



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 14th to the 19th of April and attracted 1293 respondents.

Aside from the standard question we ask each week on Federal voting intention, this week we ask the Australian public whether they have received their stimulus bonus from the Federal Government, and if so, what they intend to spend it on. This week we ask people what benefit they think the national broadband network will have on them personally, the public overall, Australian businesses and the Australian economy. We also asked a series of questions related to the Reserve Bank, interest rates and banks in general.

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?

*2193 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	32%		
National	2%		
Total Lib/Nat	34%	40%	+1%
Labor	50%	60%	-1%
Greens	7%		
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.



Government stimulus package

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

	%
Yes	38%
No	56%
Don't know	6%

Over half (56%) of Australians surveyed are yet to receive the Government bonus which has recently been paid to families and workers, while 38% have received it.

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

	2008 bonus	2009 bonus
Day to day living expenses – groceries, petrol, etc.	19%	16%
Paying bills – electricity, rates, etc.	18%	15%
Buying non-essential items – like electrical appliances, clothing, etc.	9%	18%
Entertainment, holidays	*	10%
Paying off debt and credit cards	15%	20%
Put into savings	12%	15%
Don't know	13%	6%
Christmas spending – gifts, celebrations and holidays	13%	*

Of the 38% of people that have received the bonus, 31% will be using the money towards day to day living expenses or paying off bills and 28% will be putting the money towards non essential items or on entertainment/holidays. 20% will be using the money to pay off debt and credit cards and 15% will be putting it into savings.

The number of people that will use the bonus on non essential items – like electrical appliances, clothing, etc has doubled from 9% to 18% since we asked the question following the distribution of the 2008 bonus. The number of people that will use the 2009 bonus to pay off debt and credit cards or put into savings has increased by eight percentage points since we asked this question following the 2008 stimulus bonus.



National broadband network

Q. Thinking about the Government's plan to build a national broadband network, how much benefit will a national broadband network be to-

	Total benefit	Great benefit	Some benefit	Little benefit	Don't know
Australian businesses	80%	55%	25%	8%	13%
The general public overall	76%	40%	36%	12%	12%
You personally	66%	35%	31%	20%	13%
The Australian economy	65%	39%	26%	18%	18%

People think that the Government's plan to build a national broadband network will have most benefit to Australian businesses (80% great/some benefit), followed by benefit to the general public overall (76% great/some benefit). More than half (66%) think that the Government's plan to build a national broadband network will have great/some benefit to them personally, and 65% think that it will have great/some benefit to the Australian economy.

Labor voters were more likely than Coalition voters to think that the Government's plan to build a national broadband network will have great benefit to Australian businesses (66% v 44%). Labor voters were also more likely than Coalition voters to think that the national broadband network will have great benefit to the general public overall (50% v 28%).

Respondents aged 25 – 34 were more likely than respondents aged 50 years and over to think the Government's plan to build a national broadband network will have great benefit to them personally (43% v 27%).



Reserve Bank and interest rates

Q. When the Reserve Bank cuts the official interest rate, should banks always pass on that cut in full to their customers?

	%
Yes	86%
No	8%
Don't know	6%

The majority (86%) of Australians surveyed think that when the Reserve Bank cuts the official interest rate, the banks should always pass on that cut in full to their customers.

There was support amongst both Labor and Coalition voters for the Reserve Bank to pass on in full, cuts to the official interest to their customers (90% Labor, 82% Coalition).

Q. Should the Federal Government have the power to make the banks pass on interest rate cuts in full?

	%
Yes	78%
No	14%
Don't know	8%

78% of people surveyed think that the Federal Government should have the power to make the banks pass on the interest rate cuts in full.

Labor voters were more likely than Coalition voters to think that the Federal Government should have the power to make the banks pass on the interest rate cuts in full (85% v 70%).



Australian banks and the financial crisis

Q. Compared to other major industries in Australia do you think Australian banks are concerned about helping their customers who may be affected by the global financial crisis or are they mainly concerned about protecting their profits?

	%
Concerned about customers	6%
Mainly concerned about profits	87%
No opinion	7%

An overwhelming majority (87%) of people think that compared to other major industries in Australia, Australian banks are concerned mainly about protecting their profits.

Older respondents were more likely than younger respondents to think that compared to other major industries in Australia, Australian banks are concerned mainly about protecting their profits (92% 50 + years v 81% 25 – 34 year olds).

There were no substantial differences in terms of voting intention.



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.

