



Essential Report

Embargo: 4.30 pm, 2nd February 2009



Level 8, Suite 10
377 Sussex Street
Sydney NSW 2000
Phone 02 8280 9100
Mobile 0448 801 044

With data supplied by



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 27th of January to the 1st of February and attracted 1002 responses.

Aside from the standard question we ask each week on Federal voting preference, this week we sought to determine whether Australians would you support or oppose the Government giving Australians a vote on becoming a Republic within the next few years. We also asked a question related to Japan's whaling program and whether people agree or disagree that Japan should be allowed to hunt more whales in the northern hemisphere as a means to deter whaling in the Southern Ocean. This week we also asked a series of questions related to employment and whether employees feel a sense of loyalty to their employer, and whether employees think that their employer has a sense of loyalty to employees in their place of work.

The methodology used to carry out this research is available in appendix one (page 9).

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?

* 1805 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	31%		
National	3%		
Total Lib/Nat	34%	39%	-1%
Labor	50%	61%	+1%
Greens	8%		
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 two week’s data.



Republic debate

Q. Would you support or oppose the Government giving Australians a vote on becoming a Republic within the next few years?

	%
Support	52%
Oppose	24%
Don't know	23%

More than half (52%) of those surveyed would support the Government giving Australians a vote on becoming a Republic within the next few years.

Males were more likely to support the Government giving Australians a vote on becoming a Republic within the next few years (60%) while females were more likely to oppose the move (27%).

Labor voters were more likely to be in favour of the Government giving Australians a vote on becoming a Republic within the next few years (66%) while Coalition voters were more likely to oppose the move (41%).

Respondents aged 50 years and over were more likely to oppose the Government giving Australians a vote on becoming a Republic within the next few years (31%), while respondents aged 18 – 24 were more likely to indicate they 'don't know' on the issue (39%).



Japan's whaling program

Q. Thinking about whaling, do you think Australia should agree or disagree to allowing Japan to hunt more whales in the northern hemisphere so long as it leaves the Southern Ocean alone?

	%
Agree	10%
Disagree	81%
Don't know	9%

An overwhelming majority of Australians surveyed disagree that Australia should allow Japan to hunt more whales in the northern hemisphere so long as it leaves the Southern Ocean alone (81%).



Employer/employee loyalty

Q. How would you rate your loyalty to your employer?

Ask employees only – sample size 545

	%
Very loyal – I wouldn't consider leaving	32%
Quite loyal – but I would consider other jobs opportunities	54%
Not very loyal – I'd definitely leave if I had another job opportunity	11%
Can't say	2%

Most (86%) people surveyed expressed some level of loyalty to their employer – 54% are quite loyal - but would consider other job opportunities and 32% are very loyal and would not consider leaving.

Respondents aged 50 years and over were more likely to indicate that they were very loyal to their employer and would not consider leaving (46%), as were females (36%).

Employee loyalty was related to size of their employer. As the number of employees increases, loyalty decreased. 47% of those working in organisations with 1-20 employees said they were very loyal compared to only 24% in organisations with 500 employees.



Q. And how would you rate your employer's loyalty to staff?

Ask employees only – sample size 545

	%
Very loyal – would only sack people as a last resort	36%
Quite loyal – but would sack staff to cut costs	39%
Not very loyal – would not be at all concerned about sacking staff	18%
Can't say	7%

75% of people surveyed indicated that their employer has some loyalty to staff - 36% rate their employer's loyalty to staff as very loyal - would only sack people as a last resort and 39% rate it as quite loyal – but would sack staff to cut costs.

Respondents aged 50 years and over were more likely to indicate that their employer is very loyal and would only sack people as a last resort (43%) as were females (39%).

More than half (51%) of the 18 – 24 year olds surveyed rate their employer as quite loyal – but would sack staff to cut costs.

Here again, perceived loyalty was related to size of organisation. Only 6% of those in organisations with 1-20 employees said their employer was not very loyal compared to 30% of those with more than 500 employees.



Q. Thinking about your own employer – if your employer had to cut costs because of the global financial crisis, which of the following actions would you favour –

Ask employees only – sample size 545

	%
Reduce total staff numbers	32%
Put all staff on reduced hours	44%
Don't know	25%

44% of people surveyed think that if their employer had to cut costs because of the global financial crisis their employer should put all staff on reduced hours, while 32% think that their employer should reduce total staff numbers.

Respondents in full time work were more likely to indicate that their employer should reduce total staff numbers (40%), while part time workers were more likely to indicate that their employer should put all staff on reduced hours to cut costs because of the global financial crisis (61%).

Respondents aged 25 – 34 were more likely to indicate that their employer should reduce total staff numbers (43%), while respondents aged 50 years and over were more likely to indicate that their employer should put all staff on reduced hours (57%).

Females surveyed were more likely to indicate that their employer should put all staff on reduced hours (53%).



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.

