



**6 May 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 2<sup>nd</sup> to 5<sup>th</sup> May and is based on 1,064 respondents.

Aside from the standard question on voting intention, this week's report includes questions on Government debt, taxation, the economy and same sex marriage.

The methodology used to carry out this research is described in the appendix on page 13.

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 = 1,840 respondents*

First preference/leaning to	Election 21 Aug 10	4 weeks ago 8/4/13	2 weeks ago 22/4/13	Last week 29/4/13	This week 6/5/13
Liberal		47%	44%	45%	44%
National		2%	3%	3%	4%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>49%</b>	<b>48%</b>	<b>48%</b>	<b>48%</b>
<b>Labor</b>	<b>38.0%</b>	<b>32%</b>	<b>34%</b>	<b>34%</b>	<b>33%</b>
Greens	11.8%	9%	9%	9%	9%
Other/Independent	6.6%	9%	9%	9%	10%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	<b>49.9%</b>	56%	55%	55%	<b>56%</b>
Labor	<b>50.1%</b>	44%	45%	45%	<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%.

## Australia's National Debt

Q. Compared to other developed countries, do you think Australia's national debt is higher, lower or about the same?

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total higher</b>	<b>25%</b>	<b>17%</b>	<b>33%</b>	<b>19%</b>
<b>Total lower</b>	<b>48%</b>	<b>58%</b>	<b>39%</b>	<b>57%</b>
A lot higher	9%	4%	13%	3%
A little higher	16%	13%	20%	16%
About the same	18%	16%	19%	18%
A little lower	29%	27%	28%	27%
A lot lower	19%	31%	11%	30%
Don't know	10%	9%	8%	6%

25% think that Australia's National debt is higher than other developed countries and 48% think it is lower - 18% think it about the same.

A majority of Labor (58%) and Greens voters (57%) think our debt is lower than other countries while Liberal National voters were split - 39% think it is lower and 33% think it is higher.

There were no substantial differences by demographics.

## **Reason for Australia's National Debt**

*Q. What do you think is the main reason for Australia's national debt?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
The world economy	26%	44%	10%	49%
The high Australian dollar	17%	31%	9%	19%
Government are poor economic managers	46%	12%	76%	19%
Don't know	11%	14%	5%	14%

46% think the main reason for Australia's national debt is that the Government are poor economic managers. 26% think it is due to the world economy and 17% blame the high Australian dollar.

Labor (44%) and Greens (49%) voters are more likely to blame the world economy, while 76% of Liberal/National voters say it is because the Government are poor economic managers.

## **Importance of Reducing Debt**

*Q. Do you think it is more important to reduce Australia's national debt or to maintain government spending on services and projects?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Australia's debt higher</b>	<b>Australia's debt about the same</b>	<b>Australia's debt lower</b>
More important to reduce debt	46%	26%	67%	31%	63%	49%	37%
More important to maintain spending	40%	61%	23%	59%	28%	33%	51%
Don't know	14%	14%	10%	11%	9%	18%	12%

46% think it is more important to reduce Australia's debt and 40% think it is more important to maintain Government spending on services and projects.

61% of Labor voters and 59% of Greens voters favour maintaining spending while 67% of Liberal/national voters think it is more important to reduce debt.

63% of those who think Australia's debt is high compared to other countries think we should reduce debt while 51% of those who think our debt is low think we should maintain spending.

## **Raise Taxes or Cut Spending**

*Q. Do you think the Government should raise taxes or cut spending to reduce the national debt or should they do neither?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Raise taxes	13%	23%	5%	28%
Reduce spending	55%	34%	74%	40%
Neither	20%	27%	14%	20%
Don't know	12%	16%	7%	12%

In order to reduce debt, 55% think the Government should reduce spending and only 13% think they should raise taxes. 20% think they should do neither.

74% of Liberal/National voters think the Government should reduce spending compared to 40% of Greens voters and 34% of Labor voters.

