

The Essential Report – NSW State election

24 March 2015





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Date: 24 March 2015

Prepared by: Essential Research

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 over two weeks from the 13th to 23rd March and is based on 659 NSW respondents.

This report includes questions on NSW state voting intention, party trust to handle issues and whether personally better off under a Labor or Liberal Government.

The methodology used to carry out this research is described in the appendix on page 7.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

Voting intention – NSW

	Election Mar 2011	Mar 2014
<i>Sample</i>		659
First preference vote		
Liberal/National	51.1%	44%
Labor	25.6%	36%
Greens	10.3%	9%
Other/Independent	13.0%	11%
2PP		
Liberal/National	64.2%	53%
Labor	35.8%	47%

NB. Respondents who selected 'don't know' are not included in the results. The two-party preferred estimate has been calculated by distributing the votes of the other parties based on an estimate of preference flows at previous elections.

Trust to handle issues

Q. Which state party would you trust most to handle the following issues in New South Wales?

	Liberal	Labor	Greens	Don't know	Net score - Liberal minus Labor
Economic management	45%	25%	4%	27%	+20
Police and public safety	42%	28%	3%	28%	+14
Planning for the future	40%	26%	7%	28%	+14
Roads and freeways	40%	28%	5%	28%	+12
Support for regional NSW	38%	26%	8%	29%	+12
Public transport	38%	28%	7%	27%	+11
NSW's future energy needs	34%	26%	14%	27%	+8
The environment	27%	20%	29%	25%	+8
Unemployment and jobs	36%	33%	4%	27%	+3
Education and schools	34%	37%	6%	26%	-3
Health and hospitals	33%	37%	5%	26%	-4

Personally better off

Q. Regardless of which party you usually vote for, do you think you would personally be better off with a Labor or a Liberal State Government?

	Total
Better off with a Liberal Government	33%
Better off with a Labor Government	33%
Makes no difference	26%
Don't know	9%

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.