



**23 May 2011**



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 18<sup>th</sup> to 22<sup>nd</sup> May 2011 and is based on 1,029 respondents.

Aside from the standard question on voting intention, this week's report includes on the Federal Budget changes to family payments, the carbon tax and superannuation.

The methodology used to carry out this research is available in appendix on 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 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 = 1,881

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		43%	44%	43%	44%
National		4%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6</b>	<b>47%</b>	<b>47%</b>	<b>46%</b>	<b>46%</b>
<b>Labor</b>	<b>38.0</b>	<b>35%</b>	<b>35%</b>	<b>36%</b>	<b>34%</b>
Greens	11.8	10%	10%	11%	12%
Other/Independent	6.6	8%	8%	7%	8%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	<b>49.9%</b>	<b>54%</b>	<b>54%</b>	<b>52%</b>	<b>53%</b>
Labor	<b>50.1%</b>	<b>46%</b>	<b>46%</b>	<b>48%</b>	<b>47%</b>

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.



## Family Payments

*Q. The Federal Budget has frozen the income levels above which parents become ineligible for family payments. Do you approve or disapprove of this decision?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total approve</b>	<b>52%</b>	<b>65%</b>	<b>47%</b>	<b>56%</b>
<b>Total disapprove</b>	<b>28%</b>	<b>18%</b>	<b>38%</b>	<b>22%</b>
Strongly approve	17%	25%	12%	24%
Approve	35%	40%	35%	32%
Disapprove	20%	13%	25%	19%
Strongly disapprove	8%	5%	13%	3%
Don't know	20%	17%	14%	22%

52% of respondents approve of freezing the income levels above which parents become ineligible for family payments and 28% oppose.

65% Labor and 56% of Greens voters approve - and Liberal/National voters are more likely to approve than disapprove (47%/38%).

Respondents with dependent children approve 47%/37% and households earning over \$150,000 approve 48%/37%.



## Perceptions of Welfare

*Q. Do you agree or disagree with the following statements?*

	<b>Total agree</b>	<b>Total disagree</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>
Households earning more than \$150,000 a year don't need help through family payments	<b>67%</b>	<b>27%</b>	29%	38%	20%	7%	6%
Households on high incomes pay high taxes so should get family payments for bringing up children	<b>33%</b>	<b>61%</b>	7%	26%	41%	20%	7%
Welfare payments should only go to those on low incomes	<b>66%</b>	<b>29%</b>	23%	43%	23%	6%	5%
All taxpayers, regardless of their income, should be eligible for some form of Government payment	<b>35%</b>	<b>57%</b>	8%	27%	36%	21%	8%
Family payments aren't really welfare – they just provide assistance for families raising children.	<b>60%</b>	<b>32%</b>	14%	46%	23%	9%	7%
Welfare payments should be reduced for those who have been on them long term.	<b>41%</b>	<b>48%</b>	15%	26%	33%	15%	12%
Welfare and family payments should be lower to encourage people to be more self-reliant and not rely so much on the Government	<b>40%</b>	<b>50%</b>	12%	28%	35%	15%	9%
People on low incomes receiving welfare should have to justify how they spend it	<b>47%</b>	<b>46%</b>	13%	34%	31%	15%	6%
Welfare for low-income families is different from family payments to middle-income families	<b>61%</b>	<b>22%</b>	14%	47%	18%	4%	17%
The purpose of welfare payments is to reduce the difference in income between people with higher incomes and those with lower incomes	<b>40%</b>	<b>49%</b>	8%	32%	36%	13%	11%

About two-thirds of respondents agreed that “Households earning more than \$150,000 a year don’t need help through family payments” (67%) and “Welfare payments should only go to those on low incomes” (66%). Although these statements were more strongly supported by Labor and Greens voters, 61% of Liberal/National voters agree that “Households earning more than \$150,000 a year don’t need help through family payments”.

For households earning under \$100K, 77% agree “Households earning more than \$150,000 a year don’t need help through family payments” and 73% agree “Welfare payments should only go to those on low incomes”.

However, of households earning \$150K+, 62% disagree that “Households earning more than \$150,000 a year don’t need help through family payments” and 50% disagree that “Welfare payments should only go to those on low incomes”.

Although most respondents (60%) think that family payments are different from welfare benefits, only 33% agree that “Households on high incomes pay high taxes so should get family payments for bringing up children”.

Opinions are divided over issues regarding the obligations of people receiving welfare. 47% agree that “People on low incomes receiving welfare should have to justify how they spend it” and 46% disagree - 58% of Liberal/National voters agree but 55% of Labor voters disagree.



## **Support for Carbon Pricing**

*Q. Do you support or oppose the Government's recent announcement to introduce a carbon pricing scheme from 1 July 2012, which will require industries to pay a tax based on the amount of carbon pollution they emit?*

	<b>7 March</b>	<b>14 March</b>	<b>28 March</b>	<b>18 April</b>	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total support</b>	<b>35%</b>	<b>38%</b>	<b>34%</b>	<b>39%</b>	<b>41%</b>	<b>63%</b>	<b>20%</b>	<b>86%</b>
<b>Total oppose</b>	<b>48%</b>	<b>49%</b>	<b>51%</b>	<b>49%</b>	<b>44%</b>	<b>19%</b>	<b>75%</b>	<b>9%</b>
Strongly support	9%	12%	12%	13%	14%	22%	4%	47%
Support	26%	26%	22%	26%	27%	41%	16%	39%
Oppose	19%	17%	19%	15%	15%	10%	23%	4%
Strongly oppose	29%	32%	32%	34%	29%	9%	52%	5%
Don't know	18%	13%	15%	12%	15%	19%	5%	5%

41% (+2%) support the introduction of a carbon pricing scheme and 44% (-5%) oppose. This represents a 7% shift in opinion in favour of a carbon pricing scheme since last month and is the highest level of support and lowest level of opposition since the scheme was announced.

Women support the scheme 44%/39%, while men oppose 51%/38%. Younger people tend to support the scheme (aged under 35 – 47% support/35% oppose) while older respondents strongly oppose (aged 55+ - 35% support/55% oppose)

## **Awareness of Superannuation Plan**

*Q. The Federal Government is proposing to increase superannuation payments from nine per cent to 12 per cent by 2019-20. How much have you heard about this proposal?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
A lot	4%	4%	4%	2%
Something	13%	15%	13%	17%
A little	27%	25%	32%	28%
Nothing	53%	54%	50%	53%
Don't know	3%	2%	1%	-

There was low awareness of the Government's proposal to increase superannuation payments from nine per cent to 12 per cent by 2019-20 – only 17% say they have heard a lot or something about it.

22% of full-time workers and 16% of part-time workers have heard a lot/something about it.



## Support for Superannuation Plan

*Q. Based on what you know, do you support or oppose the proposal to increase superannuation payments from nine per cent to 12 per cent by 2019-20?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total support</b>	<b>69%</b>	<b>77%</b>	<b>67%</b>	<b>78%</b>
<b>Total oppose</b>	<b>13%</b>	<b>8%</b>	<b>20%</b>	<b>4%</b>
Strongly support	21%	27%	17%	30%
Support	48%	50%	50%	48%
Oppose	10%	7%	15%	4%
Strongly oppose	3%	1%	5%	-
Don't know	18%	14%	13%	18%

69% support the proposal to increase superannuation payments from nine per cent to 12 per cent by 2019-20 and 13% oppose.

75% of full-time workers and 69% of part-time workers support the proposal.

## **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.

