



Essential Report

Embargo: 16.30, 1 June 2009



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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 26th to the 31st of May and attracted 1113 respondents.

Aside from the standard question we ask each week on Federal voting intention, this week we ask respondents to rate which party they think is better at managing various economic issues of national importance. This week we ask the Australian public which party they trust more to handle climate change and whether they think that the Government's proposed emissions trading scheme should be introduced before the world summit on climate change to be held in December. This week we also attempt to gauge amongst the public how honest they think Federal politicians are. Given the increase in reported swine flu cases in Australia, this week we ask the public to rate the performance of the Government in handling swine flu.

The methodology used to carry out this research is available in appendix one (page 10).

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?

* 1977 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	36%		
National	3%		
Total Lib/Nat	39%	45%	+ 4%
Labor	45%	55%	- 4%
Greens	8%		
Family First	3%		
Other/Independent	5%		

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.



Party best at handling economic issues of importance

Q. Thinking about the Federal Government, which political party does a better job when it comes to:

	2 March 09		1 June 09				
	Total Labor	Total Liberal	Total Labor	Total Liberal	Labor Margin	Neither	Don't know
Protecting your wages and conditions	51%	15%	40%	17%	+23%	28%	15%
Protecting jobs	*	*	35%	22%	+13%	29%	15%
Handling the economy in a way that helps ordinary working people	48%	25%	37%	27%	+10%	22%	13%
Making taxes fairer	41%	20%	31%	23%	+8%	32%	13%
Dealing with the current global economic crisis	43%	21%	31%	26%	+5%	27%	16%
Regulating the banks and financial institutions	36%	17%	25%	20%	+5%	38%	17%
Keeping interest rates low	36%	24%	26%	24%	+2%	36%	14%
Keeping unemployment down	29%	31%	23%	29%	-6%	34%	15%
Handling the economy	34%	33%	26%	34%	-8%	26%	14%
Planning the economy for the nation's long-term prosperity	34%	23%	25%	36%	-11%	25%	14%
Handling inflation	29%	31%	20%	32%	-12%	32%	15%
Managing Australia's debt	*	*	18%	40%	-22%	26%	16%

* Not asked in March poll

Labor has the strongest lead over the Liberal Party when it comes to protecting wages and conditions (+23%), protecting jobs (+13%) and handling the economy in a way that helps ordinary working people (+10%). Labor is trailing the Liberal Party most in the areas of managing Australia's debt (-22%), handling inflation (-12%) and planning the economy for the nation's long-term prosperity (-11%).

Since March, there have been substantial shifts to the Liberal Party on most issues related to management of the economy. In particular, "planning the economy for the nation's long term prosperity" has shifted from an 11 point lead for Labor to an 11 point lead for the Liberals and Labor's lead on "dealing with the current global economic crisis" has dropped from 22 points to five points.



Emissions trading scheme

Q. Thinking about climate change, the Government says legislation for an emissions trading scheme needs to be passed before the world summit on climate change being held in December. The Opposition says Australia should delay making any decisions on an emissions trading scheme until after the world summit. Who do you agree with most?

	%
The Government	33%
The Opposition	36%
Don't know	31%

Thinking about climate change and the Government's proposed emission trading scheme (ETS), people are generally split as to whether they agree with the Government in that the ETS should be passed before the world summit on climate change being held in December (33%) or the Opposition's argument that Australia should delay making any decisions on an ETS until after the world summit (36%).

Respondents aged 55 years and over were more likely to agree with the Opposition's argument that Australia should delay making any decisions on an ETS until after the world summit (opposition 46%, Government 30%), while respondents aged under 35 were more likely to agree with the Government's line that the ETS should be passed before the world summit on climate change in December (Government 34%, opposition 27%).

The argument people agreed with tended to follow party lines, with 60% of Labor voters agreeing with the Government and 70% of Coalition voters agreeing with the Opposition on the issue. Among Green voters 49% agree with the Government's argument and 29% with the opposition.



Trust to handle climate change – Labor or Liberal

Q. Overall, which party would you trust more to handle the issue of climate change?

	%
Total Labor	38%
Total Liberal	21%
Labor by a lot	18%
Labor by a little	20%
No difference	28%
Liberal by a little	11%
Liberal by a lot	10%
Don't know	13%

Labor has a 17% lead over the Liberal Party when it comes to the party people trust more to handle climate change.

Which party people trust tended to follow party lines – 74% of Labor voters trust the Labor Party by a lot/a little when it comes to handling the issue of climate change and 55% of Coalition voters trust the Liberal party by a lot/a little. 65% of Green voters trust the Labor Party by a lot/a little when it comes to handling climate change.



Honesty amongst Members of Federal Parliament

Q. Thinking about the Members of the Federal Parliament, do you think that most of the Members are dishonest, about 50/50, or that most of them are basically honest?

	%
Most dishonest	20%
About 50/50	39%
Most basically honest	32%
Don't know	9%

Only 32% of people think that most Members of Federal Parliament are basically honest.

Older respondents were more likely than younger respondents to think that most Members of Federal Parliament are basically honest (50% of 65+ year olds vs 15% of 18 – 24 year olds).



Honesty amongst Members of Federal Parliament

Q. And how would you rate the honesty of your local Federal Politician?

	%
Total honest	44%
Total dishonest	23%
Very honest	9%
Quite honest	35%
Somewhat dishonest	17%
Very dishonest	6%
Don't know	33%

People were more likely to think that their local Federal Politician is honest (44%) rather than dishonest (23%).

Older respondents were more likely than younger respondents to think that their local Federal Politician is very honest/quite honest (59% of 65+ year olds vs 31% 18 – 24 year olds).



Government handling of swine flu in Australia

Q. Overall, how do you think the Government is handling the threat of swine flu in Australia?

	%
Total well	58%
Total poor	32%
Very well	10%
Quite well	48%
Quite poorly	22%
Very poorly	10%
Don't know	10%

More than half (58%) of those surveyed think that the Government is handling the threat of swine flu in Australia very well/quite well. 32% think that the Government is handling the threat of swine flu in Australia quite poorly/very poorly.

76% of Labor voters and 49% of Coalition voters think the Government is handling the threat of swine flu in Australia very well/quite well.



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 Tuesday night of each week and closed on the following Sunday. 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.

