

COALITION AHEAD 57% TO 43%**Key findings**

- *Two-party vote: Coalition 57% (up 1) lead ALP 43% (down 1) [based on 2010 election preferences]*
- *First preferences: Labor 29% (down 2), Coalition 49% (up 2), Greens 12% (up 2)*
- *Ms Gillard's approval at 37% (down 1); disapproval at 59% (up 1); net approval at -22 (down 2)*
- *Mr Abbott's approval at 43% (steady); disapproval at 53% (steady); net approval at -10 (steady)*
- *Preferred PM: Abbott 50% (up 1), Gillard 42% (down 1)*

The Coalition would win an election held now with a swing of around 7%, according to the latest Nielsen Poll.

The national poll of 1,400 respondents, taken from Thursday to Saturday (11-13 April 2013), shows the Coalition with 57% of the two-party preferred vote (up one point since 14-16 March) ahead of the ALP on 43% (down 1).

On primaries Labor is on 29% (down 2) and the Coalition is up two points to 49%. The Greens lead the minor parties with 12% (up 2). Family First is on 1% (down 1), and independents are on 6% (steady). Other parties are on 4% (steady).

The Liberal and National parties would win an election held now with a two-party preferred swing of around 7%.

When the two-party vote is calculated by *how respondents said they would allocate preferences*, the result is Coalition 57% (up 1) ahead of the ALP on 43% (down 1).

*[Compared to the Nielsen Poll taken 14-16 March 2013, the movements in two-party and primary vote are **not statistically significant.**]*

The leaders

Ms Gillard's approval rating is 37% (down 1). Disapproval of Ms Gillard is 59% (up 1), giving her a net approval of minus 22% (down 2). These are Ms Gillard's worst figures since June 2012 when her approval was 35% and disapproval 60%, for a net approval of -25%.

Mr Abbott's approval is 43% (steady). Disapproval of Mr Abbott is steady at 53%. Mr Abbott's net approval is unchanged at -10%.

[None of the changes in approval and disapproval for Ms Gillard or Mr Abbott are statistically significant.]

Mr Abbott has an eight point lead over Ms Gillard as preferred Prime Minister. Ms Gillard is on 42% (down 1) and Mr Abbott is on 50% (up 1).

[Mr Abbott's lead over Ms Gillard as preferred PM is statistically significant at the 5% level. Changes in levels of support for the leaders are not statistically significant.]

Questions

- Q.1a If a Federal Election for the House of Representatives were held today, which party would receive your first preference vote - ALP, Liberal, National, Greens, Independent, Family First, Other?
- Q.1b [IF UNDECIDED] Which party do you have a leaning towards at present?
- Q.1c [IF MINOR PARTY SUPPORT] At a Federal Election you will be required to vote for all candidates in your electorate in order of preference. Given this, will you give a higher preference to the Labor Party candidate or the Liberal/National Party candidate?
- Q.2a How strongly do you approve or disapprove of the performance of Ms Gillard as Prime Minister? Do you strongly approve, approve, disapprove or strongly disapprove of her performance?
- Q.2b How strongly do you approve or disapprove of the performance of Mr Abbott as Leader of the Opposition? Do you strongly approve, approve, disapprove or strongly disapprove of his performance?
- Q.3 Who is your preferred Prime Minister?

Poll Profile

Fieldwork Dates	: 11-13 April 2013
Sample Size	: 1,400 respondents
Sample Spread	: Nationwide, 18+
Method	: Telephone

The maximum margin of sampling error that might apply given this sample size is approximately 2.6%. Telephone numbers were selected at random. The data has been weighted to reflect the population distribution.

GOVERNMENT NBN BETTER KNOWN AND MORE POPULAR

Key findings

- 89% have seen or heard 'a lot' or 'a little' about the Government's NBN
- Of these, 63% support the Government's NBN (equivalent to 56% of whole population)
- 80% have seen or heard 'a lot' or 'a little' about the Opposition's NBN plans
- Of these, 41% support the Opposition's NBN (equivalent to 33% of whole population)

The Government's National Broadband Network (NBN) is better known and more popular than the Opposition's plans, according to the latest Nielsen Poll.

The national poll of 1,400 respondents, taken from Thursday to Saturday (11 -13 April 2013) found that 89% of voters say they know 'a lot' or 'a little' about the Government's NBN, and of these 63% support the government's approach. This equates to approximately 56% support across the whole population (with 25% opposed).

