

# The Essential Report

15 July 2013





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**Date:** 15 July 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 11th to 14th July and is based on 1,061 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, the economy, election of the Labor party leader and involvement in politics.

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 = 1,879 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 17/6/13	2 weeks ago 1/7/13	Last week 8/7/13	This week 15/7/13
Liberal		44%	43%	42%	42%
National		3%	3%	4%	4%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>47%</b>	<b>46%</b>	<b>46%</b>	<b>46%</b>
<b>Labor</b>	<b>38.0%</b>	<b>35%</b>	<b>36%</b>	<b>38%</b>	<b>39%</b>
Greens	11.8%	8%	9%	8%	7%
Other/Independent	6.6%	9%	9%	7%	8%

2 Party Preferred	Election 21 Aug 10	4 weeks ago 17/6/13	2 weeks ago 1/7/13	Last week 8/7/13	This week 15/7/13
<b>Liberal National</b>	<b>49.9%</b>	54%	53%	52%	<b>52%</b>
<b>Labor</b>	<b>50.1%</b>	46%	47%	48%	<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 2010 election.

## Approval of Kevin Rudd

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

	Kevin Rudd 31 May 10	Julia Gillard 5 Jul 10	Julia Gillard 11 Jun 13	Kevin Rudd 15 Jul 13
<b>Total approve</b>	<b>41%</b>	<b>48%</b>	<b>37%</b>	<b>50%</b>
<b>Total disapprove</b>	<b>47%</b>	<b>27%</b>	<b>54%</b>	<b>35%</b>
Strongly approve	7%	14%	10%	18%
Approve	34%	34%	27%	32%
Disapprove	25%	13%	21%	15%
Strongly disapprove	22%	14%	33%	20%
Don't know	12%	26%	9%	16%

Kevin Rudd's approval ratings are substantially higher than Julia Gillard's as last measured 5 weeks ago. 50% (up 13%) approve of the job Kevin Rudd is doing as Prime Minister and 35% (down 19%) disapprove – a net rating of +15 compared to Julia Gillard's -17.

85% of Labor voters approve (up 6%) and 4% disapprove (down 10%).

By gender – men 54% approve/35% disapprove, women 44% approve/34% 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	20 Dec	14 June 2011	12 Dec	12 Jun 2012	10 Dec	14 Jan 2013	11 Feb	11 Mar	11 Jun	15 Jul
<b>Total approve</b>	<b>37%</b>	<b>37%</b>	<b>39%</b>	<b>38%</b>	<b>32%</b>	<b>32%</b>	<b>33%</b>	<b>33%</b>	<b>36%</b>	<b>37%</b>	<b>40%</b>	<b>39%</b>
<b>Total disapprove</b>	<b>37%</b>	<b>47%</b>	<b>39%</b>	<b>48%</b>	<b>53%</b>	<b>54%</b>	<b>56%</b>	<b>57%</b>	<b>53%</b>	<b>51%</b>	<b>49%</b>	<b>51%</b>
Strongly approve	5%	8%	9%	6%	6%	6%	8%	8%	7%	7%	10%	<b>11%</b>
Approve	32%	29%	30%	32%	26%	26%	25%	25%	29%	30%	30%	<b>28%</b>
Disapprove	20%	23%	21%	25%	25%	24%	25%	27%	22%	22%	17%	<b>21%</b>
Strongly disapprove	17%	24%	18%	23%	28%	30%	31%	30%	31%	29%	32%	<b>30%</b>
Don't know	26%	16%	22%	15%	14%	13%	12%	10%	11%	12%	11%	<b>11%</b>

Tony Abbott's approval ratings have dropped slightly over the past month. 39% (down 1%) approve of the job Tony Abbott is doing as Opposition Leader and 51% (up 2%) disapprove – a change in net rating from -9 to -12 over the last 5 weeks.

75% (down 5%) of Coalition voters approve and 14% (up 3%) disapprove.

By gender – men 43% approve/50% disapprove, women 35% approve/51% disapprove. In net terms this represents a shift with men from -3 to -7 and with women from -17 to -16.

## Better Prime Minister

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

	Rudd/ Abbott 21 Jun 10	Gillard/ Abbott 5 Jul 10	Gillard/ Abbott 11 Jun 13	Rudd/ Abbott 15 Jul 13 Total	Vote Labor	Vote Lib/Nat	Vote Greens
Julia Gillard/Kevin Rudd	47%	53%	39%	<b>50%</b>	94%	10%	84%
Tony Abbott	30%	26%	40%	<b>35%</b>	2%	72%	6%
Don't know	23%	21%	21%	<b>15%</b>	3%	18%	10%

50% believe Kevin Rudd would make the better Prime Minister and 35% prefer Tony Abbott.

