



Essential Report

Embargo: 16.30, 28 April 2009



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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 20th to the 26th of April and attracted 1100 respondents.

Aside from the standard question we ask each week on Federal voting intention, this week we ask the Australian public whether they approve or disapprove of the way the Government is handling the introduction of measures to address the impact of climate change. In light of the recent debate surrounding asylum seekers entering Australia, this week we ask the Australian public whether they agree with the position the Government or the Opposition has taken on the issue; and which party the public thinks is best at handling Australia's immigration and border security. This week we ask a number of questions concerning the global financial crisis – specifically related to concerns around employment, perceptions of how the Government is handling the crisis and the stimulus package. This week we attempt to gauge whether the Australian public think that the Prime Minister would be justified in calling an early election if the Opposition continues to oppose the Government's financial measures and other legislation.

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?

*2181 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	34%		
National	2%		
Total Lib/Nat	36%	42%	+ 2%
Labor	48%	58%	- 2%
Greens	8%		
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 data.



Government and Opposition position on asylum seekers

Q. Malcolm Turnbull says the Labor Government's immigration laws are too soft and have resulted in more asylum seekers trying to reach Australia in boats. Kevin Rudd says the Australian Government has maintained tough border security and the increase in asylum seekers is due to new global security and economic factors. Who do you agree with most?

	%
Malcolm Turnbull	33%
Kevin Rudd	45%
Don't know	22%

With regards to the recent incident of asylum seekers trying to reach Australia by boat, 45% of people agree with Kevin Rudd's position that the Australia Government has maintained tough border security and the increase in asylum seekers is due to new global security and economic factors. 33% agree with Malcolm Turnbull's view that the Labor Government's immigration laws are too soft and have resulted in more asylum seekers trying to reach Australia in boats.

Respondents in the 18 – 24 age group were more likely to agree with the Kevin Rudd's position that the Australia Government has maintained tough border security and the increase in asylum seekers is due to new global security and economic factors (51%). Respondents aged 50 years and over were more likely to agree with the position taken by Turnbull that the Labor Government's immigration laws are too soft and have resulted in more asylum seekers trying to reach Australia in boats (46%).

People's agreement with the two positions tended to follow party lines - 77% of Labor voters agree with the position Kevin Rudd has taken on the issue of people seeking asylum in Australia and 69% of Coalition voters agree with the position Malcolm Turnbull has taken on the issue.



Immigration and border security

Q. Who would you trust most to handle Australia's immigration and border security – Kevin Rudd and the Labor Party or Malcolm Turnbull and the Liberal Party?

	%
Kevin Rudd and the Labor Party	46%
Malcolm Turnbull and the Liberal Party	34%
Don't know	20%

More people trust Kevin Rudd and the Labor Party to handle Australia's immigration and border security than those that trust Malcolm Turnbull and the Liberal Party (46% v 34%).

Older respondents were significantly more likely than those in younger age groups to trust Malcolm Turnbull and the Liberal Party when it comes to handling Australia's immigration and border security (43% 50 + years v 27% 18 – 24 year olds).

People's opinion of which party they trust more to handle Australia's immigration and border security tended to follow party lines – 84% of Labor voters trust Kevin Rudd and the Labor Party and 78% of Coalition voters trust Malcolm Turnbull and the Liberal Party.



Government handling of climate change

Q. Do you approve or disapprove of the way the Government is handling the introduction of measures to address the impact of climate change?

	%
Total approve	45%
Total disapprove	30%
Strongly approve	6%
Approve	39%
Disapprove	20%
Strongly disapprove	10%
Don't know	26%

45% of people surveyed approve of the way the Government is handling the introduction of measures to address the impact of climate change and 30% disapprove.

70% of Labor voters strongly approve/approve of the way the Government is handling the introduction of measures to address the impact of climate change. 51% of Coalition voters and 47% of Green voters strongly disapprove/disapprove of the way the Government is handling the introduction of measures to address climate change.



Employment concerns

Q. How concerned are you that you or some member of your immediate family will lose their job in the next year or so: very concerned, somewhat concerned, or not at all concerned?

	16 Feb 09	This week
Total concerned	62%	67%
Very concerned	22%	24%
Somewhat concerned	40%	43%
Not at all concerned	29%	23%
Don't know	4%	5%
No immediate employees in the family	5%	5%

67% of people surveyed are very concerned/somewhat concerned that they or someone in their immediate family will lose their job in the next year or so –an increase by 5% since we last asked this question in February. The number of people not concerned at all has decreased by 6%.

