



State Voting Intentions 5 November 2010



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With data supplied by



The Surveys

This report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source.

The results are aggregated across 6 survey weeks from September–October 2010.

The methodology used to carry out this research is available in appendix on page 6.

Please note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

NSW – voting intention

Q. If a State 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 = 1,953

First preference/leaning to	Total	Election Mar 07	Change
Liberal	47%	26.9%	
National	3%	10.1%	
Total Lib/Nat	50%	37.0%	+13.0%
Labor	29%	39.0%	-10.0%
Greens	11%	9.0%	+2.0%
Other/Independent	10%	15.0%	-5.0%

2PP	Total	Election Mar 07	Change
Total Lib/Nat	58%	47.7%	+10.3%
Labor	42%	52.3%	-10.3%

NB. The data in the above tables comprise 6-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 previous election.

Victoria – voting intention

Q. If a State 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 = 1,465

First preference/leaning to	Total	Election Nov 06	Change
Liberal	42%	34.4%	
National	2%	5.2%	
Total Lib/Nat	44%	39.6%	+4.4%
Labor	38%	43.1%	-5.1%
Greens	12%	10.0%	+2.0%
Other/Independent	6%	7.3%	-1.3%

2PP	Total	Election Mar 07	Change
Total Lib/Nat	50%	47.7%	+2.3%
Labor	50%	52.3%	-2.3%

NB. The data in the above tables comprise 6-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 previous election.

Queensland – voting intention

Q. If a State 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 = 1,138

First preference/leaning to	Total	Election Mar 09	Change
Liberal National	50%	41.6%	+8.4%
Labor	29%	42.2%	-13.2%
Greens	9%	8.4%	+0.6%
Other/Independent	12%	7.8%	+4.2%

2PP	Total	Election Mar 07	Change
Total Lib/Nat	59%	49.1%	+9.9%
Labor	41%	50.9%	-9.9%

NB. The data in the above tables comprise 6-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 previous election.

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.

