



**18 April 2011**



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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 13<sup>th</sup> to 17<sup>th</sup> April 2011 and is based on 1,002 respondents.

Aside from the standard question on voting intention, this week's report includes questions on Israel/Palestine conflict, the carbon tax and the NBN.

The methodology used to carry out this research is available in appendix on page 9.

Please 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 =1,908

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		44%	43%	43%	43%
National		3%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6</b>	<b>46%</b>	<b>46%</b>	<b>46%</b>	<b>47%</b>
<b>Labor</b>	<b>38.0</b>	<b>36%</b>	<b>36%</b>	<b>35%</b>	<b>35%</b>
Greens	11.8	10%	10%	11%	11%
Other/Independent	6.6	8%	8%	8%	8%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	<b>49.9%</b>	<b>53%</b>	<b>53%</b>	<b>53%</b>	<b>54%</b>
Labor	<b>50.1%</b>	<b>47%</b>	<b>47%</b>	<b>47%</b>	<b>46%</b>

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.



## Peace in the Middle East

*Q. What, in your view, is the single biggest obstacle to peace in the Middle East?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Unwillingness of Israelis/ Palestinians to compromise	33%	38%	31%	37%
The Israeli (housing) settlements in areas which Palestinians claim for an independent Palestine	6%	6%	7%	14%
Israel's oppression of Palestinians	8%	8%	8%	15%
Palestinian terror attacks on Israelis	5%	3%	7%	5%
Infighting between the various Palestinian organisations (e.g. Hamas and Fatah)	6%	5%	7%	4%
Inaction by the United Nations	3%	4%	3%	2%
Opposition to Israel from other Middle Eastern countries	8%	7%	9%	-
Don't know	31%	29%	28%	23%

One third (33%) of respondents think that the unwillingness of Israelis and Palestinians to compromise is the single biggest obstacle to peace in the Middle East and a further one third (31%) do not know. The remaining 36% selected a range of reasons including Israel's oppression of Palestinians (8%) and opposition to Israel from other Middle Eastern countries (8%).

There were few substantial differences across voter groups.

## Israel-Palestine Conflict

*Q. To what extent, if at all, do you agree or disagree with each of the following statements?*

	<b>Total agree</b>	<b>Total disagree</b>	<b>Total Neither/ Don't know</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neither agree nor disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>
Australia should support the Israelis rather than Palestinians	14%	23%	62%	6%	8%	33%	12%	11%	29%
Being critical of Israel makes a person anti-Semitic	10%	46%	45%	4%	6%	23%	24%	22%	22%
The Palestine- Israel conflict fuels anti-Semitism in Australia	27%	24%	49%	5%	22%	24%	17%	7%	25%
The Palestine- Israel conflict fuels anti-Muslim feelings in Australia	31%	21%	48%	7%	24%	24%	16%	5%	24%

The most common answers to these statements on the Israel/Palestine conflict were “neither agree nor disagree” and “don’t know”. These results indicate both a low level of awareness/interest and an inclination not to take a position one way or the other. The finding that only 14% agree that Australia should support the Israelis rather than Palestinians underlines this reluctance to take sides on this issue.

Views on most statements were split – except for 46% disagreement that “Being critical of Israel makes a person anti-Semitic”.

Respondents were slightly more likely to think the Israel/Palestine conflict fuels anti-Muslim feeling than anti-Semitism.

## **Opinion of Carbon Pricing Proposal**

*Q. Do you support or oppose the Government's recent announcement to introduce a carbon pricing scheme from 1 July 2012, which will require industries to pay a tax based on the amount of carbon pollution they emit?*

	<b>7 March</b>	<b>14 March</b>	<b>28 March</b>	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total support</b>	<b>35%</b>	<b>38%</b>	<b>34%</b>	<b>39%</b>	<b>63%</b>	<b>21%</b>	<b>75%</b>
<b>Total oppose</b>	<b>48%</b>	<b>49%</b>	<b>51%</b>	<b>49%</b>	<b>25%</b>	<b>72%</b>	<b>17%</b>
Strongly support	9%	12%	12%	13%	25%	4%	37%
Support	26%	26%	22%	26%	38%	17%	38%
Oppose	19%	17%	19%	15%	10%	18%	10%
Strongly oppose	29%	32%	32%	34%	15%	54%	7%
Don't know	18%	13%	15%	12%	12%	7%	8%

Support for the Government's carbon pricing scheme has recovered to similar levels recorded in mid-March.

Since this question was asked 3 weeks ago, support has increased to 39% (+5%) and opposition dropped to 49% (-2%).

Strongest support was shown by those aged under 35 (42%) and those on incomes over \$1,600 pw (46%).

Those most strongly opposed were aged 55+ (58%).

## Opinion of Carbon Pricing Proposal with Compensation

*Q. Would you support or oppose this carbon pricing scheme if the money paid by big polluting industries was used to compensate low and middle income earners and small businesses for increased prices?*

	<b>14 March</b>	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total support</b>	<b>54%</b>	<b>51%</b>	<b>73%</b>	<b>33%</b>	<b>79%</b>
<b>Total oppose</b>	<b>30%</b>	<b>33%</b>	<b>13%</b>	<b>55%</b>	<b>13%</b>
Strongly support	17%	17%	30%	8%	35%
Support	37%	34%	43%	25%	44%
Oppose	14%	12%	7%	18%	8%
Strongly oppose	16%	21%	6%	37%	5%
Don't know	17%	16%	14%	13%	8%

With compensation for low and middle income earners and small businesses, support for the Government's carbon pricing scheme increased to 51% and opposition dropped to 33%. This is a slight fall in support since this question was last asked in mid-March.

With compensation, support among Labor voters increases 10% to 73% and for Liberal/National voters increases 12% to 33%.

Support among men increased from 39% to 47% and for women increases from 38% to 55%.

## **Opinion of NBN**

Q. From what you've heard, do you favour or oppose the planned national broadband network (NBN)?

	<b>27 Sep 2010</b>	<b>14 Feb 2011</b>	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total favour</b>	<b>56%</b>	<b>48%</b>	<b>54%</b>	<b>76%</b>	<b>36%</b>	<b>81%</b>
<b>Total oppose</b>	<b>18%</b>	<b>31%</b>	<b>28%</b>	<b>8%</b>	<b>49%</b>	<b>8%</b>
Strongly favour	27%	19%	22%	40%	8%	43%
Favour	29%	29%	32%	36%	28%	38%
Oppose	12%	16%	13%	6%	19%	3%
Strongly oppose	6%	15%	15%	2%	30%	5%
Don't know	26%	22%	18%	15%	14%	12%

Support for the NBN has increased a little since this question was last asked in February.

54% (+6%) favour the NBN and 28% (-3%) oppose it. There is overwhelming majority support from Labor and Greens voters but Liberal/National voters were split 36% favour and 49% oppose.

By age group, those aged under 35 were 55% favour/26% oppose and those aged 55+ were 49% favour/34% oppose.



## **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.

