



# Essential Report

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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 19<sup>th</sup> to the 24<sup>th</sup> of August and attracted 1016 responses.

Aside from the standard questions we ask each week on Federal voting preference, this week we asked for people's State voting preference. Other questions specific to this week are related to the Senate and Government action on national issues of importance.

The methodology used to carry out this research is available in appendix one (page 7).

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



## Summary of Results

### Federal politics – voting behaviour

*Q. If there was a Federal election held today, to which party would you probably give your first preference? If not sure, which party are you currently leaning toward?*

Sample of 1704\*

<b>2 week average</b>	<b>%</b>	<b>2PP</b>	<b>2PP shift from last week</b>
Liberal	32%		
National	3%		
<b>Total Lib/Nat</b>	<b>35%</b>	<b>42%</b>	-
<b>Labor</b>	<b>47%</b>	<b>58%</b>	-
Greens	8%		
Family First	3%		
Other/Independent	7%		

There has been no shift in the 2PP 2 week average over the past 6 weeks.

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.



State Politics

*Q. If there was a State election held today, to which party would you probably give your first preference? If not sure, which party are you currently leaning toward?*

<b>Federal and State Primary Vote – 2 week average</b>			
	<b>Federal N=1704*</b>	<b>State N= 1693*</b>	<b>Difference</b>
Liberal	32%	35%	+3%
National	3%	4%	+1%
<b>Total Lib/Nat</b>	<b>35%</b>	<b>38%</b>	<b>+3%</b>
<b>Labor</b>	<b>47%</b>	<b>40%</b>	<b>- 7%</b>
Greens	8%	9%	+1%
Democrats	2%	2%	-
Family First	3%	4%	+1%
Independent or other party	5%	7%	+2%

Our polling indicates that people are less likely to vote Labor in a State election than they are in a Federal election (Labor down by -7% at a State level). However, the combined Liberal/National vote only increases by 3%, the remaining 4% distributed among minor parties and independents.

\* The data in the above table is derived from the past two weeks polling. Respondents who select ‘don’t know’ as their first preference are not included in the results.



## Government action on national issues

*Q. Labor was elected to act on important national issues. For each of the following issues, do you think the Government has done enough, gone too far or not done enough?*

	<b>Not done enough</b>	<b>Done enough</b>	<b>Gone too far</b>	<b>Don't know</b>
The cost of living	80%	9%	3%	9%
Health	79%	10%	2%	10%
Education	69%	17%	3%	12%
The economy	67%	18%	4%	12%
Climate change	52%	20%	14%	14%
Industrial Relations	48%	25%	11%	17%

Our polling shows that the Australian public wants more action on most issues; well over half of those surveyed think that the Labor Government has not done enough on most issues. The areas that most people think the Labor Government has not done enough are the cost of living (80%) and health (79%).

72% of Labor voters and 90% of Liberal voters believe the Labor Government has not done enough to deal with the issue of the cost of living.

People aged 50 and over are more likely to think that Labor has not done enough on health – 86% of this age group compared to 70% of young people (aged 18 – 24) believe Labor has not done in regards to the issue of health.

Labor voters were more likely to believe that the Labor Government has done enough on industrial relations – 41% of Labor voters compared with 14% of Liberal voters think Labor have done enough.

Labor voters were also significantly more likely to think the Labor Government has done enough on the issue of education – 27% think they have done enough, compared with only 7% of Liberal voters.



## The Senate

*Q. In the new Senate, the balance of power will be held by the Greens and the independent Nick Xenophon and family First's Steven Fielding. Do you approve or disapprove of the Greens and independents holding the balance of power in the Senate?*

	%
Approve	42%
Disapprove	26%
Don't know	32%
Total	100%

Respondents were most likely to support independents and minor parties holding the balance of power in the senate – 42% approve compared to 26% disapprove. Labor voters are more likely than Liberal voters to approve (42% of Labor voters compared with 36% of Liberal voters).

*Q. During the election campaign Kevin Rudd made a number of promises including changing the IR laws, addressing climate change and introducing Fuel Watch. Do you think that the Greens and independents in the Senate should be obliged to support Government legislation on their election promises or should they vote against them if they personally disagree?*

	%
Should support Government on election promises	36%
Should vote against if disagree personally	43%
Don't know	21%
Total	100%

Respondents were split over whether the Greens and independents in the Senate should vote against Government legislation if they disagree with it – 43% agreed but 36% believed they should support the Government's election promises.

More than half of those surveyed that vote Labor believe that Greens and independents in the Senate should be obliged to support Government legislation on their election promises (58%), while 66% of Liberal voters believe that Greens and independents in the Senate should vote against Government legislation if they personally disagree.



## 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 19<sup>th</sup> 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.

