



**2 April 2013**



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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 28<sup>th</sup> March to 1<sup>st</sup> April and is based on 1,025 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party attributes, early election, leader attributes and social class.

The methodology used to carry out this research is described in the appendix on page 15.

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 = 1,818 respondents*

First preference/leaning to	Election 21 Aug 10	4 weeks ago 4/3/13	2 weeks ago 18/2/13	Last week 25/3/13	This week 2/4/13
Liberal		46%	45%	45%	47%
National		3%	2%	2%	2%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>49%</b>	<b>47%</b>	<b>47%</b>	<b>49%</b>
<b>Labor</b>	<b>38.0%</b>	<b>32%</b>	<b>35%</b>	<b>33%</b>	<b>31%</b>
Greens	11.8%	10%	9%	11%	11%
Other/Independent	6.6%	8%	8%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	<b>49.9%</b>	56%	54%	54%	<b>56%</b>
Labor	<b>50.1%</b>	44%	46%	46%	<b>44%</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%.

## **Attributes of the Labor Party**

*Q. Here is a list of things both favourable and unfavourable that have been said about various political parties. Which statements do you feel fit the Labor Party?*

	<b>6 Jul 09</b>	<b>14 Mar 10</b>	<b>27 April 11</b>	<b>28 May 12</b>	<b>2 Apr 13</b>	<b>% change</b>
Divided	30%	36%	66%	73%	<b>82%</b>	+9%
Will promise to do anything to win votes	57%	63%	72%	70%	<b>71%</b>	+1%
Out of touch with ordinary people	44%	48%	61%	58%	<b>63%</b>	+5%
Moderate	65%	63%	51%	50%	<b>47%</b>	-3%
Looks after the interests of working people			39%	47%	<b>42%</b>	-5%
Have a vision for the future			43%	41%	<b>42%</b>	+1%
Understands the problems facing Australia	62%	54%	40%	46%	<b>39%</b>	-7%
Too close to the big corporate and financial interests			46%	36%	<b>39%</b>	+3%
Extreme	25%	26%	38%	31%	<b>38%</b>	+7%
Clear about what they stand for			28%	31%	<b>27%</b>	-4%
Has a good team of leaders	60%	52%	34%	29%	<b>24%</b>	-5%
Keeps its promises	44%	33%	20%	22%	<b>19%</b>	-3%

The Labor Party's main attributes were - divided (82%), will promise anything to win votes (71%), out of touch with ordinary people (63%) and moderate (47%).

Main changes since last May were - divided (up 9% to 82%), understands the problems facing Australia (down 7% to 39%), extreme (up 7% to 38%), out of touch with ordinary people (up 5% to 63%), looks after the interests of working people (down 5% to 42%) and has a good team of leaders (down 5% to 24%).

## Attributes of the Liberal Party

Q. And which statements do you feel fit the Liberal Party?

	6 July 09	14 Mar 10	27 April 11	28 May 12	2 Apr 13	% change
Will promise to do anything to win votes	67%	72%	65%	63%	<b>67%</b>	+4%
Too close to the big corporate and financial interests			60%	58%	<b>59%</b>	+1%
Out of touch with ordinary people	62%	58%	54%	53%	<b>54%</b>	+1%
Moderate	50%	50%	55%	52%	<b>52%</b>	-
Have a vision for the future			48%	48%	<b>52%</b>	+4%
Understands the problems facing Australia	44%	43%	51%	52%	<b>50%</b>	-2%
Clear about what they stand for			44%	46%	<b>48%</b>	+2%
Has a good team of leaders	29%	31%	40%	39%	<b>41%</b>	+2%
Looks after the interests of working people			38%	40%	<b>40%</b>	-
Extreme	36%	38%	36%	34%	<b>35%</b>	+1%
Keeps its promises	28%	23%	33%	34%	<b>34%</b>	-
Divided	74%	66%	49%	37%	<b>32%</b>	-5%

The Liberal Party's main attributes were - will promise anything to win votes (67%), too close to the big corporate and financial interest (59%), out of touch with ordinary people (54%), moderate (52%) and have a vision for the future (52%).

The only substantial change since May last year was a drop in the figure for "divided" - down 5% to 32%.

**Party Attributes Comparison – Labor vs Liberal**

	<b>Labor</b>	<b>Liberal</b>	<b>% difference</b>
Divided	82%	32%	+50%
Out of touch with ordinary people	63%	54%	+9%
Will promise to do anything to win votes	71%	67%	+4%
Extreme	38%	35%	+3%
Looks after the interests of working people	42%	40%	+2%
Moderate	47%	52%	-5%
Have a vision for the future	42%	52%	-10%
Understands the problems facing Australia	39%	50%	-11%
Keeps its promises	19%	34%	-15%
Has a good team of leaders	24%	41%	-17%
Too close to the big corporate and financial interests	39%	59%	-20%
Clear about what they stand for	27%	48%	-21%

The Labor Party is viewed more favourably than the Liberal Party in terms of being too close to the big corporate and financial interests.