Respondents not working were more likely to be very concerned that they or someone in their immediate family will lose their job in the next year or so (30%). Just under half (48%) of those surveyed in full time work were somewhat concerned that they or someone in their immediate family will lose their job in the next year or so.

Respondents earning \$600 - \$1000 per week were more likely to be very concerned that they or someone in their immediate family will lose their job in the next year or so (29%). Respondents earning \$1600 or more per week were more likely to be somewhat concerned that they or someone in their immediate family will lose their job in the next year or so (49%).

People aged 50 years and over were more likely to be very concerned than those in other age groups that they or someone in their immediate family will lose their job in the next year or so (28%), while people in the 35 – 49 age group were more likely to be not at all concerned (28%).



Rudd Government and the global financial crisis

Q. How do you think the Rudd Government is addressing the global financial crisis?

	13 Oct 08	20 Oct 08	12 Jan 09	16 Mar 09	28 Apr 09
Total well	52%	63%	61%	58%	56%
Total poor	42%	31%	34%	33%	30%
Very well	7%	10%	6%	12%	8%
Quite well	45%	53%	55%	46%	48%
Quite poorly	33%	25%	29%	22%	18%
Very poorly	9%	6%	5%	11%	12%
No opinion	7%	6%	5%	9%	13%

56% of people surveyed think the Rudd Government is addressing the global financial crisis very/quite well – only a slight decrease since the last time we asked this question in March.

Opinion of how the Rudd Government is addressing the global financial crisis tended to follow party lines - 90% of Labor voters think the Rudd Government is handling the crisis very/quite well and 63% of Coalition voters think the Rudd Government is handling the global financial crisis quite/very poorly. However, 26% of Coalition voters think the Rudd Government is handling the global financial crisis quite/very well.

People earning \$1000 - \$1600 per week were more likely to think that the Rudd Government is addressing the global financial crisis quite well (56%).

Respondents aged 50 years and over were more likely than those in other age groups to think the Rudd Government is handling the global financial crisis quite/very poorly (37%).



Australian economy, recession and the stimulus packages

Q. Malcolm Turnbull has said that the Government's acknowledgment that Australia will enter a recession shows that the Government's stimulus packages have not worked. Kevin Rudd says that the Australian economy would be much worse without the stimulus packages. Who do you agree with most?

	%
Malcolm Turnbull	26%
Kevin Rudd	54%
Don't know	21%

More than half (54%) of those surveyed agree with Kevin Rudd's view that the Australian economy would be in a much worse position without the stimulus packages, while 26% agree with Malcolm Turnbull's argument that the Government's acknowledgement that Australia will enter a recession shows that the Government's stimulus packages have not worked.

Respondents aged 50 years and over were more likely to agree with Malcolm Turnbull's argument that the Government's acknowledgement that Australia will enter a recession shows that the Government's stimulus packages have not worked (34%).

87% of Labor voters agree with Kevin Rudd's view that the Australian economy would be much worse without the stimulus packages and 62% of Coalition voters agree with Malcolm Turnbull's view that the Government's acknowledgement that Australia will enter a recession shows that the Government's stimulus packages have not worked. 20% of Coalition voters agree with Kevin Rudd's view that the Australian economy would be much worse without the stimulus packages.



Government calling an early election

Q. If the Opposition continues to oppose the Government's financial measures and other legislation, do you think Prime Minister Kevin Rudd would be justified in calling an early election?

	23 Feb 09	This week
Yes	38%	41%
No	34%	29%
Don't know	27%	30%

There has been a shift since we last polled this question in support for the Prime Minister calling an early election if the Opposition continues to Oppose the Government's financial measures and other legislation (up by 3%).

41% of people think that if the Opposition continues to oppose the Government's financial measures and other legislation, the Prime Minister Kevin Rudd would be justified in calling an early election. 30% don't know and 29% do not think the Prime Minister would be justified in calling an early election if the Opposition continues to oppose the Government's financial measures.

People most likely to support Prime Minister calling an early election if the Opposition continues to oppose the Government's financial measures and other legislation tended to be male (47%), aged 50 years and over (49%) and Labor voters (47%).



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.

