

# The Essential Report

25 March 2014





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**Date:** 25 March 2014

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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 21<sup>st</sup> to 24<sup>th</sup> March 2014 and is based on 1,003 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party attributes, taxation, the Australia flag and pay rates for women.

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 = 1,873 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 25/2/14	2 weeks ago 11/3/14	Last week 18/3/14	This week 25/3/14
Liberal		39%	40%	40%	<b>41%</b>
National		3%	3%	3%	<b>3%</b>
<b>Total Lib/Nat</b>	<b>45.6%</b>	<b>42%</b>	<b>42%</b>	<b>43%</b>	<b>44%</b>
<b>Labor</b>	<b>33.4%</b>	<b>39%</b>	<b>38%</b>	<b>36%</b>	<b>37%</b>
Greens	8.6%	9%	8%	9%	<b>9%</b>
Palmer United Party	5.5%	4%	4%	4%	<b>4%</b>
Other/Independent	6.9%	7%	8%	8%	<b>7%</b>

2 Party Preferred	Election 7 Sep 13	4 weeks ago 25/2/14	2 weeks ago 11/3/14	Last week 18/3/14	This week 25/3/14
<b>Liberal National</b>	<b>53.5%</b>	49%	50%	51%	<b>51%</b>
<b>Labor</b>	<b>46.5%</b>	51%	50%	49%	<b>49%</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 2013 election.

## Attributes of the Labor Party

Q. Here is a list of things both favourable and unfavourable that have been said about various political parties. Which statements do you feel fit the Labor Party?

	6 Jul 09	14 Mar 10	27 April 11	28 May 12	2 Apr 13	19 Aug	5 Nov	Total 25 Mar	Change
Will promise to do anything to win votes	57%	63%	72%	70%	71%	65%	63%	63%	-
Divided	30%	36%	66%	73%	82%	66%	72%	58%	-14
Looks after the interests of working people			39%	47%	42%	53%	52%	54%	+2
Moderate	65%	63%	51%	50%	47%	48%	51%	52%	+1
Out of touch with ordinary people	44%	48%	61%	58%	63%	51%	53%	49%	-4
Understands the problems facing Australia	62%	54%	40%	46%	39%	50%	46%	49%	+3
Have good policies						46%	41%	44%	+3
Have a vision for the future			43%	41%	42%	49%	43%	43%	-
Clear about what they stand for			28%	31%	27%	38%	34%	42%	+8
Too close to the big corporate and financial interests			46%	36%	39%	31%	34%	34%	-
Has a good team of leaders	60%	52%	34%	29%	24%	36%	31%	34%	+3
Trustworthy						30%	29%	31%	+2
Extreme	25%	26%	38%	31%	38%	34%	31%	30%	-1
Keeps its promises	44%	33%	20%	22%	19%	27%	26%	30%	+4

The Labor Party's main attributes were - will promise anything to win votes (63%), divided (58%), looks after the interests of working people (54%) and moderate (52%).

Main changes since November were - divided (down 14% to 58%), clear about what they stand for (up 8% to 42%), out of touch with ordinary people (down 4% to 49%) and keeps its promises (up 4% to 30%).

## Attributes of the Liberal Party

Q. And which statements do you feel fit the Liberal Party?

	6 Jul 09	14 Mar 10	27 April 11	28 May 12	2 Apr 13	19 Aug	5 Nov	Total 25 Mar	Change
Will promise to do anything to win votes	67%	72%	65%	63%	67%	65%	63%	67%	+4
Too close to the big corporate and financial interests			60%	58%	59%	60%	63%	62%	-1
Out of touch with ordinary people	62%	58%	54%	53%	54%	58%	56%	59%	+3
Have a vision for the future			48%	48%	52%	51%	55%	53%	-2
Clear about what they stand for			44%	46%	48%	45%	56%	50%	-6
Understands the problems facing Australia	44%	43%	51%	52%	50%	48%	50%	47%	-3
Moderate	50%	50%	55%	52%	52%	48%	50%	46%	-4
Have good policies						38%	46%	44%	-2
Has a good team of leaders	29%	31%	40%	39%	41%	36%	46%	43%	-3
Looks after the interests of working people			38%	40%	40%	36%	37%	37%	-
Extreme	36%	38%	36%	34%	35%	39%	42%	37%	-5
Keeps its promises	28%	23%	33%	34%	34%	32%	39%	35%	-4
Trustworthy						30%	35%	32%	-3
Divided	74%	66%	49%	37%	32%	31%	25%	32%	+7

The Liberal Party's main attributes were - will promise anything to win votes (67%), too close to the big corporate and financial interest (62%), out of touch with ordinary people (59%), have a vision for the future (53%) and clear about what they stand for (50%).

Main changes since November were - divided (up 7% to 32%), clear about what they stand for (down 6% to 50%), extreme (down 5% to 37%), will do anything to win votes (up 4% to 67%), keeps it promises (down 4% to 35%) and moderate (down 4% to 46%).

