

The Essential Report

11 March 2014





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Date: 11 March 2014

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 7th to 10th March 2014 and is based on 1,039 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, Qantas and cost of living.

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 = 1,860 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 11/2/14	2 weeks ago 25/2/14	Last week 4/3/14	This week 11/3/14
Liberal		40%	39%	41%	40%
National		3%	3%	3%	3%
Total Lib/Nat	45.6%	43%	42%	44%	42%
Labor	33.4%	39%	39%	38%	38%
Greens	8.6%	8%	9%	8%	8%
Palmer United Party	5.5%	3%	4%	3%	4%
Other/Independent	6.9%	7%	7%	7%	8%

2 Party Preferred	Election 7 Sep 13	4 weeks ago 11/2/14	2 weeks ago 25/2/14	Last week 4/3/14	This week 11/3/14
Liberal National	53.5%	50%	49%	51%	50%
Labor	46.5%	50%	51%	49%	50%

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.

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 2 Sep 13	Tony Abbott as Prime Minister 24 Sep	22 Oct	12 Nov	10 Dec	14 Jan 2014	11 Feb
Total approve	40%	11%	83%	13%	30%	40%	41%	46%	45%	45%	47%	41%
Total disapprove	47%	84%	6%	81%	54%	49%	36%	35%	40%	46%	43%	47%
Strongly approve	11%	2%	27%	2%	2%	13%	14%	16%	14%	12%	13%	12%
Approve	29%	9%	56%	11%	28%	27%	27%	30%	31%	33%	34%	29%
Disapprove	20%	31%	6%	17%	29%	19%	13%	15%	19%	20%	18%	19%
Strongly disapprove	27%	53%	*	64%	25%	30%	23%	20%	21%	26%	25%	28%
Don't know	12%	6%	11%	6%	16%	10%	23%	19%	16%	9%	11%	12%

40% (down 1%) approve of the job Tony Abbott is doing as Prime Minister and 47% (no change) disapprove. This represents little change in his rating as Prime Minister over the last four weeks - from net -6 to net -7.

By gender - 44% (down 1%) of men approve and 46% (down 1%) disapprove; 37% (down 1%) of women approve and 49% (up 2%) 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	12 Nov 2013	10 Dec	14 Jan 2014	11 Feb
Total approve	32%	57%	17%	45%	19%	31%	39%	35%	30%
Total disapprove	39%	15%	62%	29%	46%	27%	31%	32%	34%
Strongly approve	4%	10%	2%	-	2%	5%	7%	5%	4%
Approve	28%	47%	15%	45%	17%	26%	32%	30%	26%
Disapprove	24%	14%	31%	24%	31%	17%	19%	20%	21%
Strongly disapprove	15%	1%	31%	5%	15%	10%	12%	12%	13%
Don't know	29%	28%	20%	26%	34%	43%	31%	32%	35%

32% (up 2%) approve of the job Bill Shorten is doing as Opposition Leader and 39% (up 5%) disapprove. 29% could not give an opinion. This represents a decline in his rating as Opposition Leader over the last four weeks from net -4 to net -7.

By gender - 36% (up 3%) of men approve and 42% (no change) disapprove; 29% (up 1%) of women approve and 36% (up 8%) 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 2013	12 Nov	10 Dec	14 Jan 2014	11 Feb
Tony Abbott	39%	6%	83%	12%	28%	41%	42%	43%	42%	40%
Bill Shorten	33%	67%	2%	58%	30%	22%	27%	33%	31%	30%
Don't know	28%	27%	15%	29%	42%	37%	31%	24%	27%	31%

39% (down 1%) think Tony Abbott would make the better Prime Minister and 33% (up 3%) favour Bill Shorten. 28% could not make a choice.

Tony Abbott is favoured 41%/35% among men and 36%/31% among women.

Cost of living

Q. Compared to two or three years ago is your household paying more or less for the following - (Feb 2013)

	Paying a lot more	Paying a little more	Paying about the same	Paying a little less	Paying a lot less	Don't know	Feb 2013 Paying a lot more
Petrol	56%	27%	9%	2%	1%	4%	50%
Fresh food - fruit, vegetables, meat	36%	39%	20%	2%	1%	3%	36%
Packaged food	26%	37%	28%	4%	1%	4%	28%
Electricity and gas	62%	23%	9%	2%	2%	3%	70%
Housing - mortgage or rent	24%	20%	32%	8%	4%	13%	24%
Insurance	36%	36%	18%	3%	1%	6%	43%
Water	40%	32%	20%	1%	1%	7%	47%
Clothing	17%	28%	42%	9%	2%	2%	21%
Education	21%	15%	28%	3%	6%	27%	24%
Medical, dental	32%	32%	28%	3%	2%	5%	33%

Items which respondents said they were “paying a lot more” for were electricity and gas (62%), petrol (56%) and water (40%).

Since this question was asked 12 months ago, the main changes have been for electricity and gas (down 8%), insurance (down 7%), water (down 7%) and petrol (up 6%),

Foreign ownership of Qantas

Q. Do you approve or disapprove of the Government's intention to allow majority foreign ownership of Qantas domestic operations?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/independent
Total approve	36%	29%	52%	27%	25%
Total disapprove	48%	54%	35%	61%	67%
Strongly approve	9%	6%	15%	6%	4%
Approve	27%	23%	37%	21%	21%
Disapprove	25%	23%	23%	33%	33%
Strongly disapprove	23%	31%	12%	28%	34%
Don't know	15%	17%	13%	12%	9%

36% approve of the Government's intention to allow majority foreign ownership of Qantas domestic operations and 48% disapprove.

Those most likely to approve were Liberal/National voters (52%), men (46%) and those with university education (45%).

Those most likely to disapprove were Labor voters (54%), Greens voters (61%), women (54%) and those on lower incomes (53% of people earning less than \$1,000pw)

Impact of foreign ownership of Qantas

Q. Do you think allowing majority foreign ownership of Qantas domestic operations will be good or bad for -

	Total good	Total bad	Very good	Good	Make no difference	Bad	Very bad	Don't know
Australian jobs	16%	59%	4%	12%	19%	28%	31%	6%
Air travellers	30%	25%	8%	22%	36%	15%	10%	10%
Qantas profits	48%	19%	9%	39%	20%	11%	8%	13%
The Australian economy	24%	46%	6%	18%	20%	26%	19%	10%

Overall, respondents thought that majority foreign ownership of Qantas would be good for Qantas profits (48%) but bad for Australian jobs (59%) and the economy (46%). They were divided over the impact on air travellers (30% good/25% bad/36% no difference).

64% of Labor voters and 49% of Liberal/National voters thought it would be bad for jobs.

41% of those with university education and 44% of people aged 25-34 thought it would be good for air travellers.

56% of university educated, 59% of those aged 25-34 and 55% of Liberal/National voters thought it would be good for Qantas profits.

In terms of the economy, Labor voters split 18% good/52% bad compared to Liberal/National voters 37% good/33% bad.

Jobs vs profitability

Q. Would you approve or disapprove of Qantas jobs being sent offshore if it improves the profitability and long-term success of Qantas?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/independent
Total approve	25%	19%	38%	18%	16%
Total disapprove	62%	68%	50%	67%	72%
Strongly approve	5%	3%	9%	4%	1%
Approve	20%	16%	29%	14%	15%
Disapprove	31%	28%	28%	38%	36%
Strongly disapprove	31%	40%	22%	29%	36%
Don't know	14%	13%	13%	17%	12%

62% would disapprove of Qantas jobs being sent offshore if it improves the profitability and long-term success of Qantas and 25% would approve. A majority of all voter groups disapproved.

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.