



**15 October 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 10<sup>th</sup> and 14<sup>th</sup> October and is based on 1,048 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leadership, the US Presidential election and climate change.

The methodology used to carry out this research is available in the appendix on page 12.

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 = 1,924 respondents*

<b>First preference/leaning to</b>	<b>Election 21 Aug 10</b>	<b>4 weeks ago 17/9/12</b>	<b>2 weeks ago 1/10/12</b>	<b>Last week 8/10/12</b>	<b>This week 15/10/12</b>
Liberal		45%	44%	44%	44%
National		3%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>48%</b>	<b>47%</b>	<b>47%</b>	<b>47%</b>
<b>Labor</b>	<b>38.0%</b>	<b>34%</b>	<b>36%</b>	<b>37%</b>	<b>36%</b>
Greens	11.8%	9%	9%	9%	9%
Other/Independent	6.6%	9%	7%	7%	8%

<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>55%</b>	<b>53%</b>	<b>53%</b>	<b>53%</b>
Labor	<b>50.1%</b>	<b>45%</b>	<b>47%</b>	<b>47%</b>	<b>47%</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%.



## **Approval of Julia Gillard**

*Q. Do you approve or disapprove of the job Julia Gillard is doing as Prime Minister?*

	<b>19 Jul 2010</b>	<b>20 Dec</b>	<b>14 Mar 2011</b>	<b>14 June</b>	<b>12 Sept</b>	<b>12 Dec</b>	<b>12 Mar 2012</b>	<b>12 Jun</b>	<b>16 Jul</b>	<b>13 Aug</b>	<b>10 Sept</b>	<b>15 Oct</b>
<b>Total approve</b>	<b>52%</b>	<b>43%</b>	<b>41%</b>	<b>34%</b>	<b>28%</b>	<b>34%</b>	<b>32%</b>	<b>32%</b>	<b>32%</b>	<b>31%</b>	<b>35%</b>	<b>41%</b>
<b>Total disapprove</b>	<b>30%</b>	<b>40%</b>	<b>46%</b>	<b>54%</b>	<b>64%</b>	<b>54%</b>	<b>61%</b>	<b>56%</b>	<b>58%</b>	<b>57%</b>	<b>54%</b>	<b>51%</b>
Strongly approve	11%	10%	7%	6%	5%	6%	8%	6%	5%	7%	7%	<b>9%</b>
Approve	41%	33%	34%	28%	23%	28%	24%	26%	27%	24%	28%	<b>32%</b>
Disapprove	17%	24%	22%	29%	28%	25%	29%	22%	26%	25%	27%	<b>24%</b>
Strongly disapprove	13%	16%	24%	25%	36%	29%	32%	34%	32%	32%	27%	<b>27%</b>
Don't know	18%	17%	13%	13%	8%	11%	7%	12%	10%	13%	11%	<b>8%</b>

Julia Gillard's approval rating has improved since last month. 41% (up 6%) approve of the job Julia Gillard is doing as Prime Minister and 51% (down 3%) disapprove – a 9 point change in net rating from -19 to -10. This is Julia Gillard's best approval rating since May 2011.

87% of Labor voters approve (up 6%) and 9% disapprove (down 2%).

By gender – men 40% approve/54% disapprove, women 43% approve/47% disapprove. In net terms this represents an improvement with men from -29 to -14 and with women from -7 to -4.



## **Approval of Tony Abbott**

*Q. Do you approve or disapprove of the job Tony Abbott is doing as Opposition Leader?*

	<b>18 Jan 2010</b>	<b>5 Jul</b>	<b>20 Dec</b>	<b>14 Mar 2011</b>	<b>14 June</b>	<b>12 Sept</b>	<b>12 Dec</b>	<b>12 Mar 2012</b>	<b>12 Jun</b>	<b>16 Jul</b>	<b>13 Aug</b>	<b>10 Sept</b>	<b>15 Oct</b>
<b>Total approve</b>	<b>37%</b>	<b>37%</b>	<b>39%</b>	<b>38%</b>	<b>38%</b>	<b>39%</b>	<b>32%</b>	<b>36%</b>	<b>32%</b>	<b>35%</b>	<b>36%</b>	<b>32%</b>	<b>37%</b>
<b>Total disapprove</b>	<b>37%</b>	<b>47%</b>	<b>39%</b>	<b>47%</b>	<b>48%</b>	<b>50%</b>	<b>53%</b>	<b>52%</b>	<b>54%</b>	<b>53%</b>	<b>51%</b>	<b>55%</b>	<b>54%</b>
Strongly approve	5%	8%	9%	7%	6%	8%	6%	7%	6%	7%	8%	6%	<b>9%</b>
Approve	32%	29%	30%	31%	32%	31%	26%	29%	26%	28%	28%	26%	<b>28%</b>
Disapprove	20%	23%	21%	24%	25%	23%	25%	23%	24%	23%	22%	26%	<b>23%</b>
Strongly disapprove	17%	24%	18%	23%	23%	27%	28%	29%	30%	30%	29%	29%	<b>31%</b>
Don't know	26%	16%	22%	16%	15%	11%	14%	12%	13%	12%	13%	13%	<b>9%</b>

Tony Abbott's approval rating has also improved over the last month. 37% (up 5%) approve of the job Tony Abbott is doing as Opposition Leader and 54% (down 1%) disapprove – a change in net rating from -23 to -17 over the last 5 weeks.

