



Essential Report

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Executive Summary

This 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 17th to the 21st of June 2009 and attracted 1121 responses.

Aside from the standard question we ask each week on Federal voting intention, this week we ask respondents a series of questions related to tax increases – specifically whether they support tax increases if it means improving Government services and infrastructure, which areas they would be prepared to pay higher taxes for and which type of tax they would prefer/least prefer to be the target of an increase. This week we ask the Australian public whether they support the Government’s plan for an Emissions Trading Scheme or they think that the Government should adopt a more ambitious, tougher scheme. This week we ask people who they prefer and expect to be the next Prime Minister of a Labor Government should the current Prime Minister, Kevin Rudd retire. Given the recent announcement by Peter Costello that he will resign from Parliament at the next election, we ask people whether they think this will be good, bad or make no difference for the Liberal Party.

The methodology used to carry out this research is available in appendix one (page 10).

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?

* 2175 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	35%		
National	2%		
Total Lib/Nat	37%	43%	-
Labor	47%	57%	-
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.



Tax increases and improving Government services and infrastructure

Q. *Would you support tax increases if they were spent on improving Government services and infrastructure?*

	%
Total support	37%
Total not support	47%
Definitely support	8%
Probably support	29%
Probably not support	27%
Definitely not support	20%
Don't know	15%

47% of people surveyed would not support tax increases if they were spent on improving Government services and infrastructure, compared with 37% that would support tax increases if they were spent on such things.

Labor voters were more likely definitely support/probably support tax increase (47% support/38% not support) whereas coalition voters were strongly opposed (31% support/60% not support). 56% of Green voters support tax increases if they were spent on improving Government services and infrastructure.



Services prepared to pay higher taxes for

Q. Which of the following would you be prepared to pay higher taxes for?

	Yes	No	Don't know
Better hospitals and health services	73%	15%	11%
More police	54%	30%	16%
Better roads	52%	32%	15%
Better schools and smaller class sizes	52%	30%	18%
Better public transport	48%	35%	17%
Reducing the budget deficit	34%	46%	20%
Defence and national security	34%	47%	19%

Respondents were most likely to be prepared to pay higher taxes for better hospitals and health services (73%), more police (54%), better roads (52%) and better schools and smaller class sizes (52%).

Labor voters were slightly more likely than Coalition voters to be prepared to pay higher taxes for better hospitals and health services (79% v 71%).

Labor voters were significantly more likely than Coalition voters to be prepared to pay higher taxes for better schools and smaller class sizes (60% v 44%) and public transport (56% v 41%).



Tax increases

Q. If the Government did decide to increase taxes, which type of tax would you prefer to be increased?

Q. And which of these taxes would you least like to be increased?

	Prefer	Least
Taxes on alcohol and cigarettes	52%	4%
Income tax	14%	32%
GST	9%	33%
State land tax	4%	3%
State payroll tax	4%	4%
Tax on petrol	2%	21%
Don't know	14%	4%

If the Government did decide to increase taxes, people would most prefer to see an increase on alcohol and cigarettes tax (52%), followed by increases to income tax (14%).

Females were more likely than males to prefer tax increases on alcohol and cigarettes (58% v 47%). Older respondents (aged 65 years and over) were more likely than other age groups to prefer an increase on income tax (30%) as were those earning \$600 per week or less (21%),

If the Government decided to increase taxes, the tax people would least like to see increased is the GST (33%), followed by income tax (32%) and tax on petrol (21%).

Those earning \$1600 per week or more were least likely to prefer an increase on income tax (47%). Those on low incomes (under \$600 per week) would least like to see increases in GST (38%) and tax on petrol (32%). There were no significant differences by voting intention.



Position of the environment groups on Government's Emissions Trading Scheme

Q. Thinking now about climate change - some environment groups such as the Australian Conservation Foundation, WWF and the Climate Institute are supporting the Government's plan for an Emissions Trading Scheme (ETS), while other groups like Greenpeace, The Wilderness Society and Friends of the Earth want the Government to adopt a more ambitious, tougher scheme. Which would you support?

	%
The Government's ETS plan	24%
A tougher scheme	29%
Don't know	47%

Regarding the Government's plan for an Emissions Trading Scheme, 29% of people surveyed support the position held by groups such as Greenpeace, The Wilderness Society and Friends of the Earth which calls for a more ambitious scheme. 24% of people surveyed agree with the position that groups such as the Australian Conservation Foundation, WWF and the Climate Institute have taken on the ETS of supporting the Government's proposed ETS plan. Nearly half the respondents (47%) could not give an opinion.

31% of Labor voters support the Government's plan for an ETS while 29% of the same voters want to see a more ambitious, tougher ETS.

26% of Coalition voters want to see a tougher, more ambitious ETS while 23% of these same voters support the Government's ETS plan. 69% of Green voters want to see a tougher, more ambitious ETS.

Respondents aged 18 – 24 were more likely than other age groups to support calls for the Government to adopt a tougher, more ambitious scheme (40%).



Next Prime Minister of a Labor Government

Q. If Kevin Rudd retired as Prime Minister in a few years time, and the Labor Party was still in Government, who would you prefer to be the next Prime Minister? If Kevin Rudd retired as Prime Minister in a few years time, and the Labor Party was still in Government, who do you expect would most likely be the next Prime Minister?

	Prefer	Expect
Julia Gillard	39%	45%
Wayne Swan	5%	13%
Lindsay Tanner	3%	2%
Stephen Smith	2%	1%
Greg Combet	1%	1%
Bill Shorten	3%	1%
Someone else	18%	8%
Don't know	31%	29%

If Kevin Rudd retired as Prime Minister in a few years time, and the Labor Party was still in Government, 39% of people surveyed would prefer to see Julia Gillard as the next Prime Minister and 45% would expect Julia Gillard to be the next Prime Minister.

More than half (58%) of Labor voters surveyed would prefer to see Julia Gillard as the next Prime Minister and a similar number (57%) of Labor voters surveyed expect to see Julia Gillard as the next Prime Minister under a Labor Government should Kevin Rudd retire in a few years time.

41% of Coalition voters expect to see Julia Gillard as the next Prime Minister and 17% of the same voters expect to see Wayne Swan as the next Prime Minister under a Labor Government should Kevin Rudd retire in a few years time.

In terms of preferred leader, no other candidate listed received more than 5% support.



Peter Costello and the Liberal Party

Q. The former Treasurer, Peter Costello, has announced that he will resign from Parliament at the next election. Do you think this will be good for the Liberal Party, bad for the Liberal Party or does it make no difference to the Liberal Party?

	%
Good for the Liberal Party	22%
Bad for the Liberal Party	24%
Makes no difference	41%
Don't know	14%

41% of people surveyed think that the announcement by the former Treasurer, Peter Costello to resign from Parliament at the next election will make no difference to the Liberal Party. Respondents were generally split as to whether they thought Peter Costello's retirement will be good or bad for the Liberal Party – 24% think that it will be bad and 22% think that his resignation will be good for the Liberal Party.

Labor voters were more likely to think that the announcement by the former Treasurer, Peter Costello that he will resign from Parliament at the next election will make no difference to the Liberal Party (45%) while Coalition voters were more likely to think that his retirement at the next election will be bad for the Liberal Party (35%).



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 Tuesday night of each week and closed on the following Sunday. 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.

