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With data supplied by



Executive Summary

This report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The survey was conducted online from 20th to 26th April 2011 and is based on 1,031 respondents.

Aside from the standard question on voting intention, this week's report includes questions on political party attributes, careers and regulation of gambling.

The methodology used to carry out this research is available in appendix on page 10.

Please note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.



Federal politics – voting intention

Q. If a Federal Election was held today to which party will you probably give your first preference vote? If not sure, which party are you currently leaning toward?

Q. If don't know -Well which party are you currently leaning to?

sample size =1,837

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		43%	43%	43%	43%
National		3%	3%	3%	4%
Total Lib/Nat	43.6	46%	46%	47%	47%
Labor	38.0	37%	35%	35%	35%
Greens	11.8	10%	11%	11%	10%
Other/Independent	6.6	7%	8%	8%	8%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	52%	53%	54%	54%
Labor	50.1%	48%	47%	46%	46%

NB. The data in the above tables comprise 2-week averages derived the first preference/leaning to voting questions. Respondents who select 'don't know' are not included in the results. The two-party preferred estimate is calculated by distributing the votes of the other parties according to their preferences at the 2010 election.



Attributes of the Labor Party

Q. Here is a list of things both favourable and unfavourable that have been said about various political parties. Which statements do you feel fit the Labor Party?

	6 Jul 09	14 Mar 10	27 April 11	% change
Will promise to do anything to win votes	57%	63%	72%	+9%
Divided	30%	36%	66%	+30%
Out of touch with ordinary people	44%	48%	61%	+13%
Moderate	65%	63%	51%	-12%
Too close to the big corporate and financial interests			46%	n.a.
Have a vision for the future			43%	n.a.
Understands the problems facing Australia	62%	54%	40%	-14%
Looks after the interests of working people			39%	n.a.
Extreme	25%	26%	38%	+12%
Has a good team of leaders	60%	52%	34%	-18%
Clear about what they stand for			28%	n.a.
Keeps its promises	44%	33%	20%	-13%

The Labor Party's main attributes were - will promise anything to win votes (63%), divided (66%) and out of touch with ordinary people (61%).

Since these questions were last asked in March 2010, all of Labor's positive attributes have declined and the negative attributes increased. Main changes since last March were divided (up 30% to 66%), has a good team of leaders (down 18% to 34%) and understands the problems facing Australia (down 14% to 40%).

Note that the 2PP voting intention for 14 March 2010 was 56%-44% to Labor compared to the current 46%-54%.

Attributes of the Liberal Party

Q. And which statements do you feel fit the Liberal Party?

	6 July 09	14 Mar 10	27 April 11	% change
Will promise to do anything to win votes	67%	72%	65%	-7%
Too close to the big corporate and financial interests			60%	n.a.
Moderate	50%	50%	55%	+5%
Out of touch with ordinary people	62%	58%	54%	-4%
Understands the problems facing Australia	44%	43%	51%	+8%
Divided	74%	66%	49%	-17%
Have a vision for the future			48%	n.a.
Clear about what they stand for			44%	n.a.
Has a good team of leaders	29%	31%	40%	+9%
Looks after the interests of working people			38%	n.a.
Extreme	36%	38%	36%	-2%
Keeps its promises	28%	23%	33%	+10%

The Liberal Party's main attributes were - will promise anything to win votes (65%), too close to the big corporate and financial interest (60%), moderate (55%) and out of touch with ordinary people (54%).

Since these questions were last asked in March 2010, most of the Liberal Party's positive attributes have increased and the negative attributes decreased. Main changes since last March were - divided (down 17% to 49%), keeps its promises (up 10% to 33%) and has a good team of leaders (up 9% to 40%).

Attributes of the Greens

Q. And which statements do you feel fit the Greens?

Extreme	61%
Out of touch with ordinary people	60%
Will promise to do anything to win votes	52%
Clear about what they stand for	51%
Have a vision for the future	49%
Understands the problems facing Australia	36%
Divided	35%
Looks after the interests of working people	31%
Keeps its promises	31%
Has a good team of leaders	29%
Moderate	28%
Too close to the big corporate and financial interests	22%

The Greens' main attributes were – extreme (61%), out of touch with ordinary people (60%), will promise to do anything to win votes (52%) and clear about what they stand for (51%). Compared to the major parties, the Greens were rated more highly for being clear about what they stand for and having a vision for the future.

Party Attributes Comparison – Labor vs Liberal

	Labor	Liberal	% difference
Divided	66%	49%	+17%
Will promise to do anything to win votes	72%	65%	+7%
Out of touch with ordinary people	61%	54%	+7%
Extreme	38%	36%	+2%
Looks after the interests of working people	39%	38%	+1%
Moderate	51%	55%	-4%
Have a vision for the future	43%	48%	-5%
Has a good team of leaders	34%	40%	-6%
Understands the problems facing Australia	40%	51%	-11%
Keeps its promises	20%	33%	-13%
Too close to the big corporate and financial interests	46%	60%	-14%
Clear about what they stand for	28%	44%	-16%

When these questions were last asked in March 2010, the Labor Party had significant leads over the Liberal Party on all positive attributes.

For this survey, the only attribute on which there is any significant advantage for the Labor Party is “too close to the big corporate and financial interests” (Labor 46%/Liberals 60%).

The Liberal Party is seen more favourably in terms of being divided, clear about what they stand for, keeps its promises and understands the problems facing Australia.

Careers

Q. Which of the following occupations do you think provide good careers for young people?

	Yes	No	Don't know
Trades	88%	6%	6%
Computing and information technology	86%	6%	7%
Nursing	78%	15%	7%
Teaching	75%	17%	8%
Tourism and hospitality	72%	19%	9%
Police	71%	20%	9%
Defence forces	71%	20%	9%
Banking and finance	70%	19%	10%
Retail	54%	36%	10%

The most favoured occupations for providing good careers were thought to be trades (88%), computing and IT (86%) and nursing (78%).

All occupations tested scored at least 70% except for retail at 54%.

Younger respondents (aged 18-35) tended to have a similar order of preference to the general population - their most favoured occupations were trades (78%), computing and IT (76%), teaching (68%) and nursing (67%).

Regulation of Gambling

Q. For each of the following forms of gambling, which do you think need more or less regulation?

	Needs more regulation	Needs less regulation	Current regulation is about right	Don't know
Online gambling in general	68%	4%	16%	12%
Poker machines	62%	5%	24%	9%
Casinos	53%	4%	32%	11%
Betting on sport e.g. football, cricket	46%	4%	36%	14%
Betting on horse racing	37%	4%	47%	13%
Lotto	20%	4%	65%	11%

About two thirds of respondents think there should be more regulation of online gambling (68%) and poker machines (62%). 53% think that casinos need more regulation.

Differences by voting intention were –

- Liberal/National voters were less likely to favour more regulation of casinos (47%) and poker machines (55%)
- More regulation of poker machines was more strongly favoured by Greens (74%) and Labor (65%) voters.

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 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 over 100,000 members. 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.

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.