## Paying Tax

Q. Do you think the following pay too much tax, not enough tax or about the right amount?

	Total				Labor voters				Lib/Nat voters			
	Pay too much	Don't pay enough	Pay about right amount	Don't know	Pay too much	Don't pay enough	Pay about right amount	Don't know	Pay too much	Don't pay enough	Pay about right amount	Don't know
Large businesses	7%	63%	17%	13%	4%	75%	12%	9%	9%	52%	25%	14%
Small businesses	43%	7%	37%	14%	37%	8%	43%	11%	49%	5%	34%	11%
People on low incomes	41%	8%	41%	10%	49%	3%	41%	7%	33%	11%	46%	10%
People on average incomes	37%	7%	49%	8%	32%	8%	54%	6%	38%	6%	50%	6%
People on high incomes	12%	60%	19%	8%	5%	77%	13%	6%	18%	47%	27%	7%
Mining companies	7%	62%	16%	15%	4%	78%	8%	11%	11%	49%	24%	16%

A majority think that large businesses (63%), mining companies (62%) and people on high incomes do not pay enough tax.

They are more likely to think that small businesses pay too much tax (43%) and that people on average incomes pay about the right amount (49%). They were split over whether people on low incomes pay too much or about the right amount.

At least three quarters of Labor voters think mining companies, people on upper incomes and big businesses do not pay enough tax.



## Government's Management of Economy

*Q. How would you rate the government's management of the Australian economy compared to how governments in other countries around the world have managed their economies?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total good</b>	<b>39%</b>	<b>71%</b>	<b>14%</b>	<b>62%</b>
<b>Total poor</b>	<b>32%</b>	<b>4%</b>	<b>58%</b>	<b>10%</b>
Very good	11%	26%	1%	18%
Good	28%	45%	13%	44%
Neither good nor poor	24%	21%	24%	22%
Poor	17%	4%	31%	6%
Very poor	15%	*	27%	4%
Don't know	5%	3%	3%	6%

39% think that government's management of the Australian economy compared to how governments in other countries around the world have managed their economies has been good/very good and 32% think it has been poor/very poor.

## **Trust to Handle Economy**

*Q. Who would you trust most to handle Australia's economy - The Treasurer Wayne Swan or the Shadow Treasurer Joe Hockey?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Wayne Swan	32%	70%	9%	48%
Joe Hockey	35%	4%	67%	17%
Don't know	32%	26%	25%	36%

32% trust Wayne Swan more to handle Australia's economy and 35% trust Joe Hockey more. Men favour Joe Hockey 41%/34% while women are evenly split - 31% Wayne Swan and 30% Joe Hockey.

Those on incomes under \$1,000pw favour Wayne Swan 34%/31% while those earning over \$1,000pw favour Joe Hockey 37%/32%.

## Same Sex Marriage

*Q. Do you think people of the same sex should or should not be allowed to marry?*

	<b>15 Nov 10</b>	<b>14 Mar 11</b>	<b>4 Jul 11</b>	<b>13 Aug 12</b>	<b>24 Sep 12</b>	<b>22 Apr 13</b>	<b>Total 6 May 13</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Should be allowed to marry	53%	49%	54%	54%	55%	54%	<b>58%</b>	66%	49%	91%
Should not be allowed to marry	36%	40%	35%	33%	36%	33%	<b>32%</b>	24%	43%	3%
Don't know	11%	10%	11%	13%	9%	13%	<b>10%</b>	10%	9%	6%

There has been slightly increased support for same sex marriage since the question was polled last month (and since the suggestion of holding a referendum): with a 4% increase in those in favour of same sex marriage (58%) and a 1% decrease in those opposed (32%).

Those most in favour of same sex marriage were Greens voters (91%), Labor voters (66%) and women (63%). 49% of Liberal/National voters, 36% of men and 54% of people aged 65+ opposed.

## Referendum on Same Sex Marriage

*Q. Do you approve or disapprove of holding a referendum on same sex marriage?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Should be allowed to marry</b>	<b>Should not be allowed to marry</b>
<b>Total approve</b>	<b>53%</b>	<b>55%</b>	<b>48%</b>	<b>73%</b>	<b>68%</b>	<b>31%</b>
<b>Total disapprove</b>	<b>36%</b>	<b>32%</b>	<b>41%</b>	<b>14%</b>	<b>22%</b>	<b>62%</b>
Strongly approve	26%	27%	21%	50%	38%	10%
Approve	27%	28%	27%	23%	30%	21%
Disapprove	21%	19%	25%	8%	14%	32%
Strongly disapprove	15%	13%	16%	6%	8%	30%
Don't know	12%	13%	10%	13%	10%	7%

53% of respondents approved a referendum on same sex marriage and 36% disapproved.

Of those who support same sex marriage, 68% approve a referendum and 22% disapprove - while 31% of those who are opposed to same sex marriage approve a referendum and 62% disapprove.

## **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.

