



Essential Report

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15 – 31 Pelham Street
Carlton South
Victoria 3053
Phone 03 9929 9903
Mobile 0432 828 003

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 the 30th of June to the 5th of July and attracted 1038 responses.

Aside from the standard question we ask each week on Federal voting intention, this week we look at economic outlook - whether the public think conditions in Australia will get better or worse over the next 12 months, and concerns over job security. This week we also consider public perceptions of the two major political parties and a question around the Liberal party leadership.

The methodology used to carry out this research is available in appendix one (page 9).

Please note not all tables total 100% due to rounding.



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?

* 1942 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	32%		
National	3%		
Total Lib/Nat	35%	41%	-1%
Labor	49%	59%	+1%
Greens	9%		
Family First	3%		
Other/Independent	5%		

NB. The data in the above table is derived from our weekly first preference voting question. Respondents who select 'don't know' as their first preference are not included in the results.

* Sample is the culmination of two week's data.



Economic conditions in Australia – 12 month outlook

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	23 Feb 09	18 May 09	15 Jun 09	6 Jul 09
Total better	21%	19%	25%	43%	50%
Total worse	61%	65%	56%	37%	31%
Get a lot better	2%	2%	2%	5%	7%
Get a little better	19%	17%	23%	38%	43%
Get a little worse	45%	42%	37%	28%	23%
Get a lot worse	16%	23%	19%	9%	8%
Stay much the same	13%	12%	13%	17%	15%
No opinion	5%	4%	5%	3%	4%

Half (50%) of people surveyed think that over the next 12 months, economic conditions in Australia will get a lot/a little better and 31% think that economic conditions will get a lot/a little worse over the next 12 months. The number of people that think economic conditions will improve over the next 12 months has increased slightly (+7%) since we last asked this question in June.

Labor voters were more likely than Coalition voters to think that over the next 12 months economic conditions will get a lot/a little better (65% v 44%). 41% of Coalition voters think that over the next 12 months economic conditions in Australia will get a lot/ a little worse.



Concern over job loss

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?

	16 Feb 09	27 Apr 09	8 Jun 09	6 Jul 09
Total concerned	62%	67%	52%	56%
Very concerned	22%	24%	13%	15%
Somewhat concerned	40%	43%	39%	41%
Not at all concerned	29%	23%	35%	32%
Don't know	4%	5%	6%	6%
No employees in the immediate family	5%	5%	8%	6%

Over half (56%) of people surveyed are very/somewhat concerned that they or a member of their immediate family will lose their job in the next year or so – an increase of four percent since we last asked this question in June.

Respondents on higher incomes were more likely than those on lower incomes to be 'not at all concerned' that they or a member of their immediate family will lose their job in the next year or so (38% earning \$1600 + per week v 25% earning \$600 - \$1000 per week).



Opposition Leadership

Q. Which of the following do you think would be the best person to be Leader of the Opposition?

	6 Jul 09	8 Sept 08 – just before Turnbull became leader	%
Malcolm Turnbull	13%	Peter Costello	26%
Joe Hockey	17%	Malcolm Turnbull	13%
Greg Hunt	1%	Julie Bishop	8%
Tony Abbott	7%	Brendan Nelson	7%
Brendan Nelson	3%	Tony Abbott	4%
Julie Bishop	8%	Barnaby Joyce	4%
Someone else	20%	Don't know	38%
Don't know	32%		

13% of people surveyed think that the current Leader of the Opposition, Malcolm Turnbull, is the best person for the job and 17% of people surveyed think that Joe Hockey would be the best person to be Leader of the Opposition. 32% of people surveyed don't know who would be the best person to be Leader of the Opposition and 20% think that someone else would be the best person to lead the Opposition.

Only 28% of Coalition voters thought Malcolm Turnbull is best person to be Leader of the Opposition while 56% nominated someone other than Malcolm Turnbull. 23% of Coalition voters favoured Joe Hockey, 9% Tony Abbott and 8% Julie Bishop.



Statements describing the two major parties

Q. Here is a list of things both favourable and unfavourable that have been said about various political parties. Which statements do you feel fit the Labor Party? And which statements do you feel fit the Liberal Party?

	Labor	Liberal	Difference
Has a good team of leaders	60%	29%	+31%
Looks after the interests of working families	61%	31%	+30%
Understands the problems facing Australia	62%	44%	+18%
Professional in its approach	59%	41%	+18%
Keeps its promises	44%	28%	+16%
Moderate	65%	50%	+15%
Too dominated by its leader	39%	34%	+5%
Will promise to do anything to win votes	57%	67%	-10%
Extreme	25%	36%	-11%
Out of touch with ordinary people	44%	62%	-18%
Divided	30%	74%	-44%

When it comes to statements to describing the Labor Party, the statements that receive the most support are moderate (65%), understanding of the problems facing Australia (62%) and looks after the interests of working families (61%). People think the Labor Party is professional in its approach (59%) and that the party has a good team of leaders (60%).

The most significant shifts for the Labor Party since we last asked this question in March 2009 are 'keeps its promises' (+11%), professional in its approach (-8%) and too dominated by its leader (+8%).

In describing the Liberal Party, the statements that resonated most with people are divided (74%), will promise to do anything to win votes (67%) and out of touch with ordinary people (62%). Only 29% of people surveyed think that the Liberal Party has a good team of leaders.



Just over half (57%) of Coalition voters surveyed think that the Liberal Party has a good team of leaders and 65% of Coalition voters think the Liberal Party is divided.

The most significant shifts for the Liberal Party since we last asked this question in March 2009 are in the area of professional in its approach (-9%), out of touch with ordinary people (+6%) and divided (+4%).

The major differences between the parties are on the attributes of divided (Labor 30%/Liberal 74%), has a good team of leaders (Labor 60%/Liberal 29%) and looks after the interests of working families (Labor 61%/Liberal 31%).



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 the 19th of 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 109 500. 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 (referred to as 'Zoints').

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.

