

# The Essential Report

23 July 2013





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**Date:** 23 July 2013

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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 18<sup>th</sup> to 22<sup>nd</sup> July and is based on 1,070 respondents.

Aside from the standard question on voting intention, this week's report includes questions on important election issues, carbon pricing and emissions trading and a referendum to recognise Aboriginal and Torres Strait Islander people in the constitution.

The methodology used to carry out this research is described in the appendix on page 10.

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 = 1,980 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 24/6/13	2 weeks ago 8/7/13	Last week 15/7/13	This week 23/7/13
Liberal		44%	42%	42%	42%
National		3%	4%	4%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>47%</b>	<b>46%</b>	<b>46%</b>	<b>45%</b>
<b>Labor</b>	<b>38.0%</b>	<b>34%</b>	<b>38%</b>	<b>39%</b>	<b>39%</b>
Greens	11.8%	8%	8%	7%	7%
Other/Independent	6.6%	11%	7%	8%	9%

2 Party Preferred	Election 21 Aug 10	4 weeks ago 24/6/13	2 weeks ago 8/7/13	Last week 15/7/13	This week 23/7/13
<b>Liberal National</b>	<b>49.9%</b>	55%	52%	52%	<b>51%</b>
<b>Labor</b>	<b>50.1%</b>	45%	48%	48%	<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 2010 election.

## Most Important Election Issues

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

	Total 23 Jul 13	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	<b>45%</b>	47%	62%	66%	64%	62%	61%	63%
Ensuring a quality education for all children	<b>25%</b>	25%	29%	35%	26%	22%	26%	23%
Ensuring the quality of Australia's health system	<b>42%</b>	45%	52%	57%	47%	47%	49%	48%
Protecting the environment	<b>12%</b>	13%	14%	14%	11%	13%	15%	16%
A fair industrial relations system	<b>10%</b>	10%	12%	8%	12%	11%	8%	na
Political leadership	<b>21%</b>	22%	14%	15%	25%	18%	17%	23%
Addressing climate change	<b>11%</b>	11%	9%	9%	9%	10%	15%	16%
Controlling interest rates	<b>13%</b>	11%	9%	11%	9%	11%	13%	15%
Australian jobs and protection of local industries	<b>39%</b>	34%	40%	32%	41%	36%	32%	33%
Ensuring a quality water supply	<b>3%</b>	5%	4%	5%	3%	4%	5%	12%
Housing affordability	<b>17%</b>	14%	11%	14%	13%	13%	16%	14%
Ensuring a fair taxation system	<b>20%</b>	19%	21%	17%	18%	16%	17%	14%
Security and the war on terrorism	<b>8%</b>	8%	6%	5%	5%	4%	8%	9%
Treatment of asylum seekers	<b>14%</b>	11%	6%	6%	10%	8%	5%	na
Managing population growth	<b>9%</b>	11%	9%	7%	8%	8%	12%	na

45% of people surveyed rated management of the economy as one of their three most important issues, followed by 42% ensuring the quality of Australia's health system, 39% Australian jobs and protection of local industries and 25% ensuring a quality education for all children.

There has been little change since this question was asked last month - Australian jobs and protection of local industries is up 5 points to 39% and treatment of asylum seekers is up 3 points (and up 8 points since February) to 14%.

## Party Trust to Handle Issues

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

	Labor	Liberal	Greens	Don't know	Difference 23 Jul 13	Difference 17 Jun 13
Management of the economy	29%	44%	3%	25%	-15	-18
Ensuring a quality education for all children	40%	31%	4%	25%	+9	+1
Ensuring the quality of Australia's health system	34%	33%	7%	27%	+1	-5
Protecting the environment	19%	21%	39%	21%	+18	+10
A fair industrial relations system	41%	30%	4%	24%	+11	+3
Political leadership	28%	35%	5%	31%	-7	-19
Addressing climate change	20%	23%	30%	27%	+7	-
Controlling interest rates	26%	40%	2%	32%	-14	-17
Australian jobs and protection of local industries	34%	35%	4%	26%	-1	-7
Ensuring a quality water supply	19%	26%	22%	32%	-7	-14
Housing affordability	26%	28%	6%	39%	-2	-12
Ensuring a fair taxation system	31%	33%	5%	31%	-2	-11
Security and the war on terrorism	23%	38%	4%	36%	-15	-18
Treatment of asylum seekers	22%	33%	13%	31%	-11	-22
Managing population growth	20%	33%	8%	39%	-13	-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.

