



7 June 2010



15 – 31 Pelham Street
Carlton
Victoria 3053
Phone 03 9929 9903
Mobile 0416 121 969

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 1st to 6th June and obtained 1,045 respondents.

Aside from the standard question on voting intention, this week's report includes opinion of which party has the best leadership team, awareness of asylum seekers as a proportion of annual immigration, credibility of advertising about the resources super profits tax and approval of John Howard as head of the ICC.

The methodology used to carry out this research is available in appendix one (page 8).

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

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?

1,872 sample size

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	30%	39%	39%	39%	38%
National	4%	3%	2%	2%	3%
Total Lib/Nat	34%	42%	41%	41%	40%
Labor	46%	37%	40%	39%	37%
Greens	9%	11%	10%	9%	12%
Family First	3%	2%	2%	2%	3%
Other/Independent	8%	8%	7%	8%	7%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	42%	50%	48%	49%	48%
Labor	58%	50%	52%	51%	52%

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.

* Sample is the aggregation of two weeks' polling data.



Best Leadership Team

Q. Thinking about the Government Ministers and the Opposition Shadow Ministers in Federal Parliament, who has the best leadership team – Kevin Rudd and the Labor Party or Tony Abbott and the Coalition?

Kevin Rudd and the Labor Party	47%
Tony Abbott and the Coalition	31%
Don't know	23%

47% think that Kevin Rudd and the Labor Party have the best leadership team and 31% prefer Tony Abbott and the Liberal Party team.

95% of Labor voters think the Labor team is better and 75% of Liberal/National voters prefer the Liberal team. Greens voters prefer the Labor team over the Liberal team (by 55% to 13%), as do other party and independent voters (45% to 24%).

People aged under 35 prefer the Labor team 47% to 18%.

Asylum Seekers – Awareness of Annual Intake

Q. From what you have read and heard, what percentage of Australia’s annual immigration intake are asylum seekers arriving by boat?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
50% or more	10%	10%	12%	6%
About 25%	15%	15%	17%	8%
About 10%	13%	12%	15%	13%
About 5%	15%	12%	17%	18%
1% or less	18%	21%	17%	26%
Don’t know	30%	30%	22%	28%

38% of respondents think asylum seekers arriving by boat make up at least 10% of Australia’s immigration intake – 15% think it about 5% and 18% think it is 1% or less.

26% of Greens voters think it is 1% or less and 44% of Liberal/National voters think it is 10% or more.

26% of people aged 45-64 think it is 1% or less.

Mining Tax Advertising

Q. Thinking about the proposed resources super profits tax and the current advertising by the Government and the mining companies, who is more believable - the Government or the mining companies?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote Other/Ind.
The Government	33%	62%	9%	51%	28%
The mining companies	36%	11%	68%	20%	37%
Don't know	31%	28%	23%	29%	35%

Respondents were divided over the believability of advertising by the Government and the mining industry of the proposed resources super profits tax. 36% think the mining companies' advertising is more believable and 33% think the Government's is more believable. 31% don't know which is more believable.

Opinions are closely associated with voting intention. 62% of Labor voters think the Government's advertising is more believable and 68% of Liberal/National voters favour the mining companies'. Greens voters are more likely to believe the Government (51%/20%).

There is a significant difference in opinion by gender – men are more likely to believe the Government (Govt. 41%/Mining cos. 36%/Don't know 24%) and women more likely to believe the mining companies or say they don't know (26%/35%/38%).



John Howard as Head of ICC

Q. Do you approve or disapprove of the former Prime Minister John Howard becoming head of the International Cricket Council?

	Total	Vote Labor	Vote Lib/Nat
Total approve	32%	18%	56%
Total disapprove	18%	31%	6%
Strongly approve	8%	4%	15%
Approve	24%	14%	41%
Disapprove	10%	19%	4%
Strongly disapprove	8%	12%	2%
No opinion	50%	51%	38%

Exactly half the respondents have no opinion about John Howard becoming head of the International Cricket Council - 32% approve and 18% disapprove. 56% of Liberal/National voters approve but 31% of Labor voters disapprove and 18% approve.

57% of women and 60% of people aged under 35 have no opinion. Men approve 35% to 22%.

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.

