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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 survey was conducted online from 25th to 29th May 2011 and is based on 1,055 respondents.

Aside from the standard question on voting intention, this week's report includes on party representation, party leadership and climate change.

The methodology used to carry out this research is available in appendix on page 10.

Please 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 = 1,893

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		44%	43%	44%	44%
National		3%	3%	3%	3%
Total Lib/Nat	43.6	47%	46%	46%	47%
Labor	38.0	35%	36%	34%	34%
Greens	11.8	9%	11%	12%	12%
Other/Independent	6.6	9%	7%	8%	8%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	54%	52%	53%	54%
Labor	50.1%	46%	48%	47%	46%

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.



Interests Represented by Parties

Q. Which political party do you think best represents the interests of –

	Labor	Liberal	Greens	Don't know
Families with young children	34%	31%	5%	29%
Students	30%	28%	10%	33%
Working people on average incomes	40%	32%	5%	23%
Working people on low incomes	43%	27%	6%	24%
Working people on high incomes	13%	63%	2%	22%
People on welfare	38%	23%	8%	30%
Pensioners	33%	28%	5%	34%
Small businesses and self-employed	20%	47%	4%	29%
Big business	13%	62%	2%	23%
The next generation of Australians	19%	31%	17%	33%
Indigenous people	23%	21%	16%	40%
Ethnic communities	22%	21%	15%	42%
Rural and regional Australians	18%	34%	11%	36%

The Labor Party is considered the party which best represents the interests of working people on low and average incomes, people on welfare and pensioners. The Liberal Party is considered best at representing the interests of people on high incomes, big business, small business and self-employed, rural and regional Australians and the next generation. The Greens' main strengths are in representing the next generation, indigenous people and ethnic communities.

There was little difference between the major parties in terms of representing the interests of families with young children, students, indigenous people and ethnic communities.

Best Leader of the Labor Party

Q. Which of the following do you think would make the best leader of the Labor Party?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Julia Gillard	23%	51%	10%	26%
Kevin Rudd	32%	31%	31%	31%
Wayne Swan	2%	1%	3%	3%
Greg Combet	4%	5%	3%	6%
Bill Shorten	3%	3%	3%	4%
Someone else	19%	5%	31%	11%
Don't know	17%	5%	18%	19%

32% think Kevin Rudd would make the best leader of the Labor Party and 23% prefer Julia Gillard. Julia Gillard is preferred by 51% of Labor voters compared to 31% for Kevin Rudd. Men prefer Kevin Rudd over Julia Gillard 34% to 21% and women by 30% to 25%.

Best Leader of the Liberal Party

Q. Which of the following do you think would make the best leader of the Liberal Party?

	27 Sep 2010	28 Feb 2011	30 May 2011			
	Total	Total	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Tony Abbott	26%	24%	22%	10%	40%	7%
Malcolm Turnbull	20%	18%	25%	35%	19%	33%
Joe Hockey	15%	16%	17%	13%	22%	18%
Julie Bishop	5%	4%	3%	4%	2%	1%
Andrew Robb	na	1%	1%	1%	1%	1%
Someone else	na	14%	13%	17%	7%	16%
Don't know	33%	22%	19%	20%	8%	22%

25% (+7%) think Malcolm Turnbull would make the best leader of the Liberal Party, 22% (-3%) prefer Tony Abbott and 17% (+1%) Joe Hockey.

Among Liberal/National voters, 40% prefer Tony Abbott, 22% Joe Hockey and 19% Malcolm Turnbull.

Malcolm Turnbull is preferred by 25% of men and 24% of women, Tony Abbott by 24% of men and 19% of women.

Position on Climate Change

Q. Do you agree that there is fairly conclusive evidence that climate change is happening and caused by human activity or do you believe that the evidence is still not in and we may just be witnessing a normal fluctuation in the earth's climate which happens from time to time?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens		Nov 09	Dec 10
Climate change is happening and is caused by human activity	52%	71%	34%	78%		53%	45%
We are just witnessing a normal fluctuation in the earth's climate	36%	20%	54%	14%		34%	36%
Don't know	12%	8%	12%	8%		13%	19%

52% agree that climate change is happening and is caused by human activity and 36% believe that we may just be witnessing a normal fluctuation in the earth's climate. This is a significant increase in the belief that climate change is happening and caused by human activity since December last year (and a return to the levels recorded in November 2009).

By age groups, those aged under 35 split 64%/24% and those aged 55+ split 47%/48%.

Support for Carbon Pricing

Q. Do you support or oppose the Government's recent announcement to introduce a carbon pricing scheme from 1 July 2012, which will require industries to pay a tax based on the amount of carbon pollution they emit?

	7 March	14 March	28 March	18 April	23 May	30 May	Vote Labor	Vote Lib/Nat	Vote Greens
Total support	35%	38%	34%	39%	41%	38%	62%	17%	62%
Total oppose	48%	49%	51%	49%	44%	48%	22%	73%	23%
Strongly support	9%	12%	12%	13%	14%	14%	26%	4%	29%
Support	26%	26%	22%	26%	27%	24%	36%	13%	33%
Oppose	19%	17%	19%	15%	15%	19%	13%	23%	17%
Strongly oppose	29%	32%	32%	34%	29%	29%	9%	50%	6%
Don't know	18%	13%	15%	12%	15%	15%	16%	11%	14%

38% support the Government's proposed carbon pricing scheme and 48% oppose. Although a change from last week's figures this is much the same as recorded in the April poll. It is supported by 62% of Labor and Greens voters but opposed by 73% of coalition voters.

By age, those aged under 35 split 44% support/35% oppose, and those aged 55+ split 33% support/58% oppose.

For those who believe that climate change is happening and is caused by human activity 60% support and 24% oppose. For those who believe that we may just be witnessing a normal fluctuation in the earth's climate 13% support and 80% oppose

Early Election over Carbon Tax

Q. Do you think the Government should call an early election over the carbon tax?

	28 March	31 May	Vote Labor	Vote Lib/Nat	Vote Greens
Yes	40%	42%	15%	71%	18%
No	44%	42%	68%	19%	66%
Don't know	17%	16%	17%	11%	16%

42% think the Government should call an early election over the carbon tax and 42% disagree. This is similar to the views recorded in the previous poll in March and is strongly associated with voting intention.

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.

