



**14 January 2013**



15 – 31 Pelham Street  
Carlton  
Victoria 3053  
Phone 03 9929 9903  
Mobile 0416 121 969

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 9<sup>th</sup> and 13<sup>th</sup> January and is based on 1,014 respondents.

Aside from the standard question on voting intention, this week's report includes questions party leaders, leader attributes and voting issues.

The methodology used to carry out this research is described in the appendix on page 14.

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 = 1,878 respondents*

First preference/leaning to	Election 21 Aug 10	4 weeks ago 17/12/12	This week 14/01/13
Liberal		45%	44%
National		3%	4%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>48%</b>	<b>48%</b>
<b>Labor</b>	<b>38.0%</b>	<b>36%</b>	<b>36%</b>
Greens	11.8%	8%	8%
Other/Independent	6.6%	8%	8%

<b>2PP</b>	Election 21 Aug 10	4 weeks ago	This week
Total Lib/Nat	<b>49.9%</b>	<b>55%</b>	<b>54%</b>
Labor	<b>50.1%</b>	<b>45%</b>	<b>46%</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>10 Sept</b>	<b>10 Dec</b>	<b>14 Jan 2013</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>35%</b>	<b>37%</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>54%</b>	<b>53%</b>	<b>49%</b>
Strongly approve	11%	10%	7%	6%	5%	6%	8%	6%	7%	10%	<b>9%</b>
Approve	41%	33%	34%	28%	23%	28%	24%	26%	28%	27%	<b>32%</b>
Disapprove	17%	24%	22%	29%	28%	25%	29%	22%	27%	25%	<b>23%</b>
Strongly disapprove	13%	16%	24%	25%	36%	29%	32%	34%	27%	28%	<b>26%</b>
Don't know	18%	17%	13%	13%	8%	11%	7%	12%	11%	11%	<b>10%</b>

41% (up 4%) approve of the job Julia Gillard is doing as Prime Minister and 49% (down 4%) disapprove – an 8-point change in net rating from -16 to -8.

87% of Labor voters approve (up 5%) and 7% disapprove (down 6%).

By gender – men 40% approve/53% disapprove, women 42% approve/45% disapprove. In net terms this represents an improvement with men from -21 to -13 and with women from -10 to -3.

## **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>10 Sept</b>	<b>10 Dec</b>	<b>14 Jan 2013</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>32%</b>	<b>33%</b>	<b>33%</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>55%</b>	<b>56%</b>	<b>57%</b>
Strongly approve	5%	8%	9%	7%	6%	8%	6%	7%	6%	6%	8%	<b>8%</b>
Approve	32%	29%	30%	31%	32%	31%	26%	29%	26%	26%	25%	<b>25%</b>
Disapprove	20%	23%	21%	24%	25%	23%	25%	23%	24%	26%	25%	<b>27%</b>
Strongly disapprove	17%	24%	18%	23%	23%	27%	28%	29%	30%	29%	31%	<b>30%</b>
Don't know	26%	16%	22%	16%	15%	11%	14%	12%	13%	13%	12%	<b>10%</b>

33% (no change) approve of the job Tony Abbott is doing as Opposition Leader and 57% (up 1%) disapprove – a change in net rating from -23 to -24 over the last 5 weeks.

62% (down 1%) of Coalition voters approve and 31% (up 1%) disapprove.

By gender – men 38% approve/53% disapprove, women 29% approve/60% disapprove. In net terms this represents a shift with men from -18 to -15 and with women from -28 to -31.

## 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	10 Sept	10 Dec	14 Jan 2013	Vote Labor	Vote Lib/Nat	Vote Greens
Julia Gillard	53%	44%	41%	36%	39%	40%	37%	40%	43%	<b>42%</b>	89%	5%	84%
Tony Abbott	26%	33%	36%	40%	35%	37%	37%	37%	34%	<b>33%</b>	1%	73%	3%
Don't know	21%	23%	24%	24%	26%	23%	26%	24%	23%	<b>24%</b>	10%	22%	14%

42% (down 1%) believe Julia Gillard would make the better Prime Minister and 33% (down 1%) prefer Tony Abbott.

