

# The Essential Report

3 June 2013





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**Date:** 3 June 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 30<sup>th</sup> May to 2<sup>nd</sup> June and is based on 1,049 respondents.

Aside from the standard question on voting intention, this week's report includes questions on Australia's renewable energy target, compulsory vaccinations, privatising the ABC, sports betting and the manufacturing industry.

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 = 1,903 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 6/5/13	2 weeks ago 20/5/13	Last week 27/5/13	This week 3/6/13
Liberal		44%	45%	45%	45%
National		4%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>48%</b>	<b>48%</b>	<b>48%</b>	<b>48%</b>
<b>Labor</b>	<b>38.0%</b>	<b>33%</b>	<b>35%</b>	<b>34%</b>	<b>35%</b>
Greens	11.8%	9%	8%	8%	8%
Other/Independent	6.6%	10%	9%	10%	9%

2 Party Preferred	Election 21 Aug 10	4 weeks ago 6/5/13	2 weeks ago 20/5/13	Last week 27/5/13	This week 3/6/13
<b>Liberal</b>	<b>49.9%</b>	56%	55%	55%	<b>55%</b>
<b>National</b>	<b>50.1%</b>	44%	45%	45%	<b>45%</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.

## Renewable Energy Target

Q. Australia currently has a target of having 20 per cent of our energy generated from renewable resources (e.g. hydro, solar, wind farms, geothermal) by 2020. Do you think this target is too high, not high enough or about right?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Not high enough	<b>40%</b>	47%	31%	67%
Too high	<b>11%</b>	6%	19%	7%
About right	<b>33%</b>	36%	33%	17%
Don't know	<b>16%</b>	11%	17%	9%

40% think that the 2020 target of 20% renewable energy is not high enough, 33% think it is about right and 11% think it is too high.

Those most likely to think it is not high enough were Greens voters (67%), Labor voters (47%), aged 18-24 (45%) and aged 55+ (45%). 19% of Liberal/National voters and 17% of men thought it was too high.

## Wind Farms

Q. In general, do you support or oppose building wind farms in Australia to produce renewable energy?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total support</b>	<b>76%</b>	<b>82%</b>	<b>71%</b>	<b>89%</b>
<b>Total oppose</b>	<b>11%</b>	<b>7%</b>	<b>15%</b>	<b>3%</b>
Strongly support	29%	35%	24%	56%
Support	47%	47%	47%	33%
Oppose	8%	6%	11%	3%
Strongly oppose	3%	1%	4%	-
Don't know	13%	11%	13%	8%

76% support building wind farms in Australia to produce renewable energy and 11% oppose. Support was over 70% across all demographic groups.

# Compulsory Vaccination

Q. Do you support or oppose the compulsory vaccination of children against diseases like measles, mumps and diphtheria?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total support</b>	<b>87%</b>	<b>90%</b>	<b>90%</b>	<b>86%</b>
<b>Total oppose</b>	<b>7%</b>	<b>4%</b>	<b>8%</b>	<b>7%</b>
Strongly support	58%	66%	60%	49%
Support	29%	24%	30%	37%
Oppose	4%	2%	4%	4%
Strongly oppose	3%	2%	4%	3%
Don't know	6%	7%	3%	8%

87% support the compulsory vaccination of children and 7% oppose.

Support was over 80% for all demographic groups including 92% of respondents aged 55+.

## Enrolment of Non-vaccinated Children in Childcare

Q. Do you support or oppose childcare centres having the right to refuse to enrol children who have not been vaccinated?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total support</b>	<b>78%</b>	<b>80%</b>	<b>82%</b>	<b>71%</b>
<b>Total oppose</b>	<b>11%</b>	<b>9%</b>	<b>11%</b>	<b>18%</b>
Strongly support	45%	47%	47%	41%
Support	33%	33%	35%	30%
Oppose	7%	6%	6%	12%
Strongly oppose	4%	3%	5%	6%
Don't know	10%	11%	7%	11%

78% support childcare centres having the right to refuse to enrol children who have not been vaccinated and 11% oppose. Support was over 70% for all demographic groups and highest for respondents aged 65+ (88%) and NSW residents (82%).



## Privatisation of ABC and SBS

Q. *Would you support or oppose the privatisation of the ABC and SBS?*

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total support</b>	<b>15%</b>	<b>11%</b>	<b>21%</b>	<b>3%</b>
<b>Total oppose</b>	<b>57%</b>	<b>68%</b>	<b>51%</b>	<b>75%</b>
Strongly support	4%	3%	6%	-
Support	11%	8%	15%	3%
Oppose	25%	24%	28%	22%
Strongly oppose	32%	44%	23%	53%
Don't know	28%	21%	28%	22%

15% support the privatisation of the ABC and SBS and 57% oppose. 28% did not give an opinion.

Strongest opposition came from men (61%), people aged 55+ (74%) and those on incomes under \$1,000pw (68%).

## Advertising of Sports Betting

Q. Would you support or oppose banning all advertising of sports betting during TV and radio sports broadcasts?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total support</b>	<b>78%</b>	<b>78%</b>	<b>77%</b>	<b>85%</b>
<b>Total oppose</b>	<b>12%</b>	<b>11%</b>	<b>15%</b>	<b>8%</b>
Strongly support	51%	53%	47%	62%
Support	27%	25%	30%	23%
Oppose	9%	8%	12%	8%
Strongly oppose	3%	3%	3%	-
Don't know	10%	11%	7%	8%

78% support banning all advertising of sports betting during TV and radio sports broadcasts and 12% oppose.

Strongest support came from those aged 55+ (84%) and Greens voters (85%).

## Manufacturing Industry

Q. Thinking about the Australian manufacturing industry, which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Aug 2012
With Government support, Australia can have a successful manufacturing industry	<b>61%</b>	70%	56%	60%	63%
There is no future for manufacturing in Australia and Government support would be a waste of money	<b>22%</b>	13%	31%	23%	17%
Don't know	<b>17%</b>	17%	13%	18%	21%

61% agree that “With Government support, Australia can have a successful manufacturing industry” and 22% agree “There is no future for manufacturing in Australia and Government support would be a waste of money”. Those who think that “Australia can have a successful manufacturing industry” has dropped 2% and those thinking “There is no future for manufacturing in Australia” has increased 5% since this question was last asked in August.

Those most likely to agree that “Australia can have a successful manufacturing industry” were aged 35+ (65%), Labor voters (70%) and people on income of \$600-\$1,000pw (67%).

Those most likely to agree that “There is no future for manufacturing in Australia” were men (28%), Liberal/National voters (31%) and people on incomes over \$1,600pw (29%).

## Importance of Car Manufacturing

*Q. How important is it that Australia has a car manufacturing industry, even if it costs hundreds of millions of dollars each year in Government support and subsidies?*

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total important</b>	<b>52%</b>	<b>58%</b>	<b>51%</b>	<b>36%</b>
<b>Total not important</b>	<b>35%</b>	<b>31%</b>	<b>40%</b>	<b>46%</b>
Very important	19%	23%	17%	6%
Somewhat important	33%	35%	34%	30%
Not very important	24%	20%	29%	30%
Not at all important	11%	11%	11%	16%
Don't know	12%	11%	9%	17%

52% think that it is very or somewhat important that Australia has a car manufacturing industry, even if it costs hundreds of millions of dollars each year in Government support and subsidies. 35% think it is not very or not at all important.

Those most likely to think it was important were Labor voters (58%) and people on incomes under \$600pw (59%). 40% of Liberal/National voters, 46% of Greens voters and 42% of people on incomes over \$1,600pw thought it not important.

## 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.