



11 October 2010



15 – 31 Pelham Street
Carlton
Victoria 3053
Phone 03 9929 9903
Mobile 0416 121 969

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 from 5th October to 10th October 2010 and is based on 1,035 respondents.

Aside from the standard question on voting intention, this week's report includes issues of importance, party best at handling issues and the war in Afghanistan.

The methodology used to carry out this research is available in appendix one (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?

1,912 sample size

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	37%	41%	40%	42%	42%
National	3%	3%	3%	2%	2%
Total Lib/Nat	40%	44%	43%	44%	44%
Labor	41%	39%	42%	42%	41%
Greens	11%	10%	9%	8%	8%
Other/Independent	8%	6%	6%	7%	7%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	46%	50%	49%	49%	49%
Labor	54%	50%	51%	51%	51%

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 2007 election.



Important election issues

Q. Which are the three most important issues in deciding how you would vote at a Federal election? (Number from 1 to 3 where 1 is the most important, 2 the second most important, etc)

	One	Two	Three	Total	Total 10th May 10	Total 25th Jan 10
Management of the economy	38%	15%	9%	62%	62%	63%
Ensuring a quality education for all children	6%	12%	14%	32%	19%	23%
Ensuring the quality of Australia's health system	14%	21%	13%	48%	50%	48%
Protecting the environment	3%	4%	5%	12%	13%	16%
A fair industrial relations system	3%	5%	3%	11%	10%	*
Political leadership	6%	5%	5%	16%	12%	23%
Addressing climate change	4%	3%	4%	11%	12%	16%
Controlling interest rates	4%	6%	7%	17%	16%	15%
Australian jobs and protection of local industries	8%	10%	12%	30%	29%	33%
Ensuring a quality water supply	1%	3%	2%	6%	7%	12%
Housing affordability	5%	4%	8%	17%	17%	14%
Ensuring a fair taxation system	4%	5%	7%	16%	17%	14%
Security and the war on terrorism	1%	2%	3%	6%	7%	9%
Treatment of asylum seekers	1%	2%	2%	5%	*	*
Managing population growth	2%	3%	5%	10%	14%	*

*Not asked

62% of people surveyed rate management of the economy as one of their three most important issues, followed by 48% ensuring the quality of Australia's health system, 32% ensuring a quality education for all children and 30% Australian jobs and protection of local industries.

Only 11% rate addressing climate change as one of their three most important issues and 6% rate ensuring a quality water supply. The major change since the previous survey in May, was an increase in the importance of ensuring a quality education for all children from 19% to 32%.

Important election issues

Q. Which are the three most important issues in deciding how you would vote at a Federal election? (Number from 1 to 3 where 1 is the most important, 2 the second most important, etc)

	Total	Labor	Liberal	Green
Management of the economy	62%	59%	74%	46%
Ensuring a quality education for all children	32%	37%	26%	23%
Ensuring the quality of Australia's health system	48%	53%	47%	43%
Protecting the environment	12%	12%	8%	27%
A fair industrial relations system	11%	18%	6%	14%
Political leadership	16%	16%	17%	10%
Addressing climate change	11%	15%	4%	35%
Controlling interest rates	17%	11%	22%	12%
Australian jobs and protection of local industries	30%	34%	27%	15%
Ensuring a quality water supply	6%	4%	8%	13%
Housing affordability	17%	12%	16%	20%
Ensuring a fair taxation system	16%	12%	20%	16%
Security and the war on terrorism	6%	3%	8%	2%
Treatment of asylum seekers	5%	3%	5%	10%
Managing population growth	10%	7%	13%	9%

Labor voters are more likely to rate ensuring the quality of Australia's health system (53%), ensuring a quality education for all children (37%) and a fair industrial relations system (18%) as important.

Liberal/National voters attach more importance to management of the economy (74%) and controlling interest rates (22%) while Greens voters are more likely to nominate addressing climate change (35%) and protecting the environment (27%).

Party best handling important election issues

Q. And which party would you trust most to handle the following issues?

	Labor	Liberal	Greens	Don't know
Management of the economy	37%	42%	2%	19%
Ensuring a quality education for all children	42%	31%	4%	23%
Ensuring the quality of Australia's health system	36%	35%	5%	25%
Protecting the environment	19%	20%	40%	21%
A fair industrial relations system	44%	30%	4%	22%
Political leadership	34%	36%	5%	25%
Addressing climate change	21%	22%	31%	26%
Controlling interest rates	28%	42%	2%	29%
Protecting Australian jobs and protection of local industries	41%	33%	3%	23%
Ensuring a quality water supply	24%	27%	21%	29%
Housing affordability	31%	31%	4%	34%
Ensuring a fair taxation system	35%	35%	3%	28%
Security and the war on terrorism	27%	35%	4%	34%
Treatment of asylum seekers	26%	33%	9%	33%
Standing up for regular Australian working families	44%	28%	4%	23%
Managing population growth	28%	33%	7%	33%
Making sure Australian working people got fair treatment at their workplace	45%	29%	3%	23%

Labor is trusted most to handle a fair industrial relations system (44%), ensuring a quality education for all children (42%) and protecting Australian jobs and protection of local industries (41%).

The Liberals are trusted most to handle management of the economy (42%), controlling interest rates (42%) and security and the war on terrorism (35%).

Troops in Afghanistan

Q. Thinking about the Australian troops in Afghanistan, do you think Australia should –

	Total 11 Oct 10	Labor	Liberal	Greens		21 June 10	March 09
Increase the number of troops in Afghanistan	13%	10%	20%	6%		7%	14%
Keep the same number of troops in Afghanistan	24%	26%	29%	14%		24%	24%
Withdraw our troops from Afghanistan	49%	50%	41%	73%		61%	50%
Don't know	14%	14%	10%	7%		8%	12%

49% of respondents believe Australia should withdraw our troops from Afghanistan, 24% think we should keep the same number and 13% think the numbers should be increased.

Support for withdrawal has dropped from the 61% recorded in June but is similar to the result recorded in March last year.

50% of Labor voters and 73% of Greens voters support withdrawal but 49% of Liberal/National voters favour maintaining or increasing the number of troops.

Reasons for Afghanistan War

Q. Here are some reasons which are given for continuing to have Australian involvement in the war in Afghanistan. For each one could you tell me whether you think that is a very good reason, a fairly good reason, or not really a good reason at all.

	Very good reason	Fairly good reason	Not a good reason at all	Don't know
To fight Al Qaeda and terrorism	34%	33%	25%	8%
To maintain our strategic alliance with the US	11%	36%	45%	8%
To build democracy in Afghanistan	30%	35%	25%	9%
To further human rights in Afghanistan, such as the rights of women	43%	32%	17%	8%

	Total very good reason	Labor	Liberal	Greens
To fight Al Qaeda and terrorism	34%	35%	44%	11%
To maintain our strategic alliance with the US	11%	12%	14%	7%
To build democracy in Afghanistan	30%	34%	34%	16%
To further human rights in Afghanistan, such as the rights of women	43%	48%	45%	38%

Respondents believe the best reasons for continuing Australian involvement in Afghanistan are to further human rights such as the rights of women (43%) and to fight Al Qaeda and terrorism (34%).

Liberal/National voters are more inclined to nominate fighting Al Qaeda and terrorism (44%) while Labor voters are more likely to think furthering human rights in Afghanistan, such as the rights of women (48%) is a very good reason.

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.

