



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 18th to the 24th of January and obtained 1128 responses.

Aside from the standard question we ask each week on Federal voting intention, this week we present people with a series of policy areas and ask them to rate their three most important and which party they think is best at handling the issue. We ask people whether they support the Opposition's plan to employ 15,000 people at an annual cost of up to \$750 million to work on large scale environmental projects. We also ask people whether they support placing a price on carbon as a way of reducing greenhouse gas emissions and addressing climate change.

The methodology used to carry out this research is available in appendix one (page 8).

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?

* 1928 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	34%		
National	2%		
Total Lib/Nat	37%	44%	-
Labor	46%	56%	-
Greens	8%		
Family First	2%		
Other/Independent	7%		

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 polling data.



Issues of importance

Q. Which are the *three* most important issues in deciding how you would vote at a Federal election? (Number from 1 to 3 where 1 is the most important, 2 the second most important, etc)

	One	Two	Three	Total
Management of the economy	36%	17%	10%	63%
Ensuring the quality of Australia's health system	14%	17%	17%	48%
Australian jobs and protection of local industries	8%	13%	12%	33%
Political leadership	10%	7%	6%	23%
Ensuring a quality education for all children	5%	8%	10%	23%
Ensuring a fair taxation system	4%	5%	9%	18%
Protecting the environment	4%	7%	5%	16%
Addressing climate change	6%	5%	5%	16%
Controlling interest rates	3%	6%	6%	15%
Housing affordability	3%	4%	7%	14%
Ensuring a quality water supply	3%	4%	5%	12%
A fair industrial relations system	3%	4%	3%	10%
Security and the war on terrorism	2%	4%	3%	9%

63% of people surveyed rate management of the economy as one of their three most important issues, followed by 48% that rate ensuring the quality of Australia's health system and 33% that rate Australian jobs and protection of local industries as one of their three most important issues.

10% rate a fair industrial relations system as one of their three most important issues that would decide how they vote in a Federal election and 9% rate security and the war on terrorism.



Party best at

Q. Which party do you think is best at handling each of the following issues?

	Labor	Liberal	Labor margin	No difference	Don't know	Labor margin Oct 09
A fair industrial relations system	42%	23%	+19%	19%	16%	+27%
Addressing climate change	35%	16%	+19%	29%	19%	+18%
Protecting the environment	32%	15%	+17%	34%	19%	+21%
Australian jobs and protection of local industries	35%	22%	+13%	26%	17%	+17%
Ensuring a quality education for all children	32%	20%	+12%	32%	17%	+17%
Political leadership	36%	25%	+11%	23%	16%	+20%
Ensuring a quality water supply	24%	17%	+7%	38%	20%	+13%
Ensuring the quality of Australia's health system	27%	21%	+6%	34%	19%	+10%
Ensuring a fair taxation system	30%	24%	+6%	28%	18%	+8%
Housing affordability	23%	19%	+4%	38%	20%	+9%
Management of the economy	28%	35%	-7%	20%	16%	-
Security and the war on terrorism	18%	25%	-7%	38%	19%	+2%
Controlling interest rates	20%	28%	-8%	34%	18%	-

Labor has its strongest lead over the Liberal Party when it comes to a fair industrial relations system (+19%), addressing climate change (+19%) and protecting the environment (+17%). Labor trails the Liberal Party in terms of controlling interest rates (-8%), security and the war on terrorism (-7%) and management of the economy (-7%).

Since October 2009, Labor has lost the margin it had over the Liberal Party in some areas, most significantly in the areas of political leadership (-9%), a fair industrial relations system (-8%), ensuring a quality water supply (-6%).

Results followed party lines with Labor voters tending to favour the Labor Party and Liberal voters favouring the Liberal Party.



Liberal Party's Environmental plan

Q. The Opposition Leader Tony Abbott recently announced a plan to employ 15,000 people at an annual cost of up to \$750 million to work on large scale environmental projects. Do you support or oppose this plan?

	%
Total support	59%
Total oppose	15%
Strongly support	14%
Support	45%
Oppose	10%
Strongly oppose	5%
No opinion	26%

Over half (59%) support Tony Abbott's recently announced plan to employ 15,000 people at an annual cost of up to \$750 million to work on large scale environmental projects, 15% oppose such a plan and 26% have no opinion.

Coalition voters were more likely to support the plan (80%), while Labor voters were more likely to oppose the plan (25%). 52% of Labor voters and 70% of Green voters support the plan.

People aged 55 years and over were more likely to support the plan (62%), as were males (61%).



Addressing climate change

Q. The Federal Government says placing a price on carbon is crucial to addressing climate change as there must be a strong incentive to reduce greenhouse gas emissions across all sectors to achieve the cuts necessary. The Opposition says the Government's plan to include a price on carbon as part of its proposed emissions trading scheme is nothing more than a new tax. Do you agree more with the Government or more with the Opposition?

	%
Agree more with the Government	30%
Agree more with the Opposition	45%
Don't know	24%

Just under half (48%) of those surveyed agree with the Opposition's view that the Government's plan to include a price on carbon as part of its proposed emissions trading scheme is nothing more than a new tax. 30% agree with the Federal Government's view that placing a price on carbon is crucial to addressing climate change as there must be a strong incentive to reduce greenhouse gas emissions across all sectors to achieve the cuts necessary. Just under one quarter (24%) don't know whether they agree with the Government or the Opposition on the issue of placing a price on carbon.

Labor voters were more likely to agree with the Government's view (58%) while Coalition voters were more likely to agree with the Opposition (78%). 22% of Labor voters agree with the Opposition's view that placing a price on carbon is nothing more than a new tax.

44% of Green voters agree with the Government and 37% of these same voters agree with the Opposition.

Males were more likely to agree with the Government (34%) while females were more likely to indicate they don't know (28%).

People aged 55 years and over were more likely to agree with the Opposition's view on the issue (60%) while those aged 18 – 24 were more likely to agree with the Government (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 the 19th 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.

