

The Essential Report

17 June 2013





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Prepared by: Essential Research

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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 13th to 16th June and is based on 1,046 respondents.

Aside from the standard question on voting intention, this week's report includes questions on voting preference, important issues and asylum seeker policy.

The methodology used to carry out this research is described in the appendix on page 11.

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 = 1,913 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 20/5/13	2 weeks ago 3/6/13	Last week 11/6/13	This week 17/6/13
Liberal		45%	45%	44%	44%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	48%	48%	47%	47%
Labor	38.0%	35%	35%	36%	35%
Greens	11.8%	8%	8%	8%	8%
Other/Independent	6.6%	9%	9%	9%	9%

2 Party Preferred	Election 21 Aug 10	4 weeks ago 20/5/13	2 weeks ago 3/6/13	Last week 11/6/13	This week 17/6/13
Liberal National	49.9%	55%	55%	54%	54%
Labor	50.1%	45%	45%	46%	46%

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 2010 election.

2010 Vote

Q. Which party did you vote for in the last Federal election in 2010?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Labor	39%	85%	12%	22%
Liberal	34%	3%	74%	1%
National	3%	*	6%	3%
Greens	7%	4%	1%	67%
Democrats	1%	1%	-	-
Family First	1%	*	1%	-
Independent or other party	3%	1%	1%	-
Didn't vote	7%	5%	3%	7%
Don't know	4%	1%	1%	-

85% of intending Labor voters said they voted Labor in the last election and 9% voted for other parties.

80% of intending Liberal/National voters said they voted Liberal/National in the last election, 12% said they voted Labor and 3% other parties.

67% of intending Greens voters said they voted Greens in the last election, 22% said they voted Labor and 4% other parties.

Reason for Changing Vote

Q. You say you currently intend to vote for a different party to the one you voted for in the last election. What is the main reason you have changed your vote to that party? **(table based on those who have changed their vote)**

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
They have better policies	11%	21%	15%	12%
They have a better leader	11%	27%	7%	-
They are more trustworthy	15%	7%	19%	44%
They are more competent	12%	-	20%	7%
They will be better for Australia's future	23%	35%	22%	19%
They will be better for me personally	3%	-	-	13%
Other reason	18%	10%	15%	4%
Don't know	8%	2%	2%	-

Note: Samples for voting intention columns are small - 8% of respondents have changed to Liberal/National, 3% to Labor and 2% to the Greens.

22% of those who have changed their vote to Liberal/National say the main reason is they will be better for Australia's future, 20% say they are more competent and 19% more trustworthy.

Although sample sizes are very small, those changing their vote to Labor say they will be better for Australia's future (35%) and they have a better leader (27%). Those switching their vote to the Greens tend to say they are more trustworthy (44%).

Most Important Election Issues

Q. Which are the three most important issues in deciding how you would vote at a Federal election?

	Total 17 Jun 13	11 Feb 13	19 Nov 12	30 Jul 12	5 Dec 11	6 June 11	25 Jan 10
Management of the economy	47%	62%	66%	64%	62%	61%	63%
Ensuring a quality education for all children	25%	29%	35%	26%	22%	26%	23%
Ensuring the quality of Australia's health system	45%	52%	57%	47%	47%	49%	48%
Protecting the environment	13%	14%	14%	11%	13%	15%	16%
A fair industrial relations system	10%	12%	8%	12%	11%	8%	na
Political leadership	22%	14%	15%	25%	18%	17%	23%
Addressing climate change	11%	9%	9%	9%	10%	15%	16%
Controlling interest rates	11%	9%	11%	9%	11%	13%	15%
Australian jobs and protection of local industries	34%	40%	32%	41%	36%	32%	33%
Ensuring a quality water supply	5%	4%	5%	3%	4%	5%	12%
Housing affordability	14%	11%	14%	13%	13%	16%	14%
Ensuring a fair taxation system	19%	21%	17%	18%	16%	17%	14%
Security and the war on terrorism	8%	6%	5%	5%	4%	8%	9%
Treatment of asylum seekers	11%	6%	6%	10%	8%	5%	na
Managing population growth	11%	9%	7%	8%	8%	12%	na

47% of people surveyed rated management of the economy as one of their three most important issues, followed by 45% ensuring the quality of Australia's health system, 34% Australian jobs and protection of local industries and 25% ensuring a quality education for all children.

