



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 4th to the 10th of May and attracted 1102 respondents.

Aside from the standard question we ask each week on Federal voting intention, this week's report considers the Federal budget and taxes on high income earners. This week we also look at the Government's emissions trading scheme, specifically the delay in introduction. We ask the Australian public whether they support the Government's recent decision to increase the number of Australian troops in Afghanistan.

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?

*1984 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	31%		
National	2%		
Total Lib/Nat	33%	39%	- 4%
Labor	50%	61%	+ 4%
Greens	8%		
Family First	3%		
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.



Federal budget

Q. The Federal budget will be announced next Tuesday. Do you expect that the budget will be good or bad for you personally, or will it have no impact on you?

	%
Total good	19%
Total bad	38%
Very good	2%
Good	17%
Bad	30%
Very bad	8%
No impact	21%
Don't know	23%

38% of people surveyed expect that the Federal budget to be announced tomorrow will be very bad/bad for them personally, 19% think it will be good/very good, 21% think it will have no impact and 23% don't know.

Older respondents were more likely than younger respondents to think that the upcoming budget will be bad for them personally (39% 50 + year olds v 23% 18 – 24 year olds).

Labor voters were more likely than Coalition voters to think that the upcoming Federal budget will be very good/good for them personally (31% Labor v 5% Coalition). 66% of Coalition voters think the upcoming Federal budget will be very bad/bad for them.

Respondents earning \$600 per week or less were more likely than those in other income groups to think that the upcoming Federal budget will be good/very good for them (23%).



Tax cuts for high income earners

Q. From July the Government is due to honour its election promise to introduce tax cuts for those on higher incomes – in view of the current economic situation, do you think the Government should introduce those tax cuts or should they be deferred?

	%
Should introduce tax cuts	35%
Should defer tax cuts	49%
Don't know	16%

Just under half (49%) of those surveyed think that in view of the current economic situation, the Government should defer the introduction of tax cuts for those on high incomes. 35% think that the Government should honour its election promise and introduce tax cuts to high income earners in early July.

Labor voters were more likely than Coalition voters to think that in view of the current economic situation, the Government should defer the introduction of tax cuts for those on high incomes (53% Labor v 48% Coalition).

Older respondents were more likely than younger respondents to think that the Government should defer the introduction of tax cuts for those on high incomes (57% 50 + years v 43% 18 – 24 year olds).

There were no significant differences across income groups about whether the tax cuts for high income earners should be deferred given the current economic situation.



Emissions trading scheme and climate change

Q. The Government has announced changes to its emissions trading scheme to combat climate change. These changes include delaying introduction of the scheme until 2011, reducing the cost of carbon emissions, and setting higher targets for reduction if other countries do the same. Do you approve or disapprove of these changes?

	%
Total approve	49%
Total disapprove	31%
Strongly approve	13%
Approve	36%
Disapprove	22%
Strongly disapprove	9%
Don't know	20%

Just under half of those surveyed (49%) approve of the recent Government announcement regarding changes to the emissions trading scheme, such as delaying the introduction until 2011, reducing the cost of carbon emissions, and setting higher targets for reduction if other countries do the same.

56% of Labor voters and 55% of Coalition voters approve of the recent Government announcement regarding change to the emissions trading scheme. 65% of Green voters disapprove of the Government's announced changes to the emissions trading scheme.

Older respondents were more likely than younger respondents to approve of the recent Government announcement regarding change to the emissions trading scheme (59% 50 + over v 35% 18 – 24 year olds).



Australia's involvement in Afghanistan

Q. The Prime Minister Kevin Rudd has announced the commitment of another 450 troops to Afghanistan which will bring the total number of Australian troops to about 1,550. Do you support or oppose this increase in the number of Australian forces in Afghanistan?

	%
Total support	36%
Total oppose	49%
Strongly support	11%
Support	25%
Oppose	29%
Strongly oppose	20%
Don't know	15%

Around half (49%) of those surveyed strongly oppose/oppose the Government's recent announcement to increase the number of Australian troops in Afghanistan and 36% support the increase in troop numbers.

59% of Green voters, 48% of Labor voters, 45% of Coalition voters strongly oppose/oppose the increase in Australian troops in Afghanistan.

Older respondents were more likely than younger respondents to strongly support/support the increase in Australian troops in Afghanistan (50% 50+ year olds v 22% 18-24 year olds).



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.

