



Essential Report

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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 9th to the 14th of June 2009 and attracted 1292 responses.

Aside from the standard question we ask each week on Federal voting intention, this week we ask respondents for their views on how the Rudd Government is addressing the global financial crisis and whether they think economic conditions in Australia will get better or worse in the next 12 months. This week we ask people whether they think the Australian Greens should support the Governments proposed Emissions Trading Scheme legislation in the Senate. Given the recent changes to the Rudd Government Ministry, this week we ask people whether this has increased their confidence in the Rudd Government. We also ask the public whether they think the Rudd Government has done enough to support working people, and gauge the level of support amongst the Australia public for further union campaigning in the area of industrial relation law reform.

The methodology used to carry out this research is available in appendix one (page 10).

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?

* 2098 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	36%		
National	2%		
Total Lib/Nat	38%	43%	-1%
Labor	48%	57%	+1%
Greens	8%		
Family First	3%		
Other/Independent	3%		

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.



Rudd Government and the global financial crisis

Q. How do you think the Rudd Government is addressing the global financial crisis?

	13 Oct 08	20 Oct 08	12 Jan 09	16 Mar 09	28 Apr 09	This week
Total well	52%	63%	61%	58%	56%	63%
Total poor	42%	31%	34%	33%	30%	27%
Very well	7%	10%	6%	12%	8%	14%
Quite well	45%	53%	55%	46%	48%	49%
Quite poorly	33%	25%	29%	22%	18%	17%
Very poorly	9%	6%	5%	11%	12%	10%
No opinion	7%	6%	5%	9%	13%	9%

63% of people surveyed think that the Rudd Government is addressing the global financial crisis very/quite well; this is an increase of seven percentage points since we last asked this question in April.

People's perception of how the Rudd Government is addressing the global financial crisis followed party lines – 95% of Labor voters think the Rudd Government is handling the global financial crisis very/quite well and 66% of Coalition voters thinking the Rudd Government is addressing the crisis quite/very poorly. 72% of Green voters think the Rudd Government is addressing the global financial crisis very/quite well.



Economic conditions in Australia

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	23 Feb 09	18 May 09	This week
Total better	21%	19%	25%	43%
Total worse	61%	65%	56%	37%
Get a lot better	2%	2%	2%	5%
Get a little better	19%	17%	23%	38%
Get a little worse	45%	42%	37%	28%
Get a lot worse	16%	23%	19%	9%
Stay much the same	13%	12%	13%	17%
No opinion	5%	4%	5%	3%

43% of people think that over the next 12 months, economic conditions in Australia will get a lot/a little better, and 37% think that economic conditions in Australia will get a little/a lot worse.

Since this question was last asked 4 weeks ago, those thinking economic conditions in Australia will get worse has decreased from 56% to 37% and the proportion of people that think economic conditions will get better has increased from 25% to 43%.

Labor voters were more likely to think that over the next 12 months, economic conditions in Australia will get a lot/a little better (62%), while Coalition voters were more likely to think that they will get a lot/a little worse (56%).



Rudd Government's Ministry

Q. Have the recent changes to the Rudd Government's Ministry, including the resignation of the Defence Minister Joel Fitzgibbon and his replacement with Senator John Faulkner increased or reduced your confidence in the Government or has it made no difference?

	%
Increased my confidence in the Government	10%
Reduced my confidence in the Government	15%
Made no difference	67%
Don't know	8%

For most people (67%), the recent changes to the Rudd Government's Ministry, including the resignation of the Defence Minister Joel Fitzgibbon and his replacement with Senator John Faulkner, has made no difference to the level of confidence they have in the Government.

72% of Labor voters, 64% of Green voters and 62% of Coalition voters indicated that the recent changes to the Rudd Government's Ministry has made no difference to the level of confidence they have in the Government.

However, Labor voters were more likely to think that the recent changes to the Rudd Government's Ministry, including the resignation of the Defence Minister Joel Fitzgibbon and his replacement with Senator John Faulkner has increased their confidence in the Government (20%), while Coalition voters were more likely to think that the change in Rudd Government Ministry has reduced their confidence in the Rudd Government (32%).



Greens support for the emissions trading scheme

Q. Do you think the Greens should support the Government's Emissions Trading Scheme legislation in the Senate or should the Greens oppose the legislation unless the Government adopts stronger targets?

	%
Should support Government's legislation	35%
Should oppose the legislation unless Government adopts stronger targets	27%
Don't know	37%

35% of people surveyed think that the Greens should support the Government's Emissions Trading Scheme (ETS) legislation in the Senate, while 27% think that the Greens should oppose the legislation unless the Government adopts stronger targets. 37% could not offer an opinion.

Labor voters were more likely to think that the Greens should support the Government's ETS legislation in the Senate (55%), while 41% of Coalition voters and 57% of Green voters think that the Greens should oppose the legislation unless the Government adopts stronger targets.

Males were more likely than females to think that the Greens should oppose the ETS legislation in the Senate unless the Government adopts stronger targets (42% v 29%).



Unions campaigning for further reforms industrial relations laws

Q. Would you support or oppose unions campaigning for more reforms to industrial relations laws?

	%
Support	35%
Oppose	28%
Don't know	36%

35% of people support and 28% oppose unions campaigning for more reforms to industrial relations laws.

50% of Labor voters and 55% of Green voters support unions campaigning for more reforms to industrial relations laws, while 60% of Coalition voters oppose unions campaigning for more reforms to industrial relations laws. Only 14% of Labor voters opposed unions campaigning for further reforms.

Respondents earning \$1000 - \$1600 per week showed stronger support for union campaigning (40% support, 26% oppose) than workers earning over \$1,600 per week (33% support, 34% oppose).



Rudd Government and working people

Q. Do you think the Rudd Labor Government has given enough support to working people, not enough support or too much support?

	%
Given working people enough support	41%
Not given working people enough support	38%
Given working people too much support	6%
Don't know	15%

41% of people surveyed think the Rudd Labor Government has given enough support to working people, while 38% think the Rudd Labor Government has not given working people enough support. Only 6% think that the Rudd Labor Government has given working people too much support.

60% of Labor voters think the Rudd Government has given enough support to working people and 28% think working people have not been given enough support. 51% of Coalition voters think the Rudd Labor Government has not given working people enough support and 14% think the Rudd Government has given too much support to working people.

Respondents earning \$1600 + per week were more likely than those in other income groups to think the Rudd Labor Government has given enough support to working people (47%).

Respondents aged 25 – 34 were more likely to think that the Rudd Labor Government has given working people enough support (48%), while respondents aged 45 – 54 were more likely to think the Rudd Labor Government has not given working people enough support (44%).



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.

