

# The Essential Report

24 June 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 20<sup>th</sup> to 23<sup>rd</sup> June and is based on 1,031 respondents.

Aside from the standard question on voting intention, this week's report includes questions on Senate voting, leader attributes, Government decisions, the Gonski reforms and sexism.

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 = 1,916 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 27/5/13	2 weeks ago 11/6/13	Last week 17/6/13	This week 24/6/13
Liberal		45%	44%	44%	44%
National		3%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>48%</b>	<b>47%</b>	<b>47%</b>	<b>47%</b>
<b>Labor</b>	<b>38.0%</b>	<b>34%</b>	<b>36%</b>	<b>35%</b>	<b>34%</b>
Greens	11.8%	8%	8%	8%	8%
Other/Independent	6.6%	10%	9%	9%	11%

2 Party Preferred	Election 21 Aug 10	4 weeks ago 27/5/13	2 weeks ago 11/6/13	Last week 17/6/13	This week 24/6/13
<b>Liberal National</b>	<b>49.9%</b>	55%	54%	54%	<b>55%</b>
<b>Labor</b>	<b>50.1%</b>	45%	46%	46%	<b>45%</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.

## Senate Vote

Q. Would you vote for the same party in the Senate as in the House of Representatives or would you vote for a different party in the Senate?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Vote for same party in House of Representatives and Senate	<b>67%</b>	74%	78%	61%
Vote for a different party in the Senate	<b>9%</b>	9%	7%	11%
Don't know	<b>24%</b>	18%	14%	28%

9% of respondents said they would vote for a different party in the Senate and 67% said they would vote for the same party as in the House of Representatives. 24% did not know.

Those most likely to vote for a different party in the Senate were men (12%), South Australian voters (17%) and those voting for independents or other minor parties (21%).

## Leader Attributes – Julia Gillard

Q. Which of the following describe your opinion of the Prime Minister, Julia Gillard?

	5 Jul 10	27 Jun 11	2 Apr 12	14 Jan 13	2 Apr 13	23 Jun 13	Change
Hard-working	89%	75%	65%	72%	66%	<b>71%</b>	+5
Intelligent	87%	73%	61%	72%	69%	<b>69%</b>	-
Out of touch with ordinary people	35%	60%	65%	53%	64%	<b>57%</b>	-7
Superficial		52%	54%	46%	55%	<b>49%</b>	-6
Arrogant	37%	48%	53%	47%	55%	<b>48%</b>	-7
Erratic	-	-	-	40%	55%	<b>47%</b>	-8
Narrow-minded	28%	46%	53%	45%	55%	<b>46%</b>	-9
Aggressive	-	-	-	46%	55%	<b>45%</b>	-10
A capable leader	72%	42%	38%	50%	37%	<b>44%</b>	+7
Understands the problems facing Australia	68%	44%	41%	47%	37%	<b>42%</b>	+5
Good in a crisis	61%	41%	36%	50%	44%	<b>41%</b>	-3
Intolerant	-	-	-	37%	49%	<b>39%</b>	-10
Visionary	48%	26%	25%	29%	30%	<b>32%</b>	+2
More honest than most politicians	45%	29%	26%	30%	27%	<b>30%</b>	+3
Trustworthy	49%	30%	25%	32%	25%	<b>30%</b>	+5

Julia Gillard's key attributes were hard-working (71%), intelligent (69%), out of touch with ordinary people (57%), superficial (49%), arrogant (48%), and erratic (47%). Almost all positive leader attributes for Gillard moved up and the negative attributes moved down from the last time the question was polled in April. The biggest shifts were for aggressive (-10), intolerant (-10), narrow-minded (-9), erratic (-8), a capable leader (+7), arrogant (-7) and out of touch with ordinary people (-7).

