



Essential Report

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15 – 31 Pelham Street
Carlton South
Victoria 3053
Phone 03 9929 9903
Mobile 0432 828 003

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 14th to the 19th of July 2009 and attracted 1070 responses.

Aside from the standard question we ask each week on Federal voting intention, this week we ask a question related to Australia and the global financial crisis, specifically whether people believe the Australian economy is over the worst of the economic slowdown. We ask Australians for their thoughts regarding Australia increasing its target to cut greenhouse gas emissions by 80% by 2050, as was committed by the eight major industrial nations at the G8 summit. Given the recent controversy surrounding the arrest of Australian business man, Stern Hu, this week we ask a series of questions related to how the Australian Government has handled the situation. This week we ask people whether they support or oppose a ban on climbing Uluru.

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

2 week average	%	2PP	2PP shift from last week
Liberal	36%		
National	3%		
Total Lib/Nat	39%	44%	+1%
Labor	46%	56%	-1%
Greens	7%		
Family First	2%		
Other/Independent	5%		

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.



Carbon emission targets

Q. At the G8 summit in Italy, the leaders of the eight major industrial nations, including the US, UK, France and Germany, agreed developed nations should cut carbon emissions by 80 per cent by 2050 and developing countries, such as China and India, should cut theirs by 50 per cent by 2050 in bid to limit global warming to no higher than two degrees and reduce the risk of dangerous climate change. The Rudd Government has promised a cut of 60% by 2050. Do you think the Rudd Labor Government should increase its target to 80% in line with the goal of the leading developed countries, or leave it at 60%?

	%
Increase to 80%	42%
Leave at 60%	40%
Don't know	19%

42% of people surveyed think that the Rudd Labor Government should increase its target to cut carbon emissions by 80% by 2050 to bring Australia in line with the goal of the leading developed countries, while 40% think that the Rudd Government should stick to their plan to cut carbon emissions in Australia by 60% by 2050.

Respondents aged under 35 were more likely to think that the Rudd Labor Government should increase its target (49%), while respondents aged 55 years and over were more likely to think that the Government should leave the target at 60% (52%).

Labor and Green voters were more likely to think that the Rudd Labor Government should increase its target (48% Labor, 80% Green); while Coalition voters were more likely to think that the Government should leave the target at 60% (50%).



Australian economy and global financial crisis

Q. Do you think the Australian economy is over the worst of the slowdown resulting from the global financial crisis and is starting to improve or do you think it will still get worse before it starts to improve?

	%
Starting to improve	52%
Will get worse	31%
Don't know	17%

Just over half (52%) think that the Australian economy is over the worst of the slowdown resulting from the global financial crisis and it is starting to improve, while 31% think that the Australian economy will get worse before it starts to improve.

Males were more optimistic than females in thinking that the Australian economy is over the worst of the slowdown (57% v 48%).

Respondents aged over 55 were more likely than younger age groups to think that the Australian economy is over the worst of the slowdown (60%).

63% of Labor voters and 52% of Coalition voters thought that the Australian economy is over the worst of the slowdown resulting from the global financial crisis and that things are starting to improve. Green voters were more likely to think that the Australian economy will get worse before it starts to improve (45%).



Australian companies operating in countries outside of Australia

Q. Do you think that Australian companies that do business in other countries should accept the laws and justice systems of those countries even if they are very different from our own – or should the Australian Government intervene if they think they have been unjustly treated?

	%
Should accept other countries laws	63%
Australian Government should intervene	26%
Don't know	10%

63% of people surveyed think that Australian companies that do business in other countries should accept the laws and justice systems of those countries even if they are different from our own. 26% of people think that if Australian companies that do business in other countries are treated unfairly, then the Australian Government should intervene.

Respondents aged 55+ were more likely than those in other age groups to think that Australian companies that do business in other countries should accept the laws and justice systems of those countries even if they are different from our own (71%).

Coalition voters were slightly more likely than Labor and Green voters to think that Australian companies that do business in other countries should accept the laws and justice systems of those countries even if they are different from our own (69% Coalition, 65% Labor and 61% Green).



China, Rudd Government and Stern Hu

Q. Do you think the Rudd Government is taking the right approach or the wrong approach in dealing with the arrest of the Australian businessman Stern Hu in China?

	%
The right approach	32%
The wrong approach	21%
Don't know	47%

32% of people surveyed think that the Rudd Government is taking the right approach in dealing with the arrest of the Australian businessman Stern Hu in China, 21% think that the Rudd Government is taking the wrong approach and just under half (47%) don't know.

Respondents' views on the issue followed party lines – Labor voters tend to think the Government has taken the right approach (46% right/13% wrong) while coalition voters are more likely to think that the Rudd Government has taken the wrong approach (26% right/35% wrong).



China, Rudd Government and Stern Hu

Q, Do you think that Prime Minister Kevin Rudd's knowledge and experience of China will influence how the Chinese Government handles the issue of the Australian businessman Stern Hu or will it make no difference?

	%
Will influence the Chinese Government	20%
Will make no difference	58%
Don't know	22%

Over half (58%) of people surveyed think that the Prime Minister Kevin Rudd's knowledge and experience of China will make no difference to how the Chinese Government handles the issue of the Australian businessman Stern Hu and 20% think that it will influence how the Chinese Government handles the issue.

Labor and Green voters were a little more likely to think that the Prime Minister Kevin Rudd's knowledge and experience of China will influence the Chinese Government (Labor 26% influence/53% make no difference; Greens 34%/53%) while 75% of Coalition voters think that it will make no difference.

Respondents aged under 35 were a little more likely to think the Prime Minister Kevin Rudd's knowledge and experience of China will make no difference to how the Chinese Government handles the issue of the Australian businessman Stern Hu (25%), while respondents aged 55 years and over were more likely to think that it will make no difference (76%).



Climbing of Uluru

Q. Indigenous leaders have called for a ban on climbing Uluru because of its spiritual significance. Do you support or oppose a ban on people climbing Uluru?

	%
Support a ban	31%
Oppose a ban	50%
No opinion	19%

Half (50%) of those surveyed oppose a ban on people climbing Uluru and 31% support a ban on climbing Uluru.

Respondents aged under 35 were more likely than older age groups to support a ban on people climbing Uluru (36%) - respondents aged 45+ were more likely to oppose a ban (58%).

Green voters were more likely than other voters to support a ban on the climbing of Uluru (60%) while Coalition voters were more likely to oppose a ban on climbing Uluru (68%). Labor voters were split on the issue with 36% in support of a ban on people climbing Uluru and 43% opposed to the ban.



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.

