



6 August 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 1st to 5th August and is based on 1,018 respondents.

Aside from the standard question on voting intention, this week's report includes questions the NDIS and the Olympics.

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 = 1,832 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 9/7/12	2 weeks ago 23/7/12	Last week 30/7/12	This week 6/8/12
Liberal		46%	45%	45%	46%
National		4%	4%	3%	3%
Total Lib/Nat	43.6%	49%	49%	49%	49%
Labor	38.0%	31%	33%	33%	33%
Greens	11.8%	11%	10%	10%	10%
Other/Independent	6.6%	9%	9%	8%	8%

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

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%.



Awareness of NDIS

Q. Have you heard or read a lot, a fair amount, just a little or almost nothing about the National Disability Insurance Scheme (NDIS)?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
A lot	5%	7%	4%	-
A fair amount	17%	20%	17%	25%
A little	33%	30%	34%	39%
Almost nothing	40%	38%	41%	30%
Can't say	6%	4%	4%	6%

22% have heard a lot or a fair amount about the National Disability Insurance Scheme, 33% have heard a little and 40% have heard almost nothing.

Those more likely to have heard a lot or a fair amount were aged 55+ (31%), Labor voters (27%) and men (25%).



Approval of Governments on NDIS

Q. In the recent negotiations over trial sites for the NDIS, do you approve or disapprove of the positions taken by the following Governments?

	Total approve	Total disapprove	Strongly approve	Approve	Disapprove	Strongly disapprove	Don't know
The Federal Government - which has committed the majority of the funds required but wants the states to contribute some funding as well.	59%	14%	20%	39%	10%	4%	27%
The State Governments which first signed up for the trials (SA & Tasmania)	56%	8%	17%	39%	6%	2%	36%
The State Governments which did not sign up at first but made a later funding offer (Victoria & NSW)	44%	21%	7%	37%	15%	6%	35%
The Queensland Government which has not yet signed up	16%	48%	5%	11%	22%	26%	36%

59% approved of the position taken by the Federal Government and 56% approved of the positions taken by the SA and Tasmanian Governments which first signed up for the trials. 44% approved and 21% disapproved of the positions taken by the NSW and Victorian Governments which made a later funding offer but only 16% approved and 48% disapproved of the Queensland Government which has not yet signed up.

18% of Queenslanders approved and 45% disapproved of the Queensland Government's position.

Of those who had heard a lot/fair amount about the NDIS, 76% approved of the Federal Government's position, 81% approved of the SA and Tasmanian Governments' position. Their attitude to the NSW/Victorian Governments was 57% approve/35% disapprove and 28% approve/63% disapprove for the Queensland Government



Party with Better Policies

Q. Which party do you think has the better policies for the following groups of people?

	Labor Party	Liberal Party	No difference	Don't know
Pensioners	32%	21%	30%	17%
Unemployed people	36%	18%	29%	17%
People with disabilities	32%	16%	30%	22%
Carers	30%	18%	30%	22%
People on low incomes	40%	18%	26%	16%
All working people	29%	30%	26%	15%

The Labor Party was thought to have better policies than the Liberal Party on all issues except “all working people” where both parties had similar ratings. In particular the Labor Party was thought to have better policies for people on low incomes (40% Labor/18% Liberal), unemployed people (36%/18%) and people with disabilities (32%/16%).

Of those aged 55+, 40% thought Labor had better policies for pensioners and 23% thought the Liberals had better policies.

30% think the Liberals have better policies for all working people and 29% think Labor has better policies. Full-time workers are more likely to think The Liberals have better policies (37% Liberal/24% Labor) which part-time workers are more likely to favour Labor (37% Labor/29% Liberal).



Interest in Olympic Games

Q. How much interest are you taking in the Olympic Games being held In London?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
A lot of interest	22%	25%	24%	13%	22%	22%	27%	21%	17%
Some interest	36%	36%	39%	34%	34%	37%	34%	34%	40%
A little interest	27%	26%	28%	23%	28%	26%	24%	28%	31%
No interest	14%	13%	9%	30%	15%	14%	14%	16%	12%
Don't know	1%	*	*	-	1%	-	2%	-	-

22% said they are taking lot of interest in the Olympic Games and 36% are taking some interest.

Those with highest interest were aged 18-34 (61% a lot/some) and incomes over \$1,600pw (66%). Only 43% of those with incomes under \$600pw said they had a lot/some interest.



Importance of Winning Gold Medals

Q. How important is it that Australia wins gold medals at the 2012 Olympics being held in London?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	A lot/some interest	A little/no interest
Very important	12%	12%	15%	7%	18%	4%
Quite important	32%	34%	35%	22%	41%	20%
Not so important	36%	37%	35%	33%	34%	41%
Not at all important	17%	16%	12%	37%	6%	32%
Don't know	3%	1%	2%	1%	1%	4%

44% think it is very/quite important that Australia wins gold medals at the 2012 Olympics and 53% think it is not so or not at all important.

Of those with a lot/some interest in the Olympics, 59% think it is very/quite important and 40% not so/not at all important.

65% of those aged 55+ think it is not so/not at all important while 53% of those aged 18-34 think it is very/quite important.



Satisfaction with Performance of Australian Olympic Team

Q. How satisfied are you with the performance of the Australian Olympic team?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	A lot/some interest	A little/no interest	Very/quite important	Not so/not at all important
Total satisfied	41%	46%	40%	39%	53%	26%	43%	41%
Total dissatisfied	20%	15%	23%	17%	22%	16%	32%	9%
Very satisfied	11%	12%	8%	11%	14%	7%	10%	12%
Satisfied	30%	34%	32%	28%	39%	19%	33%	29%
Neither satisfied nor dissatisfied	33%	34%	33%	30%	25%	44%	23%	41%
Dissatisfied	14%	10%	17%	15%	15%	12%	23%	6%
Very dissatisfied	6%	5%	6%	2%	7%	4%	9%	3%
Don't know	6%	4%	3%	13%	1%	12%	2%	8%

41% say they are satisfied with the performance of the Australian Olympic team and 20% are dissatisfied.

Of those who take a lot/some interest in the Olympics, 53% are satisfied and 22% dissatisfied.

Of those who think winning gold medals is very/quite important, 43% are satisfied and 32% dissatisfied with the performance of the Australian team.



Funding of Australia's Olympic Team

Q. Direct Federal funding of Australia's Olympic team over the past four years has been at least \$589 million - which equates to about \$39 million for each gold medal. Do you think this investment is too much, not enough or about right?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Very/quite important	Not so/not at all important
Too much	58%	60%	55%	71%	47%	68%
Not enough	9%	8%	11%	6%	14%	5%
About right	19%	21%	20%	14%	25%	14%
Don't know	14%	11%	13%	9%	14%	13%

58% think that funding invested in the Australian Olympic team over the last 4 years has been too much, 9% think it is not enough and 19% think it is about right.

Of those who think winning gold medals is very/quite important, 47% think that funding has been too much, 14% think it is not enough and 25% think it is about right.



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.