## Leader Attributes – Tony Abbott

Q. Which of the following describe your opinion of the Opposition Leader, Tony Abbott?

	5 Jul 10	27 Jun 11	2 Apr 12	14 Jan 13	2 Apr 13	23 Jun 13	Change
Hard-working	76%	75%	68%	70%	70%	<b>68%</b>	-2
Intelligent	70%	61%	56%	64%	63%	<b>62%</b>	-1
Arrogant	59%	60%	61%	61%	56%	<b>59%</b>	+3
Narrow-minded	56%	54%	54%	56%	53%	<b>55%</b>	+2
Out of touch with ordinary people	57%	57%	54%	54%	52%	<b>52%</b>	-
Aggressive	-	-	-	55%	49%	<b>51%</b>	+2
Superficial		49%	49%	48%	49%	<b>49%</b>	-
Intolerant	-	-	-	49%	48%	<b>48%</b>	-
Erratic	-	-	-	51%	45%	<b>47%</b>	+2
Understands the problems facing Australia	50%	48%	49%	47%	49%	<b>44%</b>	-5
A capable leader	47%	45%	41%	43%	47%	<b>44%</b>	-3
Good in a crisis	40%	40%	36%	39%	44%	<b>38%</b>	-6
Visionary	32%	27%	26%	28%	37%	<b>30%</b>	-7
More honest than most politicians	33%	32%	30%	29%	36%	<b>29%</b>	-7
Trustworthy	33%	32%	32%	33%	36%	<b>31%</b>	-5

Tony Abbott's key attributes were hard-working (68%), intelligent (62%), arrogant (59%), narrow-minded (55%), out of touch with ordinary people (52%) and aggressive (51%).

Since April the major shifts have been for visionary (-7%), more honest than most politicians (-7%), good in a crisis (-6%), understands their problems facing Australia (-5) and trustworthy (-5).

## Leader Attributes – Comparisons

	Gillard	Abbott	Difference
Intelligent	69%	62%	+7
Out of touch with ordinary people	57%	52%	+5
Good in a crisis	41%	38%	+3
Hard-working	71%	68%	+3
Visionary	32%	30%	+2
More honest than most politicians	30%	29%	+1
Superficial	49%	49%	-
Erratic	47%	47%	-
A capable leader	44%	44%	-
Trustworthy	30%	31%	-1
Understands the problems facing Australia	42%	44%	-2
Aggressive	45%	51%	-6
Narrow-minded	46%	55%	-9
Intolerant	39%	48%	-9
Arrogant	48%	59%	-9

Compared to Tony Abbott, Julia Gillard is more likely to be considered intelligent (+7) and out of touch with ordinary people (+5).

Tony Abbott is regarded by more respondents to be arrogant (-9), intolerant (-9), narrow-minded (-9) and aggressive (-6).



## Government Decisions

Q. Thinking about the decisions the Labor Government has made over the last few years, do you think the following decisions were good or bad for Australia?

	Total good	Total bad	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know	Sep 12 good	Sep 12 bad
Expanding dental health services for people on low incomes	73%	8%	28%	45%	15%	4%	4%	5%	77%	5%
Increasing the tax free threshold from \$6,000 to \$18,200	72%	8%	34%	38%	15%	5%	3%	5%	75%	4%
Increasing the age pension	67%	14%	27%	40%	16%	10%	4%	4%	70%	11%
Protecting large areas of Australia's marine environment in a network of marine reserves	66%	10%	27%	39%	19%	6%	4%	5%	67%	8%
Introducing the National Disability Insurance Scheme	63%	9%	26%	37%	20%	5%	4%	8%	58%	5%
Increasing superannuation from 9% to 12%	62%	14%	24%	38%	19%	10%	4%	5%	68%	9%
Stimulus spending to tackle the Global Financial Crisis (GFC)	50%	26%	21%	29%	19%	17%	9%	5%	54%	22%
Introducing a tax on large profits of mining companies	49%	27%	21%	28%	20%	15%	12%	5%	49%	25%
Building the NBN (National Broadband Network)	48%	28%	22%	26%	18%	15%	13%	6%	43%	28%
Paid parental leave	48%	22%	14%	34%	24%	13%	9%	5%	52%	20%
Spending on new school buildings during the GFC	47%	26%	12%	35%	20%	15%	11%	6%	53%	22%
Implementing the recommendations of the Gonski report to increase education funding	46%	22%	17%	29%	23%	12%	10%	9%	54%	8%
Abolished WorkChoices	42%	27%	23%	19%	22%	17%	10%	10%	42%	27%
Introducing a carbon tax to tackle climate change	32%	48%	14%	18%	16%	18%	30%	4%	28%	51%