Since February, there has been a decline in the importance of managing the economy (-15%), ensuring the quality of Australia's health system (-7%) and Australian jobs and protection of local industries (-6%) and an increase in political leadership (+8%).

Party Trust to Handle Issues

Q. Which party would you trust most to handle the following issues?

	Labor	Liberal	Greens	Don't know	Difference 17 Jun 13	Difference 11 Feb 13	Difference 19 Nov 12	Difference 18 Jun 12
Management of the economy	28%	46%	2%	24%	-18	-15	-14	-18
Ensuring a quality education for all children	37%	36%	4%	23%	+1	+2	+5	-2
Ensuring the quality of Australia's health system	32%	37%	6%	26%	-5	-3	-3	-6
Protecting the environment	19%	24%	34%	22%	+10	+18	+16	+17
A fair industrial relations system	37%	34%	5%	24%	+3	+6	+9	+6
Political leadership	23%	42%	5%	30%	-19	-8	-12	-16
Addressing climate change	19%	26%	26%	28%	-	+5	+9	+7
Controlling interest rates	25%	42%	2%	31%	-17	-14	-11	-18
Australian jobs and protection of local industries	30%	37%	4%	29%	-7	-3	-2	-6
Ensuring a quality water supply	19%	33%	18%	31%	-14	-6	-7	-12
Housing affordability	24%	36%	5%	35%	-12	-6	-5	-11
Ensuring a fair taxation system	28%	39%	4%	29%	-11	-6	-9	-10
Security and the war on terrorism	23%	41%	3%	34%	-18	-13	-15	-22
Treatment of asylum seekers	17%	39%	12%	32%	-22	-17	-18	-20
Managing population growth	18%	37%	8%	38%	-19	-12	-15	-19

Note - Differences are calculated by subtracting Liberal % from Labor % - except for the two issues on which the Greens lead in which case it is Greens minus Liberal.

The Liberal Party has maintained strong leads on management of the economy, controlling interest rates, political leadership, security and the war on terrorism, treatment of asylum seekers and managing population growth.

There is little difference between Labor and the Liberals on ensuring a quality education for all children and a fair industrial relations system. Since February, there have been significant shifts to the Liberals on protecting the environment, political leadership, ensuring a quality water supply and managing population growth.

Party with Best Policy on Handling Asylum Seeker issue

Q. Which party has the best policy for handling the issue of asylum seekers arriving by boat?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Labor	13%	36%	2%	4%
Liberal	38%	8%	74%	4%
Greens	7%	8%	1%	55%
None of them	31%	36%	18%	27%
Don't know	11%	13%	6%	9%

38% think the Liberal Party has the best policy for handling the issue of asylum seekers arriving by boat and 13% think the Labor Party has the best policy. 31% think no party has the best policy.

Only 36% of Labor voters think the Labor Party has the best policy compared with 74% of Liberal/National voters who think the Liberals have the best policy.

Of those who think the asylum seeker issue is one of or the most important election issue, 59% think that the Liberals have the best policy, 12% think Labor has the best policy and 18% think none of them do.

Importance of Asylum Seeker issue

Q. How important is the asylum seeker issue of in deciding which party you will vote for in the Federal election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
The most important issue	6%	5%	7%	-
One of the most important issues	28%	16%	39%	27%
Quite important but not as important as other issues	37%	43%	35%	31%
Not very important	14%	16%	11%	18%
Not at all important	10%	14%	6%	20%
Don't know	5%	5%	2%	5%

34% of respondents think the asylum seeker issue is the most important or one of the most important election issues.

46% of Liberal/National voters think it is one of or the most important issues.

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 percent 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.