



**3 September 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 from the 29<sup>th</sup> August to 2<sup>nd</sup> September and is based on 1,042 respondents.

Aside from the standard question on voting intention, this week's report includes questions on female politicians, groups better off under Labor or Liberal Governments and WorkChoices.

The methodology used to carry out this research is available in the appendix on page 10.

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 = 1,871 respondents*

First preference/leaning to	Election 21 Aug 10	4 weeks ago 6/8/12	2 weeks ago 20/8/12	Last week 27/8/12	This week 3/9/12
Liberal		46%	46%	46%	44%
National		3%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>49%</b>	<b>49%</b>	<b>49%</b>	<b>48%</b>
<b>Labor</b>	<b>38.0%</b>	<b>33%</b>	<b>32%</b>	<b>32%</b>	<b>34%</b>
Greens	11.8%	10%	10%	10%	9%
Other/Independent	6.6%	8%	9%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	<b>49.9%</b>	<b>56%</b>	<b>57%</b>	<b>56%</b>	<b>55%</b>
Labor	<b>50.1%</b>	<b>44%</b>	<b>43%</b>	<b>44%</b>	<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. These estimates have a confidence interval of approx. plus or minus 2-3%.

## **Criticism of Female Politicians**

*Q. In general, do you think female politicians are subjected to more or less personal criticism than male politicians?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Men</b>	<b>Women</b>
More	52%	71%	38%	80%	40%	63%
Less	4%	2%	7%	1%	6%	2%
About the same	40%	25%	53%	16%	49%	31%
Don't know	5%	1%	3%	3%	5%	4%

52% think that female politicians are subjected to more personal criticism than male politicians. 40% think they receive about the same level of personal criticism and 4% think they receive less.

63% of women think female politicians receive more personal criticism but 55% of men think they receive about the same or less.

## Criticism of Julia Gillard

*Q. Do you think the Prime Minister Julia Gillard has been subjected to more or less personal criticism than a male Prime Minister would be?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Men</b>	<b>Women</b>
More	51%	77%	34%	74%	42%	61%
Less	6%	3%	10%	1%	8%	4%
About the same	38%	18%	54%	19%	46%	31%
Don't know	5%	2%	2%	6%	5%	5%

51% think that the Prime Minister Julia Gillard has been subjected to more personal criticism than a male Prime Minister would be. 38% think she has received about the same level of personal criticism and 6% think she has received less.

61% of women think Julia Gillard has received more personal criticism but 54% of men think she has received about the same or less.

## **Groups better off under Labor or Liberal Government**

*Q. Do you think the following groups of people would be better off under a Labor Government or a Liberal Government?*

	<b>Better off under a Labor Government</b>	<b>Better off under a Liberal Government</b>	<b>Makes no difference</b>	<b>Don't know</b>	<b>Difference (Labor minus Liberal)</b>
Pensioners	36%	20%	29%	15%	+16
Unemployed people	41%	14%	29%	15%	+27
People with disabilities	36%	16%	30%	17%	+20
People and families on low incomes	44%	17%	25%	13%	+27
People and families on middle incomes	26%	33%	28%	13%	-7
People and families on high incomes	11%	54%	21%	13%	-43
Single parents	39%	16%	29%	16%	+23
Average working people	32%	27%	28%	13%	+5
Large corporations	9%	57%	20%	14%	-48
Banks and other financial institutions	9%	47%	27%	16%	-38
Small businesses	21%	37%	26%	16%	-16
Families with children at public school	38%	19%	28%	15%	+19
Families with children at private school	14%	44%	27%	16%	-30
Recent immigrants to Australia	35%	17%	30%	17%	+18
Farmers and other agricultural producers	19%	32%	31%	19%	-13

Respondents were substantially more likely to think the following groups would be better off under a Labor Government - unemployed, low income families, single parents and people with disabilities.

They were substantially more likely to think the following groups would be better off under a Liberal Government - large corporations, high income families, banks and financial institutions, families with children at private schools.

