



**12 November 2012**



15 – 31 Pelham Street  
Carlton  
Victoria 3053  
Phone 03 9929 9903  
Mobile 0416 121 969

With data supplied by



## **About the 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> and 11<sup>th</sup> November and is based on 1,044 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders and Government reforms.

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 = 1,905 respondents*

<b>First preference/leaning to</b>	<b>Election 21 Aug 10</b>	<b>4 weeks ago 15/10/12</b>	<b>2 weeks ago 29/10/12</b>	<b>Last week 7/11/12</b>	<b>This week 12/11/12</b>
Liberal		44%	44%	43%	42%
National		3%	4%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>47%</b>	<b>48%</b>	<b>46%</b>	<b>45%</b>
<b>Labor</b>	<b>38.0%</b>	<b>36%</b>	<b>36%</b>	<b>37%</b>	<b>37%</b>
Greens	11.8%	9%	9%	9%	9%
Other/Independent	6.6%	8%	7%	8%	8%

<b>2PP</b>	<b>Election 21 Aug 10</b>	<b>4 weeks ago</b>	<b>2 weeks ago</b>	<b>Last week</b>	<b>This week</b>
Total Lib/Nat	<b>49.9%</b>	<b>53%</b>	<b>54%</b>	<b>53%</b>	<b>52%</b>
Labor	<b>50.1%</b>	<b>47%</b>	<b>46%</b>	<b>47%</b>	<b>48%</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. These estimates have a confidence interval of approx. plus or minus 2-3%.



## **Approval of Julia Gillard**

*Q. Do you approve or disapprove of the job Julia Gillard is doing as Prime Minister?*

	<b>19 Jul 2010</b>	<b>20 Dec</b>	<b>14 Mar 2011</b>	<b>14 June</b>	<b>12 Sept</b>	<b>12 Dec</b>	<b>12 Mar 2012</b>	<b>12 Jun</b>	<b>10 Sept</b>	<b>15 Oct</b>	<b>12 Nov</b>
<b>Total approve</b>	<b>52%</b>	<b>43%</b>	<b>41%</b>	<b>34%</b>	<b>28%</b>	<b>34%</b>	<b>32%</b>	<b>32%</b>	<b>35%</b>	<b>41%</b>	<b>41%</b>
<b>Total disapprove</b>	<b>30%</b>	<b>40%</b>	<b>46%</b>	<b>54%</b>	<b>64%</b>	<b>54%</b>	<b>61%</b>	<b>56%</b>	<b>54%</b>	<b>51%</b>	<b>49%</b>
Strongly approve	11%	10%	7%	6%	5%	6%	8%	6%	7%	9%	<b>7%</b>
Approve	41%	33%	34%	28%	23%	28%	24%	26%	28%	32%	<b>34%</b>
Disapprove	17%	24%	22%	29%	28%	25%	29%	22%	27%	24%	<b>25%</b>
Strongly disapprove	13%	16%	24%	25%	36%	29%	32%	34%	27%	27%	<b>24%</b>
Don't know	18%	17%	13%	13%	8%	11%	7%	12%	11%	8%	<b>10%</b>

41% (no change) approve of the job Julia Gillard is doing as Prime Minister and 49% (down 2%) disapprove – a 2-point change in net rating from -10 to -8. This is Julia Gillard's best approval rating since May 2011.

85% of Labor voters approve (down 2%) and 8% disapprove (down 1%).

By gender – men 37% approve/53% disapprove, women 44% approve/44% disapprove. In net terms this represents a decline with men from -14 to -16 and an improvement with women from -4 to 0.



## **Approval of Tony Abbott**

*Q. Do you approve or disapprove of the job Tony Abbott is doing as Opposition Leader?*

	<b>18 Jan 2010</b>	<b>5 Jul</b>	<b>20 Dec</b>	<b>14 Mar 2011</b>	<b>14 June</b>	<b>12 Sept</b>	<b>12 Dec</b>	<b>12 Mar 2012</b>	<b>12 Jun</b>	<b>10 Sept</b>	<b>15 Oct</b>	<b>12 Nov</b>
<b>Total approve</b>	<b>37%</b>	<b>37%</b>	<b>39%</b>	<b>38%</b>	<b>38%</b>	<b>39%</b>	<b>32%</b>	<b>36%</b>	<b>32%</b>	<b>32%</b>	<b>37%</b>	<b>33%</b>
<b>Total disapprove</b>	<b>37%</b>	<b>47%</b>	<b>39%</b>	<b>47%</b>	<b>48%</b>	<b>50%</b>	<b>53%</b>	<b>52%</b>	<b>54%</b>	<b>55%</b>	<b>54%</b>	<b>58%</b>
Strongly approve	5%	8%	9%	7%	6%	8%	6%	7%	6%	6%	9%	<b>6%</b>
Approve	32%	29%	30%	31%	32%	31%	26%	29%	26%	26%	28%	<b>27%</b>
Disapprove	20%	23%	21%	24%	25%	23%	25%	23%	24%	26%	23%	<b>28%</b>
Strongly disapprove	17%	24%	18%	23%	23%	27%	28%	29%	30%	29%	31%	<b>30%</b>
Don't know	26%	16%	22%	16%	15%	11%	14%	12%	13%	13%	9%	<b>10%</b>

Tony Abbott's approval rating has dropped over the last month. 33% (down 4%) approve of the job Tony Abbott is doing as Opposition Leader and 58% (up 4%) disapprove – a change in net rating from -17 to -25 over the last 4 weeks. This is Tony Abbott's lowest rating since he became Opposition Leader.

