



Essential Report

26 October 2009



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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 the 20th to the 25th of October and attracted 1097 responses.

Aside from the standard question we ask each week on Federal voting intention, this week we ask the public to rate issues of national importance and the party they think is best at handling them. We also ask people whether they think the Federal Government's proposed emissions trading scheme goes too far in favouring business, environment movements or has the balance right.

The methodology used to carry out this research is available in appendix one (page 7).

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?

*1967 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	33%		
National	3%		
Total Lib/Nat	36%	41%	-1%
Labor	50%	59%	+1%
Greens	8%		
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.



National issues of importance

Q. How important are the following issues in deciding how you would vote at a Federal election?

	Total important 23 March 09	Total important 26 October 09	March/Oct difference	Very important	Quite important	Not very important	Not at all important	Don't know
Protecting the quality of Australia's health system	93%	95%	+2%	68%	27%	2%	*	2%
Management of the economy	90%	95%	+5%	66%	29%	3%	*	2%
Ensuring a quality education for all children	89%	93%	+4%	61%	32%	4%	1%	2%
Ensuring a quality water supply	86%	93%	+7%	59%	34%	5%	*	2%
Australian jobs and protection of local industries	90%	92%	+2%	55%	37%	5%	1%	2%
Ensuring a fair taxation system	89%	91%	+2%	51%	40%	6%	1%	2%
Protecting the environment	80%	88%	+8%	47%	41%	9%	2%	2%
A fair industrial relations system	82%	84%	+2%	38%	46%	11%	2%	3%
Housing affordability	79%	84%	+5%	44%	40%	12%	2%	2%
Interest rates	78%	83%	+5%	44%	39%	12%	2%	2%
Political leadership	84%	77%	-7%	39%	38%	18%	2%	3%
Climate change	69%	77%	+8%	42%	35%	15%	6%	2%
Security and the war on terrorism	67%	77%	+10%	41%	36%	15%	6%	2%

The highest rated issues of importance were the quality of Australia's health system (95% total important), management of the economy (95%), ensuring a quality education for all Australian children (93%) and ensuring a quality water supply (93%).

The most significant increases since we last polled this question earlier this year are in the area of security and the war on terrorism (+10%), protecting the natural environment (+8%) and climate change (+8%).



National issues and party best at

Q. Which party do you think is best at handling each of the following issues?

	23 March 2009		26 October 2009				
	Total Labor	Total Liberal	Total Labor	Total Liberal	Labor Margin	No difference	Don't know
A fair industrial relations system	47%	19%	46%	19%	+27%	20%	15%
Protecting the environment	35%	11%	34%	13%	+21%	37%	16%
Political leadership	44%	19%	40%	20%	+20%	25%	15%
Climate change	36%	11%	35%	17%	+18%	32%	17%
Ensuring a quality education for all children	39%	15%	36%	19%	+17%	29%	16%
Australian jobs and protection of local industries	38%	20%	38%	21%	+17%	26%	16%
Ensuring a quality water supply	26%	14%	27%	14%	+13%	40%	19%
Protecting the quality of Australia's health system	36%	17%	32%	22%	+10%	30%	16%
Housing affordability	29%	16%	27%	18%	+9%	39%	16%
Ensuring a fair taxation system	35%	21%	31%	23%	+8%	31%	16%
Security and the war on terrorism	23%	22%	25%	23%	+2%	34%	17%
Interest rates	27%	26%	26%	26%	-	33%	16%
Management of the economy	30%	31%	32%	32%	-	21%	14%

In terms of which party people think is best at handling issues of national importance, Labor has a lead over the Liberal party in most areas. Labor has the most significant lead over the Liberal party when it comes to issues such as a fair industrial relations system (+27%), protecting the environment (+21%) and political leadership (+20%). Labor has a strong lead over the Liberal party on handling the issue of climate change (+18%), ensuring a quality education for all children (+17%), and Australian jobs and protection of local industries (+17%).

Labor and Liberal receive the same score when it comes to which party the public think are best at handling interest rates (26%), and management of the economy (32%).



Emissions trading scheme

Q. Do you think the Federal Government's emissions trading scheme:

	%
Goes too far in favouring big business	30%
Goes too far in favouring the environment movement	17%
Has the balance about right	16%
Don't know	38%

30% of people surveyed think the Federal Government's emissions trading scheme goes too far in favouring big business, 17% think it goes too far in favouring the environment movement and 16% think it has the balance about right. 38% of people surveyed don't know if the Federal Government's emissions trading scheme goes too far in favouring business, the environment movement or whether the scheme has the balance about right.

Females were more likely to think the emissions trading scheme goes too far in favouring big business (35%), while males were more likely to think it goes too far in favouring the environment movement (22%).

People aged 55 years and over were more likely to think the emissions trading scheme goes too far in favouring big business (37%), while people aged 25 – 34 were more likely to indicate they don't know whether the emissions trading scheme goes too far in favouring business, the environment movement or has the balance right (49%).

Green voters were more likely to think the scheme goes too far in favouring big business (61%), Coalition voters were more likely to think it goes too far in favouring the environment movement (34%) and Labor voters were more likely to think the emissions trading scheme has the balance about right (25%).



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.

