



**28 May 2012**



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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 between the 23<sup>rd</sup> and 27<sup>th</sup> May and is based on 1,017 respondents.

Aside from the standard question on voting intention, this week's report includes questions on attributes of the Labor and Liberal parties, the economy, and household finances.

The methodology used to carry out this research is available in the appendix on page 11.

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 = 1,884 respondents*

<b>First preference/leaning to</b>	<b>Election 21 Aug 10</b>	<b>4 weeks ago 30/4/12</b>	<b>2 weeks ago 14/5/12</b>	<b>Last week 21/5/12</b>	<b>This week 28/5/12</b>
Liberal		46%	47%	46%	47%
National		3%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>50%</b>	<b>50%</b>	<b>49%</b>	<b>50%</b>
<b>Labor</b>	<b>38.0%</b>	<b>31%</b>	<b>30%</b>	<b>33%</b>	<b>33%</b>
Greens	11.8%	11%	11%	10%	10%
Other/Independent	6.6%	9%	9%	8%	7%

<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>57%</b>	<b>57%</b>	<b>56%</b>	<b>57%</b>
Labor	<b>50.1%</b>	<b>43%</b>	<b>43%</b>	<b>44%</b>	<b>43%</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. + or - 2%.



## **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>% change</b>
Divided	30%	36%	66%	73%	+7%
Will promise to do anything to win votes	57%	63%	72%	70%	-2%
Out of touch with ordinary people	44%	48%	61%	58%	-3%
Moderate	65%	63%	51%	50%	-1%
Looks after the interests of working people			39%	47%	+8%
Understands the problems facing Australia	62%	54%	40%	46%	+6%
Have a vision for the future			43%	41%	-2%
Too close to the big corporate and financial interests			46%	36%	-10%
Extreme	25%	26%	38%	31%	-7%
Clear about what they stand for			28%	31%	+3%
Has a good team of leaders	60%	52%	34%	29%	-5%
Keeps its promises	44%	33%	20%	22%	+2%

The Labor Party's main attributes were - divided (73%), will promise anything to win votes (70%), out of touch with ordinary people (58%) and moderate (50%).

Main changes since last April were - too close to the big corporate and financial interests (down 10% to 36%), looks after the interests of working people (up 8% to 47%), divided (up 7% to 73%), extreme (down 7% to 31%) and understands the problems facing Australia (up 6% to 46%).



## **Attributes of the Liberal Party**

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

	<b>6 July 09</b>	<b>14 Mar 10</b>	<b>27 April 11</b>	<b>28 May 12</b>	<b>% change</b>
Will promise to do anything to win votes	67%	72%	65%	63%	-2%
Too close to the big corporate and financial interests			60%	58%	-2%
Out of touch with ordinary people	62%	58%	54%	53%	-1%
Moderate	50%	50%	55%	52%	-3%
Understands the problems facing Australia	44%	43%	51%	52%	+1%
Have a vision for the future			48%	48%	-
Clear about what they stand for			44%	46%	+2%
Looks after the interests of working people			38%	40%	+2%
Has a good team of leaders	29%	31%	40%	39%	-1%
Divided	74%	66%	49%	37%	-12%
Extreme	36%	38%	36%	34%	-2%
Keeps its promises	28%	23%	33%	34%	+1%

The Liberal Party's main attributes were - will promise anything to win votes (63%), too close to the big corporate and financial interest (58%), out of touch with ordinary people (53%), moderate (52%) and understands the problems facing Australia (52%).

The only substantial change since April last year was a drop in the figure for "divided" - down 12% to 37%.



### Party Attributes Comparison – Labor vs Liberal

	<b>Labor</b>	<b>Liberal</b>	<b>% difference</b>
Divided	73%	37%	+36%
Looks after the interests of working people	47%	40%	+7%
Will promise to do anything to win votes	70%	63%	+7%
Out of touch with ordinary people	58%	53%	+5%
Moderate	50%	52%	-2%
Extreme	31%	34%	-3%
Understands the problems facing Australia	46%	52%	-6%
Have a vision for the future	41%	48%	-7%
Has a good team of leaders	29%	39%	-10%
Keeps its promises	22%	34%	-12%
Clear about what they stand for	31%	46%	-15%
Too close to the big corporate and financial interests	36%	58%	-22%

The Labor Party is viewed more favourably than the Liberal Party in terms of - too close to the big corporate and financial interests and looks after the interests of working people.