On most issues, the Labor Party has gained ground on the Liberals since last month just before Kevin Rudd took over the leadership. However, the Liberal Party has maintained strong leads on management of the economy, controlling interest rates, security and the war on terrorism, treatment of asylum seekers and managing population growth.

Labor has now established a significant lead on a fair industrial relations system and ensuring quality education. The largest shifts to Labor were for quality education (+8), industrial relations (+8), political leadership (+12), housing affordability (+10) and treatment of asylum seekers (+11).

## Carbon Pricing

Q. Do you support or oppose the Government's carbon pricing scheme which was introduced in July 2012 and requires industries to pay a tax based on the amount of carbon pollution they emit?

	7 Mar 2011	14 June	19 Sep	21 Nov	25 Jun 2012	2 Oct	29 Jan 2013	27 May	Total 23 Jul	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total support</b>	<b>35%</b>	<b>38%</b>	<b>37%</b>	<b>38%</b>	<b>35%</b>	<b>38%</b>	<b>37%</b>	<b>43%</b>	<b>37%</b>	<b>55%</b>	<b>17%</b>	<b>75%</b>
<b>Total oppose</b>	<b>48%</b>	<b>49%</b>	<b>52%</b>	<b>53%</b>	<b>54%</b>	<b>48%</b>	<b>50%</b>	<b>43%</b>	<b>48%</b>	<b>30%</b>	<b>73%</b>	<b>9%</b>
Strongly support	9%	13%	14%	14%	14%	12%	11%	15%	<b>13%</b>	21%	3%	35%
Support	26%	25%	23%	24%	21%	26%	26%	28%	<b>24%</b>	34%	14%	40%
Oppose	19%	19%	17%	17%	19%	22%	22%	20%	<b>22%</b>	20%	26%	8%
Strongly oppose	29%	30%	35%	36%	35%	26%	28%	23%	<b>26%</b>	10%	47%	1%
Don't know	18%	13%	12%	10%	11%	14%	12%	13%	<b>15%</b>	15%	10%	16%

Support for carbon pricing has declined significantly since the last time the question was polled in May. Support is down six points to 37% and opposition up five points to 48%.

Looking at the results by voting intention, Labor voters (55%) and Greens voters (75%) were the most likely to support carbon pricing, whereas 73% of Coalition voters oppose it.

## Emissions Trading Scheme

Q. Do you support or oppose the Government's recent decision to change from the current carbon pricing scheme to an emissions trading scheme which will reduce the price paid by companies from \$24 per tonne of carbon pollution to a floating price currently about \$6-\$10?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total support</b>	<b>45%</b>	<b>59%</b>	<b>42%</b>	<b>17%</b>
<b>Total oppose</b>	<b>29%</b>	<b>17%</b>	<b>37%</b>	<b>58%</b>
Strongly support	11%	22%	5%	5%
Support	34%	37%	37%	12%
Oppose	16%	10%	18%	38%
Strongly oppose	13%	7%	19%	20%
Don't know	26%	24%	21%	25%

45% support the recent decision to change from the current carbon pricing scheme to an emissions trading scheme and 29% oppose.

Both Labor (59% support) and Liberal/National (42%) voters were more likely to support the decision while 58% of Greens voters were opposed.



## Referendum

*Q. If a referendum was held to recognise Aboriginal and Torres Strait Islander people in the constitution and to insert a new section to prohibit racial discrimination, would you vote in favour or against this proposal?*

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Vote in favour	62%	69%	56%	80%
Vote against	16%	14%	21%	3%
Don't know	23%	17%	23%	17%

62% said they would vote in favour if a referendum was held to recognise Aboriginal and Torres Strait Islander people in the constitution and 16% said they would vote against - 23% don't know how they would vote.

Strongest support came from women (67%), Labor voters (69%) and Greens voters (80%).

## 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.