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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 7th to the 11th of April and obtained 1144 respondents.

Aside from the standard question on voting intention, this report considers Australia's relations with other nations, the performance of Kevin Rudd on international relations and which party people think would be best at handling the issue. The report also considers the upcoming Federal budget – areas of spending people think should be cut, support for various elements of the budget and the impact people think it will have on them personally.

The methodology used to carry out this research is available in appendix one (page 12).

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?

*1943 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	37%		
National	3%		
Total Lib/Nat	40%	46%	-
Labor	41%	54%	-
Greens	11%		
Family First	2%		
Other/Independent	6%		

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.



Kevin Rudd and Australia's relations with other nations

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

	April 2009	April 2010
Total approve	67%	50%
Total disapprove	19%	32%
Strongly approve	17%	10%
Approve	50%	40%
Disapprove	13%	22%
Strongly disapprove	6%	10%
Don't know	13%	17%

Half (50%) of those surveyed approve of the way Kevin Rudd is handling Australia's relations with other nations, 32% disapprove and 17% don't know.

Results followed party lines – Labor voters were more likely to approve (87%), while Coalition voters were more likely to disapprove (66%). 61% of Green voters approve of the way Kevin Rudd is handling Australia's relations with other nations.

Males were more likely than females to approve (55% v 45%). Females were more likely to indicate they don't know (22%).

People aged 55 years and over were more likely to disapprove of the way Kevin Rudd is handling Australia's relations with other nations (45%).

Since we asked this question a year ago, the number of people that approve of the way Kevin Rudd is handling Australia's relations with other nations has dropped seventeen percent and the number that disapprove has increased by thirteen percent.



Party trust to handle Australia's Relations

Q. Who would you trust more to handle Australia's relations with other nations?

	%
Kevin Rudd and the Labor Party	41%
Tony Abbott and the Liberal Party	27%
No difference	22%
Don't know	10%

41% trust Kevin Rudd and the Labor Party when it comes to handling Australia's relations with other nations, 27% prefer Tony Abbott and the Liberal Party, 22% think there is no difference and 10% don't know.

Results followed party lines – Labor voters were more likely to trust Kevin Rudd and Labor (85%) while Coalition voters were more likely to trust Tony Abbott and the Liberal Party (66%). Green voters were more likely to trust Kevin Rudd and the Labor Party (58%).

People aged 55 years and over were more likely to trust Tony Abbott and the Liberal Party (37%), while those aged 45 – 54 were more likely to trust Kevin Rudd and Labor (50%) when it comes to handling Australia's relations with other nations.



Australia's relations with other nations

Q. How important is it for Australia to have a close relationship with the following nations?

	Very important	Quite important	Not very important	Don't know
United States	59%	33%	4%	4%
New Zealand	56%	34%	6%	5%
China	51%	36%	7%	5%
United Kingdom	46%	41%	9%	5%
Indonesia	40%	40%	13%	7%
Japan	39%	48%	8%	5%
India	27%	44%	21%	7%
Germany	18%	44%	29%	8%
South Africa	12%	41%	39%	8%

Over half think that it is very important for Australia to have a close relationship with the United States (59%), New Zealand (56%) and China (51%).

Labor voters were more likely to think a close relationship with China is very important (56%) while Green voters were more likely to think it is not very important (15%).

Labor voters were more likely to think relations with Indonesia are very important (48%) and relations with India are quite important (51%).

Coalition voters were more likely to think Australia's relations with India are not very important (26%). However, these voters were more likely to think Australia's relations with the United Kingdom (52%) and the United States (68%) are very important.



Australia's relations with other nations

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

	Get closer	Stay the same	Become less close	Don't know
China	33%	45%	13%	9%
New Zealand	33%	56%	2%	8%
Indonesia	30%	48%	12%	10%
United States	24%	59%	9%	8%
United Kingdom	24%	62%	5%	8%
India	24%	50%	16%	10%
Japan	24%	59%	8%	10%
Germany	16%	65%	7%	12%
South Africa	13%	63%	12%	12%

When it comes to Australia's relationship getting closer with various countries, 33% think Australia's relations with China should get closer, 45% think our relations with China should stay the same and 13% think they should become less close.

33% support a closer relationship with New Zealand and 30% support a closer relationship with Indonesia. The country that scores the highest in terms of one which Australia should become less close with is India (16%).

Labor (36%) voters were more likely to think that Australia's relations with China should become closer, while Coalition (17%) and Greens (23%) voters were more likely to think it should be less close.

