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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 11th to 16th May and obtained 1,087 respondents.

Aside from the standard question on voting intention, this week's report looks at responses to the Federal Budget.

The methodology used to carry out this research is available in appendix one (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 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?

1,851 sample size

First preference/leaning to	6 months ago	4 weeks ago	Last week	This week
Liberal	36%	37%	39%	41%
National	3%	2%	3%	2%
Total Lib/Nat	39%	39%	42%	43%
Labor	45%	42%	37%	38%
Greens	9%	11%	11%	10%
Family First	2%	2%	2%	2%
Other/Independent	5%	7%	8%	7%

2PP	6 months ago	4 weeks ago	Last week	This week
Total Lib/Nat	45%	46%	50%	50%
Labor	55%	54%	50%	50%

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.

* Sample is the aggregation of two weeks' polling data.



Interest in Federal Budget

Q. Thinking about the Federal Budget – how much attention did you pay to this week’s Federal Budget?

	Last year	This year
Total a lot/some	66%	53%
Total a little/none	31%	44%
A lot	29%	18%
Some	37%	35%
A little	25%	29%
None	6%	15%
Can’t say	3%	3%

Just over half (53%) of respondents said they paid a lot or some attention to the Federal Budget. This is significantly lower than the corresponding figure of 66% for last year’s budget.

Those most interested were men (60% a lot/some) and people aged 55+ (65%). Only 44% of respondents aged 18-34 paid a lot or some attention to the budget.

Perceived Impact of Budget

Q. Do you think the Federal Budget was good or bad for you and people like you, or will it have no impact?

Q. Do you think the Federal Budget was good or bad for Australian businesses, or will it have no impact?

Q. Do you think the Federal Budget was good or bad for the Australian economy overall, or will it have no impact?

	You and people like you	Businesses	The economy overall
Total good	22%	27%	36%
Total bad	26%	32%	28%
Very good	3%	3%	6%
Good	19%	24%	30%
Bad	18%	22%	18%
Very bad	8%	10%	10%
No impact	33%	9%	10%
Don't know	20%	31%	26%

Respondents were split over whether the budget was good or bad for them personally – 22% said it was good for them and people like them, 26% bad and 33% said it would have no impact. A similar question was asked after last year's budget – producing very similar results with 26% good, 25% bad, 32% no impact and 17% don't know. 32% of respondents aged 55+ thought the budget was bad for them and only 19% good. Fulltime workers were a little more positive about the impact on themselves – 28% good/25% bad.

32% thought the budget was bad for business, 27% good and 9% said it would have no impact. 53% of Labor voters said it was good for business and 61% of Liberal/National voters said it was bad.

There was a more positive view of the budget in terms of whether it was good or bad for the economy overall – 36% said it was good and 28% bad. Labor voters split 67% good/5% bad compared to Liberal/National voters at 14% good/57% bad.



Reducing the Deficit

Q. Do you think that with this Budget, the Government has done enough to reduce the deficit and return the budget to surplus in the next few years?

	Total	Vote Labor	Vote Liberal/ National
Has done enough	31%	59%	12%
Hasn't done enough	39%	16%	69%
Don't know	31%	26%	20%

31% think that the Government has done enough to reduce the deficit and 39% think they have not done enough. Responses mostly followed party preferences – 59% of Labor voters think they have done enough and 69% of Coalition voters think they have not done enough. Greens voters split 40% enough/31% not enough.

Heading in the Right/Wrong Direction

Q. Overall, from what you have read and heard, do you think the Australian economy is heading in the right direction or the wrong direction?

	Total	Vote Labor	Vote Liberal/ National
The right direction	51%	83%	30%
The wrong direction	25%	6%	47%
Don't know	24%	12%	23%

Half (51%) the respondents think that Australia's economy is heading in the right direction – 25% think it is heading in the wrong direction. 83% of Labor voters, 30% of Liberal/National voters and 59% of Greens voters think the economy is heading in the right direction.

Party Best at

Q. Which party do you think would be best at handling the Australian economy in the interests of you and people like you?

	Total	Vote Labor	Vote Liberal/ National
Labor Party	33%	81%	2%
Liberal Party	36%	2%	86%
No difference	20%	13%	9%
Don't know	17%	4%	3%

Respondents were split over party best to handle the economy (in the interests of you and people like you) – 33% nominated the Labor Party and 36% the Liberal Party. Opinion closely follows party preferences. 81% of Labor voters nominated Labor and 86% of Coalition voters nominated the Liberal party. 43% of Greens voters said there was no difference – 34% said Labor and 10% Liberal.

Respondents aged under 35 favoured Labor 31%/28% and those aged 55+ favoured the Liberals 44%/36%.

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.

