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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 between the 19<sup>th</sup> and 23<sup>rd</sup> October 2011 and is based on 1,017 respondents.

Aside from the standard question on voting intention, this week's report includes questions on becoming a republic, the Commonwealth, succession to the throne, the Qantas dispute and Government decisions.

The methodology used to carry out this research is available in the appendix on page 14.

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 = 1,888 respondents*

<b>First preference/leaning to</b>	<b>Election 21 Aug 10</b>	<b>4 weeks ago</b>	<b>2 weeks ago</b>	<b>Last week</b>	<b>This week</b>
Liberal		46%	45%	45%	45%
National		3%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>49%</b>	<b>48%</b>	<b>48%</b>	<b>48%</b>
<b>Labor</b>	<b>38.0%</b>	<b>32%</b>	<b>33%</b>	<b>33%</b>	<b>32%</b>
Greens	11.8%	12%	10%	11%	11%
Other/Independent	6.6%	8%	9%	8%	8%

<b>2PP</b>	<b>Election 21 Aug 10</b>	<b>4 weeks ago</b>	<b>2 weeks ago</b>	<b>Last week</b>	<b>This week</b>
Total Lib/Nat	<b>49.9%</b>	<b>56%</b>	<b>55%</b>	<b>55%</b>	<b>55%</b>
Labor	<b>50.1%</b>	<b>44%</b>	<b>45%</b>	<b>45%</b>	<b>45%</b>

NB. The data in the above tables comprise 2-week averages derived from 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.



## **Republic**

*Q. Are you in favour or against Australia becoming a republic?*

	<b>Jan 2010</b>	<b>March 2011</b>	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
In favour	41%	39%	41%	51%	35%	56%
Against	32%	34%	33%	21%	45%	19%
No opinion	27%	27%	26%	28%	19%	26%

41% favour Australia becoming a republic and 33% are against - showing little change since this question was asked in January 2010. 26% have no opinion.

Those most in favour were men (51%), Greens voters (56%) and Labor voters (51%).

Those most against were aged 65+ (56%) and Liberal/National voters (45%).



## **Benefit of Membership of Commonwealth of Nations**

*Q. Do you think Australia benefits from being part of the Commonwealth of Nations (formerly known as the British Commonwealth)?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Total some/a lot of benefit	47%	47%	55%	38%
Benefits a lot	14%	13%	20%	3%
Some benefit	33%	34%	35%	35%
Benefits a little	19%	21%	18%	24%
No benefit	19%	19%	18%	23%
Don't know	14%	13%	10%	15%

47% believed there is some or a lot of benefit in being part of the Commonwealth and 19% think there is no benefit.

Those most likely to think there is some/a lot of benefit were aged 65+ (64%) and Liberal/National voters (55%)

## **Succession to the British Throne**

*Q. Currently a male child takes precedence over a female child in succeeding the British throne, even if he is younger than his older sister. In your opinion, should the laws relating to the Royal Family be changed to allow the first born to become King or Queen regardless of whether they are male or female?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
The law should change so the first born child succeeds the throne regardless of gender	61%	69%	59%	77%
The law should remain the same so that male heirs have priority	13%	9%	17%	4%
No opinion	25%	22%	24%	19%

61% agreed that the law should change so the first born child succeeds the throne and only 13% think the law should remain the same so that male heirs have priority. These results are very similar to a poll conducted in UK in April which showed 60% agreeing with a law change and 18% opposed (Angus Reid Public Opinion).

A majority of all demographic and voter groups supported a law change.

## Qantas Dispute - Most to Blame

*Q. Qantas and its workers are currently in dispute over pay, conditions and jobs. Who do you think is most to blame for this dispute - Qantas management or the workers?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Qantas management	36%	54%	25%	47%
Qantas workers	13%	6%	22%	4%
Both equally	37%	30%	41%	34%
Don't know	14%	10%	12%	15%

36% believe that Qantas management is most to blame for the current dispute and 13% think the workers are most to blame - 37% think both are equally to blame.

All demographic and voter groups are more likely to think management is to blame than workers.

54% of Labor voters and 47% of Greens voters think management is most to blame while Liberal/National voters are more likely to think both are equally to blame (41%).



## Qantas Dispute - Opinions

Q. Do you agree or disagree with the following statements?

	<b>Total agree</b>	<b>Total disagree</b>	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Moving some operations to Asia is necessary to ensure a strong future for Qantas	<b>21%</b>	<b>61%</b>	6%	15%	31%	30%	17%
Qantas should keep jobs in Australia	<b>88%</b>	<b>7%</b>	51%	37%	5%	2%	5%
Qantas CEO Alan Joyce is overpaid	<b>73%</b>	<b>7%</b>	49%	24%	6%	1%	20%
Qantas employees are overpaid	<b>20%</b>	<b>44%</b>	5%	15%	34%	10%	37%
Union industrial action at Qantas is irresponsible and disruptive	<b>54%</b>	<b>31%</b>	20%	34%	21%	10%	15%
Qantas workers have legitimate concerns which management should address	<b>67%</b>	<b>13%</b>	21%	46%	10%	3%	19%

Respondents most strongly agreed with the statements that “Qantas should keep jobs in Australia” (88% agree) and “Qantas CEO Alan Joyce is overpaid” (73%) - but they are more likely to disagree that “Qantas employees are overpaid” (20% agree/44% disagree).

