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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 17th and 21st October and is based on 1,010 respondents.

Aside from the standard question on voting intention, this week's report includes questions on trust in organisations and discrimination against women.

The methodology used to carry out this research is available in the appendix on page 9.

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 = 1,888 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 24/9/12	2 weeks ago 8/10/12	Last week 15/10/12	This week 22/10/12
Liberal		45%	44%	44%	44%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	48%	47%	47%	47%
Labor	38.0%	35%	37%	36%	36%
Greens	11.8%	9%	9%	9%	9%
Other/Independent	6.6%	9%	7%	8%	7%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	55%	53%	53%	53%
Labor	50.1%	45%	47%	47%	47%

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%.

Trust in Organisations and Institutions

Q. How much trust do you have in the following institutions and organisations?

	Total trust 26 Sep 11	Total trust 12 Jun 12	Total trust 22 Oct 12	A lot of trust	Some trust	A little trust	No trust	Don't know	% change
The High Court	72%	60%	63%	26%	37%	21%	10%	6%	+3
The ABC	46%	54%	59%	20%	39%	26%	8%	6%	+5
The Reserve Bank	67%	49%	53%	16%	37%	28%	12%	8%	+4
Charitable organisations	61%	50%	53%	9%	44%	33%	10%	5%	+3
Environment groups	45%	32%	36%	8%	28%	35%	24%	6%	+4
The Commonwealth Public Service	49%*	30%	33%	6%	27%	41%	16%	10%	+3
Your local council	na	na	32%	4%	28%	39%	22%	6%	na
Religious organisations	29%	27%	31%	7%	24%	28%	35%	6%	+4
Newspapers	na	26%	31%	4%	27%	45%	20%	4%	+5
Online news media	na	23%	28%	4%	24%	45%	20%	6%	+5
TV news media	na	21%	26%	5%	21%	44%	26%	4%	+5
Federal Parliament	55%	22%	26%	4%	22%	37%	32%	5%	+4
State Parliament	na	na	25%	4%	21%	37%	33%	5%	na
Business groups	38%	22%	25%	3%	22%	45%	21%	9%	+3
Trade unions	39%	22%	23%	5%	18%	32%	36%	9%	+1
Political parties	na	12%	16%	2%	14%	36%	42%	6%	+4

Note: 'Total Trust' is an aggregate figure achieved by adding 'A lot of trust' and 'Some trust'.

* This Commonwealth Public Service figure is from a question asked in 6 Feb 12.

Overall, there have been small increases in trust across all organisations since this question was last asked in June. However, there has been no significant change in the rankings.

Respondents had most trust in the High Court (63%), the ABC (59%), charitable organisations (53%) and the Reserve Bank (53%). They had least trust in political parties (16%), trade unions (23%), business groups (25%) State Parliaments (25%), Federal Parliament (26%) and TV news media (26%).

Compared to the average, Labor voters had more trust in Federal Parliament (40%), the High Court (67%), the ABC (68%), the Reserve Bank (61%), the Commonwealth Public Service (42%), trade unions (41%), environment groups (48%) and local councils (39%).

Liberal/National voters, compared to the average, had more trust in religious organisations (37%) and business groups (32%) but less trust in Federal Parliament (21%), Commonwealth Public Service (28%), trade unions (14%) and environment groups (27%).

Sexism and Discrimination against Women

Q. How much sexism and discrimination against women do you think currently occurs in the following?

	A lot	Some	A little	None at all	Don't know		A lot/some TOTAL	A lot/some MEN	A lot/some WOMEN
In workplaces	17%	38%	32%	6%	7%		55%	49%	62%
In the media	19%	37%	29%	9%	7%		56%	49%	62%
In politics	25%	36%	25%	8%	7%		61%	55%	67%
In advertising	31%	28%	26%	8%	7%		59%	50%	67%
In sport	24%	34%	25%	10%	7%		58%	50%	66%
In schools	12%	31%	33%	14%	10%		43%	39%	48%

A majority of respondents think there is a lot or some sexism in politics (61%), advertising (59%), sport (58%), the media (56%) and workplaces (55%).

Women were more likely to think there is a lot or some sexism in all areas - but especially advertising (men 50%/women 67%) and sport (50%/66%).

37% of women think there is a lot of sexism/discrimination in advertising, 31% in sport and 29% in politics.

Pressure on Women over Behaviour and Appearance

Q. Do you think women face more or less pressure over their behavior and appearance than they did 20 years ago?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Total more	49%	39%	58%	56%	44%	48%
Total less	30%	37%	25%	27%	33%	30%
A lot more	24%	14%	34%	24%	23%	27%
A little more	25%	25%	24%	32%	21%	21%
A little less	15%	16%	14%	17%	15%	13%
A lot less	15%	20%	11%	10%	18%	17%
About the same	16%	17%	14%	9%	19%	19%
Don't know	5%	7%	3%	8%	4%	3%

49% of respondents believe that women face more pressure over their behavior and appearance than they did 20 years ago and 30% think they face less pressure.

58% of women and 56% of people aged under 35 think there is more pressure on women.

By voting intention, 56% of Labor voters think there is more pressure compared to 52% of Greens voters and 45% of Liberal/National voters.

Personally Experienced/witness Sexism/Discrimination

Q. Over the last 12 months, have you been subjected to or witnessed sexism or discrimination against women in your workplace?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
Yes - have been subjected to sexism/discrimination	7%	3%	11%	11%	7%	2%
Yes - have witnessed sexism/discrimination	13%	13%	13%	19%	14%	3%
Total subjected to or witnessed	17%	15%	18%	25%	18%	5%
No	61%	67%	55%	61%	68%	49%
Don't work	19%	14%	25%	9%	11%	45%
Not sure	3%	4%	2%	5%	3%	1%

17% of respondents say they have been subjected to or witnessed sexism/discrimination in the workplace.

11% of women say they have personally been subjected to sexism/discrimination in the workplace. Excluding those who don't work, 15% of female workers say they have been subjected to sexism/discrimination in their workplace.



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.

