



4 July 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 29th June to 3rd July 2011 and is based on 1,037 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the economy, political parties and same sex marriage.

The methodology used to carry out this research is available in appendix on page 12.

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 = 1,883

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		44%	45%	45%	46%
National		2%	3%	3%	3%
Total Lib/Nat	43.6	46%	47%	48%	49%
Labor	38.0	34%	32%	32%	32%
Greens	11.8	12%	12%	11%	11%
Other/Independent	6.6	8%	9%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	53%	55%	55%	56%
Labor	50.1%	47%	45%	45%	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.



The Economy - 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?

	17 May 10 (Post 2010 budget)	9 May 11 (Post 2011 budget)	4 Jul 11	Vote Labor	Vote Liberal/ National	Vote Greens
The right direction	51%	45%	37%	66%	21%	49%
The wrong direction	25%	29%	43%	15%	65%	20%
Don't know	24%	25%	20%	19%	14%	31%

37% of respondents think that Australia's economy is heading in the right direction – 43% think it is heading in the wrong direction. Since this question was asked just after the 2011 budget, “right direction” has dropped 8% and “wrong direction” increased 14%.

66% of Labor voters, 21% of Liberal/National voters and 49% of Greens voters think the economy is heading in the right direction.

Party Best at Handling Economy

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 Lib/Nat	Vote Greens
The Labor Party	26%	75%	2%	35%
The Liberal Party	43%	1%	86%	11%
No difference	23%	19%	9%	43%
Don't know	8%	4%	3%	10%

43% think the Liberal Party would be best at handling the Australian economy in their interests and 26% nominated the Labor Party. 23% think there is no difference.

The Liberal Party is considered better by all income groups, although more by those on higher incomes. Those earning less than \$600 per week favour the Liberal Party 37%/29%, while those earning \$1,600+ per week favour the Liberal Party 51%/21%.

The Economy

Q. Over the next 12 months do you think economic conditions in Australia will get better, get worse or stay much the same?

	1 Dec 08	15 Jun 09	5 Oct 09	18 Jan 10	29 Mar 10	28 Jun 10	18 Oct 10	4 April 11	4 Jul 11	Vote Labor	Vote Lib/Nat	Vote Greens
Total better	21%	43%	66%	53%	54%	33%	40%	27%	22%	37%	15%	34%
Total worse	61%	37%	15%	19%	19%	31%	30%	37%	49%	28%	65%	34%
Get a lot better	2%	5%	8%	9%	9%	5%	6%	4%	3%	8%	1%	1%
Get a little better	19%	38%	58%	44%	45%	28%	34%	23%	19%	29%	14%	33%
Get a little worse	45%	28%	11%	14%	13%	23%	20%	27%	31%	22%	37%	26%
Get a lot worse	16%	9%	4%	5%	6%	8%	10%	10%	18%	6%	28%	8%
Stay much the same	13%	17%	15%	24%	22%	30%	24%	27%	25%	33%	18%	29%
No opinion	5%	3%	4%	4%	6%	7%	6%	8%	4%	3%	2%	3%

Optimism about Australia's economic outlook has declined again in the last 3 months. 22% think economic conditions in Australia will get better over the next 12 months and 49% think they will get worse – a net decline of 17% since this question was last asked in April. This is the most negative result recorded since December 2008.

Younger people are more optimistic than older people – of those aged under 35, 29% think conditions will get better and 42% worse - for those aged 55+, only 15% think it will get better and 58% worse.

37% of Labor voters think conditions will get better and 28% worse while 15% of Coalition voters think conditions will get better and 65% worse.

Personal financial situation

Q. Over the next 12 months do you think your personal financial situation will get better, get worse or stay much the same?

