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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 13th to 17th July 2011 and is based on 1,046 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the response the Government's carbon pricing scheme

The methodology used to carry out this research is available in appendix on page 13.

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 = 1,899

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		45%	46%	47%	46%
National		3%	3%	3%	3%
Total Lib/Nat	43.6	47%	49%	50%	49%
Labor	38.0	32%	32%	30%	31%
Greens	11.8	12%	11%	11%	11%
Other/Independent	6.6	9%	9%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	55%	56%	57%	56%
Labor	50.1%	45%	44%	43%	44%

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.



Support for Carbon Pricing

Q. Do you support or oppose the Government's proposal 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?

	7 March	14 March	28 March	18 April	23 May	30 May	14 June	11 July	18 July	Vote Labor	Vote Lib/Nat	Vote Greens
Total support	35%	38%	34%	39%	41%	38%	38%	35%	39%	75%	14%	75%
Total oppose	48%	49%	51%	49%	44%	48%	49%	53%	49%	13%	79%	14%
Strongly support	9%	12%	12%	13%	14%	14%	13%	11%	15%	35%	1%	44%
Support	26%	26%	22%	26%	27%	24%	25%	24%	24%	40%	13%	31%
Oppose	19%	17%	19%	15%	15%	19%	19%	19%	16%	8%	22%	6%
Strongly oppose	29%	32%	32%	34%	29%	29%	30%	34%	33%	5%	57%	8%
Don't know	18%	13%	15%	12%	15%	15%	13%	12%	12%	12%	7%	11%

39% (up 4%) support the Government's proposed carbon pricing scheme and 49% (down 4%) oppose. It is supported by 75% of Labor voters and 75% of Greens voters but opposed by 79% of coalition voters. This represents an increase in support since the previous survey (conducted before the Government's announcement) but is similar to the June results.

By age, those aged under 35 split 44% support/42% oppose, and those aged 55+ split 38% support/55% oppose.

For those who consider themselves very well or somewhat informed about the carbon pricing scheme, 44% support and 53% oppose.



Read and Heard about Carbon Pricing Scheme

Q. How much have you read and heard about Government's carbon pricing scheme?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
A lot	35%	37%	41%	28%
Something	30%	27%	33%	30%
A little	30%	30%	24%	38%
Nothing	4%	4%	2%	4%
Don't know	1%	2%	1%	-

35% say they have heard a lot about the carbon pricing scheme and 30% say they have heard something. Only 4% say they have heard nothing. 52% of respondents aged 55+ say they have heard a lot compared to 25% of those aged under 35.



Knowledge of Carbon Pricing Scheme

Q. How well informed do you feel about how the carbon pricing scheme will affect you and your family?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Very well informed	17%	23%	19%	12%
Somewhat informed	40%	40%	43%	40%
A little informed	26%	24%	24%	28%
Not at all informed	13%	11%	12%	18%
Don't know	3%	2%	2%	2%

17% consider themselves very well informed about how the carbon pricing scheme will affect them and 40% say they are somewhat informed.

28% of those aged 55+ consider themselves very well informed and 44% somewhat informed. 51% of those aged 18-35 consider themselves very well or somewhat informed.



Financial Impact of Carbon Pricing Scheme

Q. Do you think you will be financially better or worse off as a result of the carbon pricing scheme?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total better off	10%	22%	4%	19%
Total worse off	69%	48%	85%	51%
Much better off	2%	3%	*	9%
A little better off	8%	19%	4%	10%
A little worse off	34%	40%	30%	37%
Much worse off	35%	8%	55%	14%
It will make no difference	11%	18%	6%	21%
Don't know	10%	12%	5%	9%

10% think they will be better off and 69% worse off as a result of the carbon pricing scheme.

By income levels, 77% of those earning \$1,600+ per week think they will be worse off compared to 56% of those earning less than \$600 pw.

By age group, 43% of those aged 55+ think they will be much worse off compared to 26% of those aged under 35.

For those who consider themselves very well or somewhat informed about the carbon pricing scheme, 16% think they will be better off and 68% worse off.



Good or Bad for Australia

Q. Overall, do you think the Government's carbon pricing scheme will be good or bad for Australia's future?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total good	34%	67%	11%	76%
Total bad	46%	13%	73%	16%
Very good	11%	26%	1%	31%
Good	23%	41%	10%	45%
Bad	20%	9%	29%	9%
Very bad	26%	4%	44%	7%
It will make no difference	8%	8%	10%	-
Don't know	12%	13%	7%	7%

34% think the carbon pricing scheme will be good for Australia and 46% think it will be bad.

By age, those aged under 35 split 42% good/36% bad, and those aged 55+ split 31% good/52% bad.

For those who consider themselves very well or somewhat informed about the carbon pricing scheme, 42% think it will be good for Australia and 48% bad.



Statements about Carbon Pricing Scheme

Q. Do you agree or disagree with the following statements about the Government's carbon pricing scheme?

	Total agree	Total disagree	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
The Government has got the balance right in compensating households for a carbon price	31%	48%	6%	25%	23%	25%	22%
A carbon price will lead to a big rise in the cost of living	68%	22%	32%	36%	18%	4%	11%
The carbon price scheme won't reduce our carbon emissions	51%	34%	25%	26%	24%	10%	15%
There's too much compensation for industry in the package	33%	32%	9%	24%	26%	6%	35%
There's not enough compensation for households in the carbon price scheme	49%	29%	20%	29%	25%	4%	22%
Politicians should just get on with taking action on climate change	59%	27%	23%	36%	15%	12%	15%
The cost of living increases are less than I expected	26%	52%	5%	21%	29%	23%	23%
The cost of living increases are less than I expected	46%	33%	14%	32%	21%	11%	22%
The government's carbon pricing scheme won't have much effect on me and my family	25%	57%	3%	22%	31%	26%	18%
Tony Abbott and the Liberal Party are more interested in votes than tackling climate change	54%	32%	31%	23%	17%	15%	14%



These responses suggest that the main concern about the carbon pricing scheme is the cost of living increases. The statement with the highest level of agreement is that a carbon price will lead to a big rise in the cost of living (68% agree/22% disagree). Only 25% agree that the government's carbon pricing scheme won't have much effect on me and my family. And 26% agree that the cost of living increases are less than I expected.

The only positive aspect of the scheme is that 46% agree that the cost of living increases are less than I expected.

Regarding the opposition, 54% agree that Tony Abbott and the Liberal Party are more interested in votes than tackling climate change.



Most Effective Policy

Q. Which approach do you think would be most effective in reducing carbon emissions - the Government's carbon pricing scheme or the Coalition's proposal to pay companies to reduce emissions?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Government carbon pricing scheme	34%	72%	10%	64%
Coalition's proposal to pay companies	28%	5%	52%	6%
Don't know	37%	23%	38%	31%

34% think that the Government's carbon pricing scheme would be the most effective in reducing emissions and 28% think the Coalition's proposal would be more effective.

Strongest support for the Government's scheme was shown by men (40%) and those aged under 35 (38%).



Most Cost Effective Policy

Q60. Which approach do you think would be the most cost effective - the Government's carbon pricing scheme or the Coalition's proposal to pay companies to reduce emissions?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Government carbon pricing scheme	33%	69%	10%	60%
Coalition's proposal to pay companies	27%	3%	51%	6%
Don't know	40%	27%	39%	34%

33% think that the Government's carbon pricing scheme would be the most cost effective and 27% think the Coalition's proposal would be more cost effective.

Strongest support for the Government's scheme was shown by men (38%) and those aged under 35 (38%).



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.

