

The Essential Report

12 November 2013





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Prepared by: Essential Research

Data supplied:



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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 7th to 11th November 2013 and is based on 1,034 respondents.

Aside from the standard question on voting intention, this week's report includes questions on approval of leaders, better Prime Minister, Labor's decision on the carbon tax, Government tax decisions and live animal exports

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 = 1,945 respondents

First preference/leaning to	Election 7 Sep 13 (current figures)	4 weeks ago 15/10/13	2 weeks ago 29/10/13	Last week 5/11/13	This week 12/11/13
Liberal		41%	42%	43%	42%
National		2%	3%	2%	3%
Total Lib/Nat	45.6%	43%	45%	45%	44%
Labor	33.4%	35%	35%	36%	35%
Greens	8.6%	10%	10%	8%	9%
Other/Independent	12.4%	12%	11%	11%	12%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 15/10/13	2 weeks ago 29/10/13	Last week 5/11/13	This week 12/11/13
Liberal National	53.4%	52%	53%	53%	53%
Labor	46.6%	48%	47%	47%	47%

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 Tony Abbott

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

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/independent	Tony Abbott as Opposition Leader 11 Mar 13	11 Jun	2 Sep	Tony Abbott as Prime Minister 24 Sep	22 Oct
Total approve	45%	14%	88%	9%	23%	37%	40%	40%	41%	46%
Total disapprove	40%	72%	4%	79%	56%	51%	49%	49%	36%	35%
Strongly approve	14%	4%	31%	2%	1%	7%	10%	13%	14%	16%
Approve	31%	10%	57%	7%	22%	30%	30%	29%	27%	30%
Disapprove	19%	30%	3%	28%	40%	22%	17%	19%	13%	15%
Strongly disapprove	21%	42%	1%	51%	16%	29%	32%	30%	23%	20%
Don't know	16%	15%	8%	12%	21%	12%	11%	10%	23%	19%

45% (down 1%) approve of the job Tony Abbott is doing as Prime Minister and 40% (up 5%) disapprove. This represents a decline on his rating as Prime Minister over the last three weeks from net +11 to net +5.

By gender - 50% (down 2%) of men approve and 38% (up 6%) disapprove; 39% (no change) of women approve and 42% (up 3%) disapprove.

Approval of Bill Shorten

Q. Do you approve or disapprove of the job Bill Shorten is doing as Opposition Leader?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/Independent
Total approve	31%	48%	23%	31%	18%
Total disapprove	27%	16%	38%	21%	31%
Strongly approve	5%	11%	2%	1%	1%
Approve	26%	37%	21%	30%	17%
Disapprove	17%	13%	21%	17%	18%
Strongly disapprove	10%	3%	17%	4%	13%
Don't know	43%	36%	39%	49%	51%

31% approve of the job Bill Shorten is doing as Opposition Leader and 27% disapprove. 43% could not give an opinion.

By gender - 34% of men approve and 33% disapprove; 27% of women approve and 21% disapprove.

Approval of Joe Hockey

Q. Do you approve or disapprove of the job Joe Hockey is doing as Treasurer?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/Independent
Total approve	45%	22%	79%	17%	31%
Total disapprove	28%	50%	5%	50%	41%
Strongly approve	13%	3%	28%	-	5%
Approve	32%	19%	51%	17%	26%
Disapprove	15%	26%	5%	13%	27%
Strongly disapprove	13%	24%	*	37%	14%
Don't know	27%	28%	16%	33%	28%

45% approve of the job Joe Hockey is doing as Treasury and 28% disapprove. 27% could not give an opinion.

By gender - 52% of men approve and 31% disapprove; 38% of women approve and 25% disapprove.

Better Prime Minister

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

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/independent	22 Oct
Tony Abbott	42%	9%	83%	7%	31%	41%
Bill Shorten	27%	56%	2%	57%	21%	22%
Don't know	31%	35%	15%	36%	48%	37%

42% (up 1%) think Tony Abbott would make the better Prime Minister and 27% (up 5%) favour Bill Shorten. 31% (down 6%) could not make a choice.

Tony Abbott is favoured 48%/26% among men and 35%/28% among women.

Labor's carbon tax decision

Q. Do you approve or disapprove of the Labor Party's decision to support the dumping of the carbon tax if it is replaced with an emissions trading scheme?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/Independent
Total approve	48%	58%	44%	41%	53%
Total disapprove	26%	17%	34%	34%	23%
Strongly approve	14%	15%	13%	17%	12%
Approve	34%	43%	31%	24%	41%
Disapprove	15%	11%	18%	18%	14%
Strongly disapprove	11%	6%	16%	16%	9%
Don't know	27%	25%	21%	24%	23%

48% approve of the Labor Party's decision to support the dumping of the carbon tax if it is replaced with an emissions trading scheme and 26% disapprove.

Highest approval came from Labor voters (58%) and men (52%).

Highest disapproval came from Liberal/National voters (34%), Greens voters (34%) and people aged 65+ (39%).

Government's tax changes

Q. Do you approve or disapprove of the following tax changes the Government have said they will make?

	Total approve	Total dis-approve	Strongly approve	Approve	Dis-approve	Strongly dis-approve	Don't know
Dumping mining tax	42%	37%	15%	27%	19%	18%	20%
Dumping fringe benefit tax on cars	48%	29%	17%	31%	18%	11%	23%
Dumping increased tax on annual super earnings of more than \$100,000	42%	38%	16%	26%	20%	18%	19%
Dumping subsidy for people with low super contributions	25%	59%	9%	16%	27%	32%	17%
Dumping the cap on self-education expenses	38%	35%	14%	24%	22%	13%	28%

Nearly half the respondents (48%) approved of the Government's decision to dump the fringe benefit tax on cars and a majority (59%) disapproved of dumping the subsidy for people with low super contributions.

Views on the other decisions were more evenly split - 42% approve/37% disapprove on dumping the mining tax, 42%/38% on dumping increased tax on annual super earnings of more than \$100,000 and 38%/35% on dumping the cap on self-education expenses.

Labor voters disapproved of all decisions while Liberal/National voters approved of all decisions except dumping the subsidy for people with low super contributions (48% disapprove/37% approve).

Live animal exports

Q. Thinking about the export of live animals for slaughter, which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/ Independent	19 Nov 2012
Australia should not export live sheep and cattle to any country at all	25%	29%	19%	35%	27%	25%
Australia should only export live sheep and cattle to countries which guarantee they will be treated humanely	52%	50%	56%	56%	49%	54%
Australia should export live sheep and cattle to any country that wants them	16%	14%	20%	8%	21%	15%
Don't know	7%	7%	4%	1%	4%	6%

52% think that Australia should only export live sheep and cattle to countries which guarantee they will be treated humanely and 25% think Australia should not export live sheep and cattle to any country at all. This is little changed since this question was asked 12 months ago.

Those most opposed to exporting live sheep and cattle to any country at all were Greens voters (35%), women (30%) and respondents on incomes under \$600 pw (36%).

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.