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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 omnibus was conducted online from 8th to 13th June and obtained 1,014 respondents.

Aside from the standard question on voting intention, this week's report includes opinion of party best at handling issues, influence and trust in different groups in Australia, mining companies and the RSPT, opinion of recent Federal party leaders and attitudes to asylum seekers

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

1,850 sample size

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	32%	41%	39%	38%	38%
National	3%	2%	2%	3%	3%
Total Lib/Nat	35%	43%	41%	40%	41%
Labor	46%	38%	39%	37%	35%
Greens	10%	10%	9%	12%	14%
Family First	2%	2%	2%	3%	2%
Other/Independent	7%	7%	8%	7%	8%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	42%	50%	49%	48%	49%
Labor	58%	50%	51%	52%	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.

* Sample is the aggregation of two weeks' polling data.



Party Best at

Q. Which of the following parties – Labor, Liberal or Greens - do you think is the best party when it comes to -

	Labor	Liberal	Greens	Don't know
Representing the interests of Australian working people	42%	27%	6%	25%
Standing up to the big multinational corporations	32%	27%	13%	28%
Handling the economy in a way that best protects working people in Australia	36%	35%	4%	25%
Understanding the needs of the average Australian	29%	27%	9%	35%
Representing the interests of you and people like you	32%	34%	10%	24%
Having a vision for Australia's future	29%	33%	9%	29%
Taking Australia forward, not backwards	29%	34%	9%	28%
Handling Australia's relations with other countries	30%	38%	4%	27%
Handling Australia's economy	30%	42%	3%	25%
Dealing with the issue of immigration	20%	41%	7%	32%
Being honest and ethical	19%	21%	15%	45%
Handling environmental and climate change issues	19%	19%	36%	27%

The Labor Party was thought to be better than the Liberal Party at “representing the interests of Australian working people” (42% to 27%) and “standing up to the big multinational corporations “ (32%/27%).

The Liberal Party was thought to be better than the Labor Party at “dealing with the issue of immigration “ (41% to 20%), “handling Australia's economy” (42%/30%), “handling Australia's relations with other countries” (38%/30%), “taking Australia forward, not backwards” (34%/29%) and “having a vision for Australia's future” (33%/29%).

There was little difference between the Liberal and Labor Parties in terms of “handling the economy in a way that best protects working people in Australia”, “understanding the needs of the average Australian” and “representing the interests of you and people like you”.

36% believed the Greens were best at “handling environmental and climate change issues” and 45% could not nominate a party best at “being honest and ethical”.

Influence of Groups

Q. How much influence do you think the following groups have on the policies of Australian political parties?

	Too much	About the right amount	Not enough	Don't know
The media	53%	27%	5%	15%
Banks	50%	28%	5%	18%
Business lobby groups	40%	33%	5%	21%
Mining companies	40%	33%	10%	17%
Unions	40%	33%	12%	14%
Religious groups	38%	29%	11%	21%
Environment groups	25%	31%	29%	15%

About half the respondents believed that the media (53%) and banks (50%) have too much influence on the policies of Australian political parties.

40% believed that business lobby groups, mining companies and unions have too much influence.

Only 25% thought environmental groups have too much influence and 29% think they have not enough influence.

There were substantial differences by party preference on the influence of business lobby groups (Labor 52% too much, Lib/Nat 28%), unions (26%/61%), and mining companies (57%/26%). However, there was little difference on the perceived influence of the media (Labor 57% too much, Lib/Nat 56%) and banks (53%/51%).

Trust in Groups

Q. And how much trust do you have in the following groups to represent the interests of people like you?

	Total a lot/some trust	A lot of trust	Some trust	A little trust	No trust at all	Don't know
Environment groups	38%	8%	30%	28%	22%	11%
Unions	33%	8%	25%	27%	30%	10%
Business lobby groups	21%	4%	17%	30%	35%	15%
Religious groups	20%	5%	15%	24%	43%	13%
Mining companies	20%	2%	18%	27%	40%	13%
Banks	15%	2%	13%	26%	49%	10%
The media	14%	1%	13%	33%	43%	9%

38% said they have a lot or some trust in environment groups and 33% have a lot/some trust in unions. Banks (15%) and the media (14%) were the least trusted groups.