## Party Attributes Comparison – Labor vs Liberal

	Labor	Liberal	Difference
Divided	58%	32%	+26
Looks after the interests of working people	54%	37%	+17
Moderate	52%	46%	+6
Understands the problems facing Australia	49%	47%	+2
Have good policies	44%	44%	-
Trustworthy	31%	32%	-1
Will promise to do anything to win votes	63%	67%	-4
Keeps its promises	30%	35%	-5
Extreme	30%	37%	-7
Clear about what they stand for	42%	50%	-8
Has a good team of leaders	34%	43%	-9
Have a vision for the future	43%	53%	-10
Out of touch with ordinary people	49%	59%	-10
Too close to the big corporate and financial interests	34%	62%	-28

The Labor Party is viewed more favourably than the Liberal Party in terms of looking after the interest of working people, being too close to the big corporate and financial interests and out of touch with ordinary people.

The Liberal Party is seen more favourably in terms of being divided, have a vision for the future and has a good team of leaders.

## Taxes in Australia compared to other countries

Q. As far as you know, do you think taxes in Australian are higher or lower than in other developed countries?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total higher</b>	<b>64%</b>	<b>64%</b>	<b>69%</b>	<b>47%</b>	<b>64%</b>
<b>Total lower</b>	<b>8%</b>	<b>8%</b>	<b>5%</b>	<b>15%</b>	<b>9%</b>
Much higher	29%	31%	30%	17%	31%
A bit higher	35%	33%	39%	30%	33%
Much the same	21%	20%	23%	21%	18%
A bit lower	6%	6%	4%	13%	5%
Much lower	2%	2%	1%	2%	4%
Don't know	7%	8%	3%	16%	8%

64% think that taxes in Australia are higher than in other developed countries (with 29% saying much higher), 21% think they are much the same and 8% think they are lower.

There were no substantial differences between demographic groups.



## Change in taxes

Q. And do you think Government taxes have increased or increased over the last 5 years, or have they stayed much the same?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total increased</b>	<b>65%</b>	<b>72%</b>	<b>65%</b>	<b>46%</b>	<b>64%</b>
<b>Total decreased</b>	<b>9%</b>	<b>6%</b>	<b>10%</b>	<b>14%</b>	<b>20%</b>
Increased a lot	24%	29%	23%	15%	23%
Increased a bit	41%	43%	42%	31%	41%
Stayed much the same	20%	18%	22%	30%	12%
Decreased a bit	8%	6%	10%	9%	17%
Decreased a lot	1%	*	-	5%	3%
Don't know	5%	4%	4%	10%	4%

65% think that taxes have increased over the last 5 years, 20% think they have stayed much the same and 9% think they have decreased.

There were no substantial differences between demographic groups.

## Level of taxation

Q. Do you think the current level of taxation is enough for the Government to fund services such as the NDIS (National Disability Insurance Scheme) and the Gonski education reforms or will taxes need to increase to pay for them?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Current level of taxation is enough	47%	52%	48%	31%	50%
Taxes will need to increase	33%	28%	39%	43%	32%
Don't know	20%	20%	13%	26%	18%

47% think the current level of taxation is enough for the Government to fund services such as the NDIS and the Gonski education reforms and 33% think taxes will need to increase.

Those more likely to think taxes will need to increase were Liberal/National voters (39%), Greens voters (43%), aged 55+ (43%) and incomes over \$1,600pw (39%).

## Australian flag

*Q. The New Zealand Government plans to hold a referendum on changing their flag. Would you support or oppose Australia holding a referendum on changing our flag?*

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total support</b>	<b>31%</b>	<b>36%</b>	<b>24%</b>	<b>40%</b>	<b>36%</b>
<b>Total oppose</b>	<b>50%</b>	<b>42%</b>	<b>63%</b>	<b>38%</b>	<b>51%</b>
Strongly support	12%	17%	8%	9%	16%
Support	19%	19%	16%	31%	20%
Oppose	23%	21%	27%	18%	19%
Strongly oppose	27%	21%	36%	20%	32%
No opinion	19%	22%	13%	22%	14%

31% support holding a referendum on changing the Australian flag and 50% oppose.

Those more likely to support a referendum were Greens voters (40%), men (36%) and university educated (38%).

## Reporting pay rates for women

*Q. On average, women are paid 17.5 per cent less than men in Australia.*

*The Federal Government requires companies with more than 100 employees to report on numbers of female employees and their pay rates compared to male employees.*

*The Federal Government is currently considering making these rules apply only to companies with more than 1000 employees.*

*Which of the following is closest to your view?*

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
The rules should apply to all companies with over 100 employees	66%	73%	61%	76%	52%
The rules should apply only to companies with more than 1,000 employees	15%	12%	19%	9%	19%
Don't know	19%	15%	20%	15%	29%

66% think that rules requiring companies to report on number of female employees and pay rates should apply to all companies with over 100 employees and 15% think it should apply only to companies with more than 1,000 employees.

74% of women thought it should apply to all companies with more than 100 employees compared to 57% of men.

Groups more likely to support the rule applying to all companies of over 100 employees were Greens voters (76%), Labor voters (73%) and part-time workers (71%).

## 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.