



## Essential Report

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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 9<sup>th</sup> to the 12<sup>th</sup> of November 2009 and attracted 1043 responses.

Aside from the standard question we ask each week on Federal voting intention, this week we ask people to rate their level of concern against a series of economic issues of national importance and which party they think is best at managing these issues. We also ask people questions about the National Broadband Network, and which organisations or institutions people think are the most influential in Australia. This week we ask the Australian public whether they think the Government's emissions trading scheme should be passed before the world summit on climate change being held in Copenhagen in December.

The methodology used to carry out this research is available in appendix one (page 10).

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?

\*1915 sample size

<b>2 week average</b>	<b>%</b>	<b>2PP</b>	<b>2PP shift from last week</b>
Liberal	36%		
National	3%		
<b>Total Lib/Nat</b>	<b>39%</b>	<b>45%</b>	<b>+ 4%</b>
<b>Labor</b>	<b>45%</b>	<b>55%</b>	<b>- 4%</b>
Greens	9%		
Family First	2%		
Other/Independent	5%		

Labor leads the Coalition by 10 percentage points in a two party preferred vote.

The major shift towards the Coalition in terms of primary vote is amongst people aged 65 years and over, and to a lesser extent those in the 55 – 64 year age group. There was no shift towards the Coalition amongst any other age groups.

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 data.



**Concern regarding economic issues of national importance**

*Q. How concerned are you personally about each of the following economic issues facing Australia today?*

	<b>Very concerned</b>	<b>Somewhat concerned</b>	<b>Not so concerned</b>	<b>Not at all concerned</b>	<b>Don't know</b>
Food prices and inflation generally	55%	34%	8%	1%	2%
Executive salaries	49%	25%	16%	6%	3%
Jobs going overseas	48%	29%	17%	4%	2%
Petrol and energy prices	45%	41%	10%	3%	2%
Affordability of housing	41%	32%	18%	6%	2%
The age pension	37%	29%	22%	9%	2%
Interest rates	35%	36%	20%	7%	2%
Regulation of large corporations	33%	35%	23%	5%	4%
Superannuation	32%	35%	24%	7%	3%
Government debt	31%	36%	25%	6%	2%
Taxation	30%	36%	26%	6%	3%
Unemployment	29%	37%	26%	6%	2%
Improving wages for low income earners	28%	43%	23%	4%	2%

The issues that most people are very concerned about include food prices and inflation generally (55%), jobs going overseas (49%) and executive salaries (48%). A significant number of people are very concerned about petrol and energy prices (45%) and affordability of housing (41%).

Coalition voters were more likely to be very concerned about food prices and inflation generally (60%), jobs going overseas (57%) and Government debt (54%). Labor voters were more likely to be very concerned about executive wages (54%) and improving wages for low income earners (32%).

Females were more likely than males to be very concerned on most issues, in particular food prices and inflation generally (66% v 45%), improving wages for low income earners (34% v 22%) and unemployment (33% v 25%).



**Economic issues of importance and party best at**

*Q. Between Liberal and Labor, which party do you think would be best at managing each of the following issues?*

	<b>Labor</b>	<b>Liberal</b>	<b>Labor margin</b>	<b>No difference</b>	<b>Don't know</b>
Improving wages for low income earners	37%	20%	+17%	27%	17%
Executive salaries	27%	18%	+9%	36%	18%
The age pension	30%	21%	+9%	31%	17%
Regulation of large corporations	26%	21%	+5%	35%	18%
Affordability of housing	21%	23%	-2%	39%	16%
Petrol and energy prices	21%	24%	-3%	38%	17%
Unemployment	27%	30%	-3%	27%	16%
Jobs going overseas	20%	24%	-4%	38%	19%
Food prices and inflation generally	19%	27%	-8%	37%	16%
Taxation	22%	30%	-8%	32%	17%
Superannuation	19%	28%	-9%	36%	17%
Interest rates	20%	29%	-9%	35%	15%
Government debt	16%	40%	-24%	27%	16%

When it comes to which party is best at handling economic issues, Labor leads the Liberal party on managing the improvement of wages for low income earners (+17%), executive salaries (+9%) and the age pension (+9%).

Labor trails the Liberals in terms of managing government debt (-24%), followed by managing interest rates (-9%) and superannuation (-9%).