Labor voters were more likely to think Australia's relations with India should stay the same (55%), while Coalition voters were more likely to think they should become less close (20%).



Federal Budget 2010

Q. Thinking about the Government budget set to be announced soon, which of the following is the most important thing the Government needs to do?

	May 2009	April 2010	Shift
Cut spending so we don't go further into debt	24%	32%	+8%
Assist those on low incomes by increasing payments to pensioners and the unemployed	26%	24%	-2%
Stimulate the economy by cutting income taxes	25%	20%	-5%
Increase Government spending to further stimulate economic growth	*	9%	*
Stimulate the economy by giving assistance to businesses	15%	5%	-10%
Don't know	10%	10%	-

*Not asked in 2009 survey.

32% of people think that the most important thing that the Government needs to do in the upcoming budget is cut spending so we don't go further into debt, 24% think increasing payments to pensioners and the unemployed is the most important thing the Government needs to do and 20% think the budget should include stimulating the economy by cutting income taxes.

Coalition voters were more likely to think the most important thing that should be included in the upcoming budget are cuts to spending so we don't go further into debt (51%). Labor (33%) and Green (34%) voters were more likely to think that assisting those on low incomes by increasing payments to pensioners and unemployed is the most important thing the Government needs to do in the upcoming budget.

People aged 65 years and over were more likely to think that the most important thing the Government needs to do in the upcoming budget is assist those on low incomes by increasing payments to pensioners and the unemployed (40%). People aged 25 – 34 were more likely to think the most important budget measure should be cutting income taxes (33%).

People earning \$600 - \$1000 were more likely to support increased payments to pensioners (41%) while those on \$1600+ were more likely to prefer cuts to income tax (26%).

The most significant shift since the 2009 survey is in terms of stimulating the economy by assisting business (-10%) and cut spending so we don't go further into debt (+8%).



Support for various budget measures

Q. If you had to choose, which of the following budget measures would you support?

	%
Increase taxes for people on high incomes	41%
Increase taxes on businesses	8%
Cut Government spending	41%
Don't know	10%

41% support increased taxes for people on high incomes, a further 41% support cuts to Government spending, 8% support increased taxes on business and 10% don't know which budget measure they support.

Labor voters were more likely to support increased taxes for people on high incomes (62%), Coalition voters were more likely to support cuts to Government spending (65%) and Green voters were more likely to support increased taxes on business (15%).

People earning \$600 - \$1000 per week were more likely to prefer increased taxes for people on high incomes (53%), while people earning \$1600 per week or more were more likely to prefer cuts to Government spending (45%).

Budget and cuts to spending

Q. If cost savings need to be made in the budget, in which area should spending cuts be made?

	%
Defence and national security	20%
Social security and welfare	15%
Industry and employment	7%
Community services	6%
Infrastructure, transport and energy	4%
Health	3%
Education	2%
None of these	32%
Don't know	11%

20% of people think that if savings need to be made in the budget, cuts should be made to defence and national security, 15% think cuts should be made to social security and welfare and 7% think that cuts should be made to industry and employment. There is little support for cuts to health (3%) or education (2%). 32% think that cuts should be made to none of the areas listed.

Green (38%) and Labor (25%) voters were more likely to support cuts to defence and national security. Coalition voters were more likely to support cuts to social security and welfare (20%) and community services (9%).

People aged 18 – 24 (28%) year olds and 25 – 34 (26%) were more likely to support cuts to defence and national security.



Budget expectations

Q. Do you expect that the budget will be good or bad for you personally, or will it have no impact on you?

	May 2009	April 2010
Total good	19%	11%
Total bad	38%	34%
Very good	2%	1%
Good	17%	10%
Bad	30%	27%
Very bad	8%	7%
No impact	21%	30%
Don't know	23%	25%

34% of people surveyed expect that the budget will be bad for them personally, 30% think the budget will have no impact, 11% think it will be good for them and 25% don't know.

Coalition voters were more likely to think the budget will be bad for them personally (48%), while Labor (36%) and Green (45%) voters were more likely to think it will have no impact.

People aged 55 years and over were more likely to think the budget will be bad for them personally.

Compared to the 2009 survey, the number of people that expect the budget will be good for them personally has decreased by eight percent and the number, the number that think it will be bad has decreased by four percent and the number that think it will have no impact has increased by nine percent.



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 19th 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.

