%	41%	34%	28%	34%	37%	34%	37%	36%	32%	32%
Total disapprove	30%	40%	46%	54%	64%	59%	55%	54%	52%	53%	61%	58%
Strongly approve	11%	10%	7%	6%	5%	7%	8%	6%	6%	6%	8%	7%
Approve	41%	33%	34%	28%	23%	27%	29%	28%	31%	30%	24%	25%
Disapprove	17%	24%	22%	29%	28%	27%	25%	25%	27%	26%	29%	31%
Strongly disapprove	13%	16%	24%	25%	36%	32%	30%	29%	25%	27%	32%	27%
Don't know	18%	17%	13%	13%	8%	7%	9%	11%	12%	11%	7%	10%

Julia Gillard's approval rating has changed little since last month. 32% (no change) approve of the job Julia Gillard is doing as Prime Minister and 58% (down 3%) disapprove – a change in net rating from -29 to -26 over the last 5 weeks.

67% of Labor voters approve (down 8%) and 21% disapprove (up 1%).

By gender – men 32% approve/60% disapprove, women 32% approve/55% disapprove.



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 2010	20 Dec 2010	14 Mar 2011	14 June	12 Sept	17 Oct	14 Nov	12 Dec	16 Jan 2012	13 Feb	12 Mar	16 Apr
Total approve	37%	37%	39%	38%	38%	39%	40%	36%	32%	35%	35%	36%	38%
Total disapprove	37%	47%	39%	47%	48%	50%	51%	52%	53%	51%	53%	52%	50%
Strongly approve	5%	8%	9%	7%	6%	8%	8%	6%	6%	7%	6%	7%	7%
Approve	32%	29%	30%	31%	32%	31%	32%	30%	26%	28%	29%	29%	31%
Disapprove	20%	23%	21%	24%	25%	23%	23%	26%	25%	25%	23%	23%	23%
Strongly disapprove	17%	24%	18%	23%	23%	27%	28%	26%	28%	26%	30%	29%	27%
Don't know	26%	16%	22%	16%	15%	11%	9%	12%	14%	13%	12%	12%	13%

Tony Abbott's approval rating has improved a little over the last month. 38% (up 2%) approve of the job Tony Abbott is doing as Opposition Leader and 50% (down 2%) disapprove – a change in net rating from -16 to -12 over the last 5 weeks. This is Tony Abbott's best rating since October.

72% (up 2%) of Coalition voters approve and 17% (down 4%) disapprove.

By gender – men 44% approve/47% disapprove, women 30% approve/52% disapprove.



Better Prime Minister

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

	5 Jul 2010	14 Mar 2011	14 June	12 Sept	17 Oct	14 Nov	12 Dec	16 Jan 2012	13 Feb	12 Mar	16 Apr	Vote Labor	Vote Lib/Nat	Vote Greens
Julia Gillard	53%	44%	41%	36%	38%	41%	39%	39%	41%	40%	38%	81%	6%	69%
Tony Abbott	26%	33%	36%	40%	39%	36%	35%	36%	34%	37%	36%	2%	74%	7%
Don't know	21%	23%	24%	24%	23%	24%	26%	25%	25%	23%	25%	16%	20%	24%

38% (down 2%) believe Julia Gillard would make the better Prime Minister and 36% (down 1%) prefer Tony Abbott - a net change from +3% to +2% for Julia Gillard.

Men prefer Tony Abbott 41%/36% and women prefer Julia Gillard 41%/32%.



Opinion of NBN

Q. From what you've heard, do you favour or oppose the planned national broadband network (NBN)?

	27 Sep 2010	14 Feb 2011	18 Apr 2011	20 Feb 2012	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total favour	56%	48%	54%	56%	57%	80%	42%	68%
Total oppose	18%	31%	28%	25%	22%	4%	40%	9%
Strongly favour	27%	19%	22%	20%	18%	31%	8%	32%
Favour	29%	29%	32%	36%	39%	49%	34%	36%
Oppose	12%	16%	13%	15%	15%	4%	26%	9%
Strongly oppose	6%	15%	15%	10%	7%	-	14%	-
Don't know	26%	22%	18%	19%	21%	16%	18%	23%

Opposition to the NBN has declined a little since this question was last asked in February.

57% (+1%) favour the NBN and 22% (-3%) oppose it. There is overwhelming majority support from Labor and Greens voters and Liberal/National voters now support the NBN 42%/40%.

By age group, those aged under 35 were 63% favour/13% oppose and those aged 55+ were 53% favour/35% oppose.

79% of those that believe their area will be connected to the NBN in the next three years favour the NBN and only 12% oppose. Those who think they will not be connected in the next three years split 51% support/35% oppose.



Connection to NBN

Q. The Government recently announced the areas that will be connected to the NBN over the next 3 years? As far as you know, will the area where you live be connected to the NBN in the next 3 years?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Yes	29%	40%	25%	27%
No	19%	13%	26%	20%
Don't know	52%	48%	49%	53%

29% think their area will be connected to the NBN in the next three years - 19% think it will not be connected and 52% don't know.

Older respondents tended to be better informed about the NBN than younger respondents. 59% of those aged under 35 said they don't know compared to 45% of those aged 55+.



Whether Sign up for Access to NBN

Q. When the NBN becomes available in your area, will you sign up for internet access?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Definitely will	15%	22%	11%	24%
Probably will	31%	39%	24%	34%
Probably not	16%	8%	24%	7%
Definitely not	6%	1%	10%	2%
Don't know	33%	29%	31%	34%

46% say they will definitely or probably sign up for internet access when the NBN becomes available in their area - 22% will probably or definitely not and 33% don't know.

Younger respondents were only a little more likely to sign up - 48% of those aged under 35 compared to 46% of aged 35-54 and 41% of those aged 55+.

There were no major demographic differences. The main differences were by voting intention - 61% of Labor voters and 58% of Greens voters said they would definitely/probably sign up compared to only 35% of Liberal/National voters.



Government Responsibilities

Q. Which of the following should be mainly the responsibility of the Federal Government and which should be mainly the responsibility of the State Governments - or should they have equal responsibility?

	Mainly Federal	Mainly State	Both equally	Don't know
Constructing new roads and highways	20%	27%	49%	4%
Investing in public transport	9%	57%	31%	3%
Improving the health system	46%	8%	42%	3%
Improving the education system	40%	12%	44%	4%
Managing mining projects and mining profits	45%	17%	30%	7%
Investing in regional areas	15%	41%	40%	4%
Managing the environment	35%	9%	52%	4%
Managing our water resources	26%	21%	49%	4%
Addressing climate change	42%	3%	47%	8%
Industrial relations issues	37%	15%	42%	5%

Issues which were considered mainly Federal responsibilities were the health system, mining projects/profits, climate change and education.

Public transport and regional investment were considered to be more the responsibilities of the State Governments.

The environment, managing water resources and constructing new roads and highways were more likely to be considered a shared responsibility.



Appendix One – Methodology

The data gathered for this report is gathered from a weekly online omnibus conducted by Your Source. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. 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. Senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behavior.

Essential Research has been utilizing the Your Source online panel to conduct research on a week by week basis since November 2007. Each Monday, the team at Essential Media Communications discusses issues that are topical. From there a series of questions are devised to put to the Australian public. Some questions are repeated each week (such as political preference and social perspective), while others are unique to each week and reflect prominent 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 panelist 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+ responses. The Your Source online omnibus is live from the Tuesday night of each week and closed on the following Sunday. Incentives are offered to participants in the form of points.

EMC 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.

