



# 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 20<sup>th</sup> to the 25<sup>th</sup> of January and attracted 1011 responses.

Aside from the standard question we ask each week on Federal voting preference, this week we asked people for their views on the development of nuclear power plants in Australia and what they think Australia's responsibilities are in regards to disposing of nuclear waste. This week we also asked the Australian public for their opinion on Australia's relations with the United States. In light of Australia Day yesterday, we asked a question related to the significance of the 26<sup>th</sup> of January.

The methodology used to carry out this research is available in appendix one (page 8).

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?

\* 1783 sample size

| <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>40%</b> | <b>- 1%</b>                     |
| <b>Labor</b>          | <b>50%</b> | <b>60%</b> | <b>+ 1%</b>                     |
| Greens                | 9%         |            |                                 |
| Family First          | 3%         |            |                                 |
| Other/Independent     | 4%         |            |                                 |

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.



## Australia and nuclear power plants

*Q. Do you support or oppose Australia developing nuclear power plants for the generation of electricity?*

|                      | %          |
|----------------------|------------|
| <b>Total support</b> | <b>43%</b> |
| <b>Total oppose</b>  | <b>35%</b> |
| Strongly support     | 14%        |
| Support              | 29%        |
| Oppose               | 21%        |
| Strongly oppose      | 14%        |
| Don't know           | 22%        |

43% of respondents support Australia developing nuclear power plants for the generation of electricity. Men were significantly more likely than women to support Australia developing nuclear power plants for the generation of electricity (57% v 30% strongly support/support). 28% of men were opposed compared to 40% of women.

Respondents aged 50 years and over were most likely to support/strongly support the development of nuclear power plants (52%).

Coalition voters were most likely to strongly support/support Australia developing nuclear power plants for the generation of electricity (64%), while Labor voters were split on the issue – 39% strongly support/support and 39% oppose/strongly oppose.



## Australia and nuclear waste disposal

*Q. As a major exporter of uranium do you agree or disagree that Australia has a responsibility to take back and dispose of nuclear waste from the countries we export to?*

|                       | <b>%</b>   |
|-----------------------|------------|
| <b>Total agree</b>    | <b>26%</b> |
| <b>Total disagree</b> | <b>53%</b> |
| Strongly agree        | 7%         |
| Agree                 | 19%        |
| Disagree              | 26%        |
| Strongly disagree     | 27%        |
| Don't know            | 21%        |

More than half of those surveyed (53%) disagree/strongly disagree that Australia has a responsibility to take back and dispose of nuclear waste from the countries we export to.

Men were most likely to strongly disagree/disagree that Australia has a responsibility to take back and dispose of nuclear waste from the countries we export to (59%) as were respondents aged 50 years and over (61% strongly disagree/disagree).



## Australia/United States Relations

*Q. Do you think the close relationship between John Howard and George Bush was of benefit or of no benefit to Australia?*

|            | %   |
|------------|-----|
| Benefit    | 29% |
| No benefit | 55% |
| Don't know | 15% |

More than half of those surveyed thought that the close relationship between John Howard and George Bush was of no benefit to Australia (55%).

72% of Labor voters and 79% of Green voters thought the close relationship between John Howard and George Bush was of no benefit to Australia, while 57% of Coalition voters thought the relationship was of benefit to Australia.

*Q. Do you think a close relationship between Kevin Rudd and Barack Obama will be of benefit or of no benefit to Australia?*

|            | %   |
|------------|-----|
| Benefit    | 62% |
| No benefit | 15% |
| Don't know | 23% |

62% of people surveyed think that a close relationship between Kevin Rudd and Barack Obama will be of benefit to Australia.

Respondents aged 18 - 24 were most likely to think that a close relationship between Kevin Rudd and Barack Obama will be of benefit to Australia (77%), as were Labor voters (70%). Among Liberal voters, 59% agreed it would be of benefit to Australia.



## Australia Day

Q. Do you know why 26<sup>th</sup> January was chosen for celebrating Australia Day?

|   | %   |
|---|-----|
| The date in 1770 when Captain Cook discovered Australia | 13% |
| The date in 1788 when the First Fleet arrived in Sydney | 42% |
| The date in 1901 when Australia was declared a nation   | 27% |
| None of the above                                       | 1%  |
| Don't know  | 16% |

Less than half (42%) of those surveyed knew that the 26<sup>th</sup> of January was chosen for celebrating Australia Day because it was the date in 1788 when the First Fleet arrived in Sydney. Respondents aged 50 years and over were most likely to select this response (49%).



## **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.