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



## State of the Economy

*Q. Overall, how would you describe the current state of the Australian economy?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total good</b>	<b>35%</b>	<b>56%</b>	<b>24%</b>	<b>54%</b>
<b>Total poor</b>	<b>29%</b>	<b>13%</b>	<b>42%</b>	<b>18%</b>
Very good	6%	13%	2%	17%
Good	29%	43%	22%	37%
Neither good nor poor	33%	30%	33%	28%
Poor	20%	9%	29%	14%
Very poor	9%	4%	13%	4%
Don't know	2%	2%	*	1%

35% described the economy as good or very good and 29% poor/very poor - 33% said it was neither.

Those most likely to think the economy was good/very good were aged 18-34 (41%) and people with incomes over \$1,600pw (44%).

Those most likely to think the economy was poor/very poor were aged 55+ (34%) and people with incomes of \$600-\$1,000pw (36%).



## **Agreement with Economic Figures**

*Q. Some say that official figures show Australia's economy is doing very well, especially compared to the rest of the world. The interest rate, the unemployment rate and the inflation rate are all less than 5%. Do you agree or disagree that this shows the state of the economy is good?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total agree</b>	<b>52%</b>	<b>75%</b>	<b>39%</b>	<b>70%</b>
<b>Total disagree</b>	<b>37%</b>	<b>17%</b>	<b>54%</b>	<b>23%</b>
Strongly agree	9%	20%	3%	16%
Agree	43%	55%	36%	54%
Disagree	27%	12%	39%	17%
Strongly disagree	10%	5%	15%	6%
Don't know	10%	7%	7%	8%

When told that official figures show Australia's economy is doing well, 52% agreed and 37% disagreed.

Those most likely to disagree were Liberal/National voters (54%), aged 45+ (45%) and people with incomes of \$600-\$1,000pw (43%).





## Household Financial Situation

*Q. How would you describe the current financial situation of your household?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total satisfactory</b>	<b>43%</b>	<b>53%</b>	<b>39%</b>	<b>49%</b>
<b>Total unsatisfactory</b>	<b>28%</b>	<b>27%</b>	<b>30%</b>	<b>17%</b>
Very satisfactory	7%	12%	3%	15%
Satisfactory	36%	41%	36%	34%
Neither satisfactory nor unsatisfactory	28%	19%	31%	33%
Unsatisfactory	18%	18%	19%	10%
Very unsatisfactory	10%	9%	11%	7%
Don't know	1%	1%	*	1%

43% consider their current household financial situation to be satisfactory and 28% say it is unsatisfactory. 28% said it was neither.

Those most likely to be satisfied were full-time workers (49%) and those on incomes over \$1,600pw (61%).

Those most likely to be dissatisfied were aged 45-54 (38%), not working (34%) and on incomes under \$1,000pw (44%).



## Major Spending in last 12 months

Q. In the last 12 months have you -

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Financial situation satisfactory	Neither satisfactory nor unsatisfactory	Financial situation unsatisfactory	Economy good	Neither good nor poor	Economy poor
Bought a house or other property	10%	10%	12%	11%	15%	8%	6%	11%	10%	9%
Bought a new car	12%	12%	13%	14%	16%	11%	7%	15%	13%	8%
Bought a used car	17%	17%	17%	22%	18%	15%	16%	20%	12%	17%
Renovated your current home	17%	20%	16%	18%	23%	15%	9%	22%	17%	11%
Purchased a major household item (stove, TV, Fridge, furniture etc.)	39%	42%	40%	45%	47%	35%	30%	48%	33%	35%
Taken an overseas holiday	30%	25%	31%	38%	40%	26%	19%	32%	29%	27%
Taken an Australian holiday	45%	47%	48%	48%	61%	43%	25%	51%	44%	41%
Paid private school fees	12%	11%	15%	8%	13%	14%	7%	16%	7%	11%
Bought shares	13%	11%	16%	16%	16%	17%	5%	13%	11%	15%
None of the above	20%	22%	18%	14%	9%	21%	36%	15%	24%	22%

The most common major spending items over the last 12 months were holidays in Australia (45%), purchase of major household item (39%) and overseas holidays (30%).

Spending rate of those who consider their financial situation unsatisfactory was about half that of those who were satisfied for most items. Whereas taking an Australian holidays was the most common item of major spending for those satisfied (61%) and the neither group (43%), those who were dissatisfied were more likely to have purchased a major household item (30%).



## **Appendix One – 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.

