



25 July 2011



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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 20th to 24th July 2011 and is based on 1053 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the media and political parties.

The methodology used to carry out this research is available in appendix on page 12.

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 = 1926

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		45%	47%	46%	45%
National		3%	3%	3%	3%
Total Lib/Nat	43.6	48%	50%	49%	48%
Labor	38.0	32%	30%	31%	32%
Greens	11.8	11%	11%	11%	11%
Other/Independent	6.6	9%	9%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	55%	57%	56%	55%
Labor	50.1%	45%	43%	44%	45%

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.



Overturning the Carbon Pricing Scheme

Q. If the Government introduces their carbon pricing scheme Tony Abbott has said that if the Liberal Party wins the next election he will repeal this legislation. Do you support or oppose his proposal to overturn the carbon pricing scheme after it has been put in place?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total support	50%	24%	81%	15%
Total oppose	36%	63%	9%	73%
Strongly support	30%	8%	56%	8%
Support	20%	16%	25%	7%
Oppose	14%	19%	7%	12%
Strongly oppose	22%	44%	2%	61%
Don't know	15%	13%	9%	10%

Overall, 50% of respondents support Tony Abbott's proposal to overturn the carbon pricing scheme after it has been put in place.

Not surprisingly 81% of Lib/Nat voters support Tony Abbott's proposal. 63% of Labor voters, and 73% of Green voters oppose Tony Abbott's proposal.

Support for Tony Abbott's proposal increased with age, with 63% of those aged 65+, compared to 36% of those aged 18-24 supporting the proposal to overturn the carbon pricing scheme.

Males (53%) were slightly more likely than females (47%) to support Tony Abbott's proposal.



Trust in Media

Q. How much trust do you have in what you read or hear in the following media?

	Total a lot/some 15 Mar 10	Total a lot/some	A lot of trust	Some trust	Not much trust	No trust at all	Don't know	Don't use
News and opinion in daily newspapers	62%	53%	6%	47%	29%	10%	2%	6%
News and opinion in local newspapers	-	54%	6%	48%	29%	8%	2%	6%
Commercial TV news and current affairs	64%	48%	5%	43%	30%	17%	2%	3%
ABC TV news and current affairs	70%	71%	23%	48%	15%	6%	2%	6%
Commercial radio news and current affairs	54%	46%	4%	42%	32%	12%	3%	7%
ABC radio news and current affairs	62%	67%	21%	46%	17%	4%	2%	10%
Commercial radio talkback programs	38%	33%	5%	28%	32%	22%	3%	10%
ABC radio talkback programs	45%	47%	10%	37%	27%	9%	3%	13%
News and opinion websites	49%	41%	5%	36%	35%	12%	3%	9%
Internet blogs	20%	20%	2%	18%	35%	25%	5%	16%

Trust in media has dropped in all the types of media listed above since 15th March 2010 – except for ABC outlets, which have actually increased slightly.

ABC TV news and current affairs collects the highest number of people who have a lot/some trust (71%). This is followed by ABC radio news and current affairs (67%).

The lowest level of trust was recorded for internet blog (20% - the same as in March 2010). This was followed by commercial radio talkback programs (33%).

The biggest drop in trust was for Commercial TV news and current affairs which dropped from 64% to 49% for the total number of people who selected a lot/some trust.

Another big drop was in the level of trust for news and opinion in daily newspapers, which dropped from 62% in March 2010 to 53% for the total number of people who selected a lot/some trust.



Trust in Newspapers

Q. How much trust do you have in what you read in the following newspapers?

	A lot of trust	Some trust	Not much trust	No trust at all	Don't know
The Australian	16%	53%	19%	8%	5%
The Telegraph (NSW only)	7%	45%	25%	21%	2%
Sydney Morning Herald (NSW only)	20%	54%	19%	6%	1%
The Age (Victoria only)	23%	56%	15%	3%	3%
Herald Sun (Victoria only)	7%	47%	32%	12%	2%
Courier Mail (Queensland only)	9%	56%	22%	12%	1%

** Note : Percentages based only on respondents who had read each newspaper.*

Among those who have read each newspaper, 23% have a lot of trust in The Age and 20% have a lot of trust in the SMH. 16% of readers of The Australian have a lot of trust in the newspaper but only 7% have a lot of trust in The Telegraph and The Herald Sun. 46% have not much or no trust in The Telegraph and 44% have not much or no trust in The Herald Sun.

