

The Essential Report

29 July 2013





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Date: 29 July 2013

Prepared by: Essential Research

Data supplied:



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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 25th to 28th July and is based on 1,016 respondents.

Aside from the standard question on voting intention, this week's report includes questions on asylum seekers, productivity and preferred leader of the Liberal Party.

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 = 1,912 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 1/7/13	2 weeks ago 15/7/13	Last week 23/7/13	This week 29/7/13
Liberal		43%	42%	42%	41%
National		3%	4%	3%	3%
Total Lib/Nat	43.6%	46%	46%	45%	44%
Labor	38.0%	36%	39%	39%	39%
Greens	11.8%	9%	7%	7%	9%
Other/Independent	6.6%	9%	8%	9%	8%

2 Party Preferred	Election 21 Aug 10	4 weeks ago 1/7/13	2 weeks ago 15/7/13	Last week 23/7/13	This week 29/7/13
Liberal National	49.9%	53%	52%	51%	51%
Labor	50.1%	47%	48%	49%	49%

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 asylum seeker policy

Q. Do you approve or disapprove of the announcement by the Prime Minister Kevin Rudd, that all asylum seekers arriving in Australia by boat will be sent to New Guinea for processing and none will be resettled in Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total approve	61%	75%	58%	32%
Total disapprove	28%	16%	32%	62%
Strongly approve	30%	45%	24%	7%
Approve	31%	30%	34%	25%
Disapprove	14%	10%	14%	31%
Strongly disapprove	14%	6%	18%	31%
Don't know	11%	9%	10%	7%

61% approve of the announcement that all asylum seekers arriving in Australia by boat will be sent to New Guinea for processing and none will be resettled in Australia and 28% disapprove.

75% of Labor voters and 58% of Liberal/National voters approve but 62% of Greens voters disapprove. A majority of all demographic groups approved - those most likely to disapprove were respondents with university degrees (54% approve/35% disapprove).

Of those who think the asylum seeker issue is one of or the most important election issue, 71% approve and 25% disapprove.

Party with best policy on handling asylum seeker issue

Q. Which party has the best policy for handling the issue of asylum seekers arriving by boat?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	17 Jun 13
Labor	25%	58%	4%	10%	13%
Liberal	26%	3%	57%	2%	38%
Greens	6%	5%	1%	44%	7%
None of them	28%	21%	25%	29%	31%
Don't know	15%	13%	13%	15%	11%

26% (down 12% since June) think the Liberal Party has the best policy for handling the issue of asylum seekers arriving by boat and 25% (up 12%) think the Labor Party has the best policy. 28% think no party has the best policy.

58% (up 22%) of Labor voters think the Labor Party has the best policy compared with 57% (down 17%) of Liberal/National voters who think the Liberals have the best policy.

Of those who think the asylum seeker issue is one of or the most important election issue, 35% think that Labor has the best policy, 29% think the Liberals have the best policy and 17% think none of them do.

Importance of asylum seeker issue

Q. How important is the asylum seeker issue of in deciding which party you will vote for in the Federal election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	17 Jun 13
The most important issue	7%	6%	8%	4%	6%
One of the most important issues	28%	27%	31%	34%	28%
Quite important but not as important as other issues	35%	40%	36%	33%	37%
Not very important	16%	16%	16%	19%	14%
Not at all important	8%	7%	8%	9%	10%
Don't know	6%	4%	1%	1%	5%

35% of respondents think the asylum seeker issue is the most important or one of the most important election issues.

39% of Liberal/National voters think it is one of or the most important issues.

Workers' productivity

Q. And overall, in your experience, how productive are most Australian workers?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Full time workers	Part time workers	30 Jul 12	6 Feb 12
Very productive	12%	14%	12%	13%	10%	12%	14%	15%
Quite productive	55%	61%	52%	55%	54%	56%	59%	59%
Not so productive	25%	19%	30%	22%	27%	27%	19%	19%
Not at all productive	3%	1%	4%	4%	4%	2%	3%	2%
Don't know	5%	4%	3%	6%	5%	3%	5%	5%

67% think that overall, most Australian workers are very or quite productive. This figure has fallen a little since this question was asked in July last year.

Labor voters (75%) are more likely than Liberal/National voters (64%) to think workers are productive. There were no substantial differences across income or age groups.

Increasing productivity

Q. Which of the following would be the most effective way to increase productivity in Australian workplaces?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Full time workers	Part time workers	30 Jul 12
More flexibility for businesses in how they employ and manage workers	23%	16%	30%	16%	28%	20%	21%
More input from workers into how businesses are managed	15%	18%	14%	18%	16%	17%	17%
Invest more in skills and education	32%	39%	28%	31%	27%	38%	35%
Invest more in technology and innovation	8%	12%	5%	12%	8%	10%	8%
Stop Government assistance to industries so that they are forced to be productive or close	12%	7%	16%	11%	13%	9%	10%
Don't know	9%	8%	7%	11%	7%	6%	9%

32% think investing more in skills and education is the most effective way to increase productivity, 23% favour more flexibility for businesses in how they employ and manage workers and 15% nominated more input from workers into how businesses are managed.

These figure are very similar to those when this question was asked in July last year.

39% of Labor voters favour investing in skills and education while 30% of Liberal/National voters favour more flexibility for businesses in how they employ and manage workers.

Best leader of the Liberal Party

Q. Which of the following do you think would make the best leader of the Liberal Party?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	23 Apr 12	30 May 11	28 Feb 11	27 Sep 10
Tony Abbott	17%	5%	36%	1%	23%	22%	24%	26%
Malcolm Turnbull	37%	44%	35%	51%	30%	25%	18%	20%
Joe Hockey	10%	9%	13%	9%	14%	17%	16%	15%
Julie Bishop	3%	4%	3%	1%	5%	3%	4%	5%
Andrew Robb	*	*	*	-	1%	1%	1%	na
Someone else	12%	20%	3%	13%	12%	13%	14%	na
Don't know	19%	19%	9%	24%	16%	19%	22%	33%

37% (up 7% since April last year) think Malcolm Turnbull would make the best leader of the Liberal Party, 17% (down 6%) prefer Tony Abbott and 10% (down 4%) Joe Hockey.

Among Liberal/National voters, 36% (-3%) prefer Tony Abbott, 35% (+9%) Malcolm Turnbull and 13% (-4%) Joe Hockey.

Malcolm Turnbull is preferred by 39% of men and 36% of women, Tony Abbott by 21% of men and 14% of women.

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.