74% (up 11%) of Coalition voters approve and 22% (down 2%) disapprove.

By gender – men 39% approve/55% disapprove, women 35% approve/54% disapprove. In net terms this represents an improvement with men from -19 to -16 and with women from -26 to -19.



## Better Prime Minister

Q. Who do you think would make the better Prime Minister out of Julia Gillard and Tony Abbott?

	5 Jul 2010	14 Mar 2011	14 June	12 Sept	12 Dec	12 Mar 2012	12 Jun	16 Jul	13 Aug	10 Sept	15 Oct	Vote Labor	Vote Lib/Nat	Vote Greens
Julia Gillard	53%	44%	41%	36%	39%	40%	37%	37%	36%	40%	<b>43%</b>	89%	5%	77%
Tony Abbott	26%	33%	36%	40%	35%	37%	37%	38%	38%	37%	<b>36%</b>	2%	81%	2%
Don't know	21%	23%	24%	24%	26%	23%	26%	26%	26%	24%	<b>20%</b>	9%	14%	21%

43% (up 3%) believe Julia Gillard would make the better Prime Minister and 36% (down 1%) prefer Tony Abbott.

Men are evenly split (at 40% each) and women prefer Julia Gillard 47%/33%. Compared to last month's figures, Julia Gillard's margin over Tony Abbott has changed 8 points in her favour among men (from 36%/44%) but is unchanged among women (from 44%/30%).



## Interest in US Presidential Election

*Q. Thinking about United States politics, how much interest do you have in the US Presidential election?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
A lot of interest	11%	11%	11%	20%
Some interest	27%	34%	26%	28%
A little interest	34%	29%	39%	32%
No interest at all	27%	25%	23%	19%
Don't know	2%	1%	1%	2%

38% have some or a lot of interest in the US Presidential election.

Those with highest interest were men (42% some/a lot), Labor voters (45%) and Greens voters (48%). There were no substantial differences across age groups.



## Prefer as US President

*Q. Who would you prefer to see win the upcoming Presidential election in the United States?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Barack Obama	63%	78%	53%	85%
Mitt Romney	9%	2%	18%	1%
No difference	17%	13%	17%	3%
Don't know	11%	7%	13%	11%

63% said they would prefer to see Barack Obama win the US Presidential election, 9% favour Mitt Romney and 17% think there is no difference.

All demographic and voter groups strongly favour Barack Obama.





## US Heading in Right/Wrong Direction

*Q. Overall, do you think the United States is heading in the right direction/wrong direction?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Right direction	39%	46%	37%	45%
Wrong direction	23%	18%	29%	19%
Don't know	38%	36%	34%	36%

39% think the US is heading in the right direction, 23% in the wrong direction and 38% don't know.

46% of Labor voters and 45% of Greens voters think the US is heading in the right direction, while 29% of Liberal/National voters think it is heading in the wrong direction.



## **Australia and United States - How they compare**

*Q. How do you think Australia compares to the United States on the following:*

	<b>Total better in Australia</b>	<b>Total better in USA</b>	<b>A lot better in Australia</b>	<b>A little better in Australia</b>	<b>About the same</b>	<b>A little better in USA</b>	<b>A lot better in USA</b>	<b>Don't know</b>
Access to health care	<b>82%</b>	<b>5%</b>	61%	21%	8%	3%	2%	5%
Standard of living for ordinary working people	<b>74%</b>	<b>7%</b>	40%	34%	13%	5%	2%	6%
Access to jobs	<b>70%</b>	<b>5%</b>	34%	36%	17%	4%	1%	7%
Public safety	<b>66%</b>	<b>4%</b>	32%	34%	22%	3%	1%	7%
Wages	<b>64%</b>	<b>9%</b>	34%	30%	17%	7%	2%	10%
Work rights	<b>63%</b>	<b>7%</b>	34%	29%	18%	5%	2%	13%
Education standards	<b>47%</b>	<b>16%</b>	20%	27%	27%	12%	4%	10%
Rights of individuals	<b>44%</b>	<b>14%</b>	19%	25%	34%	10%	4%	8%
Opportunities to succeed in business	<b>35%</b>	<b>22%</b>	14%	21%	32%	16%	6%	12%
International influence	<b>17%</b>	<b>56%</b>	8%	9%	19%	21%	35%	9%

The vast majority of respondents think health care, standard of living, access to jobs, public safety, wages and work rights are better in Australia than in the US.

They are somewhat less certain about education standards, individual rights and opportunities to succeed in business - but still think these are better in Australia.

Only on international influence did respondents favour the US.



## **Position on Climate Change**

*Q. Do you believe that there is fairly conclusive evidence that climate change is happening and caused by human activity or do you believe that the evidence is still not in and we may just be witnessing a normal fluctuation in the earth's climate which happens from time to time?*

	<b>Nov 09</b>	<b>Dec 10</b>	<b>30 May 11</b>	<b>14 Jun 11</b>	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Climate change is happening and is caused by human activity	53%	45%	52%	50%	48%	67%	30%	83%
We are just witnessing a normal fluctuation in the earth's climate	34%	36%	36%	39%	39%	24%	58%	10%
Don't know	13%	19%	12%	12%	13%	9%	13%	8%

48% agree that climate change is happening and is caused by human activity and 39% believe that we may just be witnessing a normal fluctuation in the earth's climate. This is little changed since this question was previously asked in June last year.

By age groups, those aged under 35 split 57%/27% and those aged 55+ split 37%/55%.



## **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.