Perception of which party is best at managing the economic issues listed followed party lines.



## National Broadband Network

*Q. The Federal Government plans to build a National Broadband Network over the next few years. How important do you think it is for Australia to build a National Broadband Network?*

	<b>%</b>
Total important	<b>65%</b>
Total not important	<b>26%</b>
Very important	30%
Quite important	35%
Not so important	20%
Not at all important	6%
Don't know	8%

Over half (65%) of people surveyed think that the National Broadband Network (NBN) is very/quite important for Australia, 26% think it is not so important/not at all important and 8% don't know.

Labor voters were more likely to think it is very/quite important (75%) while Coalition voters were more likely to think it is not so important/not at all important (36%). 60% of Coalition voters think the NBN is very/quite important for Australia.

People living in capital cities were slightly more likely than those living in regional areas to think the NBN is very/quite important for Australia (66% v 63%).



## National Broadband Network

Q. Who do you think will run the National Broadband Network? And who do you think should run the National Broadband Network?

	Who people think <b>will</b> run the NBN	Who people think <b>should</b> run the NBN
The Federal Government	27%	40%
Telstra	26%	16%
Optus or other telecommunications companies	6%	8%
Some other company	9%	12%
Don't know	32%	24%

32% of people surveyed don't know who will run the National Broadband Network (NBN), 27% think the Federal Government will run it and 26% think Telstra will. Labor voters were more likely to think the NBN will be run by the Federal Government (38%), while Coalition voters were more likely to think it will be run by Telstra (34%).

40% think the Federal Government and 16% think Telstra should run the NBN. Labor voters were more likely to think the Federal Government should run the NBN (54%), while Coalition voters were more likely to think it should be run by Telstra (27%).



## Political influential bodies in Australia

Q. Which of the following do you think are the most powerful and politically influential organisations in Australia?

	%
Media companies e.g. News Ltd, TV stations	35%
The major banks	22%
Mining companies e.g. BHP-Billiton	10%
Trade unions	8%
Industry and business organisations e.g. Business Council of Australia	6%
Telecommunications companies e.g. Telstra, Optus	2%
Don't know	18%

35% of people surveyed think that media companies (e.g. News Ltd, TV stations) are the most powerful and politically influential organisations in Australia, 22% think that the most powerful and politically influential organisations in Australia are major banks, and 10% think power is held by mining companies (e.g. BHP-Billiton).

Labor voters were more likely to think that the most influential and powerful organisations in Australia are the major banks (28%), while Coalition voters were more likely than the average to think trade unions are (16%). Green voters were more likely to think that most power and influence is vested with mining companies (18%).

People aged 55 years and over were more likely to think that media companies are the most powerful organisations in Australia (40%), while people aged 25 – 34 were more likely to think power and influence in Australia is held by mining companies (16%).





## Emissions trading scheme

*Q. Thinking about climate change, the Government says legislation for an emissions trading scheme needs to be passed before the world summit on climate change being held in Copenhagen in December. The Opposition says Australia should delay making any decisions on an emissions trading scheme until after the world summit. Who do you agree with most?*

	<b>1 June 09*</b>	<b>This week</b>
The Government	33%	33%
The Opposition	36%	38%
Don't know	31%	29%

33% of people surveyed agree with the Government's view that legislation for an emissions trading scheme needs to be passed before the world summit on climate change being held in Copenhagen in December. 38% agree with the view of the Opposition in that Australia should delay making any decisions on an emissions trading scheme until after the world summit, and 29% don't know.

The number of people that agree with the view of the Opposition has increased slightly (+2%) since we last asked this question in June, while the number of those that agree with the Government has stayed the same.

People aged 55 years and over were more likely to agree with the view of the Opposition's view that the introduction of an emissions trading scheme should wait until after the world summit (55%), while people aged 34 years or less were more likely to agree with the Government's view regarding the introduction of the scheme before the world summit (38%).

Males were more likely than females to agree with the view of the Opposition on this issue (44% v 34%).

\* Question asked: *Thinking about climate change, the Government says legislation for an emissions trading scheme needs to be passed before the world summit on climate change being held in December. The Opposition says Australia should delay making any decisions on an emissions trading scheme until after the world summit. Who do you agree with most?*



## **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 19<sup>th</sup> 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.

