



EssentialReport

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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 6th to 11th July and is based on 1,128 respondents.

Aside from the standard question on voting intention, this week's report includes questions about the mineral resources rent tax, asylum seekers and WorkChoices.

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

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?

1,953 sample size

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	34%	38%	36%	36%	36%
National	3%	3%	3%	3%	3%
Total Lib/Nat	37%	41%	39%	39%	38%
Labor	47%	35%	42%	42%	41%
Greens	8%	14%	9%	11%	13%
Family First	2%	2%	3%	2%	2%
Other/Independent	6%	8%	7%	6%	6%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	43%	49%	46%	46%	45%
Labor	57%	51%	54%	54%	55%

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.

Approval of MRRT

Q. Do you approve or disapprove of the new mining tax (called the Minerals Resource Rent Tax) recently negotiated between the Government and major mining companies?

Total approve	50%
Total disapprove	28%
Strongly approve	13%
Approve	37%
Disapprove	18%
Strongly disapprove	10%
Don't know	22%

50% of respondents approved the new mining tax negotiated with the mining companies and 28% disapproved. Labor voters approved 75% to 10% and Greens voters approved 52% to 26%. 33% of Liberal/National voters approved and 53% disapproved.

Performance of PM over MRRT

Q. How would you rate the job Prime Minister Julia Gillard has done in handling the mining tax issue?

Total good	58%
Total poor	25%
Very good	14%
Good	44%
Poor	15%
Very poor	10%
Don't know	16%

58% rated the Prime Minister's handling of the mining tax issue as good and 25% rated it poor. Labor voters rated it 87% good and 6% poor and Greens voters rated it 60% good and 27% poor. 40% of Liberal/National voters rated it good and 49% poor.

Influence of Mining Companies

Q. Do you think the mining companies have had too much or not enough influence on Government policies?

Too much	41%
Not enough	12%
About the right influence	25%
Don't know	21%

41% think mining companies have had too much influence of Government policies, 12% think they have not had enough and 25% think they have had about the right influence. 57% of Labor voters and 69% of Greens voters think mining companies have had too much influence. Liberal voters were evenly split – 22% think they have had too much influence, 22% not enough and 40% about the right influence.

Government 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?

	12 July 10	4 April 10
Too tough	10%	6%
Too soft	56%	65%
Taking the right approach	21%	18%
Don't know	13%	11%

10% think the Government is too tough on asylum seekers, 56% too soft and 21% think they are taking the right approach. Since this question was asked three months ago, the percentage thinking the Government is too soft is down 9%, too tough up 4% and “the right approach” up 3%.

Among Labor voters 43% say they are too soft, 37% think they are taking the right approach and 11% think they are too tough. 81% of Liberal/National voters think they are too soft, 4% too tough and 10% taking the right approach. Greens voters are split – 38% think they are too tough, 28% too soft and 23% taking the right approach.

There are some differences of opinion by age – among the under 35's, 46% think they are too soft, 14% too tough and 19% taking the right approach. Among those aged 55+, 66% think they are too soft, 8% too tough and 22% taking the right approach.

Approval of Prime Minister's handling of Asylum Seeker Issue

Q. Do you approve or disapprove the way the Prime Minister Julia Gillard is addressing the asylum seeker issue?

Total approve	42%
Total disapprove	33%
Strongly approve	7%
Approve	35%
Disapprove	23%
Strongly disapprove	10%
Don't know	26%

42% approved of the way the Prime Minister is addressing the asylum seeker issue and 33% disapproved. 63% of Labor voters approved and 15% disapproved. 57% Liberal/National voters disapproved and 26% approved and for Greens voters 32% approved and 41% disapproved.

Party Trust to Handle Asylum Seeker Issue

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

	12 July 10	4 April 10
The Labor Party	24%	23%
The Liberal Party	31%	34%
No difference	33%	28%
Don't know	12%	15%

24% trust the Labor Party most to handle the issue of asylum seekers, 31% trust the Liberal Party most and 45% think there is no difference or don't know. This represents only a small change since this question was asked three months ago – the gap between Labor and Liberal has closed from 11% to 7% and the proportion that thinks there is no difference is up 5%.

54% of Labor voters trust the Labor Party most and 33% say there is no difference while 75% of Liberal/National voters trust the Liberal Party and only 18% think there is no difference. 47% of Greens voters think there is no difference, 31% trust the Labor Party most and 11% the Liberal Party.

Liberal Party and WorkChoices

Q. If they won the next election, how likely do you think it would be that Tony Abbott and the Liberal Party would try to bring back industrial laws similar to WorkChoices?

	12 July 10	31 May 10
Total likely	56%	58%
Total unlikely	24%	21%
Very likely	26%	28%
Quite likely	30%	30%
Not very likely	18%	18%
Not at all likely	6%	3%
Don't know	20%	20%

56% think it is likely that Tony Abbott and the Liberal Party would try to bring back industrial laws similar to WorkChoices if they won the next election and 24% think it is unlikely. These figures have only changed slightly since this question was last asked six weeks ago.

83% of Labor voters and 71% of Greens voters think it is likely, while Liberal/National voters are split 37% likely to 48% unlikely.

Concern about Liberals Bringing Back WorkChoices

Q. If the Liberals won the election and reintroduced WorkChoices or similar laws, how concerned would you be?

	12 July 10	31 May 10
Very concerned	29%	28%
Quite concerned	19%	17%
A little concerned	16%	20%
Not concerned	25%	24%
Don't know	11%	11%

48% would be quite or very concerned if WorkChoices or similar laws were re-introduced and 41% were only a little or not concerned. These figures are little changed since this question was last asked six weeks ago.

76% of Labor voters and 71% of Greens voters would be concerned. 77% of Liberal/National voters would be a little/not concerned and 17% concerned. Respondents aged 25-44 were the most concerned group – 55% very/quite concerned to 32% a little/not concerned.

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.

