



Essential Report

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15 – 31 Pelham Street
Carlton South
Victoria 3053
Phone 03 9929 9903
Mobile 0432 828 003

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 7th to the 13th of April and attracted 1125 respondents.

Aside from the standard question we ask each week on Federal voting preference, this week we ask the Australian public how they think the Australian economy is withstanding the global financial crisis relative to other countries, and if better, what the reasons are for this. This week we ask the public what measures they would support in the upcoming Federal Government budget. We also ask people whether a country's human rights record should have influence on whether Australia conducts business or trade with this country; and we ask people to rate the human rights record of China. This week we attempt to gauge whether people approve or disapprove of the Government's decision to reject tenders for the proposed national broadband network allowing for Government to be the major shareholder, in partnership with the private sector, in the construction of the national broadband network.

The methodology used to carry out this research is available in appendix one (page 11).

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?

*1833 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	31%		
National	3%		
Total Lib/Nat	34%	39%	+ 2%
Labor	51%	61%	- 2%
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.



Australia and the global financial crisis

Q. In the current global financial crisis, do you think that Australia's economy is –

	%
Better than most countries	62%
About the same as most countries	30%
Worse than most countries	3%
Don't know	4%

Most people think that in the current global financial crisis, Australia's economy is better than most countries (62%) followed by 30% that think it is fairing about the same as most countries during the global financial crisis.

Respondents aged 50 years and over were more likely than those in other age groups to think that in the current global financial crisis, Australia's economy is doing better than most other countries (69%).

Labor voters were more likely than Coalition voters to think that in the current global financial crisis, Australia's economy is doing better than most countries (71% v 60%).



Australia and the global financial crisis

If “better than most countries” ask –

Q. Why do you think Australia’s economy is better than most other countries?

	%
The actions of the Rudd Government – including the stimulus packages	24%
Our finance and banking sector is well regulated	23%
The underlying strength and stability of our economic system	19%
The Howard Government’s handling of the economy	16%
Our economy is more independent of global forces than other countries	9%
Interest rates have fallen	5%
Don’t know	3%

Above based on 698 responses

Of the 62% that think that in the current global financial crisis, Australia’s economy is better than most countries – 24% think that Australia’s economy is better because of the actions of the Rudd Government – including the stimulus packages and 23% think that it is better because the finance and banking sector is well regulated. 19% think that the underlying strength and stability of our economic system is the reason why Australia’s economy is doing better than most other countries during the global financial crisis.

Labor voters were most likely to think that the actions of the Rudd Government – including the stimulus package is the reason why Australia’s economy is doing better than other countries (40%), while Coalition voters were most likely to think that the Howard Government’s handling of the economy is the reason why Australia’s economy is doing better than other countries during the global financial crisis (42%).



Federal Government Budget

Q. In the upcoming Federal Government budget, would you support or oppose the following measures –

	Support	Oppose	No opinion
Increasing the age pension	74%	15%	11%
Financial support for small business including funding to match a company's investment, industry assistance grants and incentives for research & development.	64%	10%	25%
Increasing taxes on alcohol	53%	32%	15%
Axing the tax concessions on superannuation contributions for high income earners	51%	30%	19%
Cuts to Defence spending	33%	46%	21%
Axing the tax rebate for childcare	23%	52%	24%
Axing the Medicare Safety Net (which reduces costs for people who need to see a doctor or have medical tests regularly)	19%	70%	11%

The Federal Government budget measures that received the most support include increasing the age pension (74%); followed by financial support for small business including funding to match a company's investment, industry assistance grants, and incentives for research and development (64%). More than half (53%) support increasing taxes on alcohol and 51% support axing the tax concessions on superannuation contributions for high income earners.

Older respondents were significantly more likely than younger respondents to support increasing the age pension (90% 50 years and over v 58% 18 – 24 year olds).

Coalition voters were more likely to support financial support for small business including funding to match a company's investment, industry assistance grants, and incentives for research and development (74%). Labor voters were more likely to support axing the tax concessions on superannuation contributions for high income earners (57%).



Respondents earning \$600 - \$1000 per week were more likely to support axing the tax concessions on superannuation contributions for high income earners (57%) while respondents earning \$1600 or more per week were more likely to oppose the axing of tax concessions on superannuation contributions for high income earners (39%).

Younger respondents were more likely than those in older age groups to oppose increasing taxes on alcohol (40% 18 – 24 year olds v 27% 50 years and over).

Respondents earning between \$1000 - \$1600 per week were more likely to oppose axing the tax rebate for childcare (59%). Females were more likely than males to oppose axing the tax rebate for childcare (58% v 46%).



Human rights and foreign business/trade relations

Q. Do you think a country's human rights record should or should not have any influence on whether Australia conducts business or trade with that country?

	%
Should have an influence	68%
Should not have an influence	16%
Don't know	16%

Most people surveyed (68%) think that a country's human rights record should have an influence on whether Australia conducts business or trade with that country.

82% of Green voters, 70% of Labor voters and 68% of Coalition voters think that a country's human rights record should have an influence on whether Australia conducts business or trade with that country.

Females were slightly more likely than males to think that a country's human rights record should have an influence on whether Australia conducts business or trade with that country (70% v 65%).

Respondents aged 50 years and over were more likely than those in other age groups to think that a country's human rights record should have an influence on whether Australia conducts business or trade with that country (73%).



China's human rights record

Q. Do you think China's human rights record is –

	%
Much worse than most countries	42%
A bit worse than most countries	29%
Much worse/a bit worse	71%
No worse than some other countries	15%
Better than a lot of countries	1%
Don't know	14%

Most people (71%) think that China's human rights record is much worse/a bit worse than most countries, 15% think that it is no worse than some other countries and only 1% think that it is better than a lot of countries.

Green voters were more likely than both Labor and Coalition voters to think that China's human rights record is much worse than most countries (60% Green v 40% Labor and 44% Coalition).

Respondents aged 50 years and over were more likely than those in other age groups to think that China's human rights record is no worse than some other countries (19%).



National Broadband Network

Q. Kevin Rudd has rejected all tenders for the proposed national super-fast broadband project, saying they did not meet the standards required for the job. The Government will now be the major shareholder itself in partnering with the private sector to build what the Prime Minister describes as the largest ever nation building project in Australia's history (reportedly costing \$43 billion over 8 years). Do you approve or disapprove of this decision?

	%
Total approve	54%
Total disapprove	24%
Strongly approve	16%
Approve	38%
Disapprove	14%
Strongly disapprove	10%
No opinion	21%

More than half (54%) of those surveyed strongly approve/approve of the Government's decision to be the major shareholder, in partnership with the private sector, in constructing the national broadband network. Only 24% oppose the decision and 21% have no opinion. Support was consistent across most demographic groups.

74% of Labor voters, 65% of Green voters and 35% of Coalition strongly approve/approve of the Government's decision. 50% of Coalition voters strongly disapprove/disapprove of the Governments proposal.



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.

