



**26 March 2012**



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With data supplied by



## **About the Poll**

This report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The survey was conducted online between the 21<sup>st</sup> and 25<sup>th</sup> March 2012 and is based on 1,045 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the economy, the Kony2012 campaign, taking sick days, the Australian dollar and the mining boom.

The methodology used to carry out this research is available in the appendix on page 14.

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 = 1,923 respondents*

First preference/leaning to	Election 21 Aug 10	4 weeks ago 27/2/12	2 weeks ago 12/3/12	Last week 19/3/12	This week 26/3/12
Liberal		46%	46%	45%	45%
National		3%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>49%</b>	<b>49%</b>	<b>48%</b>	<b>47%</b>
<b>Labor</b>	<b>38.0%</b>	<b>32%</b>	<b>31%</b>	<b>32%</b>	<b>34%</b>
Greens	11.8%	11%	10%	11%	10%
Other/Independent	6.6%	8%	10%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	<b>49.9%</b>	<b>56%</b>	<b>57%</b>	<b>56%</b>	<b>54%</b>
Labor	<b>50.1%</b>	<b>44%</b>	<b>43%</b>	<b>44%</b>	<b>46%</b>

NB. The data in the above tables comprise 2-week averages derived from 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.



## The Economy - Heading in the Right/Wrong Direction

Q. Overall, from what you have read and heard, do you think the Australian economy is heading in the right direction or the wrong direction?

	<b>17 May 10 (Post 2010 budget)</b>	<b>9 May 11 (Post 2011 budget)</b>	<b>4 Jul 11</b>	<b>26 Mar 12</b>	<b>Vote Labor</b>	<b>Vote Liberal/ National</b>	<b>Vote Greens</b>
The right direction	51%	45%	37%	36%	65%	19%	47%
The wrong direction	25%	29%	43%	41%	15%	64%	23%
Don't know	24%	25%	20%	22%	21%	17%	30%

36% of respondents think that Australia's economy is heading in the right direction – 41% think it is heading in the wrong direction. Opinions have changed little since this question was asked in July last year - "right direction" has dropped 1% and "wrong direction" dropped 2%.

65% of Labor voters, 19% of Liberal/National voters and 47% of Greens voters think the economy is heading in the right direction.



## **Party Best at Handling Economy**

*Q. Which party do you think would be best at handling the Australian economy in the interests of you and people like you?*

	<b>4 Jul 11</b>	<b>26 Mar 12</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
The Labor Party	26%	29%	76%	1%	39%
The Liberal Party	43%	41%	2%	89%	7%
No difference	23%	20%	14%	7%	45%
Don't know	8%	10%	7%	4%	9%

41% (down 2% since July last year) think the Liberal Party would be best at handling the Australian economy in their interests and 29% (up 3%) nominated the Labor Party. 20% think there is no difference.

There were significant differences by income - those earning under \$600pw split 38% Labor/30% Liberal while those earning over \$1,600pw favoured the Liberal Party 49% to 23% Labor.



## The Economy

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	15 Jun 09	5 Oct 09	28 Jun 10	18 Oct 10	4 April 11	4 Jul 11	3 Oct 11	26 Mar 11	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total better</b>	21%	43%	66%	33%	40%	27%	22%	16%	25%	42%	17%	26%
<b>Total worse</b>	61%	37%	15%	31%	30%	37%	49%	58%	46%	29%	60%	37%
Get a lot better	2%	5%	8%	5%	6%	4%	3%	2%	3%	5%	2%	1%
Get a little better	19%	38%	58%	28%	34%	23%	19%	14%	22%	37%	15%	25%
Get a little worse	45%	28%	11%	23%	20%	27%	31%	41%	31%	25%	36%	34%
Get a lot worse	16%	9%	4%	8%	10%	10%	18%	17%	15%	4%	24%	3%
Stay much the same	13%	17%	15%	30%	24%	27%	25%	22%	21%	24%	19%	26%
No opinion	5%	3%	4%	7%	6%	8%	4%	4%	7%	4%	4%	12%

Confidence in the economic outlook has strengthened with the percentage of respondents believing conditions to be getting better increasing 9 points to 25%, from 16% in October last year. Those believing that economic conditions will get worse over the next 12 months has fallen 12 points from 58% to 46%.

Labor voters are optimistic overall - 42% better/29% worse. Coalition voters are the most pessimistic, with 60% believing that thing will get worse over the next 12 months and only 17% better.

There was little difference across income groups.