Government NBN (%)	11-13 April 2013	Seen or heard a lot	Seen or heard a little	ALP voters	LNP voters	GRN voters
<i>How much seen or heard...</i>						
A lot	44			47	44	46
A little	45			43	46	41
Nothing at all / Don't know	11			10	10	13
<i>Of those that have seen or heard 'a lot' or 'a little'...</i>						
Support	63	65	60	85	43	86
Oppose	28	31	26	8	48	7
Don't know	9	4	13	7	9	7

Respondents were also asked about the Opposition's plans for the NBN. 80% of voters say they know 'a lot' or 'a little' about Opposition NBN plans, and of these 41% support the opposition's plans. This equates to approximately 33% support across the whole population (with 37% opposed). Opposition to the Coalition's broadband plan is greatest (57%) among voters that claim to have seen or heard 'a lot' about it.

Opposition plans for NBN (%)	11-13 April 2013	Seen or heard a lot	Seen or heard a little	ALP voters	LNP voters	GRN voters
<i>How much seen or heard...</i>						
A lot	27			29	27	34
A little	54			47	59	44
Nothing at all / Don't know	20			24	15	22
<i>Of those that have seen or heard 'a lot' or 'a little'...</i>						
Support	41	38	42	17	60	20
Oppose	46	57	41	72	26	72
Don't know	13	5	18	11	15	8

* Figures for 'a lot' and 'a little' add to 80% due to rounding.

Questions

ROTATE Q.8 AND Q.9

Q.8A How much have you seen or heard about the Federal Government's NBN or National Broadband Network? Have you seen or heard...

READ OUT 1-3

SINGLE RESPONSE

- 1 A lot
- 2 A little
- 3 Nothing at all

DO NOT READ OUT

- 9 Don't know

Q.8B **[IF Q8A=3 OR 9, SKIP TO Q.9]** From what you have seen or heard, do you support or oppose the Government's NBN?

DO NOT READ OUT

- 1 Support
- 2 Oppose
- 9 Don't Know

Q.9A How much have you seen or heard about the Federal Opposition's plans for the NBN or National Broadband Network? Have you seen or heard...

READ OUT 1-3

SINGLE RESPONSE

- 1 A lot
- 2 A little
- 3 Nothing at all

DO NOT READ OUT

- 9 Don't know

Q.9B **[IF Q9A=3 OR 9, SKIP TO Q.8/10]** From what you have seen or heard, do you support or oppose the Opposition's NBN plans?

DO NOT READ OUT

- 1 Support
- 2 Oppose
- 9 Don't Know

Poll Profile

Fieldwork Dates : 11-13 April 2013

Sample Size : 1,400 respondents

Sample Spread : Nationwide, 18+

Method : Telephone

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MAJORITY OPPOSE TAXING LARGEST SUPERANNUATION ACCOUNTS

Key findings

- 52% oppose taxing personal superannuation accounts holding two million dollars or more
- 69% have seen or heard 'a lot' or 'a little' about Julian Assange and the Wikileaks Party
- Of these 19% would consider voting for the Wikileaks party (equivalent to 13% of whole population)

A majority of Australians oppose taxing superannuation accounts holding two million dollars or more, according to the latest Nielsen Poll.

The national poll of 1,400 respondents, taken from Thursday to Saturday (11 -13 April 2013) found that a majority (52%) are opposed to taxing superannuation accounts holding two million dollars or more while 45% are in favour.

Attitudes were split along party lines with 65% of Coalition voters opposed and clear majorities of ALP and Green voters in favour. There was very little difference in support for the policy by age groups, with older voters as likely to support or oppose the policy as younger voters.

Taxing Super accounts holding >\$2M (%)	11-13 April 2013	ALP voters	LNP voters	GRN voters
Support	45	61	32	66
Oppose	52	36	65	32

Assange and Wikileaks Party

Respondents were asked about Julian Assange and his Wikileaks Party. 69% of voters say they know 'a lot' or 'a little' about Assange and Wikileaks, and of these 19% would consider voting for the Wikileaks party. This equates to approximately 13% support across the whole population. Voters claiming to know 'a lot' about Mr Assange were more likely to consider voting for Wikileaks.

In a half-Senate election a candidate needs just over 14% of the vote to be elected, so Wikileaks candidates in most locations would need preferences to be elected *even if every voter that considered voting for them actually did so*.