49% had no trust at all in banks and 43% had no trust at all in religious groups and the media.

51% of Labor voters have trust in unions and 47% have trust in environment groups. The most trusted groups for Liberal/National voters are mining companies (32%) and business lobby groups (31%).

RSPT

Q. Which of the following statements is closest to your view in relation to the Government's proposed resources super profits tax?

	Total	Vote Labor	Vote Lib/Nat
The new tax will result in mining companies cutting back on their investments in Australia and there will be a significant loss of Australian jobs	42%	16%	72%
Mining companies will continue to make large profits. They are just trying to avoid paying their fair share of tax.	40%	69%	16%
Don't know	17%	15%	11%

Respondents were split over which statement best described their view of the Government's proposed resources super profits tax – 42% agreed “the new tax will result in mining companies cutting back on their investments in Australia and there will be a significant loss of Australian jobs” and 40% agreed “mining companies will continue to make large profits. They are just trying to avoid paying their fair share of tax”.

Opinions were strongly related to party preference – 69% of Labor voters agreed that “mining companies will continue to make large profits. They are just trying to avoid paying their fair share of tax” and 72% of Liberal/National voters agreed that “the new tax will result in mining companies cutting back on their investments in Australia and there will be a significant loss of Australian jobs”.

53% of those on low incomes (<\$600pw) agreed that “mining companies will continue to make large profits. They are just trying to avoid paying their fair share of tax”.

Opinion of Leaders

Q. From the following list of current and recent leaders of the Liberal/Labor Party – rate each in terms of whether you think they were a good or poor leader of their party.

	Total good	Total poor	Very good	Good	Average	Poor	Very poor	Don't know
Tony Abbott	30%	34%	7%	23%	29%	14%	20%	7%
Malcolm Turnbull	28%	33%	6%	22%	32%	20%	13%	8%
Brendan Nelson	13%	44%	2%	11%	33%	28%	16%	11%
John Howard	51%	26%	27%	24%	18%	11%	15%	5%
Kevin Rudd	38%	34%	10%	28%	23%	15%	19%	4%
Kim Beazley	29%	29%	7%	22%	36%	17%	12%	6%
Mark Latham	7%	62%	2%	5%	23%	26%	36%	8%
Simon Crean	9%	47%	2%	7%	32%	29%	18%	12%
Paul Keating	40%	26%	14%	26%	27%	12%	14%	8%

Overall, John Howard (51% good/26% poor) was considered the best Liberal Party leader of recent times and Paul Keating (40%/26%) the best Labor leader.

However the current leaders – Kevin Rudd (38% good/34% poor) and Tony Abbott (30%/34%) - were both considered better than the leaders they succeeded.

Among Liberal/National voters Tony Abbott was rated good by 63%, compared to John Howard at 86% and Malcolm Turnbull at 37%.

Among Labor voters Kevin Rudd was rated good by 78%, compared to Paul Keating at 58% and Kim Beazley at 40%.

Asylum Seekers

Q. Which of the following comes is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
All asylum seekers arriving in Australia by boat should be sent back to the country they came from even if they are genuine refugees	31%	26%	38%	22%
Asylum seekers arriving by boat should only be allowed to stay in Australia if they are found to be genuine refugees	59%	67%	56%	66%
All asylum seekers arriving in Australia by boat should be allowed to stay	4%	4%	2%	10%
Don't know	6%	3%	4%	2%

59% agreed with the statement that “asylum seekers arriving by boat should only be allowed to stay in Australia if they are found to be genuine refugees” and 31% agreed that “all asylum seekers arriving in Australia by boat should be sent back to the country they came from even if they are genuine refugees”. Only 4% (including 10% of Greens voters) agreed that “all asylum seekers arriving in Australia by boat should be allowed to stay”.

Women were more likely to think genuine refugees should be allowed to stay (61% compared to 57% of men). 28% of those aged 55+ thought all asylum seekers should be sent back compared to 33% of those aged under 55.

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.

