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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 3rd to 7th July 2011 and is based on 1,198 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the economy and asylum seekers.

The methodology used to carry out this research is available in appendix on page 10.

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?

sample size = 2,023

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		47%	45%	46%	47%
National		3%	3%	3%	3%
Total Lib/Nat	43.6	50%	48%	49%	50%
Labor	38.0	30%	32%	31%	30%
Greens	11.8	11%	11%	11%	10%
Other/Independent	6.6	9%	9%	9%	10%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	57%	55%	56%	57%
Labor	50.1%	43%	45%	44%	43%

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 2010 election.



Ratings of the Economy

Q. From what you have read and heard, how would you rate the state of the economy of Australia?

And how would you rate the state of the economy of the USA?

And how would you rate the state of the economies of the European countries?

	Australia	USA	Europe
Total getting better	32%	5%	5%
Total getting worse	37%	84%	70%
Getting a lot better	7%	1%	1%
Getting a little better	25%	4%	4%
Neither getting better nor worse	28%	7%	14%
Getting a little worse	27%	26%	27%
Getting a lot worse	10%	58%	43%
Don't know	2%	4%	10%

Opinions about Australia's economy are split but most believe the economies of USA and Europe are getting worse.

32% of respondents think the Australian economy is getting better and 37% think it is getting worse. 84% think the USA economy is getting worse (58% a lot worse) and 70% think the economies of European countries are getting worse.

For Australia, 49% of Labor voters think our economy is getting better while 52% of Liberal/National voters think the economy is getting worse. Younger respondents were most optimistic about the Australian economy - 46% of those aged under 35 think it is getting better compared to only 21% of those aged 55+.

By gender - men split 36% better/34% worse and women 29% better/40% worse.



Impact of other Economies on Australia

Q. How much impact do you think the economies of other countries have on Australia's economy?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
A lot	47%	44%	49%	46%
Some	41%	44%	42%	48%
A little	8%	10%	7%	6%
None	*	-	-	-
Don't know	3%	2%	2%	-

47% think that the economies of other countries have a lot of impact on the Australian economy and 41% think they have some impact. Only 8% think they have little or no impact. There were no major differences across demographic groups.

Trust to Handle Economy

Q. Which party would you trust most to handle the economy if there was another Global Financial Crisis (GFC)?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
The Labor Party	27%	77%	3%	41%
The Liberal Party	43%	6%	86%	3%
No difference	19%	13%	9%	42%
Don't know	10%	4%	2%	13%

43% said they would trust the Liberal Party most to handle the economy if there was another GFC, 27% would trust the Labor Party most and 19% said there was no difference.

Those aged under 35 were more likely to think there was no difference (25%) while those aged 55+ were more likely to prefer the Liberal Party (54%)



Concern about Asylum Seekers

Q. How concerned are you about the number of asylum seekers arriving in Australia by boat?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Very concerned	43%	36%	54%	12%
Somewhat concerned	24%	27%	27%	17%
A little concerned	15%	17%	11%	26%
Not at all concerned	15%	19%	7%	44%
Don't know	2%	1%	1%	2%

43% were very concerned and 24% somewhat concerned about the number of asylum seekers arriving in Australia by boat. 30% were only a little or not concerned.

60% of those aged 55+ were very concerned compared to 26% of those aged under 35.

Awareness of Arrival of Asylum Seekers

Q. As far as you know, has the number of asylum seekers arriving in Australia by boat, increased or decreased over the last 12 months?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total increased	62%	51%	74%	36%
Total decreased	7%	10%	5%	11%
Increased a lot	36%	24%	50%	7%
Increased a little	26%	27%	24%	29%
Stayed about the same	20%	28%	14%	33%
Decreased a little	6%	8%	5%	9%
Decreased a lot	1%	2%	*	2%
Don't know	11%	11%	6%	20%

62% believe that the number of asylum seekers arriving in Australia by boat has increased over the last 12 months, 20% think it has stayed the same and 7% think it has decreased. 74% of Liberal/National voters think it has increased compared to 51% of Labor voters and 36% of Greens voters.

Of those who think it has increased, 59% said they were very concerned (in answer to the previous question) - and of those who think it has stayed the same or decreased, only 18% were very concerned.

Concern about Asylum Seekers - based on information about arrivals

Q. Actually, the number of asylum seekers reaching Australia by boat has fallen by more than half in 2011 compared to 2010. Based on that information, now how concerned are you about the number of asylum seekers arriving in Australia by boat?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Very concerned	33%	24%	43%	9%
Somewhat concerned	25%	27%	30%	11%
A little concerned	20%	23%	17%	26%
Not at all concerned	19%	25%	8%	50%
Don't know	3%	2%	1%	3%

When told that the number of asylum seekers arriving by boat had fallen by more than half, 33% said they were very concerned (down 10% from the earlier question), 25% somewhat concerned (up 1%) and 39% a little or not concerned (up 9%).

The shifts were similar across all demographic groups.

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.

