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With data supplied by



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 14th to the 18th of August and attracted 1001 responses.

Aside from the standard questions we ask each week on voting behaviour, this week we also asked questions related to the old age pension, reform to industrial relations laws and the 2008 Olympics.

The methodology used to carry out this research is available in appendix one (page 7).

Please note not all tables total 100% due to rounding.



Summary of Results

Federal politics – voting behaviour

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

Sample of 1702 *

2 week average		2PP	2PP shift from last week
Liberal	33%		
National	2%		
Total Lib/Nat	35%	42%	-
Labor	45%	58%	-
Greens	10%		
Family First	4%		
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 the past two weeks' data.



Old Age Pension

Q. The Federal government is under pressure to raise pensions for older Australians, especially those who are living alone. Which of the following statements do you most agree with?

Pensioners should get an immediate rise in weekly payments	78%
Pensioners should get a rise in weekly payments when the next budget is handed down in May	13%
Pensioners should not get an increase in weekly payments	3%
Don't know	7%
Total	100%

Respondents aged over 50 are more likely to believe pensioners should get an immediate rise in weekly payments (89% 50+, 83% 35 – 49 year olds, compared with 48% of 18 – 24 year olds).

Respondents earning less than \$31.2K believe pensioners should get an immediate rise in weekly payments (89%). Respondents earning over \$83.2K were more likely to believe pensioners should get a rise in weekly payments, but that this must wait until the next budget is handed down (20%)

Q. Approximately how much do you think the weekly pension for a single person is currently?

Less than \$200	13%
\$200 - \$249	33%
\$250 - \$299	31%
\$300 - \$349	8%
\$350 - \$399	3%
\$400 +	2%
Don't know	10%
Total	100%

Given that the current weekly pension for a single person is \$273, nearly half of those surveyed (46%) believe that the pension is actually lower than what it is currently set at for a single person.



Rudd Government and industrial relations (IR)

Q. The Rudd Government is planning to wait until next year before introducing new IR legislation. Which statement do you most agree with?

	%	Labor	Coalition
The Rudd Government should change the IR laws immediately	42%	51%	26%
The Rudd Government is right to wait until next year to introduce new IR laws	23%	32%	14%
The current laws are fine, the Rudd Government should not change them at all	14%	2%	38%
Don't know	22%	15%	22%
Total	100%	100%	100%

Overall, 65% of respondents support change to IR laws with 42% believing the Rudd Government act to change the laws immediately, compared to 23% who support the Government's decision to wait until next year.

Almost twice as many Labor voters than Coalition voters believe the Rudd Government should change the IR laws immediately (51% Labor compared with 26% Coalition).

A significant number of Coalition voters support IR reform, either immediately or in within the next year (40%).



2008 Beijing Olympics

Q. What would you regard as a successful Olympics for Australia?

	%
At least 10 gold medals	23%
At least 20 gold medals	15%
At least 30 gold medals	3%
The number of medals is irrelevant	53%
Don't know	5%
Total	100%

More than half of those surveyed (53%) believe that the number of medals Australia wins at the Olympics is irrelevant. Women were more likely than men to believe that the number of medals that Australia wins at the Olympics is irrelevant (60% of women compared with 47% of men).



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.

