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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 from 31st August to 5th September and is based on 1,004 respondents.

Aside from the standard question on voting intention, this week's report includes questions on opinion of a minority Government and the prospect of another election.

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

Please 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?

2,106 sample size

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	37%	39%	42%	41%	40%
National	3%	3%	3%	3%	3%
Total Lib/Nat	40%	42%	45%	44%	43%
Labor	43%	41%	38%	38%	39%
Greens	9%	10%	11%	11%	11%
Family First	2%	3%	2%	2%	2%
Other/Independent	7%	5%	4%	5%	6%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	46%	48%	50%	50%	49%
Labor	54%	52%	50%	50%	51%

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. The two-party preferred estimate is calculated by distributing the votes of the other parties according to their preferences at the 2007 election.



Minority Government

Q. After the election neither the Labor Party nor the Coalition has a majority in the House of Representatives – they need the support of independents to govern. Do you think this will result in a better or worse Government for Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total better	30%	37%	19%	47%
Total worse	42%	33%	62%	30%
A lot better	8%	10%	3%	12%
A little better	22%	27%	16%	35%
A little worse	22%	19%	28%	23%
A lot worse	20%	14%	34%	7%
Make no difference	15%	16%	11%	10%
Don't know	13%	14%	8%	13%

42% believe that a minority Government supported by the independents will result in a worse Government for Australia and 30% think it will be a better Government. Liberal/National voters are more likely to think it would be a worse Government (62%) while 47% of Greens voters think it would be a better Government. Labor voters are split – 37% better/33% worse.

Older voters are most likely to think it would be a worse Government – of those aged 55+, 47% say worse and 28% better.

New Election

Q. How likely is it that Australia will need to have another Federal election within the next 12 months?

Total likely	70%
Total unlikely	16%
Very likely	27%
Quite likely	43%
Not very likely	13%
Not at all likely	3%
Don't know	14%

70% of respondents think it likely that Australia will need to have another Federal election within the next 12 months and only 16% think it is unlikely. A majority of all voters types believe it is likely.

Q. Do you think Australia should have another Federal election in the next 12 months?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Yes	52%	48%	65%	45%
No	33%	38%	25%	35%
Don't know	15%	14%	10%	20%

52% think that Australia should have another election in the next 12 months and 33% disagree. Support for another election is strongest among Liberal/National voters (65%) although all voter types are more likely to support another election than oppose it. Women (yes 53%/no 29%) are more likely to support another election than men (50%/38%).

Q. And if Australia had another Federal election in the next 12 months, which party do you expect would win that election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Labor	35%	76%	2%	48%
Liberal/National	39%	4%	83%	11%
Don't know	25%	20%	15%	41%

Expectations about which party would win another election are divided – and closely follow party preferences. 39% think the Coalition would win and 35% think Labor would win.

Q. If another election was held in the next 12 months would you vote for the same party or might you change your vote?

	Total	Voted Labor	Voted Lib/Nat	Voted Greens
Vote for the same party	72%	76%	84%	62%
Might change my vote	16%	16%	11%	28%
Definitely change my vote	1%	1%	2%	1%
Don't know	11%	7%	4%	8%

72% say they would vote for the same party if another election was held and 17% think they may change their vote. Liberal/National voters are least likely to change their vote (13%), while Greens voters are most likely (29%). 22% of voters aged under 35 said they may change their vote compared to only 13% of those aged 55+.

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.