65% (down 9%) of Coalition voters approve and 29% (up 7%) disapprove.

By gender – men 36% approve/56% disapprove, women 29% approve/59% disapprove. In net terms this represents a decline with men from -16 to -20 and with women from -19 to -30.



## Better Prime Minister

Q. Who do you think would make the better Prime Minister out of Julia Gillard and Tony Abbott?

	5 Jul 2010	14 Mar 2011	14 June	12 Sept	12 Dec	12 Mar 2012	12 Jun	10 Sept	15 Oct	12 Nov	Vote Labor	Vote Lib/Nat	Vote Greens
Julia Gillard	53%	44%	41%	36%	39%	40%	37%	40%	43%	<b>45%</b>	86%	6%	81%
Tony Abbott	26%	33%	36%	40%	35%	37%	37%	37%	36%	<b>32%</b>	4%	71%	4%
Don't know	21%	23%	24%	24%	26%	23%	26%	24%	20%	<b>23%</b>	10%	23%	15%

45% (up 2%) believe Julia Gillard would make the better Prime Minister and 32% (down 4%) prefer Tony Abbott. This is Julia Gillard's best result since February 2011.

Men prefer Julia Gillard 40%/36% and women prefer Julia Gillard 49%/28%. Compared to last month's figures, Julia Gillard's margin over Tony Abbott has changed 4 points in her favour among men (from 40%/40%) and 7 points among women (from 47%/33%).



## **Most Important Reform**

*Q. The Federal Government are proposing to implement a number of reforms , which will require funding of billions of dollars. Which of the following reforms do you think is most important?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
National disability insurance scheme	16%	20%	16%	10%
Extra school funding recommended by the Gonski Review	31%	35%	28%	41%
Increased resources for aged care	29%	25%	37%	20%
Returning water to the Murray River	12%	12%	9%	18%
Don't know	12%	8%	10%	9%

31% think that the Government's most important proposed reform is extra school funding as recommended by the Gonski Review and 29% favour increased resources for aged care.

Extra school, funding is supported more by Labor voters, (35%), Greens voters (41%) and those aged under 45 (40%).

Increased resources for aged care is favoured by Liberal/National voters (37%) and those aged 45+ (42%).



## **Preferred Option for Reducing Spending**

*Q. If the Government decided to reduce spending in other areas to pay for these reforms, which of the following options would you favour?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Reduce the Baby Bonus to \$2000 or eliminate it for people earning over \$75,000	53%	52%	56%	55%
Eliminate Family Tax Benefit A for families earning over \$75,000	13%	15%	12%	12%
Increase taxation of family trusts	13%	16%	12%	14%
Remove the private health insurance rebate altogether	4%	4%	4%	6%
None of them	11%	7%	14%	1%
Don't know	6%	6%	2%	11%

53% favour reducing the Baby Bonus to \$2000 or eliminating it for people earning over \$75,000 if the Government decided to reduce spending to pay for reforms. More than half of all voter groups support this measure. It is favoured by 57% of women and 49% of men.

43% of those aged under 35 support it compared to 62% of those aged 45+.

Only 4% favour removing the private health insurance rebate altogether.





## **Preferred Option for Raising Revenue**

*Q. If the Government decided to increase its revenue to pay for these reforms, which of the following options would you favour?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Increase income taxes for those on high incomes	46%	53%	40%	51%
Increase the GST rate to 11 or 12%	10%	11%	12%	14%
Extend the GST to goods and services like food and health which are currently exempt	5%	4%	6%	8%
Increase income taxes overall	5%	6%	5%	5%
None of them	27%	20%	32%	14%
Don't know	7%	6%	4%	7%

46% favour increasing income taxes for those on high incomes if the Government decided to increase its revenue to pay for reforms.

Increasing the GST rate (10%) has greater support than extending the GST to food and health (5%).

Increasing income taxes for those on high incomes is favoured by 53% of those earning less than \$1,600 pw compared to 35% of those earning over \$1,600 pw.



## **Appendix – Methodology**

The data gathered for this report is gathered from a weekly online omnibus conducted by Your Source. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. 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. Senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behavior.

Essential Research has been utilizing the Your Source online panel to conduct research on a week by week basis since November 2007. Each Monday, the team at Essential Media Communications discusses issues that are topical. From there a series of questions are devised to put to the Australian public. Some questions are repeated each week (such as political preference and social perspective), while others are unique to each week and reflect prominent 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 panelist 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+ responses. 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.

EMC 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.

