



**6 April 2010**



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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 omnibus was conducted online from the 29<sup>th</sup> of March to the 5<sup>th</sup> of April and attracted 1009 responses.

Aside from the standard question on voting intention, this report considers the Australian Government's stance on asylum seekers and which party people trust most to handle asylum seekers in Australia. We also ask people for their perception of housing prices in Australia, what people view as evidence of a strong economy. This week we ask people whether staffing levels have changed at their place of employment over the last 12 months. We also ask people whether they think Tony Abbott spends too much time on activities not related to his job as Opposition Leader.

The methodology used to carry out this research is available in appendix one (page 11).

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?*

\*1900 sample size

<b>2 week average</b>	<b>%</b>	<b>2PP</b>	<b>2PP shift from last week</b>
Liberal	36%		
National	3%		
<b>Total Lib/Nat</b>	<b>39%</b>	<b>46%</b>	-
<b>Labor</b>	<b>43%</b>	<b>54%</b>	-
Greens	10%		
Family First	2%		
Other/Independent	7%		

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.



### **Federal Labor's approach to asylum seekers**

*Q. Do you think the Federal Labor Government is too tough or too soft on asylum seekers or is it taking the right approach?*

	%
Too tough	6%
Too soft	65%
Taking the right approach	18%
Don't know	11%

Most people (65%) think the Federal Labor Government is too soft on asylum seekers, 18% think the Government is taking the right approach, 6% think they are too tough and 11% don't know.

Labor voters were more likely to think the Government is taking the right approach (31%), Coalition voters were more likely to think the Government is being too soft (90%) and Green voters were more likely to think the approach is too tough (24%).

56% of Labor voters and 25% of Green voters think the Government is being too soft on asylum seekers.

18 – 24 year olds were more likely to think the Government is taking the right approach (29%), while people aged 55 years and over were more likely to think the Government is too soft on asylum seekers (76%).

Males were more likely than females to think the Government is being too soft (69% v 62%).

When we asked a similar question in April last year, we found that 55% thought the Government was being too soft on asylum seekers, 26% thought the Government's approach was about right and 4% thought the Government was too tough.



## Trust to handle issue of asylum seekers

*Q. Which party would you trust most to handle the issue of asylum seekers?*

	%
The Labor Party	23%
The Liberal Party	34%
No difference	28%
Don't know	15%

34% of people trust the Liberal Party most to handle the issue of asylum seekers, 23% trust the Labor Party most, 28% think there is no difference and 15% don't know.

Results followed party lines - Labor voters were more likely to trust Labor (46%) and Coalition voters were more likely to trust Liberal (77%). Green voters were more likely to trust Labor when it comes to handling the issue of asylum seekers (38%).

34% of Labor voters think there is no difference when it comes to which party they trust to handle the issue.

People aged 55 years and over were more likely to trust the Liberal party to handle the issue (49%), while those aged 18 – 24 were more likely to trust Labor (38%).

In November 2009, we asked people which party they think is best to handle the issue of asylum seekers. We found that 23% thought Labor, 27% thought Liberal and 37% thought 'no difference' in terms of which party would be best to handle the issue.



## Housing prices in Australia

*Q. Thinking about housing prices, which of the following is mainly responsible for the increase in Australian house prices? And which is the second most responsible?*

	<b>Main</b>	<b>Second</b>	<b>Total</b>
Shortage of housing	33%	20%	53%
Overseas buyers	19%	15%	34%
Low interest rates	11%	15%	26%
The first home buyers grant	8%	14%	22%
Real estate agents	7%	10%	17%
Australian investors	5%	10%	15%
Bank lending	4%	11%	15%
Don't know	13%	4%	13%

One in three believe that a shortage of housing is mainly responsible for the increase in Australian housing prices, and just over half (53%) think it is one of the two main reasons.

19% say overseas buyers are mainly responsible for the increase in Australian house prices, and 34% say it one of the two main reasons.

Coalition voters were more likely to think overseas buyers are mainly responsible for the increase in Australian house prices (22%), while Green voters were more likely to think Australian investors are mainly responsible.

People aged 35 – 44 were more likely to think low interest rates are most responsible (17%), people aged 45 – 54 think a shortage of housing is most responsible (40%), while those aged 65 years and over think that overseas buyers are most responsible for the increase in housing prices (26%).

Females were more likely to indicate overseas buyers are mainly responsible (23%), while males were more likely to point to a shortage of housing as mainly responsible for increased house prices (39%).



## House prices in Australia

*Q. Do you personally want house prices to increase, decrease or stay the same?*

	%
Increase	28%
Decrease	34%
Stay the same	28%
Don't know	9%

34% of people surveyed want house prices to decrease, 28% want prices to increase, 28% want house prices to stay the same and 9% don't know.

Coalition voters were more likely to want house prices to increase (36%) while Green voters were more likely to indicate they want house prices to decrease (49%). 37% of Labor voters want house prices to decrease.

People aged 18 – 24 were more likely to want house prices to decrease (56%), those aged 25 – 34 were more likely to want house prices to increase (37%) and those aged 55 years and over were more likely to want prices to stay the same (40%).



## Issues related to workplace staffing

*Q. Over the last 12 months, has the business you work for cut back on staff, increased staff or have staffing levels stayed much the same?*

	%
Increased staff	13%
Cut back on staff	26%
Stayed much the same	57%
Don't know	4%

N=532

Only asked to those in employment

For those currently employed, over half (57%) indicated that staffing levels have stayed much the same at their place of employment. 26% indicated that over the last 12 months, the business they work for has cut back on staff, 13% indicated that staffing levels have increased and 4% don't know.

There were no substantial differences in terms of public or private workplaces; however people employed in the public sector were slightly more likely than those in the private sector to indicate there has been a cut back on staff in their workplace (29% v 25%).

## Australia's economy

Q. How important are each of the following for Australia to have a strong economy?

	<b>Very important</b>	<b>Somewhat important</b>	<b>Not so important</b>	<b>Don't know</b>
Low unemployment rate	57%	33%	3%	6%
Low inflation	43%	42%	5%	10%
Low interest rates	38%	43%	10%	9%
A reduction in Government spending	35%	38%	19%	9%
Increased wages for workers	30%	48%	15%	7%
Higher GDP	27%	41%	6%	26%
Increasing share prices	20%	40%	23%	16%
Increased company profits	17%	46%	26%	11%

Over half (57%) of those surveyed think that a low unemployment rate is very important for Australia to have a strong economy, 43% think low inflation is very important and 38% think low interest rates are very important.

Labor voters were more likely to think that increased wages for workers are very important for Australia to have a strong economy (36%).

Coalition voters were more likely to think that a reduction in Government spending (48%), increasing in share prices (23%) and increased company profits (22%) are very important for Australia to have a strong economy.

There were no substantial differences amongst the various demographic groups.

## **Opposition Leader Tony Abbott**

*Q. Do you think the Opposition Leader Tony Abbott is spending too much time on activities not related to his job as Opposition Leader?*

	%
Spend too much time	32%
Not spending too much time	45%
Don't know	23%

Just under half (45%) of those surveyed think Tony Abbott is not spending too much time on activities not related to his job as Opposition Leader, 32% think he spends too much time on activities not related to his job and 23% don't know.

Labor voters were more likely to think Tony Abbott is spending too much time on activities not related to his job (50%), while Coalition voters were more likely to think he is not spending too much time on activities not related to his job (76%).

People aged 55 years and over were more likely to think Abbott is not spending too much time on activities not related to his job (53%), as were males (49%).



## **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 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.