## **Personal financial situation**

*Q, Over the next 12 months do you think your personal financial situation will get better, get worse or stay much the same?*

	<b>28 Jun 10</b>	<b>18 Oct 10</b>	<b>4 April 11</b>	<b>4 Jul 11</b>	<b>3 Oct 11</b>	<b>26 Mar 12</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total better</b>	<b>29%</b>	<b>33%</b>	<b>32%</b>	<b>28%</b>	<b>24%</b>	<b>28%</b>	<b>34%</b>	<b>25%</b>	<b>36%</b>
<b>Total worse</b>	<b>31%</b>	<b>29%</b>	<b>31%</b>	<b>36%</b>	<b>41%</b>	<b>37%</b>	<b>29%</b>	<b>42%</b>	<b>34%</b>
Get a lot better	5%	6%	7%	5%	4%	5%	5%	4%	14%
Get a little better	24%	27%	25%	23%	20%	23%	29%	21%	22%
Get a little worse	21%	21%	22%	23%	27%	27%	22%	30%	27%
Get a lot worse	10%	8%	9%	13%	14%	10%	7%	12%	7%
Stay much the same	37%	32%	32%	32%	32%	29%	32%	31%	25%
No opinion	4%	5%	5%	3%	3%	5%	5%	2%	5%

28% (up 4% since October last year) of respondents believe that their personal financial situation will get better in the next 12 months and 37% worse (down 4%). 29% (down 3%) expect it to stay much the same. However, these results are very similar to those of July 2011.

Greens voters (36% better) and Labor voters (34%) are the most likely to believe that their personal financial situation will get better over the next 12 months, whereas Coalition voters are the most likely to believe that theirs will get worse (42%).

People on lower incomes were more pessimistic about their personal financial outlook - those earning under \$600 per week split 22% better/49% worse - compared to those earning more than \$1,600pw who split 36%better/30% worse.



## **Job security**

*Q. How concerned are you that you or some member of your immediate family will lose their job in the next year or so: very concerned, somewhat concerned, or not at all concerned?*

	<b>8 Jun 09</b>	<b>5 Oct 09</b>	<b>28 Jun 10</b>	<b>18 Oct 10</b>	<b>4 Apr 11</b>	<b>4 Jul 11</b>	<b>3 Oct 11</b>	<b>26 Mar 12</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total concerned</b>	<b>52%</b>	<b>49%</b>	<b>43%</b>	<b>40%</b>	<b>43%</b>	<b>45%</b>	<b>47%</b>	<b>49%</b>	<b>43%</b>	<b>55%</b>	<b>34%</b>
Very concerned	13%	14%	9%	11%	11%	13%	14%	13%	9%	16%	8%
Somewhat concerned	39%	35%	34%	29%	32%	32%	33%	36%	34%	39%	26%
Not at all concerned	35%	40%	38%	42%	43%	39%	37%	36%	44%	31%	51%
Don't know	6%	6%	12%	10%	8%	8%	7%	8%	6%	7%	9%
No employees in the immediate family	8%	5%	7%	7%	7%	7%	7%	7%	7%	6%	6%

Concern over job security has risen slightly since the last time the question was polled, increasing 2 points up from 47% in October 2011 to 49% (total concerned).

In the 12 months from April 2011, total concern has increased from 43% to 49%.

Coalition voters are the most likely to be concerned that they or a member of their immediately family will lose their job in the next year or so (55% total concerned), whereas Greens voters are less likely to be concerned (34% total concerned).

There were no major differences across income or age groups - except for the under 25's where 41% were concerned and 48% not at all concerned.





## Awareness of Kony 2012

*Q. Over the past couple of weeks a video made by the non-for-profit organisation Invisible Children called Kony 2012 was put up on the internet. Have you heard of the Kony2012 video or campaign?*

	<b>Total</b>	<b>Men</b>	<b>Women</b>	<b>Aged 18-34</b>	<b>Aged 35-54</b>	<b>Aged 55+</b>
Yes	68%	68%	68%	78%	68%	56%
No	27%	27%	27%	19%	28%	37%
Not sure	5%	4%	5%	3%	5%	7%

68% said they had heard of the Kony 2012 video or campaign.

Younger respondents were most likely to be aware of the campaign - although a majority of all demographic groups said they had heard of it.



