

# The Essential Report

12 May 2015





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**Prepared by:** Essential Research

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**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 7<sup>th</sup> to 10<sup>th</sup> May and is based on 1,017 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, access to the pension, the economy and child care.

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 = 1,773 respondents

First preference/leaning to	Election 7 Sep 13	4 weeks ago 14/4/15	2 weeks ago 28/4/15	Last week 5/5/15	This week 12/5/15
Liberal		37%	36%	37%	<b>38%</b>
National		3%	4%	3%	<b>3%</b>
<b>Total Liberal/National</b>	<b>45.6%</b>	<b>41%</b>	<b>40%</b>	<b>40%</b>	<b>41%</b>
<b>Labor</b>	<b>33.4%</b>	<b>39%</b>	<b>39%</b>	<b>39%</b>	<b>39%</b>
Greens	8.6%	10%	10%	10%	<b>11%</b>
Palmer United Party	5.5%	2%	2%	1%	<b>1%</b>
Other/Independent	6.9%	9%	9%	9%	<b>8%</b>

2 Party Preferred	Election 7 Sep 13	4 weeks ago 14/4/15	2 weeks ago 28/4/15	Last week 5/5/15	This week 12/5/15
<b>Liberal National</b>	<b>53.5%</b>	48%	47%	47%	<b>48%</b>
<b>Labor</b>	<b>46.5%</b>	52%	53%	53%	<b>52%</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.

## 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	Sep 2013	Mar 2014	June 2014	Sep 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015
<b>Total approve</b>	<b>36%</b>	<b>7%</b>	<b>78%</b>	<b>1%</b>	<b>35%</b>	<b>41%</b>	<b>40%</b>	<b>35%</b>	<b>35%</b>	<b>32%</b>	<b>37%</b>	<b>29%</b>	<b>31%</b>	<b>33%</b>
<b>Total disapprove</b>	<b>54%</b>	<b>87%</b>	<b>14%</b>	<b>83%</b>	<b>58%</b>	<b>36%</b>	<b>47%</b>	<b>58%</b>	<b>52%</b>	<b>55%</b>	<b>53%</b>	<b>62%</b>	<b>56%</b>	<b>58%</b>
Strongly approve	10%	1%	25%	3%	5%	14%	11%	10%	9%	8%	9%	7%	7%	7%
Approve	26%	6%	53%	8%	30%	27%	29%	25%	26%	24%	28%	22%	24%	26%
Disapprove	25%	32%	12%	43%	23%	13%	20%	18%	22%	22%	23%	26%	22%	28%
Strongly disapprove	29%	55%	2%	40%	25%	23%	27%	40%	30%	33%	30%	36%	34%	30%
Don't know	11%	6%	8%	6%	17%	23%	12%	7%	13%	12%	10%	9%	12%	9%

36% of respondents approve of the job Tony Abbott is doing as Prime Minister – up 3% since the last time this question was asked in April - and 54% disapprove of the job Tony Abbott is doing (down 4%). This represents a 7-point change in his net rating from -25 to -18.

78% (up 3%) of Liberal/National voters approve of Tony Abbott's performance, with 14% (down 4%) disapproving. 87% of Labor voters and 83% of Greens voters disapprove of Tony Abbott's performance.

By gender men were 40% approve/54% disapprove and women 32% approve/53% 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	Nov 2013	Mar 2014	June 2014	Sep 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015
<b>Total approve</b>	<b>32%</b>	<b>56%</b>	<b>18%</b>	<b>29%</b>	<b>17%</b>	<b>31%</b>	<b>32%</b>	<b>38%</b>	<b>35%</b>	<b>35%</b>	<b>39%</b>	<b>33%</b>	<b>34%</b>	<b>33%</b>
<b>Total disapprove</b>	<b>41%</b>	<b>21%</b>	<b>63%</b>	<b>43%</b>	<b>47%</b>	<b>27%</b>	<b>39%</b>	<b>40%</b>	<b>36%</b>	<b>39%</b>	<b>33%</b>	<b>38%</b>	<b>39%</b>	<b>42%</b>
Strongly approve	4%	8%	1%	5%	-	5%	4%	7%	5%	7%	7%	8%	5%	6%
Approve	28%	48%	17%	24%	17%	26%	28%	31%	30%	28%	32%	25%	29%	27%
Disapprove	23%	18%	27%	35%	20%	17%	24%	22%	22%	23%	19%	21%	21%	25%
Strongly disapprove	18%	3%	36%	8%	27%	10%	15%	18%	14%	16%	14%	17%	18%	17%
Don't know	27%	23%	18%	27%	36%	43%	29%	22%	29%	26%	28%	29%	27%	25%

32% (down 1% since April) of respondents approve of the job Bill Shorten is doing as opposition leader and 41% (down 1%) disapprove - for no change in his net rating of -9.

56% (down 5%) of Labor voters approve of the job Bill Shorten is doing and 21% (up 3%) disapprove.

