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With data supplied by



About the Poll

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 the 15th to 19th August and is based on 1,019 respondents.

Aside from the standard question on voting intention, this week's report includes questions on power costs, impact of the carbon tax and asylum seekers.

The methodology used to carry out this research is available in the appendix on page 11.

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 = 1,864 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 23/7/12	2 weeks ago 6/8/12	Last week 13/8/12	This week 20/8/12
Liberal		45%	46%	46%	46%
National		4%	3%	3%	3%
Total Lib/Nat	43.6%	49%	49%	49%	49%
Labor	38.0%	33%	33%	32%	32%
Greens	11.8%	10%	10%	10%	10%
Other/Independent	6.6%	9%	8%	8%	9%

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

NB. The data in the above tables comprise 2-week averages derived from 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. These estimates have a confidence interval of approx. plus or minus 2-3%.



Power Costs

Q. Over the last few years, have your gas and/or electricity costs increased, decreased or stayed much the same?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total increased	86%	84%	90%	72%
Increased a lot	42%	35%	48%	23%
Increased a moderate amount	29%	30%	30%	31%
Increased a little	15%	19%	12%	18%
Stayed about the same	7%	9%	5%	13%
Decreased a little	1%	1%	1%	1%
Decreased a moderate amount	*	-	*	2%
Decreased a lot	1%	2%	*	4%
Don't know	4%	4%	2%	8%

42% think that gas and electricity prices have increased a lot over the last few years and 29% think they have increased a moderate amount. Only 9% think they have stayed about the same or decreased.

Those most likely to think they have increased a lot were aged 45+ (49%), Liberal/National voters (48%) and Victorians (47%).



Responsibility for Power Prices

Q. Who do you think is mainly responsible for electricity and gas prices?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Increased a lot	Increased a moderate amount	Increased a little	Stayed the same or decreased
The Federal Government	28%	16%	40%	18%	40%	22%	19%	22%
The State Government	23%	27%	21%	28%	23%	28%	21%	18%
The power companies	37%	50%	28%	42%	32%	42%	44%	38%
Don't know	12%	7%	10%	12%	6%	9%	17%	21%

37% think the power companies are mainly responsible for electricity and gas prices, 28% think the Federal Government is mainly responsible and 23% think the State Governments are mainly responsible.

Those who think power prices have increased a lot are more likely to think the Federal Government is mainly responsible (40%), while those who think prices have increased a moderate amount, a little or not at all think the power companies are mainly responsible.

50% of Labor voters think the power companies are mainly responsible and 40% of Liberal/National voters think the Federal Government is mainly responsible.



Price Increases Since Carbon Tax

Q. Since the carbon tax was introduced on 1st July, have you noticed any increase in the costs of goods or services?

	Total 9 July	Total 20 Aug	Vote Labor	Vote Lib/Nat	Vote Greens
Yes, have noticed an increase in costs	31%	52%	34%	68%	29%
No, have not noticed any increase in costs	54%	36%	54%	21%	64%
Don't know	15%	12%	12%	11%	7%

52% say they have noticed an increase in the costs of goods or services since the carbon tax was introduced - up 21% from 31% recorded the week after the carbon tax was introduced - and 36% say they have not noticed any increase in costs.

Those most likely to say they have noticed an increase in costs were aged 35-54 (56%) and Liberal/National voters (68%).



Main Reason for Price Increases

*Q. Do you believe these price increases are due mainly to the carbon tax, or mainly due to other reasons? **

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Mainly due to carbon tax	72%	53%	81%	70%
Mainly due to other reasons	17%	36%	9%	18%
Don't know	11%	12%	10%	13%

** based on the 52% who have noticed price increases*

72% of those who said they had noticed cost increases think it is mainly due to the carbon tax.

Those most likely to blame the carbon tax were Liberal/National voters (81%), aged under 35 (78%) and those earning over \$1,000pw (76%).



Approval of Recommendations on Asylum Seekers

Q. An expert panel appointed by the Federal Government has made a number of recommendations for handling asylum seekers arriving in Australia by boat. Do you approve or disapprove of the following recommendations?

	Total approve	Total disapprove	Strongly approve	Approve	Disapprove	Strongly disapprove	Don't know
Expanding Australia's humanitarian program immediately from 13,500 places per year to 20,000	42%	46%	13%	29%	20%	26%	12%
Limiting the ways refugees who have arrived by boat can bring their families to Australia	72%	18%	40%	32%	11%	7%	11%
Reopening detention facilities in Nauru and Manus Islands	67%	18%	36%	31%	11%	7%	14%
Detaining offshore refugees who have arrived by boat for several years	47%	39%	26%	21%	22%	17%	13%
Pursuing a people swap deal with Malaysia as the basis for a regional solution	30%	47%	11%	19%	22%	25%	23%
Consider turning back boats in the future but only if special conditions are met	66%	21%	35%	31%	11%	10%	13%

There was strong majority approval of the recommendations to limit the ways refugees who have arrived by boat can bring their families to Australia (72%), reopen detention facilities in Nauru and Manus Islands (67%) and consider turning back boats (66%). Respondents were a little more in favour of detaining offshore refugees for several years (47% approve/39% disapprove) and divided over expanding Australia's humanitarian program (42%/46%). 47% disapproved of pursuing a people swap deal with Malaysia as the basis for a regional solution.

48% of Labor voters and 81% of Greens voters approved expanding Australia's humanitarian aid but 54% of Liberal/National voters disapproved.

48% of Labor voters approved pursuing a people swap deal with Malaysia but 59% of Liberal/National voters disapproved.

45% of Labor voters and 81% of Liberal/National voters approved turning back boats but 56% of Greens voters disapproved.

Men favoured detaining refugees for several years (58% approve/31% disapprove while women were more likely to be opposed (38% approve/46% disapprove).



Approval of Accepting all Recommendations

Q. The Federal Government and the Opposition have agreed to implement all of these recommendations. Do you approve or disapprove of implementing all the recommendations of the panel?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total approve	62%	65%	70%	34%
Total disapprove	21%	22%	16%	56%
Strongly approve	17%	17%	22%	3%
Approve	45%	48%	48%	31%
Disapprove	16%	19%	12%	33%
Strongly disapprove	5%	3%	4%	23%
Don't know	16%	13%	13%	10%

62% approved of implementing all of the panel's recommendations - 65% of Labor voters, 70% of Liberal/National voters but only 34% of Greens voters.

Those most likely to approve were men (68%), aged 55+ (75%) and those on incomes under \$600pw (70%).



Effectiveness of Recommendations

Q. How effective do you think the panel recommendations will be in terms of -

	Very effective	Quite effective	A little effective	Not effective	Don't know
Stopping boats of asylum seekers landing in Australia	12%	19%	34%	24%	11%
Providing fair treatment for genuine asylum seekers	11%	29%	32%	18%	11%
Keeping Government costs down	8%	13%	27%	36%	16%

31% think the recommendations will be very/quite effective in stopping boats, 40% very/quite effective in providing fair treatment for genuine asylum seekers and 21% very/quite effective in keeping Government costs down.

38% of Liberal/National voters, 32% of Labor voters and 15% of Greens voters think they will be very/quite effective in stopping boats. 48% of Liberal/National voters, 41% of Labor voters and 16% of Greens voters think they will be very/quite effective in providing fair treatment for genuine asylum seekers.

27% of Liberal/National voters, 20% of Labor voters and 12% of Greens voters think they will be very/quite effective in keeping Government costs down.



Appendix – 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 Wednesday 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.