The Liberal Party is seen more favourably in terms of - divided, clear about what they stand for, has a good team of leaders and keeps it promises.



## **Next Election**

*Q. Do you think the Labor Government should run its full term up to the Federal election announced for September 14 or should a new election be held now?*

	<b>5 Sept 11</b>	<b>5 Dec 11</b>	<b>30 Jan 12</b>	<b>5 Mar 12</b>	<b>30 Apr 12</b>	<b>29 Jan 13</b>	<b>Total 2 Apr 13</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Should run to September (later in 2013*)	40%	47%	48%	46%	48%	51%	<b>47%</b>	82%	24%	67%
Should hold election now	48%	41%	41%	44%	42%	35%	<b>43%</b>	11%	69%	19%
Don't know	12%	12%	10%	10%	10%	14%	<b>11%</b>	7%	6%	15%

47% think the Labor Government should run its full term until September and 43% think an election should be held now. 11% don't know.

Opinions have shifted toward having an early election since this question was polled in January - up 6% to 43%.

*\* Note: previously asked question used slightly different wording - Do you think the Labor Government should run its full term until later in 2013 when the next Federal election is due or should a new election be held now?*

## Leader Attributes – Julia Gillard

Q. Which of the following describe your opinion of the Prime Minister, Julia Gillard?

	5 Jul 10	4 Oct 10	7 Feb 11	27 Jun 11	2 Apr 12	17 Sept 12	14 Jan 13	2 Apr 13	Change
Intelligent	87%	81%	75%	73%	61%	68%	72%	69%	-3%
Hard-working	89%	82%	76%	75%	65%	69%	72%	66%	-6%
Out of touch with ordinary people	35%	44%	50%	60%	65%	56%	53%	64%	+11%
Arrogant	37%	39%	44%	48%	53%	46%	47%	55%	+8%
Superficial			51%	52%	54%	46%	46%	55%	+9%
Narrow-minded	28%	35%	43%	46%	53%	46%	45%	55%	+10%
Aggressive	-	-	-	-	-	42%	46%	55%	+9%
Erratic	-	-	-	-	-	43%	40%	55%	+15%
Intolerant	-	-	-	-	-	37%	37%	49%	+12%
Good in a crisis	61%	46%	46%	41%	36%	43%	50%	44%	-6%
A capable leader	72%	59%	52%	42%	38%	43%	50%	37%	-13%
Understands the problems facing Australia	68%	55%	52%	44%	41%	43%	47%	37%	-10%
Visionary	48%	38%	30%	26%	25%	31%	29%	30%	+1%
More honest than most politicians	45%	37%	37%	29%	26%	31%	30%	27%	-3%
Trustworthy	49%	42%	40%	30%	25%	30%	32%	25%	-7%

Julia Gillard's key attributes were intelligent (69%), hard-working (66%), out of touch with ordinary people (64%), arrogant (55%), superficial (55%), narrow-minded (55%), aggressive (55%) and erratic (55%). Almost all positive leader attributes for Gillard moved down and the negative attributes moved down from the last time the question was polled in January. The biggest shifts were for erratic (+15%), a capable leader (-13%), intolerant (+12), out of touch with ordinary people (+11%), narrow-minded (+10%) and understands the problems facing Australia (-10%).



## Leader Attributes – Tony Abbott

Q. Which of the following describe your opinion of the Opposition Leader, Tony Abbott?

	5 Jul 10	4 Oct 10	7 Feb 11	27 Jun 11	2 Apr 12	17 Sept 12	14 Jan 13	2 Apr 13	Change
Hard-working	76%	78%	72%	75%	68%	67%	70%	<b>70%</b>	-
Intelligent	70%	71%	64%	61%	56%	62%	64%	<b>63%</b>	-1%
Arrogant	59%	60%	58%	60%	61%	63%	61%	<b>56%</b>	-5%
Narrow-minded	56%	53%	51%	54%	54%	59%	56%	<b>53%</b>	-3%
Out of touch with ordinary people	57%	53%	54%	57%	54%	57%	54%	<b>52%</b>	-2%
Understands the problems facing Australia	50%	53%	50%	48%	49%	43%	47%	<b>49%</b>	+2%
Superficial			45%	49%	49%	51%	48%	<b>49%</b>	+1%
Aggressive	-	-	-	-	-	59%	55%	<b>49%</b>	-6%
Intolerant	-	-	-	-	-	53%	49%	<b>48%</b>	-1%
A capable leader	47%	52%	48%	45%	41%	37%	43%	<b>47%</b>	+4%
Erratic	-	-	-	-	-	51%	51%	<b>45%</b>	-6%
Good in a crisis	40%	42%	41%	40%	36%	35%	39%	<b>44%</b>	+5%
Visionary	32%	31%	27%	27%	26%	29%	28%	<b>37%</b>	+9%
More honest than most politicians	33%	32%	31%	32%	30%	27%	29%	<b>36%</b>	+7%
Trustworthy	33%	35%	34%	32%	32%	30%	33%	<b>36%</b>	+3%

Tony Abbott's key attributes were hard-working (70%), intelligent (63%), arrogant (56%), narrow-minded (53%) and out of touch with ordinary people (52%).