Support for Mr Assange and Wikileaks was highest in Victoria where 22% of those knowing about him would consider voting for him. This equates to 15% of all Victorians – enough to be elected without preferences if *every voter considering voting for him actually did so*.

Julian Assange's Wikileaks Party (%)	11-13 April 2013	ALP voters	LNP voters	GRN voters
<i>How much seen or heard...</i>				
A lot	14	14	14	15
A little	55	51	57	58
Nothing at all	31	34	29	27
<i>Of those that have seen or heard 'a lot' or 'a little'...</i>				
Would consider voting for	19	20	12	38
Would not consider voting for	78	77	86	61

Questions

Q.7A How much have you seen or heard about Julian Assange's Wikileaks Party... ?

READ OUT 1-3

SINGLE RESPONSE

- 1 A lot
- 2 A little
- 3 Nothing at all

DO NOT READ OUT

- 9 Don't know

Q.7B **[IF Q7A=3 OR 9, SKIP TO Q8/9]** Would you consider voting for Mr Assange's Wikileaks party at the next Senate election or not?

DO NOT READ OUT

- 1 Yes, would / am considering
- 2 No, would not / am not considering
- 9 Don't Know

Q.10 Do you support or oppose increasing taxation on personal superannuation accounts holding two million dollars or more?

DO NOT READ OUT

- 1 Support
- 2 Oppose
- 9 Don't Know

Poll Profile

Fieldwork Dates	: 11-13 April 2013
Sample Size	: 1,400 respondents
Sample Spread	: Nationwide, 18+
Method	: Telephone

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LEADER ATTRIBUTES 2013

The Nielsen Poll taken from 11-13 April 2013 repeated previous comparisons of Prime Ministers and Opposition Leaders taken in 1995, 2007, 2010 and 2012. The 1,400 respondents were read twelve statements for each leader and asked to say if the statement described the leader or not.

The results for 2010, 2012 and 2013 are shown in Table 1 below. Table 2 shows the results from 1995 and 2007.

Key findings included:

- From October 2012 to April 2013 Ms Gillard lost ground on most issues, while Mr Abbott gained;
- The biggest single gain was made by Tony Abbott on “*has the confidence of his party*” which was up 12 points;
- The biggest single fall was by Julia Gillard on “*has the confidence of her party*” which was down 19 points after falling 16 points from 2010-2012;
- Ms Gillard’s highest scores were ‘*open to ideas*’ (58%, down 4) and ‘*has a firm grasp of foreign policy*’ (56%, steady);
- Mr Abbott’s highest scores were ‘*has the confidence of his party*’ (76%, up 12) and ‘*competent*’ (60%, up 2).

Table 1	August 2010		October 2012		April 2013	
	Gillard (PM)	Abbott (OL)	Gillard (PM)	Abbott (OL)	Gillard (PM)	Abbott (OL)
Competent	72%	63%	63%	58%	53%	60%
Strong leader	60%	54%	53%	50%	49%	52%
Has the confidence of her/his party	63%	73%	47%	64%	28%	76%
Open to ideas	72%	55%	62%	46%	58%	52%
Trustworthy	48%	46%	39%	41%	36%	47%
Has a clear vision for Australia’s future	60%	51%	50%	49%	47%	53%
Is easily influenced by minority groups	40%	28%	52%	27%	50%	23%
Has a firm grasp of economic policy	55%	52%	48%	52%	46%	53%
Has a firm grasp of foreign policy	39%	46%	56%	43%	56%	47%
Has a firm grasp of social policy	69%	51%	56%	44%	53%	45%
Has the ability to make things happen	63%	58%	56%	51%	52%	57%
Sexist	-	-	17%	42%	20%	34%
Approval rating	52%	50%	47%	37%	37%	43%
Preferred Prime Minister rating	49%	41%	50%	40%	42%	50%

2010 poll: 3-5 August 2010; 1,369 interviews nationwide, 18+

2012 poll: 18-20 October 2012; 1,400 interviews nationwide, 18+

2013 poll: 11-13 April 2013; 1,400 interviews nationwide, 18+

Percentage in bold indicates a statistically significant higher score, i.e. there is a difference in perception of the leaders.