Men prefer Kevin Rudd 51%/36% and women prefer Kevin Rudd 49%/33%.

## Election of Labor Party leader

*Q. Do you approve or disapprove of Kevin Rudd's proposal for the leader of the Labor Party to be elected by both the Members of Parliament and the party members?*

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total approve</b>	<b>56%</b>	<b>73%</b>	<b>45%</b>	<b>64%</b>
<b>Total disapprove</b>	<b>19%</b>	<b>9%</b>	<b>30%</b>	<b>11%</b>
Strongly approve	18%	33%	7%	29%
Approve	38%	40%	38%	35%
Disapprove	11%	8%	14%	7%
Strongly disapprove	8%	1%	16%	4%
Don't know	25%	18%	25%	25%

56% approve of Kevin Rudd's proposal for election of the party leader and 19% disapprove. 73% of Labor voters approve.



## State of the economy

Q. Overall, how would you describe the current state of the Australian economy?

	28 May 12	8 Apr 13	Total 15 Jul 13	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total good</b>	<b>35%</b>	<b>45%</b>	<b>36%</b>	<b>59%</b>	<b>18%</b>	<b>54%</b>
<b>Total poor</b>	<b>29%</b>	<b>26%</b>	<b>30%</b>	<b>14%</b>	<b>45%</b>	<b>12%</b>
Very good	6%	8%	6%	10%	1%	10%
Good	29%	37%	30%	49%	17%	44%
Neither good nor poor	33%	28%	30%	25%	34%	33%
Poor	20%	17%	22%	12%	32%	11%
Very poor	9%	9%	8%	2%	13%	1%
Don't know	2%	2%	3%	3%	2%	2%

36% described the economy as good or very good and 30% poor/very poor - 30% said it was neither. This represents a net decline from +19 to +6 since April.

Those most likely to think the economy was good/very good were people with incomes over \$1,600pw (41%).

Those most likely to think the economy was poor/very poor were aged 55+ (35%) and people with incomes under \$600pw (36%).

## Australian economy heading in right or wrong direction

Q. From what you have read and heard, do you think the Australian economy is heading in the right direction or the wrong direction?

	17 May 10	9 May 11	4 Jul 11	26 Mar 12	18 Jun 12	29 Apr 13	Total 15 Jul 13	Vote Labor	Vote Lib/Nat	Vote Greens
The right direction	51%	45%	37%	36%	43%	36%	<b>38%</b>	66%	18%	46%
The wrong direction	25%	29%	43%	41%	32%	39%	<b>42%</b>	15%	66%	30%
Don't know	24%	25%	20%	22%	25%	25%	<b>20%</b>	18%	16%	24%

38% of respondents think that Australia's economy is heading in the right direction – 42% think it is heading in the wrong direction. Since this question was asked in April, “right direction” has increased 2% and “wrong direction” increased 3%.

66% (down 2%) of Labor voters, 18% (down 3%) of Liberal/National voters and 46% (up 1%) of Greens voters think the economy is heading in the right direction. 43% of men think the economy is heading in the right direction compared to 34% of women.

## Involvement in politics

Q. Thinking about Federal politics and the election, which of the following have you personally done in the last week?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Seen any TV advertising by political parties	43%	46%	44%	38%
Received printed material from candidates.	27%	26%	27%	35%
Read about Federal politics in a newspaper	41%	43%	43%	39%
Watched Federal politicians on TV	56%	63%	54%	57%
Listened to Federal politicians on the radio	22%	21%	22%	32%
Listened to commentators talking about Federal politics on the radio	30%	32%	29%	34%
Watched commentators talking about Federal politics on the TV	48%	54%	47%	47%
Read anything about Federal politics on the internet	39%	47%	33%	49%
Discussed Federal politics and the election with friends or family	50%	56%	46%	60%

TV was the most common way for respondents to engage with politics over the past week. 56% said they had watched Federal politicians on TV and 48% had watched commentators talking about Federal politics on TV.

Labor voters were more likely to watch politicians (63%) or commentators (54%) on TV and also more likely to use the internet to read about politics (47%).

There were some substantial differences by age group - 30% of respondents aged under 35 read about politics in a newspaper compared to 57% of those aged 55+ and 42% of aged under 35 watched politicians on TV compared to 71% of aged 55+.

## 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.