

The Essential Report

18 February 2014





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Date: 18 February 2014

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 14th to 17th February 2014 and is based on 1,017 respondents.

Aside from the standard question on voting intention, this week's report includes questions on importance of industries, the car industry, job security, GM crops, port expansion in the Great Barrier Reef, access to phone and internet records and Schapelle Corby.

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 = 1,842 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 21/1/14	2 weeks ago 4/2/14	Last week 11/2/14	This week 18/2/14
Liberal		40%	40%	40%	38%
National		3%	3%	3%	3%
Total Lib/Nat	45.6%	43%	43%	43%	41%
Labor	33.4%	37%	38%	39%	40%
Greens	8.6%	9%	8%	8%	8%
Palmer United Party	5.5%	4%	3%	3%	4%
Other/Independent	6.9%	7%	7%	7%	8%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 21/1/14	2 weeks ago 4/2/14	Last week 11/2/14	This week 18/2/14
Liberal National	53.5%	51%	50%	50%	49%
Labor	46.5%	49%	50%	50%	51%

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 2013 election.

Importance of industries

Q. How important are the following industries for providing jobs for Australians into the future?

	Very important	Quite important	Somewhat important	Not very important	Don't know	Very important Feb 2012
Construction	58%	30%	9%	1%	3%	58%
Agriculture	57%	27%	12%	2%	3%	-
Manufacturing	55%	26%	12%	4%	3%	55%
Tourism	53%	31%	11%	3%	2%	53%
Mining	52%	29%	13%	4%	2%	64%
Retail	46%	35%	14%	2%	2%	47%
Hospitality	45%	37%	14%	2%	2%	46%
Finance	40%	34%	19%	3%	4%	39%
Telecommunications	37%	37%	19%	4%	3%	39%

Respondents regard the construction (58%), agriculture (57%) and manufacturing (55%) industries to be the most important for providing jobs for Australians in the future. These were followed closely by the tourism (53%) and mining (52%) industries.

Since this question was last asked in February 2012, those think mining is very important for future jobs has dropped from 64% to 52%.

Government action on car industry

Q. Do you think the Federal Government did enough or did not do enough to keep the car manufacturing industry in Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Did enough	36%	19%	63%	22%	36%
Did not do enough	46%	68%	22%	55%	54%
Don't know	17%	13%	15%	23%	10%

46% think that the Government did not do enough to keep the car manufacturing industry in Australia and 36% think they did enough. 63% of Liberal/National voters think they did enough and 68% of Labor voters think they did not do enough.

Those most likely to think the Government did enough were men (41%), aged 55+ (50%) and those with university education (41%).

Those most likely to think the Government did not do enough were aged 18-34 (52%).

Job security

Q. How concerned are you that you or some member of your immediate family will lose their job in the next year or so: very concerned, somewhat concerned, or not at all concerned?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aug 2012
Total concerned	55%	62%	48%	54%	56%	47%
Very concerned	22%	28%	14%	22%	23%	13%
Somewhat concerned	33%	34%	34%	32%	33%	34%
Not at all concerned	31%	26%	40%	43%	29%	37%
Don't know	6%	6%	4%	2%	9%	8%
No employees in the immediate family	8%	6%	8%	2%	9%	7%

Concern over job security has increased substantially since the last time the question was polled, increasing 8 points from 47% in August 2012 to 55% (total concerned).

Labor voters are the most likely to be concerned that they or a member of their immediately family will lose their job in the next year or so (62% total concerned), whereas Liberal/National voters (48%) are less likely to be concerned.

Those most likely to be concerned were Victorians (61%) and part-time workers (63%).

Approval of GM crops

Q. Do you approve or disapprove of permitting genetically modified crops to be grown in Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	32%	33%	31%	23%	32%
Total disapprove	50%	47%	51%	62%	59%
Strongly approve	6%	7%	7%	3%	7%
Approve	24%	26%	24%	20%	25%
Disapprove	26%	25%	28%	23%	27%
Strongly disapprove	24%	22%	23%	39%	32%
Don't know	19%	20%	18%	14%	8%

32% approve permitting genetically modified crops to be grown in Australia and 50% disapprove.

Those most likely to disapprove were women (57%) and aged 45-64 (57%).

Approval of port expansion in Great Barrier Reef

Q. Do you approve or disapprove of the decision to allow expansion of the Abbot Point coal port in the Great Barrier Reef?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	17%	14%	20%	4%	22%
Total disapprove	66%	72%	59%	85%	64%
Strongly approve	4%	3%	5%	-	4%
Approve	13%	11%	15%	4%	18%
Disapprove	25%	23%	31%	14%	20%
Strongly disapprove	41%	49%	28%	71%	44%
Don't know	18%	14%	21%	11%	14%

17% approve of the decision to allow expansion of the Abbot Point coal port in the Great Barrier Reef and 66% disapprove.

74% of women disapproved compared to 57% of men.

In Queensland, 24% approve and 57% disapprove.

Government access to phone and internet records

Q. Do you approve or disapprove of the Australian Government being able to access your phone and internet records without a warrant?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	16%	10%	24%	11%	19%
Total disapprove	80%	88%	71%	85%	80%
Strongly approve	4%	1%	6%	3%	5%
Approve	12%	9%	18%	8%	14%
Disapprove	24%	22%	28%	24%	20%
Strongly disapprove	56%	66%	43%	61%	60%
Don't know	4%	3%	6%	3%	1%

80% disapprove of the Australian Government being able to access their phone and internet records without a warrant and 16% approve.

Disapproval was over 70% for all demographic groups.

Treatment of Schapelle Corby

Q. Do you think the treatment of Schapelle Corby and the time she served in prison for drug trafficking was too harsh, too lenient or about right?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Too harsh	25%	22%	28%	21%	25%	30%
Too lenient	21%	25%	17%	23%	22%	19%
About right	37%	40%	35%	35%	37%	41%
Don't know	16%	13%	19%	21%	17%	10%

37% think that the treatment and prison time served by Shapelle Corby was about right, 25% think it was too harsh and 21% too lenient.

Women (28%) and those aged 55+ (30%) were a little more likely to think it was too harsh.

Interest in Schapelle Corby

Q. How interested are you in reading and hearing news and comment about Schapelle Corby?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Very interested	6%	4%	9%	7%	7%	5%
Somewhat interested	21%	22%	20%	28%	20%	15%
Not very interested	24%	25%	24%	19%	26%	29%
Not at all interested	47%	48%	46%	45%	46%	51%
Don't know	1%	1%	1%	1%	2%	*

Only 6% say they are very interested in reading and hearing news and comment about Schapelle Corby and a further 21% say they are somewhat interested. 71% are either not very interested or not at all interested.

Those most interested were aged 18-34 (36% very/somewhat interested), those on incomes under \$600pw (35%) and those who had not completed secondary education (32%).

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.