



**23 July 2012**



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 between the 18<sup>th</sup> and 22<sup>nd</sup> July and is based on 1,020 respondents.

Aside from the standard question on voting intention, this week's report includes questions on industrial relations and surveillance and intelligence-gathering.

The methodology used to carry out this research is available in the appendix on page 8.

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 = 1,854 respondents*

First preference/leaning to	Election 21 Aug 10	4 weeks ago 25/6/12	2 weeks ago 9/7/12	Last week 16/7/12	This week 23/7/12
Liberal		46%	46%	46%	45%
National		3%	4%	3%	4%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>49%</b>	<b>49%</b>	<b>49%</b>	<b>49%</b>
<b>Labor</b>	<b>38.0%</b>	<b>33%</b>	<b>31%</b>	<b>31%</b>	<b>33%</b>
Greens	11.8%	10%	11%	10%	10%
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>56%</b>	<b>57%</b>	<b>56%</b>
Labor	<b>50.1%</b>	<b>44%</b>	<b>44%</b>	<b>43%</b>	<b>44%</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. + or - 2%.



## 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?*

	<b>31 May 10</b>	<b>12 July 10</b>	<b>21 Nov 11</b>	<b>Total 23 Jul 12</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Work full time</b>	<b>Work part time</b>
<b>Total likely</b>	<b>58%</b>	<b>56%</b>	<b>51%</b>	<b>53%</b>	<b>78%</b>	<b>40%</b>	<b>55%</b>	<b>53%</b>	<b>53%</b>
<b>Total unlikely</b>	<b>21%</b>	<b>24%</b>	<b>27%</b>	<b>22%</b>	<b>11%</b>	<b>34%</b>	<b>14%</b>	<b>24%</b>	<b>15%</b>
Very likely	28%	26%	22%	<b>26%</b>	52%	9%	38%	27%	23%
Quite likely	30%	30%	29%	<b>27%</b>	26%	31%	17%	26%	30%
Not very likely	18%	18%	19%	<b>16%</b>	6%	26%	13%	18%	11%
Not at all likely	3%	6%	8%	<b>6%</b>	5%	8%	1%	6%	4%
Don't know	20%	20%	22%	<b>26%</b>	11%	26%	30%	23%	32%

Respondents were a little more 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 last year. 53% (up 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 22% (down 5%) think it is unlikely.

78% of Labor voters and 55% of Greens voters think it is likely, while Liberal/National voters are split 40% likely (up 7%) to 34% unlikely (down 10%).

## Concern about Liberals Bringing Back WorkChoices

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

	<b>31 May 10</b>	<b>12 July 10</b>	<b>21 Nov 11</b>	<b>Total 23 Jul 12</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Work full time</b>	<b>Work part time</b>
Very concerned	28%	29%	26%	<b>30%</b>	60%	7%	39%	33%	28%
Quite concerned	17%	19%	15%	<b>16%</b>	16%	14%	17%	16%	21%
A little concerned	20%	16%	20%	<b>15%</b>	11%	18%	20%	14%	17%
Not concerned	24%	25%	27%	<b>26%</b>	7%	48%	5%	28%	19%
Don't know	11%	11%	11%	<b>14%</b>	6%	12%	20%	11%	15%

Respondents were also more concerned about the re-introduction of WorkChoices than last year. 46% (up 5%) would be quite or very concerned if WorkChoices or similar laws were re-introduced and 41% (down 6%) were only a little or not concerned.

76% of Labor voters and 56% of Greens voters would be concerned. 66% of Liberal/National voters would be a little/not concerned and 21% concerned. 49% of full-time workers and part-time workers said they would be very/quite concerned.

51% of those aged 45-64 said they would be very/quite concerned.

## **Australian Workers under a Liberal Government**

*Q. Do you think Australian workers would be better off or worse off under a Liberal Government lead by Tony Abbott?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Work full time</b>	<b>Work part time</b>
<b>Total better off</b>	<b>32%</b>	<b>8%</b>	<b>65%</b>	<b>8%</b>	<b>35%</b>	<b>27%</b>
<b>Total worse off</b>	<b>37%</b>	<b>75%</b>	<b>4%</b>	<b>65%</b>	<b>34%</b>	<b>40%</b>
A lot better off	<b>15%</b>	3%	33%	-	17%	12%
A little better off	<b>17%</b>	5%	32%	8%	18%	15%
Make no difference	<b>19%</b>	12%	22%	15%	21%	20%
A little worse off	<b>9%</b>	12%	3%	17%	10%	11%
A lot worse off	<b>28%</b>	63%	1%	48%	24%	29%
Don't know	<b>11%</b>	5%	8%	12%	9%	12%

32% think that Australian workers would be better off under a Liberal Government lead by Tony Abbott and 37% think they would be worse off - and 19% think it would make no difference.

Full-time workers split 35% better off and 34% worse off while part-time workers were more likely to think workers would be worse off (40% worse off/27% better off).

43% of respondents aged 45-64 think workers would be worse off and 31% better off. 40% of those earning under \$1,000 pw thought workers would be worse off and 33% better off.



## Surveillance and Intelligence-gathering

*Q. The Government has recently proposed a number of amendments to the laws governing surveillance and intelligence-gathering. Do you support or oppose the following suggestions?*

	<b>Total support</b>	<b>Total oppose</b>	<b>Strongly support</b>	<b>Support</b>	<b>Oppose</b>	<b>Strongly oppose</b>	<b>Don't know</b>
Extend the power of government agencies to intercept communications from major to lesser offences	<b>40%</b>	<b>37%</b>	9%	31%	21%	16%	24%
Enable government agencies to intercept messages on social media sites like Twitter and Facebook	<b>40%</b>	<b>46%</b>	10%	30%	26%	20%	14%
Require internet service providers to keep a record of every customers' internet usage for 2 years	<b>28%</b>	<b>57%</b>	7%	21%	26%	31%	14%
Making it an offence not to assist government agencies with decryption e.g. reveal your password	<b>26%</b>	<b>60%</b>	8%	18%	28%	32%	15%
Allowing ASIO agents to plant or destroy material on computers if they have a warrant	<b>27%</b>	<b>52%</b>	7%	20%	23%	29%	20%

A majority of respondents were opposed to making it an offence not to assist government agencies with decryption e.g. reveal your password (60%), requiring internet service providers to keep a record of every customers' internet usage for 2 years (57%) and allowing ASIO agents to plant or destroy material on computers if they have a warrant (52%).

They were more evenly divided over enabling government agencies to intercept messages on social media sites like Twitter and Facebook (40% support/46% oppose) and extending the power of government agencies to intercept communications from major to lesser offences (40% support/37% oppose).

## **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.