Men prefer Julia Gillard 39%/38% and women prefer Julia Gillard 46%/29%.

## **Voluntary Voting**

*Q. Voting in Federal and State elections in Australia is compulsory. Would you support or oppose making voting voluntary at Federal and State elections?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Support	40%	34%	43%	40%
Oppose	49%	56%	49%	53%
Don't know	11%	9%	8%	8%

40% support making voting voluntary at Federal and State elections and 49% oppose.

Highest support for voluntary voting was shown by Liberal/National voters (43%), respondents who don't know which party they would vote for (48%), full-time workers (45%) and respondents aged 25-34 (49%).

Highest opposition to voluntary voting was shown by Labor voters (56%), and respondents aged 55+ (58%).

## **Likelihood of Voting**

*Q. If voting at elections was voluntary, how likely would you be to vote in the next Federal election?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Would definitely vote	58%	61%	67%	67%
Would probably vote	25%	25%	23%	23%
Probably wouldn't vote	9%	8%	5%	4%
Definitely wouldn't vote	4%	4%	2%	2%
Don't know	5%	2%	3%	3%

If voting at elections was voluntary, 83% said they would definitely or probably vote in the next Federal election - 13% said they would probably or definitely not vote.

Those least likely to vote were aged under 45 (17%) and respondents who did not know which party they would vote for (38%).



## Voting Age

*Q. Would you support or oppose lowering the voting age from 18 to 16?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Support	13%	17%	10%	24%
Oppose	78%	71%	85%	64%
No opinion	9%	11%	4%	12%

Only 13% support lowering the voting age from 18 years to 16 years and 78% oppose.

Support was highest among Greens voters (24%) and respondents aged 25-34 (25%).

## Preferred Voting System

Q. Which of the following voting systems would you prefer when voting for the Federal House of Representatives.

- A *preferential* voting system where voters rank all candidates in order of preference.
- An *optional preferential* system where voters can rank one, some, or all candidates in order of preference.
- A "*first past the post*" system, where voters only vote for one candidate and the candidate with the most votes wins.

	<b>11 Jul 11</b>	<b>Total 14 Jan 13</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Preferential	22%	<b>23%</b>	29%	20%	32%
Optional preferential	26%	<b>25%</b>	26%	23%	43%
First past the post	44%	<b>44%</b>	40%	52%	24%
Don't know	7%	<b>8%</b>	5%	5%	1%

Of the three voting options given, 44% favoured "first past the post", 25% optional preferential and 23% the current preferential system - almost no change since the question was last asked in July 2011.

Optional preferential was most preferred by those aged under 35 (30%) while older groups strongly favoured first past the post (52% of aged 45+).

"First past the post" was preferred by 52% Liberal/National voters and 43% of Greens voters preferred optional preferential.

## Leader Attributes – Julia Gillard

Q. Which of the following describe your opinion of the Prime Minister, Julia Gillard?

	5 Jul 10	4 Oct 10	7 Feb 11	27 Jun 11	2 Apr 12	17 Sept 12	14 Jan 13	Change
Intelligent	87%	81%	75%	73%	61%	68%	<b>72%</b>	+4%
Hard-working	89%	82%	76%	75%	65%	69%	<b>72%</b>	+3%
A capable leader	72%	59%	52%	42%	38%	43%	<b>50%</b>	+7%
Arrogant	37%	39%	44%	48%	53%	46%	<b>47%</b>	+1%
Out of touch with ordinary people	35%	44%	50%	60%	65%	56%	<b>53%</b>	-3%
Understands the problems facing Australia	68%	55%	52%	44%	41%	43%	<b>47%</b>	+4%
Visionary	48%	38%	30%	26%	25%	31%	<b>29%</b>	-2%
Superficial			51%	52%	54%	46%	<b>46%</b>	-
Good in a crisis	61%	46%	46%	41%	36%	43%	<b>50%</b>	+7%
Narrow-minded	28%	35%	43%	46%	53%	46%	<b>45%</b>	-1%
More honest than most politicians	45%	37%	37%	29%	26%	31%	<b>30%</b>	-1%
Trustworthy	49%	42%	40%	30%	25%	30%	<b>32%</b>	+2%
Intolerant	-	-	-	-	-	37%	<b>37%</b>	-
Aggressive	-	-	-	-	-	42%	<b>46%</b>	+4%
Erratic	-	-	-	-	-	43%	<b>40%</b>	-3%

