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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 between the 2<sup>nd</sup> and 6<sup>th</sup> November 2011 and is based on 1,038 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the Qantas dispute and the media.

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

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 = 1,906 respondents*

<b>First preference/leaning to</b>	<b>Election 21 Aug 10</b>	<b>4 weeks ago</b>	<b>2 weeks ago</b>	<b>Last week</b>	<b>This week</b>
Liberal		45%	45%	44%	43%
National		3%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>48%</b>	<b>48%</b>	<b>47%</b>	<b>46%</b>
<b>Labor</b>	<b>38.0%</b>	<b>33%</b>	<b>32%</b>	<b>34%</b>	<b>35%</b>
Greens	11.8%	10%	11%	10%	9%
Other/Independent	6.6%	9%	8%	9%	9%

<b>2PP</b>	<b>Election 21 Aug 10</b>	<b>4 weeks ago</b>	<b>2 weeks ago</b>	<b>Last week</b>	<b>This week</b>
Total Lib/Nat	<b>49.9%</b>	<b>55%</b>	<b>55%</b>	<b>55%</b>	<b>54%</b>
Labor	<b>50.1%</b>	<b>45%</b>	<b>45%</b>	<b>45%</b>	<b>46%</b>

NB. The data in the above tables comprise 2-week averages derived from 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.



## **Approval of Qantas Grounding Decision**

*Q. Do you approve or disapprove of Qantas' decision to ground all planes last weekend?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Regular air travellers</b>
Total approve	35%	23%	53%	24%	47%
Total disapprove	53%	66%	38%	63%	47%
Strongly approve	13%	8%	21%	8%	20%
Approve	22%	15%	32%	16%	27%
Disapprove	24%	26%	20%	26%	17%
Strongly disapprove	29%	40%	18%	37%	30%
Don't know	12%	12%	8%	13%	6%

35% approved of Qantas' decision to ground all planes and 53% disapproved.

Regular air travellers (those who travel by air at least every few months) were split - 47% approved and 47% disapproved.

Those most likely to disapprove were Labor voters (66%), Greens voters (63%), women (57%) and those on low income (60% of those earning less than \$600 pw).



## **Blame for Qantas Grounding**

*Q. Who do you think was most to blame for the grounding of all Qantas planes last weekend - Qantas management or the workers?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Regular air travellers</b>
Qantas management	41%	55%	25%	63%	42%
Qantas workers	20%	11%	35%	8%	27%
Both equally	31%	28%	35%	23%	26%
Don't know	8%	7%	5%	6%	4%

41% think Qantas management were most to blame for the grounding, 20% blamed the Qantas workers and 31% think both were equally to blame.

42% of regular air travellers blamed Qantas management and 27% blamed Qantas workers. Apart from Liberal/National voters, all groups were more likely to blame management over workers.

## Approval of Parties to Qantas Dispute

Q. Did you approve or disapprove of the performance of each of the following in the Qantas dispute?

								Regular air travellers	
	Total approve	Total disapprove	Strongly approve	Approve	Disapprove	Strongly disapprove	Don't know	Total approve	Total disapprove
Julia Gillard and the Labor Government	30%	49%	6%	24%	22%	27%	20%	30%	56%
Tony Abbott and the opposition	27%	45%	5%	22%	21%	24%	28%	36%	45%
Qantas management	27%	57%	6%	21%	28%	29%	16%	37%	56%
Qantas workers	33%	49%	7%	26%	36%	13%	18%	35%	55%
The Qantas CEO Alan Joyce	28%	58%	8%	20%	22%	36%	14%	37%	55%
Union leaders	24%	56%	4%	20%	27%	29%	19%	26%	63%
Fair Work Australia	55%	21%	13%	42%	15%	6%	23%	62%	25%

Overall, respondents disapproved of the performance of all parties to the dispute except for Fair Work Australia, which was approved by 55%.

More than half the respondents disapproved of the Qantas CEO Alan Joyce (58%), Qantas management (57%) and union leaders (56%).

Regular air travellers were more likely to approve of Qantas management and CEO. However, more than half disapproved of all parties except for Tony Abbott and the opposition (45% disapprove) and Fair Work Australia (25%)



## Qantas' Reputation

Q. Which of the following is likely to cause the most damage to Qantas' reputation?

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Regular air travellers</b>
Qantas' decision to ground all planes	59%	72%	44%	77%	60%
Industrial action by Qantas workers over pay and conditions	32%	20%	48%	18%	33%
Don't know	9%	8%	8%	5%	7%

59% think that Qantas' decision to ground all planes would cause the most damage to Qantas' reputation and 32% think the workers' industrial action would cause most damage.

Regular air travellers had similar views to less frequent travellers - 60% believed that the plane grounding would cause most damage to Qantas' reputation.

## Media Usage

Q. Thinking about where you get your news, on an average day which of the following media would you use? (multiple response)

Q. And which one is your main source of news?

	Total used	Main source	Total use (weekdays) Dec 10
Daily newspaper	41%	13%	42%
Commercial (free-to-air) TV news	60%	31%	64%
ABC TV news	32%	8%	32%
SBS TV news	15%	2%	12%
Pay TV news	11%	3%	10%
Commercial radio news	28%	5%	27%
ABC radio news	18%	5%	17%
Internet news sites – e.g. newspaper sites, ABC, etc	59%	30%	55%
Internet blogs	8%	*	6%
None of them	2%	2%	5%

The most used media for daily news were commercial TV news (60% use daily), internet news sites (59%) and daily newspapers (41%).

Since this question was last asked in December last year, usage of internet news sites has increased a little (+4%) and commercial TV news decreased a little (-4%).

The main sources of news were commercial TV news (31%) and internet news sites (30%).

Commercial TV news was the main source of news for 38% of those aged 45-64, 36% of women and 44% of part-time workers.

Internet news sites were the main source of news for 43% of those aged under 35 and 36% of full-time workers.

Daily newspapers were the main source of news for 26% of those aged 65+.





## **Pay to Access News Websites**

*Q. Some newspapers in Australia now require readers to take out a subscription to view all their articles online. This means, while some news and opinion articles are free, readers will have to pay to access all content. How likely would you be to pay a subscription to access news websites?*

	<b>Total</b>	<b>Aged 18-34</b>	<b>Aged 35-54</b>	<b>Aged 55+</b>	<b>Main source Internet news sites</b>
Total likely	9%	14%	6%	4%	8%
Total not likely	88%	80%	89%	95%	88%
Very likely	2%	2%	1%	2%	1%
Somewhat likely	7%	12%	5%	2%	7%
Not very likely	18%	18%	17%	19%	19%
Not at all likely	70%	62%	72%	76%	69%
Don't know	4%	5%	5%	1%	5%

Only 9% of respondents said they would be very or somewhat likely to pay to access news websites.

Among those for whom news websites are their main source of news, only 8% said they would be likely to pay for access. Younger respondents were more likely to be willing to pay for access to news websites - 14% of those aged under 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 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.

