



Essential Report

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Executive Summary

This 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 2nd to the 7th of February and obtained 1033 responses.

This week's report includes the standard question on Federal voting intention, as well as questions related to climate change – specifically the Liberal Party's recently announced climate change policy and which party people think has the best climate change policy. This week's report includes the results of questions related to the *My School* website – whether people have looked at the website and the impact of the information obtained.

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?

*1868 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	35%		
National	3%		
Total Lib/Nat	38%	45%	+1%
Labor	44%	55%	-1%
Greens	10%		
Family First	2%		
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 polling data.



Liberal Party climate change policy

Q. Do you approve or disapprove the Liberal Party's new policy on addressing climate change announced by Tony Abbott this week?

	%
Total approve	34%
Total disapprove	29%
Strongly approve	9%
Approve	25%
Disapprove	17%
Strongly disapprove	12%
Don't know	37%

34% of people approve of the Liberal Party's new policy on addressing climate change, 29% disapprove and 37% don't know.

Coalition voters were more likely to approve the Liberal Party's policy to address climate change (68%), while Labor and Green voters were more likely to disapprove (51% Labor, 47% Green).

Males were more likely to approve of the Coalitions' policy (44%), while females were more likely to indicate they don't know (49%).



Party with best climate change policy

Q. Which party do you think has the best policy for addressing climate change?

	%
The Liberals	25%
Labor	19%
The Greens	17%
Don't know	39%

7 December 2009*	%
Tony Abbott and the Coalition	27%
Kevin Rudd and Labor	24%
Bob Brown and Greens	17%
Don't know	32%

Most people (39%) don't know which party has the best policy for addressing climate change. One quarter (25%) think the Liberal Party has the best policy, 19% think Labor does and 17% think the Greens have the best policy for addressing climate change.

Results followed party lines – Coalition voters were more likely to think the Liberal Party has the best policy (58%), Labor voters were more likely to think Labor (44%), and Green voters were more likely to think the Greens have the best policy for addressing climate change (78%).

Males were more likely to think that the Liberal Party has the best policy (32%), while females were more likely to indicate that they don't know which party has the best policy for addressing climate change (48%).

People aged 55 years and over were more likely to favour the Liberal Party's policy when it comes to addressing climate change policy (37%), while people aged 25 – 34 were more likely to favour Labor (22%).

In December 2009, Essential Research put a similar question to the Australian public asking people to indicate whose position on the ETS and addressing climate change they most agree with. The results obtained this week are reasonably similar to those obtained previously for both the Liberal Party and the Greens. However the most notable difference is the result for Labor, with a 5% decrease since December.

** Question asked in December 2009 poll: Whose position on the ETS and tackling climate change do you most agree with?*



My schools website

Q. Have you visited the Government's "My School" website which provides detailed information about all the schools in Australia.

	%
Yes	23%
No	77%

23% of people have visited the Government's *My School* website and 77% have not visited the website.

People aged 25 – 34 (32%) and 35 – 44 (37%) were more likely to have visited the Government's *My School* website.

People with dependent children were more likely than those that don't have dependent children to have visited the *My School* website (41% v 13%).

49% of people with children in public schools and 46% of those with children in private schools have looked at the *My School* website.



Reasons for visiting the My Schools website

Q. What was the main reason you visited the My School website?

	Total	Child attending public school	Child attending private school
Looking at information about the schools my children currently attend	41%	68%	71%
Looking at information about schools my children used to attend	7%	5%	11%
Looking for information to help me decide which school to send my children to	7%	3%	3%
Looking at information about the schools I used to attend	9%	1%	*
I work in education and/or have a professional interest in the information	10%	6%	4%
Just out of general interest	24%	17%	11%
Other reason	2%	*	*

N=242

NB. Only asked to those that have looked at the My School website (selected yes to question on page 6)

41% of those that have looked at the *My School* website indicated that the main reason they looked at it was to obtain information about the schools their children currently attend. 24% looked at the site out of general interest, 10% looked at it because they work in education and/or have a personal interest in the information and 9% looked at the site for information about the schools they used to attend.

Just over half (56%) of those with dependent children have looked at the *My School* website for information about the schools their children currently attend.

Those that don't have dependent children were more likely to look at the site out of general interest (39%) or for information about the school they used to attend (21%).



Impact of My School website

Q .After seeing the information on your school or your children's school, do you now have a higher or lower opinion of the school?

	%	Child attending public school	Child attending private school
A higher opinion	14%	15%	22%
A lower opinion	13%	16%	17%
Made no difference to my opinion	66%	68%	58%
Didn't look at information on my school or my children's school	5%	1%	*
Don't know	3%	*	3%

N=242

NB. Only asked to those that have looked at the My School website (selected yes to question on page 6)

66% of those that have looked at the *My School* site indicated that the information on the website made no difference to their opinion about their own school or their children's school, 14% have a higher opinion and 13% have a lower opinion of the school after visiting the *My School* site.

People with children at a private school were more likely to have a higher opinion of the school after looking at the *My School* website (22%), while people with children at public schools were more likely to indicate that the information on the website made no difference to their opinion of the school (68%).



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.