Liberal/National voters (21% and 57%) are more likely than Labor voters (17% and 50%) to have a lot or some trust in the Australian.

Concern about Phone Hacking

Q. Have the recent events in Britain concerning phone hacking by Rupert Murdoch's newspaper, made you more or less concerned about the conduct of Australian newspapers?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total more concerned	51%	56%	48%	68%
Total less concerned	5%	5%	4%	3%
Much more concerned	15%	19%	11%	26%
A little more concerned	36%	37%	37%	42%
A little less concerned	4%	4%	4%	3%
Much less concerned	1%	1%	>1%	-
Makes no difference	38%	33%	44%	26%
Don't know	6%	6%		

Just over half (51%) of respondents are more concerned about the conduct of Australian newspapers following the recent events in Britain. 5% are less concerned, 38% say it makes no difference and 6% stated don't know.

Green voters were more likely to state that they were more concerned (68%). Labor voters (56%) were more likely than Liberal voters (48%) to state that they were more concerned.

There was no substantial difference between the genders, states or age groups.

Media Ownership in Australia

Q. Rupert Murdoch owns most of Australia's metropolitan newspapers including the Australian, Herald Sun, the Telegraph and the Courier Mail. Should the Government allow one company to own the majority of Australia's major newspapers?

	Total 1 Nov 10	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Should allow	15%	9%	8%	13%	4%
Should not allow	50%	58%	60%	53%	76%
Don't care	26%	23%	22%	26%	12%
Don't know	9%	10%	11%	8%	8%

58% of respondents stated that the Government should not allow one company to own the majority of Australia's major newspapers. This is an increase on the 50% who stated the same thing in November 2010.

Just 9% of respondents think that the Government should allow one company to own the majority of Australia's major newspapers (a drop for the 15% who said the same thing in November 2010).

Green voters (76%) were the most likely to state that the Government should not allow one company to own the majority of Australia's major newspapers, followed by Labor (60%) and Lib/Nat voters (53%).

Females (62%) were more likely than males (54%) to select 'should not allow'.

Regulation of Media

Q. Thinking about the media in Australia, do you think there needs to be more or less regulation of the media or is the present level of regulation about right?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Needs to be more regulation	48%	54%	39%	73%
Needs to be less regulation	6%	5%	6%	3%
Present regulation about right	31%	26%	40%	15%
Don't know	15%	15%	13%	9%

48% of respondents think that there needs to be more regulation of media in Australia. 31% think that the current level of regulation in about right.

Green voters (73%) are the most likely to think that there needs to be more regulation. This is followed by those that vote Labor (54%) and those that vote Lib/Nat (39%).

There was little difference between the genders, states or ages.

Difference Between Labor and Liberal Parties

Q. Thinking about the Federal Parliament, how much difference do you think there is between the policies of the Labor Party and the Liberal Party?

	Total 8 Nov 10	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Very little difference	29%	21%	20%	13%	29%
Some difference	43%	39%	41%	40%	51%
A lot of difference	19%	31%	32%	44%	15%
Don't know	9%	8%	6%	4%	4%

21% of respondents think that there is very little difference between the policies of the Labor and Liberal parties. This is less than in November 2010 (29%). 39% of respondents think that there is some difference and 31% think there is a lot of difference (up from 19% in November last year).

Green voters (29%) were more likely to think that there is little difference.

There is little difference between the responses by gender or state.

Those aged 65+ were the most likely to think that there is a lot of difference between the policies of Labor and the Liberal parties (55%).

Change in Difference Between Labor and Liberal Parties

Q. Do you think that in the last few years, the policies of the Labor Party and the Liberal Party have become more similar or do you think their policies have been moving apart?

	Total 8 Nov 10	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Become more similar	51%	40%	41%	36%	56%
Moving further apart	17%	31%	28%	41%	22%
No change	21%	17%	24%	15%	11%
Don't know	12%	11%	7%	8%	11%

40% of respondents think that the Labor and Liberal parties are becoming more similar – a drop from the 51% who thought the same thing in November 2010.

31% think that they are moving further apart – a big increase from the 17% who thought the same thing in November 2010.

Green voters (56%) were the most likely to think that they were becoming more similar. However 41% of Labor voters and 36% of Lib/Nat voters also thought that they were becoming more similar.

Lib/Nat voters were the most likely to think that they were moving further apart (41%).

There was no substantial differences based on gender, state or age



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.

