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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 15<sup>h</sup> to 20<sup>th</sup> June and obtained 1,066 respondents.

This report covers a special analysis of firmness of voting intention.

The methodology used to carry out this research is available in appendix one (page 6).

Please note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.



## Firmness of Vote

Over the past 9 weeks Essential Report has asked a question to identify the firmness of respondents' voting intentions. All respondents who stated a voting preference were asked – *How firm is your vote? - Very firm; Pretty firm but I might change my mind; Might consider another party and leader closer to an election; Don't know.*

	<b>1st pref vote</b>	<b>Very firm</b>	<b>Might change</b>	<b>Soft</b>
Labor	38%	49%	37%	13%
Liberal/National	41%	59%	30%	11%
Greens	11%	36%	41%	21%

The above table shows the 9-week averages including the average first preference vote.

Coalition voters were considerably firmer in their voting preference than Labor voters. 59% of Liberal/National voters said their vote was very firm compared to 49% of Labor voters. The main difference was in the proportion who said their vote was “pretty firm but I might change my mind” – Labor 37%, Lib/Nat 30%.

The Greens vote was considerably softer – only 36% said their vote was very firm, 41% might change and 21% was soft.

The following tables compare the trends in firmness of vote over the 9 weeks of polling. Note that the results have been averaged over 2 weeks to be comparable with the rolling average weekly voting intention figures.

These tables show that -

- The Labor vote has decreased but firmness of vote shows no significant change
- The firmness of the Coalition vote increased mid-May and has been relatively stable since then.
- The increase in the Greens vote over the last few weeks has been accompanied by an increasing softness.

	<b>Labor</b>			
	<b>1st pref vote</b>	<b>Very firm</b>	<b>Might change</b>	<b>Soft</b>
03.05.10	40%	48%	35%	16%
10.05.10	37%	48%	33%	18%
17.05.10	38%	50%	37%	12%
24.05.10	40%	51%	39%	9%
31.05.10	39%	51%	38%	10%
07.06.10	37%	48%	39%	13%
15.06.10	35%	47%	39%	14%
21.06.10	38%	51%	38%	11%

	<b>Liberal/Nationals</b>			
	<b>1st pref vote</b>	<b>Very firm</b>	<b>Might change</b>	<b>Soft</b>
03.05.10	39%	52%	33%	16%
10.05.10	42%	51%	37%	13%
17.05.10	43%	61%	31%	9%
24.05.10	41%	65%	25%	10%
31.05.10	41%	61%	29%	11%
07.06.10	40%	59%	31%	10%
15.06.10	41%	62%	28%	11%
21.06.10	40%	65%	26%	10%

	<b>Greens</b>			
	<b>1st pref vote</b>	<b>Very firm</b>	<b>Might change</b>	<b>Soft</b>
03.05.10	11%	41%	39%	18%
10.05.10	11%	47%	35%	18%
17.05.10	10%	35%	39%	24%
24.05.10	10%	36%	39%	23%
31.05.10	9%	39%	44%	18%
07.06.10	12%	31%	42%	27%
15.06.10	14%	33%	41%	25%
21.06.10	11%	31%	45%	22%

Analysis of firmness of vote (averaged over 9 weeks) by age and gender shows –

- No substantial differences by gender.
- Firmness of vote increases with age.

	<b>Very firm</b>	<b>Might change</b>	<b>Soft</b>
Total	48%	34%	16%
Men	50%	35%	14%
Women	48%	33%	18%
18-24	35%	39%	24%
25-34	40%	37%	19%
35-44	45%	37%	17%
45-54	48%	36%	16%
55-64	54%	32%	13%
65+	63%	26%	11%

*Note that not all tables add to 100% as 1-3% of respondents did not give an answer.*

## **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.