[Discussion over page]

The two most popular decisions of the Labor Government are 'expanding dental health services for people on low incomes' (73% total good) and 'increasing the tax free threshold from \$6,000 to \$18,000 (72% total good). The least popular decisions were 'Implementing the recommendations of the Gonski report (46% total good), 'Abolished WorkChoices' (42% total good) and 'introducing a carbon tax to tackle climate change' (32% total good).

The only issue which received a net negative response was 'introducing a carbon tax to tackle climate change', where 48% of respondents believed it to be bad for Australia.

Since this question was previously asked last September, perceptions of most decisions have become a little more negative - with the exceptions of the "carbon tax" which shifted from 28% to 32% 'good', the 'NDIS' which shifted from 58% to 63% 'good' and building the NBN which shifted from 43% to 48% 'good'.

The largest negative shifts were for the 'Gonski recommendations' (down 8% to 46%), increasing super (down 6% to 62%) and spending on schools during the GFC (down 6% to 47%).

## Gonski Reforms

Q. The NSW and South Australian Governments have reached agreement with the Federal Government to implement the Gonski education reforms which provide more funds for schools. Tony Abbott says if he is elected he will reverse these agreements and return to the previous system for funding schools. Would you approve or disapprove of Tony Abbott reversing the Gonski reforms?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total approve</b>	<b>32%</b>	<b>17%</b>	<b>51%</b>	<b>12%</b>
<b>Total disapprove</b>	<b>44%</b>	<b>71%</b>	<b>21%</b>	<b>66%</b>
Strongly approve	12%	5%	21%	6%
Approve	20%	12%	30%	6%
Disapprove	20%	24%	14%	26%
Strongly disapprove	24%	47%	7%	40%
Don't know	24%	12%	27%	22%

32% approved of Tony Abbott reversing the Gonski reforms if elected and 44% disapproved.

37% of men approved compared to 27% of women. 50% of respondents aged 55+ disapproved.

## Sexism and Discrimination against Women

Q. How much sexism and discrimination against women do you think currently occurs in the following?

	A lot	Some	A little	None at all	Don't know	A lot/ some TOTAL	A lot/ some MEN	A lot/ some WOMEN	A lot/ some Oct 12
In workplaces	21%	39%	28%	7%	5%	<b>60%</b>	47%	72%	55%
In the media	23%	36%	25%	10%	5%	<b>59%</b>	48%	71%	56%
In politics	28%	33%	23%	11%	5%	<b>61%</b>	49%	73%	61%
In advertising	29%	31%	24%	10%	6%	<b>60%</b>	51%	69%	59%
In sport	23%	34%	25%	12%	6%	<b>57%</b>	46%	69%	58%
In schools	11%	29%	32%	18%	10%	<b>40%</b>	34%	46%	43%

A majority of respondents think there is a lot or some sexism in politics (61%), advertising (60%), workplaces (60%), the media (59%) and sport (57%).

Women were more likely than men to think there is a lot or some sexism in all areas - but especially in politics (women 73%, men 49%), workplaces (72%/47%) and the media (71%/48%).

Since this question was previously asked last October, those thinking there is a lot/some sexism in workplaces has increased 5 points to 60%.

## 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 percent 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.