32% of men and 33% of women approve of Bill Shorten. 49% of men and 34% of women 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	Oct 2013	Mar 2014	June 2014	Sep 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015
Tony Abbott	<b>35%</b>	4%	78%	11%	32%	41%	39%	36%	35%	31%	35%	31%	33%	32%
Bill Shorten	<b>32%</b>	70%	4%	43%	15%	22%	33%	40%	36%	36%	37%	39%	37%	35%
Don't know	<b>33%</b>	26%	18%	46%	53%	37%	28%	24%	30%	33%	28%	30%	30%	33%

35% (up 3% since April) of respondents think Tony Abbott would make the better Prime Minister and 32% (down 3%) think Bill Shorten would make the better Prime Minister.

This is the first month Tony Abbott has been preferred over Bill Shorten since November last year.

41% of men prefer Tony Abbott and 31% prefer Bill Shorten - and women prefer Bill Shorten 34% to 29%.

## Access to pension

*Q. Do you approve or disapprove of the Government's proposal to remove access to the pension for retirees with substantial assets? Under the new proposal, couples with cash and investments of \$820,000 or more and singles with \$550,000 will not receive a part pension.*

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
<b>Total approve</b>	<b>56%</b>	<b>58%</b>	<b>64%</b>	<b>43%</b>	<b>56%</b>	<b>61%</b>	<b>51%</b>	<b>50%</b>	<b>51%</b>	<b>70%</b>
<b>Total disapprove</b>	<b>30%</b>	<b>31%</b>	<b>24%</b>	<b>40%</b>	<b>36%</b>	<b>29%</b>	<b>32%</b>	<b>32%</b>	<b>34%</b>	<b>22%</b>
Strongly approve	22%	22%	26%	19%	24%	28%	16%	16%	20%	32%
Approve	34%	36%	38%	24%	32%	33%	35%	34%	31%	38%
Disapprove	19%	19%	14%	30%	25%	19%	19%	22%	20%	13%
Strongly disapprove	11%	12%	10%	10%	11%	10%	13%	10%	14%	9%
Don't know	14%	10%	11%	18%	9%	10%	17%	19%	14%	8%

56% approve of the Government's proposal to remove access to the pension for retirees with substantial assets and 30% disapprove.

While all voter and demographic groups were more likely to approve than disapprove, those most likely to approve were aged 55+ (70%). Liberal/National voters (64%), men (61%) and incomes less than \$1,000 pw (66%).



## 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	Nov 2013	Aug 2014	Mar 2015
<b>Total approve</b>	<b>30%</b>	<b>10%</b>	<b>63%</b>	<b>14%</b>	<b>18%</b>	<b>45%</b>	<b>35%</b>	<b>27%</b>
<b>Total disapprove</b>	<b>48%</b>	<b>71%</b>	<b>19%</b>	<b>63%</b>	<b>59%</b>	<b>28%</b>	<b>44%</b>	<b>51%</b>
Strongly approve	6%	1%	13%	3%	1%	13%	11%	6%
Approve	24%	9%	50%	11%	17%	32%	24%	21%
Disapprove	25%	33%	15%	33%	30%	15%	20%	25%
Strongly disapprove	23%	38%	4%	30%	29%	13%	24%	26%
Don't know	23%	19%	18%	23%	23%	27%	21%	22%

30% approve of the job Joe Hockey is doing as Treasurer and 48% disapprove. 23% could not give an opinion.

This represents a change in net rating from -24 to -18 since this question was asked in March.

By gender - 34% (+6) of men approve and 51% (-3) disapprove; 26% (-1) of women approve and 43% (-5) disapprove.

## Trust most to handle the economy

Q. Who would you trust most to handle Australia's economy – The Treasurer Joe Hockey or the Shadow Treasurer Chris Bowen?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other/ Independent	Aug 2014	Mar 2015
Joe Hockey	30%	7%	66%	16%	21%	34%	26%
Chris Bowen	22%	44%	5%	26%	19%	23%	25%
Don't know	48%	49%	29%	57%	61%	43%	49%

30% have more trust in Joe Hockey to handle Australia's economy and 22% have more trust in Chris Bowen. 48% don't know who they would trust more.

This represents a 7-point shift in favour of Joe Hockey since this question was asked in March.

## Access to child care

Q. Which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
All Australian children should have access to childcare and early learning	<b>55%</b>	59%	50%	77%	48%	51%	60%	66%	53%	46%
Childcare and early learning should be dependent on whether both parents meet government tests on being in work or actively looking for work	<b>34%</b>	31%	43%	20%	36%	38%	31%	24%	35%	45%
Don't know	<b>11%</b>	10%	8%	3%	16%	11%	10%	10%	12%	9%

55% are more likely to agree that all Australian children should have access to childcare and early learning and 34% are more likely to agree that child care and early learning should be dependent on whether both parents meet government tests on being in work or actively looking for work.

Those most likely to agree that all Australian children should have access to childcare and early learning were women (60%), aged 18-34 (66%) and with children in the household (62%).

## 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.