



## Essential Report

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15 – 31 Pelham Street  
Carlton South  
Victoria 3053  
Phone 03 9929 9903  
Mobile 0432 828 003

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 30<sup>th</sup> of March to the 5<sup>th</sup> of April and attracted 890 respondents.

Aside from the standard question we ask each week on Federal voting preference, this week we ask the Australian public how they think Kevin Rudd is handling Australia's relations with other nations. This week we ask the Australian public for their thoughts on Australia's relationship with the United States and China. We also ask the Australian public which country and people they conceive of as being most like Australia in terms of attitudes and perception of the world.

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?

\*1808 sample size

| <b>2 week average</b> | <b>%</b>   | <b>2PP</b> | <b>2PP shift from last week</b> |
|-----------------------|------------|------------|---------------------------------|
| Liberal               | 30%        |            |                                 |
| National              | 2%         |            |                                 |
| <b>Total Lib/Nat</b>  | <b>32%</b> | <b>37%</b> | <b>-%</b>                       |
| <b>Labor</b>          | <b>54%</b> | <b>63%</b> | <b>-%</b>                       |
| Greens                | 9%         |            |                                 |
| Family First          | 2%         |            |                                 |
| Other/Independent     | 4%         |            |                                 |

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.



## Prime Minister and International Relations

Q. Do you approve or disapprove of the way Kevin Rudd is handling Australia's relations with other nations?

|                         | %          |
|-------------------------|------------|
| <b>Total approve</b>    | <b>67%</b> |
| <b>Total disapprove</b> | <b>19%</b> |
| Strongly approve        | 17%        |
| Approve                 | 50%        |
| Disapprove              | 13%        |
| Strongly disapprove     | 6%         |
| Don't know              | 13%        |

Most people approve of the way Kevin Rudd is handling Australia's relations with other nations (67% total approve).

People's opinion of the way in which Kevin Rudd is handling Australia's relations with other nations followed party lines - Labor voters were most likely to strongly approve/approve of the way Kevin Rudd is handling Australia's relations with other nations (95%), while Coalition voters were most likely to strongly disapprove/disapprove of the way Kevin Rudd is handling Australia's relations with other nations (50%). However, 37% of Coalition voters approve/strongly approve of the way Kevin Rudd is handling Australia's relations with other nations. Green voters were also very supportive of the way Kevin Rudd is handling Australia's relations with other nations (88% total approve).



## Australia/United States relations

Q. *Would you like to see Australia's relationship with the United States get closer, stay the same or become less close?*

|                | %   |
|----------------|-----|
| Get closer     | 12% |
| Stay the same  | 63% |
| Get less close | 18% |
| Don't know     | 7%  |

Most people would like to see Australia's relationship with the United States stay the same (63%).

Both Labor and Coalition voters would like to see the relationship between Australia and the United States stay the same (66% Labor v 65% Coalition).

Respondents aged 50 years and over were most likely to think that Australia's relationship with the United States should become less close (24%).



## Australia/United States relations

*Q. In the long run, do you believe the US is a useful and important ally for Australia to have, or do you think being a close ally of the US produces more trouble for Australia than the relationship is worth?*

|                              | %   |
|------------------------------|-----|
| Useful and important         | 65% |
| More trouble than it's worth | 18% |
| Don't know                   | 16% |

Most people think the Australia US alliance is useful and important (65%).

Coalition voters were more likely than Labor voters to think that the Australia US alliance is useful and important (77% Coalition v 65% Labor).

Respondents over 50 years of age were more likely than 18 – 24 year olds to think the Australia US alliance is useful and important (70% v 56%).



## Australia and the world

*Q. Of all the other peoples in the world, which one of the following do you think are most like Australians in their attitudes and the way they see the world?*

|   | %   |
|---|-----|
| Canada  | 29% |
| United Kingdom                                | 21% |
| USA   | 13% |
| Ireland                                       | 6%  |
| Scandinavian countries (Sweden, Denmark, etc) | 3%  |
| South Africa                                  | 1%  |
| Other European countries (Italy, Greece, etc) | 1%  |
| China   | 1%  |
| India   | *   |
| None of the above                             | 8%  |
| Don't know                                    | 18% |

In terms of Australians attitudes and perception of the world, most surveyed think that Australians are like people from Canada (29%), followed by people from the United Kingdom (21%) and then the USA (13%).

In terms of attitudes and perception of the world, respondents aged 50 years and over were more likely to think that Australians are most like people from the United Kingdom (26%), while respondents aged 25 – 34 were more likely to think that Australians are most like people from Canada (36%).



## Australia/China relations

Q. *Would you like to see Australia's relationship with China get closer, stay the same or become less close?*

|                | %   |
|----------------|-----|
| Get closer     | 22% |
| Stay the same  | 43% |
| Get less close | 22% |
| Don't know     | 14% |

Most people think that Australia's relationship with China should stay the same (43%), and an equal amount think that it should get closer (22%) or become less close (22%).

18 – 24 year olds were more likely to think that Australia's relationship with China should get closer (39%) while respondents aged 50 years and over were more likely to think that Australia's relationship with China should stay the same (49%) or become less close (28%).

There were no real differences in terms of voting intention and people's view on the Australia's relationship with China.





## Chinese investment in Australian mining companies

Q. Do you think Chinese investment in mining companies in Australia –

|   | %   |
|---|-----|
| Should be welcomed because it helps our economy and provides jobs                                 | 25% |
| Should be resisted because Australia's interests are better served by having Australian ownership | 57% |
| Don't know  | 18% |

More than half of those surveyed think that Chinese investment in mining companies in Australia should be resisted because Australia's interests are better served by having Australian ownership (57%). One quarter think that Chinese investment in mining companies should be welcomed because it helps our economy and provides jobs.

Respondents in the 25 – 34 age group were more likely to think that Chinese investment in mining companies in Australia Should be welcomed because it helps our economy and provides jobs (36%), while respondents aged 50 years and over were most likely to think that Chinese investment in mining companies in Australia should be resisted because Australia's interests are better served by having Australian ownership (72%).

Coalition voters were more likely than Labor voters to think that Chinese investment in mining companies should be resisted because Australia's interests are better served by having Australian ownership (61% Coalition v 56% Labor).

Females were more likely than males to think that Chinese investment in mining companies should be resisted because Australia's interests are better served by having Australian ownership (63% female v 51% male).



## **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 19<sup>th</sup> 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.

