



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 8th to the 14th of December 2008 and attracted 1000 respondents.

Aside from the standard question we ask each week on Federal voting preference, this week we ask the Australian public to rate the performance of the Rudd Government in 2008. We also ask the Australian public to rate the year they have had, and what they expect 2009 holds for them in terms of personal satisfaction.

This week we ask a question related to climate change and government targets to reduce greenhouse gas emissions, internet censorship and questions related to the recent Federal government cash bonus that was delivered to families and pensioners.

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?

* Sample of 1812

2 week average	%	2PP	2PP shift from last week
Liberal	33%		
National	3%		
Total Lib/Nat	36%	42%	+ 1%
Labor	48%	58%	- 1%
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 the past two weeks' data.



Performance of the Rudd Labor Government in 2008

Q. Thinking about the performance of the Rudd Labor Government over 2008 has it been:

	%
Total better than expected	32%
Total worse than expected	19%
Much better than expected	10%
Somewhat better than expected	22%
About what expected	42%
Somewhat worse than expected	13%
Much worse than expected	6%
No opinion	7%

Most respondents rate the performance of the Rudd Labor Government over 2008 as about what expected (42%), followed by those that rate the performance as much/somewhat better than expected (32%).

The rating given of the performance of the Rudd Labor Government over 2008 followed party lines. Labor voters were more likely to indicate that they think the performance of the Rudd Labor Government over 2008 has been much/somewhat better than expected (53%), while 40% of Coalition voters rated the performance of the Rudd Labor Government as somewhat/much worse than expected.

Younger people (18 – 24 year olds) were more likely to rate the performance of the Rudd Labor Government as about what expected (54%), while respondents aged 50 years and over were more likely to rate the performance of the Rudd Labor Government as somewhat/much worse than expected (24%).



Government reduction on greenhouse gas emissions

Q. Thinking about climate change and the Government's intention to reduce greenhouse gas emissions, what target do you think the Government should set for reduction in greenhouse emissions by 2020?

	%
Less than 5% reduction	8%
5 – 15% reduction	30%
16 – 25% reduction	18%
More than 25% reduction	24%
Don't know	21%

38% of respondents think the Government should set a reduction of 15% or less in greenhouse emissions by 2020. 42% think that the reduction target in greenhouse gas emissions by 2020 should be more than 15%.

71% of Green voters think the Government should set a reduction of more than 15% in greenhouse emissions by 2020 and 49% favour a target of over 25%. Labor voters are divided - 41% think the Government should set a reduction of 15% or less and 43% favour a higher target.



Internet Censorship

Q. The Government has proposed a system of internet filtering to prevent access to prohibited sites on the internet and protect children from inappropriate material. The system will include mandatory nation-wide blocking on a range of 'prohibited' and 'inappropriate' material and an option for families who wish to limit access to a broader range of internet content. Opponents of this scheme say it is a form of censorship, will make the internet significantly slower and will not totally prevent distribution of illegal material. Do you support or oppose the Governments proposed internet filtering system?

	%
Total support	49%
Total oppose	40%
Strongly support	21%
Support	28%
Oppose	18%
Strongly oppose	22%
No opinion	11%

The results show that people are divided on the issue of internet censorship – with 49% in support of the Governments proposed internet filtering and 40% opposed.

Respondents aged 50 years and over were more likely to support the Governments proposed internet filtering system (52% total support), while respondents aged 18 – 24 were more likely to oppose the Governments proposed internet filtering (47% total oppose).

Males were more likely to oppose the Governments proposed internet filtering (51% total oppose), while 56% of females support the Governments proposed internet filtering system.



End of Year/Beginning of New Year

Q. Overall, for you personally, was 2008 –

	%
A good year	28%
An average year	50%
A bad year	20%
No opinion	1%

Half of those surveyed rate 2008 as an average year, while 28% rate 2008 as a good year. Respondents aged 50 years or over were more likely to rate 2008 as a bad year (26%), while respondents aged 25 – 34 were more likely to rate 2008 as a good year (37%).

Q. And compared to 2008, for you personally, do you think 2009 will be –

	%
A better year	47%
A worse year	10%
Much the same	32%
Don't know	10%

While most respondents rated 2008 as an average year, people appear optimistic about 2009 - 47% of those surveyed think that 2009 will be a better year for them personally.

25 – 34 year olds are significantly more likely to be optimistic about 2009, with 55% indicating that they think 2009 will be a better year for them personally. Respondents aged 50 years and over are most likely to think 2009 will be much the same as 2008 (43%).

44% of those that had a bad year personally in 2008 indicated that they think they will have a better year in 2009 and only 8% who had a bad year personally in 2008 expect to have a worse year in 2009. 61% that had a good year personally in 2008 expect to have a better year in 2009.



Government bonus for pensioners and families

Q. Have you or anyone in your family received the Government bonus which has recently been paid to pensioners and families?

	%
Yes	33%
No	58%
Don't know	8%

Q. If yes – what is the main way you intend to use that bonus?

	%
Day to day living expenses – groceries, petrol, etc.	19%
Paying bills – electricity, rates, etc.	18%
Buying non-essential items – like electrical appliances, clothing, etc.	9%
Christmas spending – gifts, celebrations and holidays	13%
Paying off debt and credit cards	15%
Put into savings	12%
Don't know	13%

The majority of Australians surveyed did not receive the Government bonus which was recently paid to pensioners and families (58%). However, 33% did receive the Government bonus.

64% of those that did receive the bonus will be spending the money on essential living – such as general day to day living expenses (19%), paying bills (18%), paying off debt and credit cards (15%) and putting the money into savings (12%).



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.