## **Involvement with Kony 2012 Campaign**

Q. Which of the following apply to you?

	<b>Total</b>	<b>Men</b>	<b>Women</b>	<b>Aged 18-34</b>	<b>Aged 35-54</b>	<b>Aged 55+</b>
I was sent an email link, Facebook message or tweet about this from a friend	41%	36%	45%	63%	32%	18%
I have read about Kony 2012 in the media	75%	73%	76%	73%	74%	78%
I searched online for the video	19%	18%	20%	31%	14%	8%
I watched all of the video Kony 2012	24%	20%	28%	37%	17%	15%
I watched part of the video Kony 2012	29%	28%	29%	34%	26%	25%
I visited the Kony 2012 website	13%	10%	15%	17%	11%	7%
I pledged support to the campaign on the website	7%	6%	8%	10%	6%	4%
I have donated or bought the kit	5%	6%	5%	9%	4%	3%
I sent a message to the policymakers and culturalmakers	5%	6%	3%	7%	4%	3%
Before this video I had not heard of Invisible Children or Joseph Kony	63%	57%	70%	64%	63%	62%
I have previously supported international aid organisations or campaigns	42%	38%	46%	43%	38%	49%

*\* Based on those who have heard of Kony 2012*

Of those aware of the campaign/video, more than half said they had watched all or part of the Kony 2012 video - although the most common way of hearing about the campaign was in the media (75%).

63% said they had never heard of the Invisible Children or Joseph Kony before the video.

However, only a small proportion took any form of action as a result of the campaign - 7% pledged support on the website and 5% said they donated or bought the kit.



## Taking Sick Days

Q. Which of the following apply to you over the last 12 months?

	<b>Total</b>	<b>Men</b>	<b>Women</b>	<b>Aged 18-34</b>	<b>Aged 35-54</b>	<b>Aged 55+</b>
I have taken a sickie (that is, a day off work when you weren't really sick)	23%	23%	22%	30%	21%	8%
I have taken a day off sick without a doctor's certificate	51%	49%	52%	55%	53%	34%
I have taken a day off sick with a doctor's certificate	47%	49%	44%	49%	49%	33%
I have gone to work when I was sick	81%	83%	78%	83%	82%	70%

*\* based of those who worked in paid employment over the last 12 months*

More than three times as many respondents said that, over the last 12 months, they had worked when they were sick than had taken a "sickie". 81% said they had gone to work when they were sick and 23% said they had taken a day off work when they weren't really sick.

Men (83%) were a little more likely than women (78%) to go to work when they were sick.

Those aged under 35 were a little more likely to take a "sickie" (30%) but were also more likely to go to work when they were sick (83%).

Older respondents seem to be less likely to get sick at all - 70% said they had worked when sick - and only 34% had taken a day off with a doctor's certificate and 33% without a doctor's certificate.



## **Impact of Dollar on Industry**

*Q. The Australian dollar is now at \$1.05 US and has been historically higher than the normal range of 60c-80c US. Is the high Australian dollar is good or bad for the following industries?*

	<b>Total good</b>	<b>Total bad</b>	<b>Very good</b>	<b>Good</b>	<b>Neither good nor bad</b>	<b>Bad</b>	<b>Very bad</b>	<b>Don't know</b>
Mining industry	<b>29%</b>	<b>29%</b>	10%	19%	20%	24%	5%	22%
Farming & Grazing Industry	<b>16%</b>	<b>49%</b>	4%	12%	16%	36%	13%	19%
Finance Industry	<b>38%</b>	<b>15%</b>	9%	29%	25%	12%	3%	21%
Construction Industry	<b>24%</b>	<b>26%</b>	4%	20%	28%	22%	4%	23%
Manufacturing industry	<b>15%</b>	<b>50%</b>	3%	12%	14%	29%	21%	20%
Retail Industry	<b>23%</b>	<b>47%</b>	6%	17%	14%	30%	17%	16%
Australian Tourism Industry	<b>20%</b>	<b>56%</b>	8%	12%	10%	31%	25%	14%

Overall, respondents think that the high Australian dollar has only been good for the finance industry (38% good/15% bad).

They believe that it has been particularly bad for the tourism industry (20% good/56% bad), the manufacturing industry (15%/50%), the farming and grazing industry (16%/49%) and the retail industry (23%/47%)

On the mining industry, they were split 29% good/29% bad.



## Impact of Mining Boom and Dollar

Q. Has the mining boom and the high dollar been good or bad for -

	Total good	Total bad	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
The economy generally	<b>52%</b>	<b>12%</b>	11%	41%	22%	10%	2%	15%
Jobs generally	<b>42%</b>	<b>18%</b>	8%	34%	26%	15%	3%	14%
You personally	<b>23%</b>	<b>10%</b>	5%	18%	55%	8%	2%	10%

A majority (52%) think that the mining boom and the high dollar has been good for the economy and are more likely to think it has been good for jobs (42% good/18% bad).

61% of Labor voters, 53% of Greens voters and 51% of Coalition voters think it has been good for the economy.

55% think it has been neither good nor bad for them personally. For those on incomes over \$1,600pw, 32% think it has been good for them personally and 9% bad.



## **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.