While 54% agreed that “Union industrial action at Qantas is irresponsible and disruptive”, 67% agreed that “Qantas workers have legitimate concerns which management should address”.

61% disagreed that “Moving some operations to Asia is necessary to ensure a strong future for Qantas”.



## Qantas Dispute - Government Intervention

Q. Do you think the Federal Government should intervene in this dispute or is it up to Qantas and its workers to negotiate an agreement?

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Federal Government should intervene	24%	26%	26%	18%
Qantas and workers should negotiate an agreement	62%	65%	64%	65%
Don't know	14%	9%	10%	18%

Only 24% think that the Federal Government should intervene in the Qantas dispute - 62% think it is up to Qantas and its workers to negotiate an agreement.

All demographic and voter groups were at least twice as likely to favour negotiation over intervention.



## Qantas Dispute - Damage to Reputation

Q. Which of the following is likely to cause the most damage to Qantas' reputation?

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Cutting Australian jobs and moving some operations to Asia	62%	71%	56%	66%
Industrial action by Qantas workers over pay and conditions	27%	20%	36%	22%
Don't know	11%	9%	9%	12%

62% believed that cutting Australian jobs and moving some operations to Asia was more likely to damage Qantas' reputation than industrial action by Qantas workers. Only 27% thought industrial action would cause most damage.

Those most likely to think cutting jobs and moving operations offshore would cause most damage were women (69%), aged 55% (66%), Labor voters (71%) and Greens voters (66%). More than half of all demographic and voter groups believed cutting jobs would do most damage.



## Opinion of Government Decisions

*Q. Thinking about some of the major decisions the Federal Government has made over recent years, do you think the following decisions have been good for Australia or bad for Australia?*

	<b>Total good</b>	<b>Total Bad</b>	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
Introducing the GST	<b>39%</b>	<b>30%</b>	10%	29%	24%	17%	13%	7%
Privatising Qantas	<b>23%</b>	<b>44%</b>	4%	19%	20%	31%	13%	13%
Privatising Telstra	<b>20%</b>	<b>53%</b>	4%	16%	16%	32%	21%	10%
Privatising the Commonwealth Bank	<b>26%</b>	<b>42%</b>	7%	19%	19%	25%	17%	13%
Floating the dollar	<b>46%</b>	<b>11%</b>	13%	33%	22%	7%	4%	21%
Free trade agreements	<b>41%</b>	<b>21%</b>	11%	30%	21%	13%	8%	18%
Compulsory superannuation	<b>79%</b>	<b>7%</b>	42%	37%	10%	4%	3%	5%
Medibank (now Medicare)	<b>76%</b>	<b>6%</b>	38%	38%	12%	4%	2%	6%

Only the Government decisions to introduce compulsory superannuation (79%) and Medibank (76%) were considered good for Australia by a majority of respondents - although opinions of floating the dollar (46% good/11% bad), free trade agreements (41%/21%) and the GST (39%/30%) were more likely to be positive than negative.

The decisions to privatize three major national enterprises were more likely to be considered bad. Although Labor voters were more negative about privatisations, Liberal/National voters were also more likely to describe them bad for Australia - Qantas 47% bad/34% good, Telstra 49%/29% and Commonwealth Bank 38%/36%.

47% of Labor voters thought the introduction of the GST was bad while 50% of Liberal/National voters thought it was good.



## **Reversing Past Government Decisions**

*Q. Would you support or oppose the federal Government taking any of the following decisions -*

	<b>Total support</b>	<b>Total oppose</b>	Strongly support	Support	Oppose	Strongly oppose	Don't know
Abolishing the GST	<b>35%</b>	<b>43%</b>	14%	21%	24%	19%	21%
Buying back Qantas	<b>43%</b>	<b>34%</b>	13%	30%	23%	11%	22%
Buying back Telstra	<b>47%</b>	<b>33%</b>	16%	31%	22%	11%	20%
Buying back the Commonwealth Bank	<b>41%</b>	<b>36%</b>	13%	28%	24%	12%	23%
Regulating the dollar	<b>32%</b>	<b>36%</b>	10%	22%	22%	14%	32%
Increasing trade protection	<b>59%</b>	<b>20%</b>	20%	39%	13%	7%	21%
Making superannuation voluntary	<b>24%</b>	<b>64%</b>	9%	15%	26%	38%	13%
Privatising Medicare	<b>11%</b>	<b>74%</b>	4%	7%	26%	48%	17%

When asked whether these decisions should be reversed, 59% supported increasing trade protection and 47% supported buying back Telstra. There was very strong opposition to privatizing Medicare (74%) and making superannuation voluntary (64%). No other issues had clear majority support or opposition.

Liberal/National voters supported buying back Telstra (47% to 39%), were split on Qantas (43%/41%), but opposed buying back the Commonwealth Bank (39%/44%).

Although Coalition voters were more likely to think free trade agreements were good for Australia (41%/25%), they were also more likely than Labor voters to support increasing trade protection (64%/19%) - 59% of Labor voters supported more trade protection and 21% opposed.

## **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.