Since January the major shifts have been for visionary (+9%), more honest than most politicians (+7%), erratic (-6%), aggressive (-6%), arrogant (-5%) and good in a crisis (+5%).

## Leader Attributes – Comparisons

	<b>Gillard</b>	<b>Abbott</b>	<b><i>Difference</i></b>
Out of touch with ordinary people	64%	52%	<b>+12%</b>
Erratic	55%	45%	<b>+10%</b>
Intelligent	69%	63%	<b>+6%</b>
Superficial	55%	49%	<b>+6%</b>
Aggressive	55%	49%	<b>+6%</b>
Narrow-minded	55%	53%	<b>+2%</b>
Intolerant	49%	48%	<b>+1%</b>
Good in a crisis	44%	44%	-
Arrogant	55%	56%	<b>-1%</b>
Hard-working	66%	70%	<b>-4%</b>
Visionary	30%	37%	<b>-7%</b>
More honest than most politicians	27%	36%	<b>-9%</b>
A capable leader	37%	47%	<b>-10%</b>
Trustworthy	25%	36%	<b>-11%</b>
Understands the problems facing Australia	37%	49%	<b>-12%</b>

Compared to Tony Abbott, Julia Gillard is seen as more likely to be considered out of touch with ordinary people (+12%) and erratic (+10%).

Tony Abbott is regarded by significantly more respondents to understand the problems facing Australians (+12) and to be trustworthy (+11%), a capable leader (+10%) and more honest than most politicians (+9%).

## Social Class

*Q. Do you believe social classes still exist in Australia?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Income under \$600pw</b>	<b>Income \$600 - \$1,000pw</b>	<b>Income \$1,000 - \$1,600pw</b>	<b>Income \$1,600+</b>
Yes	<b>91%</b>	90%	93%	96%	84%	90%	92%	93%
No	<b>9%</b>	10%	7%	4%	16%	10%	8%	7%

91% agreed that social class still exists in Australia - only 9% disagreed. There was little difference across demographic groups - more than 80% of all major groups agreed.

## Social Class Identification

Q. Do you consider yourself -

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Income under \$600pw</b>	<b>Income \$600 - \$1,000pw</b>	<b>Income \$1,000 - \$1,600pw</b>	<b>Income \$1,600+</b>
Working class	<b>33%</b>	40%	25%	34%	38%	39%	38%	26%
Middle class	<b>53%</b>	46%	63%	47%	33%	42%	52%	66%
Upper class	<b>2%</b>	1%	2%	3%	-	1%	2%	3%
None of them	<b>10%</b>	10%	7%	14%	21%	15%	6%	4%
Don't know	<b>3%</b>	3%	2%	3%	8%	3%	2%	1%

53% of respondents described themselves as “middle class” and 33% as “working class” - only 2% claimed to be “upper class”.

Those on higher incomes were more likely to identify as “middle class” while those on lower incomes were less likely to identify with any of these descriptions.

## Parties and Social Class

*Q. Whose interests do you think the Labor Party mainly represent?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Working class</b>	<b>Middle class</b>
Working class	30%	43%	28%	25%	27%	34%
Middle class	16%	24%	8%	36%	18%	17%
Upper class	13%	4%	17%	10%	17%	10%
All of them	8%	19%	3%	12%	5%	10%
None of them	22%	3%	35%	7%	19%	22%
Don't know	11%	7%	10%	9%	13%	7%

30% believe that the Labor Party mainly represents working class people and 22% don't think they represent any class. 43% of Labor voters think the Labor Party mainly represents the working class and 36% of Greens voters think they mainly represent the middle class. 35% of Liberal/National voters don't think they represent any class.

27% of respondents who describe themselves as working class and 34% of those who say they are middle class think the Labor Party mainly represents the working class. 35% of those who say they are working class think the Labor Party mainly represents the middle or upper classes.

## Parties and Social Class

Q. Whose interests do you think the Liberal Party mainly represent?

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Working class</b>	<b>Middle class</b>
Working class	5%	6%	7%	2%	10%	4%
Middle class	20%	9%	33%	13%	16%	25%
Upper class	40%	68%	17%	64%	42%	39%
All of them	17%	4%	33%	4%	11%	21%
None of them	8%	7%	4%	7%	9%	6%
Don't know	9%	6%	7%	10%	12%	5%

40% believe that the Liberal Party mainly represents upper class people and 20% think they represent the middle class. 68% of Labor voters think the Labor Party mainly and 64% of Greens voters think they mainly represent the upper class. 33% of Liberal/National voters think they represent the middle class and 33% think they represent all classes.

42% of respondents who describe themselves as working class and 39% of those who say they are middle class think the Liberal Party mainly represents the upper class.

## **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.

