

The Essential Report - Victorian State Election

25 November 2014





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Prepared by: Essential Research

Data supplied:



Essential Media Communications is a member of
the Association of Market and Social Research Organisations.



Our researchers are members of
the Australian Market and Social Research Society

About this 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 over 3 weeks from the 7th to 24th November 2014 and is based on a sample of 794 Victorian respondents aged 18+.

The methodology used to carry out this research is described in the appendix on page 13.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

State voting intention

Q. If a State 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?

Victoria	Election Nov 2010	Total	Mar 14	June 14	Sep 14	Oct 14
<i>Sample</i>		794	962	1,184	1,084	899
First preference vote						
Liberal/National	44.8%	40%	42%	41%	39%	39%
Labor	36.2%	39%	39%	40%	39%	38%
Greens	11.2%	13%	9%	10%	11%	12%
Other/Independent	7.8%	8%	10%	9%	11%	11%
2PP						
Liberal/National	51.6%	47%	50%	48%	48%	48%
Labor	48.4%	53%	50%	52%	52%	52%

Aggregated weekly polls over the past 3 weeks show first preferences at 40% Liberal-National, 39% Labor and 13% Greens for a two party preferred vote of 53% Labor/47% Liberal-National. This represents a swing to Labor of 4-5%.

NB. The two-party preferred estimate is calculated by distributing the votes of the other parties according to their preferences at the previous election.

Trust to handle issues

Q. Which state party would you trust most to handle the following issues in Victoria?

	Labor	Liberal	Greens	Don't know	Net score - Liberal minus Labor
Economic management	24%	43%	5%	27%	+19
Roads and freeways	25%	38%	8%	28%	+13
Planning for the future	25%	35%	12%	28%	+10
Police and public safety	29%	37%	7%	28%	+8
Victoria's future energy needs	23%	28%	19%	29%	+5
Support for regional Victoria	27%	31%	10%	32%	+4
The environment	20%	22%	32%	27%	+2
Public transport	30%	31%	13%	27%	+1
Unemployment and jobs	35%	31%	7%	27%	-4
Health and hospitals	39%	28%	7%	26%	-11
Education and schools	40%	26%	8%	26%	-14

The Liberal Party is trusted more to handle economic management (43%), roads and freeways (38%), planning for the future (35%) and police and public safety (37%).

The Labor Party is trusted more to handle education and schools (40%) and health and hospitals (39%).

Personally better off

Q. Regardless of which party you usually vote for, do you think you would personally be better off with a Labor or a Liberal State Government?

	Total
Better off with a Liberal Government	30%
Better off with a Labor Government	38%
Makes no difference	23%
Don't know	9%

38% think they would personally be better off under a Labor Government and 30% think they would be better off under a Liberal Government. 23% think it makes no difference.

Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a weekly online omnibus conducted by Your Source. Essential Research has been utilizing the Your Source online panel to conduct research on a week-by-week basis since November 2007.

Each week, the team at Essential Media Communications discusses issues that are topical and a series of questions are devised to put to the Australian public. Some questions are repeated regularly (such as political preference and leadership approval), while others are unique to each week and reflect 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 panellist 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+ interviews. In theory, with a sample of this size, there is 95 per cent certainty that the results are within 3 percentage points of what they would be if the entire population had been polled. However, this assumes random sampling, which, because of non-response and less than 100% population coverage cannot be achieved in practice. Furthermore, there are other possible sources of error in all polls including question wording and question order, interviewer bias (for telephone and face-to-face polls), response errors and weighting. The best guide to a poll's accuracy is to look at the record of the polling company - how have they performed at previous elections or other occasions where their estimates can be compared with known population figures. In the last poll before the 2010 election, the Essential Report estimates of first preference votes were all within 1% of the election results.

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. Essential Research 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.

All Essential Research and senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. Essential Research is a member of the Association Market and Social Research Organisations (AMSRO). 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. Both Essential Research and Your Source are ISO accredited market research companies. This research was conducted in compliance with AS: ISO20252 guidelines.