



Essential Report

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Executive Summary

This short report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The omnibus was conducted online from the 10th to the 16th of November 2008 and attracted 1001 responses.

Aside from the standard question we ask each week on Federal voting preference, this week we ask the Australian public which of the major political parties they think would be best at handling a series of national issues. This week we also ask the Australian public a question related to the recent Federal government announcement of the \$6 million assistance package for the car manufacturing industry.

The methodology used to carry out this research is available in appendix one (page 6).

Please note not all tables total 100% due to rounding.



Federal politics – voting intention

Q. If there was a Federal election held today, to which party would you probably give your first preference?

Q. If you 'don't know' on the above question, which party are you currently leaning to?

* Sample of 1742

2 week average	%	2PP	2PP shift from last week
Liberal	36%		
National	3%		
Total Lib/Nat	39%	45%	+ 4%
Labor	44%	55%	- 4%
Greens	9%		
Family First	3%		
Other/Independent	6%		

NB. The data in the above table is derived from our weekly first preference voting question. Respondents who select 'don't know' as their first preference are not included in the results.

* Sample is the culmination of the past two weeks' data.



Party better at handling issues of national importance

Q. Which party do you think would be best at handling each of these issues – Labor or Liberal?

	Labor/Liberal margin	Total Labor	Total Liberal	No difference	No opinion
Climate change	+ 28%	39%	11%	34%	15%
The environment	+ 22%	36%	14%	35%	15%
Industrial relations	+ 19%	41%	22%	23%	14%
Education	+ 13%	35%	22%	30%	13%
Health	+ 11%	34%	23%	31%	13%
Housing affordability	+ 10%	32%	22%	33%	13%
Water shortages	+ 10%	28%	18%	40%	15%
Keeping interest rates down	+ 5%	31%	26%	31%	13%
Foreign relations	-	27%	27%	32%	14%
Controlling inflation	- 4%	28%	32%	27%	13%
National security	- 5%	23%	28%	36%	14%
Economic management	- 6%	30%	36%	21%	13%

Labor has a comfortable lead over the Liberal party on most issues. Labor's lead is particularly strong on handling the issues of climate change (Labor ahead by 28%), the environment (Labor ahead by 22%), and industrial relations (Labor ahead by 19%).

The Liberal party has a slight lead over Labor when it comes to handling the issues of economic management (Labor behind by 6%), national security (Labor behind by 5%) and controlling inflation (Labor behind by 4%).



Australia's car manufacturing industry

Q. The Prime Minister, Kevin Rudd, recently announced a \$6 billion assistance package for the car manufacturing industry. Do you approve or disapprove of the Government spending \$6 billion to support Australia's car industry?

	%
Total approve	47%
Total disapprove	35%
Strongly approve	9%
Approve	38%
Disapprove	27%
Strongly disapprove	8%
No opinion	17%

There is moderate support for the Government's \$6 billion assistance package for the car manufacturing industry (47%).

High income earners are more likely to approve of the assistance package than low income earners – 56% of those surveyed earning \$1600 a week or more approve of the car manufacturing assistance package, while 46% of those earning \$600 per week or less approve of the assistance package.

Respondents living in the car manufacturing states of South Australia and Victoria are more likely than those living in other states to approve of the car manufacturing assistance package. 63% of South Australian respondents and 59% of Victorian respondents approve of the assistance package, while less than 50% of people in each of the other states approve of the assistance package.

63% of Labor voters approve of the \$6 billion assistance package for the car manufacturing industry compared to 39% of Coalition voters and 39% of Green voters that are supportive of the package.



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 the 19th of 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 109 500. 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 of each week and closed on the following Tuesday. Incentives are offered to participants in the form of points (referred to as 'Zoints').

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.