### Groups better off under by Respondent Category

Respondent category (respondent or family member is in this category)	Groups better or worse off	Better off under a Labor Government	Better off under a Liberal Government	Makes no difference	Don't know	Difference (Labor minus Liberal)
Pensioners	Pensioners	41%	25%	26%	8%	+16
Unemployed	Unemployed people	42%	13%	30%	15%	+29
Have a disability	People with disabilities	44%	18%	31%	8%	+26
On low income	People and families on low incomes	44%	17%	26%	13%	+27
On middle income	People and families on middle incomes	25%	37%	27%	11%	-12
On high income	People and families on high incomes	16%	58%	15%	11%	-42
Single parent	Single parents	38%	19%	27%	16%	+19
Working	Average working people	30%	29%	29%	12%	+1
Work for a large corporation	Large corporations	11%	57%	18%	14%	-46
Work for a bank or other financial institution	Banks and other financial institutions	23%	45%	16%	16%	-22
Work for a small business	Small businesses	24%	37%	25%	14%	-13
Self-employed or own a small business	Small businesses	24%	40%	20%	17%	-16
Have children at public school	Families with children at public school	39%	17%	27%	16%	+22
Have children at private school	Families with children at private school	21%	42%	22%	15%	-21
Recent immigrants to Australia *	Recent immigrants to Australia	63%	9%	20%	9%	+54
Farmers and other agricultural producers	Farmers and other agricultural producers	27%	38%	19%	17%	-11

\* small sample - less than 100

This table shows groups affected mainly held views similar to the total sample. The main exceptions were that people with disabilities were more likely to think they would be better off under Labor, people working in banks/finance were more likely to think banks/financial institutions would be better off under Labor and people with children at primary school were more likely to think they would be better off under a Labor Government.

## Liberal Party and WorkChoices

*Q. If they won the next election, how likely do you think it would be that Tony Abbott and the Liberal Party would try to bring back industrial laws similar to WorkChoices?*

	31 May 10	12 July 10	21 Nov 11	23 Jul 12	Total 3 Sept 12	Vote Labor	Vote Lib/Nat	Vote Greens	Work full time	Work part time
<b>Total likely</b>	<b>58%</b>	<b>56%</b>	<b>51%</b>	<b>53%</b>	<b>51%</b>	<b>74%</b>	<b>33%</b>	<b>68%</b>	<b>50%</b>	<b>55%</b>
<b>Total unlikely</b>	<b>21%</b>	<b>24%</b>	<b>27%</b>	<b>22%</b>	<b>25%</b>	<b>12%</b>	<b>43%</b>	<b>11%</b>	<b>28%</b>	<b>21%</b>
Very likely	28%	26%	22%	26%	<b>23%</b>	47%	5%	32%	19%	21%
Quite likely	30%	30%	29%	27%	<b>28%</b>	27%	28%	36%	31%	34%
Not very likely	18%	18%	19%	16%	<b>18%</b>	10%	30%	8%	21%	16%
Not at all likely	3%	6%	8%	6%	<b>7%</b>	2%	13%	3%	7%	5%
Don't know	20%	20%	22%	26%	<b>24%</b>	14%	24%	22%	23%	24%

Respondents were a little less likely to think that Tony Abbott and the Liberal Party would try to bring back industrial laws similar to WorkChoices than when a similar question was asked in July. 51% (down 2%) think it is likely that Tony Abbott and the Liberal Party would try to bring back industrial laws similar to WorkChoices if they won the next election and 25% (up 3%) think it is unlikely.

74% of Labor voters and 68% of Greens voters think it is likely, while Liberal/National voters are split 33% likely (down 7%) to 43% unlikely (up 9%).



## Concern about Liberals Bringing Back WorkChoices

Q. If the Liberals won the election and reintroduced WorkChoices or similar laws, how concerned would you be?

	31 May 10	12 July 10	21 Nov 11	23 Jul 12	Total 3 Sept 12	Vote Labor	Vote Lib/Nat	Vote Greens	Work full time	Work part time
Very concerned	28%	29%	26%	30%	27%	51%	6%	39%	24%	32%
Quite concerned	17%	19%	15%	16%	15%	20%	12%	21%	18%	12%
A little concerned	20%	16%	20%	15%	19%	16%	23%	16%	20%	24%
Not concerned	24%	25%	27%	26%	26%	5%	50%	4%	29%	19%
Don't know	11%	11%	11%	14%	13%	8%	8%	20%	9%	12%

Respondents were also a little less concerned about the re-introduction of WorkChoices than in July. 42% (down 4%) would be quite or very concerned if WorkChoices or similar laws were re-introduced and 45% (up 4%) were only a little or not concerned.

71% of Labor voters and 60% of Greens voters would be concerned. 73% of Liberal/National voters would be a little/not concerned and 18% concerned. 42% of full-time workers and 44% of part-time workers said they would be very/quite concerned.

49% of those aged 45-64 said they would be very/quite concerned.

## **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.

