



Essential Report

Embargo: 16.30, 1 February 2010



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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 26th to the 29th of January to and obtained 1078 responses.

This week we include our standard question on Federal voting intention with a follow up question measuring firmness of vote. We ask people whether they agree with banning politicians from campaigning in shopping centres, and whether they agree with the Prime Minister's recent comments regarding the need to increase productivity in Australia. Given Tony Abbott's recent comments on virginity, this report gauges whether people think politicians should be offering advice on moral issues. Following Australia Day last week, we also ask whether people support the changing of the Australian flag, the national anthem and Australia becoming a republic.

The methodology used to carry out this research is available in appendix one (page 9).

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?

*1937 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	35%		
National	3%		
Total Lib/Nat	38%	44%	-
Labor	45%	56%	-
Greens	9%		
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 polling data.



Firmness of vote

Q. Would you say your choice is very firm, pretty firm but you might change your mind, or might you consider another party and leader as the campaign develops?

	Total	Labor	Coalition	Green
Very firm	48%	54%	55%	31%
Pretty firm but I might change my mind	33%	33%	32%	43%
Might consider another party and leader closer to an election	17%	12%	12%	24%
Don't know	2%	1%	1%	1%

Just under half (48%) of those surveyed consider their voting choice as 'very firm', 33% consider their voting choice as 'pretty firm but might change my mind' and 17% 'might consider another party and leader closer to an election'.

Labor and Coalition voters were more likely to indicate their voting choice as 'very firm' (54% Labor, 55% Coalition), while Green voters were more likely to indicate their choice as 'pretty firm, but I might change my mind' (43%).

People aged 55 years and over were more likely to consider their voting choice 'very firm' (60%), people aged 25 – 34 were more likely to indicate it as 'pretty firm but I might change my mind' (43%), while 18 – 24 year olds were more likely to indicate they 'might consider another party and leader closer to an election' (29%).



Political campaigning in public spaces

Q. Politicians may be banned from campaigning in major shopping centres because the Shopping Centre Council claims that it causes too much disruption for shoppers. Do you agree or disagree with banning politicians from campaigning in shopping centres?

	%
Total agree	57%
Total disagree	28%
Strong agree	26%
Agree	31%
Disagree	22%
Strongly disagree	6%
Don't know	15%

More than half (57%) of those surveyed agree with banning politicians from campaigning in shopping centres, 28% disagree and 15% don't know.

Coalition voters were more likely than Labor voters to agree with banning politicians from campaigning in shopping centres (60% v 55%).

Results were reasonably consistent across age groups; however people in the 45 – 54 age group were slightly more likely to agree (60%).

People in South Australia were more likely than those living in other states to agree with banning politicians from campaigning in shopping centres (71%).



Productivity in Australia

Q. The Prime Minister Kevin Rudd recently said that over the next decade Australia must build the best educated, best skilled and best trained workforce in the world to increase productivity and counter the effects of an ageing population. Do you agree or disagree?

	%
Total agree	82%
Total disagree	8%
Strong agree	34%
Agree	48%
Disagree	6%
Strongly disagree	2%
Don't know	10%

The majority of those surveyed agree with Kevin Rudd's recent comments that over the next decade Australia must build the best educated, best skilled and best trained workforce in the world to increase productivity and counter the effects of an ageing population (82%), 8% disagree with the comments and 10% don't know.

Results were consistent amongst most demographic groups. However, Labor voters were more likely to strongly agree with Rudd's statements (46%).



Morality and politics

Q. The Opposition Leader Tony Abbott recently said that he believes women should try to remain virgins until they are married. Do you think Tony Abbott should or should not be giving advice on moral issues like sex and marriage?

	Total	Firm Labor	Soft Labor	Firm Coalition	Soft Coalition	Firm Green	Soft Green
Should be giving advice on moral issues	19%	11%	11%	39%	27%	10%	10%
Should not be giving advice on moral issues	70%	86%	83%	48%	67%	82%	87%
Don't know	11%	3%	6%	13%	7%	8%	4%

Most people (70%) think that Tony Abbott should not be giving advice on moral issues like sex and marriage, 19% think he should be giving advice on moral issues and 11% don't know.

Males were more likely to think that Abbott should be giving advice on moral issues (23%), while females were more likely to think he should not (75%).

People aged 45 – 54 were more likely than those in other age groups to think Abbott should not be giving advice on moral issues (78%).

Coalition voters were more likely to think Abbott should be giving advice on moral issues (34%), while Labor (84%) and Green (84%) voters were more likely to think he should not. 56% of Coalition voters and 67% of soft Coalition voters think Abbott should not be giving advice on moral issues.



National issues of importance

Q. Do you support or oppose the following –

	Total support	Total oppose	Strongly support	Support	Neither support nor oppose	Oppose	Strongly oppose	Don't know
Australia becoming a republic	41%	32%	22%	19%	23%	12%	20%	4%
Changing the Australian flag	23%	54%	12%	11%	20%	15%	39%	2%
Changing the National Anthem	22%	52%	11%	11%	24%	21%	31%	3%

People were generally split as to whether they support or oppose an Australian republic (41% support/32% oppose). Just over half oppose both a change to the Australian flag (54%) and changing the national anthem (52%). There was a substantial proportion that neither support nor oppose changes to each of the measures presented.

People aged 55 years and over were more likely than those in other age groups to strongly oppose/oppose Australia becoming a republic (38%), changing the Australian flag (58%), and changing the national anthem (53%).

Labor and Green voters were more likely than Coalition voters to strongly support/support the changes:

- Australia becoming a republic – 59% Labor, 57% Green v 27% Coalition
- Changing the Australian flag – 31% Labor, 38% Green v 18% Coalition
- Changing the National Anthem – 26% Labor, 33% Green v 18% Coalition

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.