	29 Mar 10	28 Jun 10	18 Oct 10	4 April 11	4 Jul 11	Vote Labor	Vote Lib/Nat	Vote Green
Total better	40%	29%	33%	32%	28%	34%	25%	41%
Total worse	23%	31%	29%	31%	36%	27%	45%	22%
Get a lot better	8%	5%	6%	7%	5%	9%	3%	7%
Get a little better	32%	24%	27%	25%	23%	25%	22%	34%
Get a little worse	17%	21%	21%	22%	23%	18%	28%	18%
Get a lot worse	6%	10%	8%	9%	13%	9%	17%	4%
Stay much the same	33%	37%	32%	32%	32%	37%	29%	32%
No opinion	4%	4%	5%	5%	3%	1%	1%	5%

28% think their own personal financial situation will get better over the next 12 months and 36% worse – 32% think they will stay much the same. This is somewhat less optimistic than the April result – a decrease from net +1% to -8%.

Among full-time workers, 32% think their situation will get better and 34% worse while those who are not working are more pessimistic – 23% better/40% worse.

For those aged 55+, 12% expect their financial situation to get better and 50% worse while for those aged under 35, 43% expect it to get better and 25% worse.

Job security

Q. How concerned are you that you or some member of your immediate family will lose their job in the next year or so: very concerned, somewhat concerned, or not at all concerned?

	16 Feb 09	27 Apr 09	8 Jun 09	5 Oct 09	18 Jan 10	29 Mar 10	28 Jun 10	18 Oct 10	4 April 11	4 Jul 11	Vote Labor	Vote Lib/Nat	Vote Greens
Total concerned	62%	67%	52%	49%	45%	39%	43%	40%	43%	45%	45%	50%	37%
Very concerned	22%	24%	13%	14%	12%	10%	9%	11%	11%	13%	13%	13%	11%
Somewhat concerned	40%	43%	39%	35%	33%	29%	34%	29%	32%	32%	32%	37%	26%
Not at all concerned	29%	23%	35%	40%	40%	45%	38%	42%	43%	39%	37%	39%	47%
Don't know	4%	5%	6%	6%	8%	7%	12%	10%	8%	8%	11%	5%	7%
No employees in the immediate family	5%	5%	8%	5%	8%	9%	7%	7%	7%	7%	7%	6%	9%

45% are very or somewhat concerned that they or someone in their family may lose their job in the next year. This is only a slight change (+2%) since this question was last asked in April.

45% of those in full-time employment and 56% of those in part-time employment said they were very/somewhat concerned.



Party Interests - Labor Party

Q. Do you think the Labor Party is more concerned about the interests of big business or voters - or do they balance the interests of both?

	Total	Vote Labor	Vote Lib/Nat	Vote Green
More concerned about big business	33%	18%	41%	30%
More concerned about voters	22%	18%	29%	20%
Balance interests of both	23%	50%	10%	27%
Don't know	22%	14%	20%	23%

33% think the Labor Party are more concerned about the interests of big business and 22% think they are more concerned about voters' interests. 23% think they balance the interests of both.



Party Interests - Liberal Party

Q. Do you think the Liberal Party is more concerned about the interests of big business or voters - or do they balance the interests of both?

	Total	Vote Labor	Vote Lib/Nat	Vote Green
More concerned about big business	41%	68%	18%	67%
More concerned about voters	13%	8%	20%	3%
Balance interests of both	30%	8%	56%	11%
Don't know	15%	16%	7%	19%

41% think the Liberal Party are more concerned about the interests of big business and 13% think they are more concerned about voters' interests. 30% think they balance the interests of both.



Same Sex Marriage

Q. Do you think people of the same sex should or should not be allowed to marry?

	15 Nov 2010	14 Mar 2011	4 Jul 11	Vote Labor	Vote Lib/Nat	Vote Greens
Should be allowed to marry	53%	49%	54%	65%	41%	85%
Should not be allowed to marry	36%	40%	35%	23%	48%	9%
Don't know	11%	10%	11%	12%	10%	6%

54% think that people of the same sex should be allowed to marry and 35% think they should not. This represents an increase in support for same-sex marriage since this question was asked in March - however, similar to the result from last November.

Strongest support came from women (62%) and those aged under 35 (63%).

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.

