



6 December 2010



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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 30th November to 5th December 2010 and is based on 1,022 respondents.

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

The methodology used to carry out this research is available in appendix on page 9.

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 = 1,896

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	38%	42%	42%	41%	42%
National	3%	4%	3%	3%	3%
Total Lib/Nat	40%	46%	45%	44%	45%
Labor	37%	39%	38%	38%	38%
Greens	12%	8%	10%	11%	11%
Other/Independent	10%	7%	8%	7%	6%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	48%	51%	51%	51%	51%
Labor	52%	49%	49%	49%	49%

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.



Party Attributes

Q. Here is a list of things both favourable and unfavourable that have been said about Federal political parties. Which statements do you feel fit the Labor Party/Liberal Party/Greens?

	Labor	Liberal	Greens
Keeps its promises	10%	13%	9%
Has a good team of leaders	16%	23%	12%
Moderate	18%	23%	12%
Understands the problems facing Australia	23%	30%	19%
Looks after the interests of working people	22%	17%	8%
Too close to the big corporate and financial interests	15%	29%	3%
Extreme	6%	13%	39%
Out of touch with ordinary people	38%	37%	31%
Divided	30%	20%	10%
Will promise to do anything to win votes	50%	36%	22%
Clear about what they stand for	10%	21%	29%
Have a vision for the future	20%	23%	23%

Compared to the other two parties, Labor are thought more likely to promise to do anything to win votes (50%) and be divided (30%). Only 6% think they are extreme and 10% think they are clear about what they stand for. Key attributes among Labor voters are - understands the problems facing Australia (48%), looks after the interests of working people (44%) and have a vision for the future (41%).

The Liberal Party is more likely to understand the problems facing Australia (30%), be too close to the big corporate and financial interests (29%) and have a good team of leaders (23%). 21% think they are clear about what they stand for. Key attributes among Coalition voters are - understands the problems facing Australia (63%), has a good team of leaders (47%), have a vision for the future (46%) and clear about what they stand for (45%).



The Greens are more likely to be seen as extreme (39%) and clear about what they stand for (29%). Key attributes among Greens voters are - understands the problems facing Australia (71%), clear about what they stand for (63%) and have a vision for the future (60%).

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?

	Dec 10	Vote Labor	Vote Lib/Nat	Vote Greens		Nov 09
Climate change is happening and is caused by human activity	45%	53%	32%	76%		53%
We are just witnessing a normal fluctuation in the earth's climate	36%	27%	53%	14%		34%
Don't know	19%	20%	15%	10%		13%

45% believe that climate change is happening and is caused by human activity (down 8% since last surveyed in Nov 2009), 36% think we are just witnessing a normal fluctuation in the earth's climate (up 2%) and 19% don't know (up 6%).

Those most likely to think climate change is happening and is caused by human activity were Greens voters (76%), Labor voters (53%), women (49%) and aged 18-35 (50%).

Those most likely to think it is a normal fluctuation in the earth's climate were Liberal/National voters (53%), aged 55+ (47%) and men (40%).



Importance of Climate Change Issue

Q. Compared to other issues that are often raised in politics – like the economy, healthcare, immigration, etc - how important to you personally is the issue of tackling climate change?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total important	61%	73%	50%	87%
Total not important	35%	25%	47%	12%
Very important	24%	31%	15%	55%
Quite important	37%	42%	35%	32%
Not so important	26%	18%	35%	11%
Not at all important	9%	7%	12%	1%
Don't know	4%	3%	3%	-

61% think tackling climate change is a very important (24%) or quite important (37%) issue – 35% think it is not important. 73% of Labor voters and 87% of Greens voters think it is important while Liberal/National voters are split (50% important/47% not important).

Those most likely to think it is important were women (65%) and aged 18-35 (68%).

Of those who believe that climate change is happening and is caused by human activity, 47% think it is a very important issue and 46% a quite important issue.

Party Best at Dealing with Climate Change Issue

Q. Which leader and party would you trust most to understand and deal with the climate change issue?

	Dec 10	Dec 09 *
Julia Gillard and Labor	23%	24%
Tony Abbott and the Coalition	29%	27%
Bob Brown and Greens	19%	17%
Don't know	29%	32%

** Note : Similar but not identical question asked in 2009.*

29% trust Tony Abbott and the Coalition most to understand and deal with the climate change issue, 23% trust Julia Gillard and Labor and 19% trust Bob Brown and the Greens.

These figures are little changed since this question was previously asked in December 2010.

58% of Labor voters trust Labor most, 65% of Coalition voters trust the Liberals and 83% of Greens voters trust the Greens.

Of those who believe that climate change is happening and is caused by human activity, 31% trust the Greens, 27% Labor and 15% the Liberals.

Of those who believe that climate change is a very important issue, 38% trust the Greens, 31% Labor and 10% the Liberals.

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.

