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With data supplied by



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 from the 21st to 24th March and is based on 948 respondents.

Aside from the standard question on voting intention, this week's report includes questions on firmness of vote, reason for voting preference and media regulation.

The methodology used to carry out this research is described 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 = 1,797 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 25/2/13	2 weeks ago 11/2/13	Last week 18/3/13	This week 25/3/13
Liberal		46%	45%	45%	45%
National		3%	3%	2%	2%
Total Lib/Nat	43.6%	49%	48%	47%	47%
Labor	38.0%	34%	34%	35%	33%
Greens	11.8%	9%	9%	9%	11%
Other/Independent	6.6%	8%	9%	8%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	56%	55%	54%	54%
Labor	50.1%	44%	45%	46%	46%

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. These estimates have a confidence interval of approx. plus or minus 2-3%.

Firmness of Vote

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

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
I will definitely not change my mind	43%	40%	57%	18%
It is very unlikely I will change my mind	31%	34%	29%	31%
It is quite possible I will change my mind as the campaign develops	19%	16%	11%	41%
Don't know	7%	9%	4%	10%

74% of Labor voters will definitely not or are very unlikely to change their vote compared to 86% of Liberal/National voters but only 49% of Greens voters.

25% of aged 18-34, 20% of aged 35-54 and 11% of aged 55+ say they may change their mind.

Main Reason for Voting Labor

Q. Which of the following is the main reason you would vote for the Labor Party if there was an election today?

I always vote for the Labor Party	28%
The Labor Party has been a good Government	11%
The Liberal Party would not be a good Government	4%
I don't want Tony Abbott to be Prime Minister	35%
The Labor Party have better policies than the Liberal Party	10%
I would be personally better off under a Labor Government	8%
Other reason	2%
Don't know	2%

More than one third said the main reason they would be voting Labor was they don't want Tony Abbott as Prime Minister.

28% said they always vote Labor and 11% said the Labor Party had been a good Government.

Main Reason for Voting Liberal/National

Q. Which of the following is the main reason you would vote for the Liberal or National Party if there was an election today?

I always vote for the Liberal or National Party	21%
The Labor Party has been a poor Government	34%
The Liberal and National Parties would be a good Government	12%
I don't want Julia Gillard as Prime Minister	17%
The Liberal/National Parties have better policies than the Labor Party	9%
I would be personally better off under a Liberal/National Government	6%
Other reason	1%
Don't know	*

One third say they would vote Liberal/National because the Labor Party has been a poor Government. 21% say they always vote Liberal/National and 17% don't want Julia Gillard as Prime Minister.

40% of men and 27% of women say the Labor Party has been a poor Government.

Media Regulation

Q. Thinking about the media in Australia, do you think there needs to be more or less regulation of the media or is the present level of regulation about right?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Needs to be more regulation	29%	38%	22%	40%
Needs to be less regulation	10%	9%	11%	9%
Present regulation about right	43%	36%	55%	35%
Don't know	17%	18%	12%	16%

29% think the media in Australia needs more regulation, 10% think it needs less regulation and 43% think the present regulation is about right.

38% of Labor voters and 40% of Greens voters think it needs more regulation.

Read or Heard about Media Regulation Proposal

Q. The Federal Government has proposed new legislation to regulate the media - including appointing an advocate to oversee the current self-regulatory bodies such as the Press Council and with the power to prevent media mergers not considered to be in the public interest. How much have you read or heard about the Government's plans to introduce new regulation of the media?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
A lot	12%	12%	14%	8%
Some	22%	22%	26%	22%
A little	31%	29%	31%	42%
Nothing	29%	30%	24%	28%
Don't know	6%	7%	5%	1%

60% said they had heard little or nothing about the Federal Government's proposed legislation to regulate the media. Only 12% said they had read or heard a lot and 22% said they had read/heard some.

Those most likely to have read/heard a lot/some were men (45%), Liberal/National voters (40%) and aged 55+ (50%).

Media Reporting of Proposed Media Regulation

Q. Do you think the media reporting and commentary on this issue has been good or poor?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total good	31%	23%	39%	24%
Total poor	25%	34%	19%	33%
Very good	8%	9%	10%	1%
Good	23%	14%	29%	23%
Neither good nor poor	39%	42%	37%	38%
Poor	17%	19%	17%	18%
Very poor	8%	15%	2%	15%
Don't know	4%	2%	4%	5%

31% of those who had read/heard about the proposed legislation think the media reporting and commentary has been good and 25% think it has been poor.

Those most likely to think it has been poor were Labor voters (34%) and Greens voters (33%).

Support for Proposed Media Regulation

Q. Do you support or oppose the Government's plans to reform regulation of the media?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total support	29%	49%	18%	29%
Total oppose	34%	18%	50%	30%
Strongly support	7%	13%	2%	11%
Support	22%	36%	16%	18%
Oppose	23%	16%	31%	25%
Strongly oppose	11%	2%	19%	5%
Don't know	36%	33%	32%	40%

29% support the Government's proposed media regulation and 34% oppose. 36% have no opinion. Labor voters tend to support the legislation (49% to 18%) and Liberal/National voters tend to oppose by a similar margin (18% to 50%). 51% of those aged 55+ oppose the legislation.

Appendix – 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 Wednesday 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.