Table 2	June 1995		June 2007	
	Keating (PM)	Howard (OL)	Howard (PM)	Rudd (OL)
Competent	62%	68%	73%	74%
Strong leader	67%	44%	77%	60%
Has the confidence of her/his party	65%	56%	76%	79%
Open to ideas	30%	72%	41%	78%
Good negotiator	45%	51%	66%	54%
Has a clear vision for Australia's future	53%	52%	59%	61%
Is easily influenced by minority groups	27%	30%	22%	34%
Has a firm grasp of economic policy	53%	65%	78%	52%
Has a firm grasp of foreign policy	47%	48%	63%	51%
Has a firm grasp of social policy	39%	55%	43%	68%
Has the ability to make things happen	68%	42%	77%	53%
Understands climate change issues facing the nation	-	-	37%	71%
Approval rating	37%	53%	50%	63%
Preferred Prime Minister rating	39%	48%	42%	48%

1995 poll: 16-18 June 1995; 2,056 interviews nationwide, 18+;
2007 poll: 14-16 June 2007; 1,403 interviews nationwide, 18+;
2010 poll: 3-5 August 2010; 1,369 interviews nationwide, 18+
 Percentage in bold indicates a statistically significant higher score.

Results sorted by percent agreeing that the attribute applies in 2013.

Gillard	2010	2012	2013	Change 12-13
Open to ideas	72%	62%	58%	-4%
Has a firm grasp of foreign policy	39%	56%	56%	0%
Competent	72%	63%	53%	-10%
Has a firm grasp of social policy	69%	56%	53%	-3%
Has the ability to make things happen	63%	56%	52%	-4%
Is easily influenced by minority groups	40%	52%	50%	-2%
Strong leader	60%	53%	49%	-4%
Has a clear vision for Australia's future	60%	50%	47%	-3%
Has a firm grasp of economic policy	55%	48%	46%	-2%
Trustworthy	48%	39%	36%	-3%
Has the confidence of her party	63%	47%	28%	-19%
Sexist	-	17%	20%	+3%

Abbott	2010	2012	2013	Change 12-13
Has the confidence of his party	73%	64%	76%	+12%
Competent	63%	58%	60%	+2%
Has the ability to make things happen	58%	51%	57%	+6%
Has a clear vision for Australia's future	51%	49%	53%	+4%
Has a firm grasp of economic policy	52%	52%	53%	+1%
Strong leader	54%	50%	52%	+2%
Open to ideas	55%	46%	52%	+6%
Trustworthy	46%	41%	47%	+6%
Has a firm grasp of foreign policy	46%	43%	47%	+4%
Has a firm grasp of social policy	51%	44%	45%	+1%
Sexist	-	42%	34%	-8%
Is easily influenced by minority groups	28%	27%	23%	-4%

Questions

ROTATE Q4 AND Q5

Q.4 “Thinking of Ms Gillard, please tell me whether you think the following statements describe Ms Gillard – **READ OUT AND ROTATE a. TO I.**

		Yes, describes Ms Gillard	No, does not describe Ms Gillard	Don't know
a.	Competent	1	2	9
b.	Strong leader	1	2	9
c.	Has the confidence of her party	1	2	9
d.	Open to ideas	1	2	9
e.	Trustworthy	1	2	9
f.	Has a clear vision for Australia's future	1	2	9
g.	Is easily influenced by minority groups	1	2	9
h.	Has a firm grasp of economic policy	1	2	9
i.	Has a firm grasp of foreign policy	1	2	9
j.	Has a firm grasp of social policy	1	2	9
k.	Has the ability to make things happen	1	2	9
l.	Sexist	1	2	9

Q.5 “Thinking of Mr Abbott, please tell me whether you think the following statements describe Mr Abbott – **READ OUT AND ROTATE a. TO I.**

		Yes, describes Mr Abbott	No, does not describe Mr Abbott	Don't know
a.	Competent	1	2	9
b.	Strong leader	1	2	9
c.	Has the confidence of his party	1	2	9
d.	Open to ideas	1	2	9
e.	Trustworthy	1	2	9
f.	Has a clear vision for Australia's future	1	2	9
g.	Is easily influenced by minority groups	1	2	9
h.	Has a firm grasp of economic policy	1	2	9
i.	Has a firm grasp of foreign policy	1	2	9
j.	Has a firm grasp of social policy	1	2	9
k.	Has the ability to make things happen	1	2	9
l.	Sexist	1	2	9

Poll Profile

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