Gillard's key attributes were hard-working (72%), intelligent (72%), out of touch with ordinary people (53%), a capable leader (50%) and good in a crisis (50%). Almost all positive leader attributes for Gillard moved up from the last time the question was polled in September 2012. The biggest shifts on the positive attributes were on a capable leader (+7%) and good in a crisis (+7%).

## Leader Attributes – Tony Abbott

Q. Which of the following describe your opinion of the Opposition Leader, Tony Abbott?

	5 Jul 10	4 Oct 10	7 Feb 11	27 Jun 11	2 Apr 12	17 Sept 12	14 Jan 13	Change
Intelligent	70%	71%	64%	61%	56%	62%	<b>64%</b>	+2%
Hard-working	76%	78%	72%	75%	68%	67%	<b>70%</b>	+3%
A capable leader	47%	52%	48%	45%	41%	37%	<b>43%</b>	+6%
Arrogant	59%	60%	58%	60%	61%	63%	<b>61%</b>	-2%
Out of touch with ordinary people	57%	53%	54%	57%	54%	57%	<b>54%</b>	-3%
Understands the problems facing Australia	50%	53%	50%	48%	49%	43%	<b>47%</b>	+4%
Visionary	32%	31%	27%	27%	26%	29%	<b>28%</b>	-1%
Superficial			45%	49%	49%	51%	<b>48%</b>	-3%
Good in a crisis	40%	42%	41%	40%	36%	35%	<b>39%</b>	+4%
Narrow-minded	56%	53%	51%	54%	54%	59%	<b>56%</b>	-3%
More honest than most politicians	33%	32%	31%	32%	30%	27%	<b>29%</b>	+2%
Trustworthy	33%	35%	34%	32%	32%	30%	<b>33%</b>	+3%
Intolerant	-	-	-	-	-	53%	<b>49%</b>	-4%
Aggressive	-	-	-	-	-	59%	<b>55%</b>	-4%
Erratic	-	-	-	-	-	51%	<b>51%</b>	-

Abbott's key attributes were hard-working (70%), intelligent (64%), arrogant (61%), narrow-minded (56%), aggressive (55%) and out of touch with ordinary people (54%).

Since September last year, Tony Abbott has improved his ratings a little on most positive attributes - the biggest shift being for a capable leader (+6%).

## Leader Attributes – Comparisons

	<b>Gillard</b>	<b>Abbott</b>	<b><i>Difference</i></b>
Intelligent	72%	64%	+8%
Hard-working	72%	70%	+2%
A capable leader	50%	43%	+7%
Arrogant	47%	61%	-14%
Out of touch with ordinary people	53%	54%	-1%
Understands the problems facing Australia	47%	47%	-
Visionary	29%	28%	+1%
Superficial	46%	48%	-2%
Good in a crisis	50%	39%	+11%
Narrow-minded	45%	56%	-11%
More honest than most politicians	30%	29%	+1%
Trustworthy	32%	33%	-1%
Intolerant	37%	49%	-12%
Aggressive	46%	55%	-9%
Erratic	40%	51%	-11%

Compared to Tony Abbott, Julia Gillard is seen as more likely to be considered good in a crisis (+11%), intelligent (+8%) and a capable leader (+7%).

Abbott is regarded by significantly more respondents to be arrogant (+14%), narrow minded (+11%), intolerant (+12%) and erratic (+11%).

## 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.

