



Essential Report

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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 omnibus was conducted online from the 25th to the 30th of August and attracted 1013 respondents.

Aside from the standard question we ask each week on Federal voting intention, this week we ask people two questions related to the recently agreed liquefied gas deal made between Australia and China worth \$50 billion. This week we gauge the Australian publics' thoughts on the Liberal/National Coalition and whether people think Turnbull has control over the Liberal Party. This week we ask people about their sense of job security for themselves and those in their immediate family. Given Australia's loss in the recent Ashes series against England, this week we ask people whether they think Ricky Ponting should continue as Captain of the Australian cricket team.

The methodology used to carry out this research is available in appendix one (page 10).

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?

* 1861 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	31%		
National	2%		
Total Lib/Nat	33%	40%	-2%
Labor	51%	60%	+2%
Greens	8%		
Family First	2%		
Other/Independent	6%		

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.



Australia/China liquefied natural gas agreement

Q. Australia recently reached an agreement to sell \$50 billion of liquefied natural gas to China over the next 20 years. Do you approve or disapprove of this agreement?

	%
Total approve	62%
Total disapprove	17%
Strongly approve	17%
Approve	45%
Disapprove	11%
Strongly disapprove	6%
Don't know	21%

Most people (62%) approve of the Australian agreement to sell \$50 billion of liquefied natural gas to China over the next 20 years. 17% disapprove of the agreement and 21% don't know.

Labor and Coalition voters were more likely to approve of the Australia/China gas agreement (72% Labor, 62% Coalition). 44% of Green voters approve of the Australia/China gas deal and 36% of these same voters disapprove.



Australia/China liquefied natural gas agreement

Q. Who do you think should take the most credit for this agreement – the current Rudd Labor Government, the previous Howard Coalition Government or the current Western Australian Liberal Government?

	%
Rudd Labor Government	36%
Howard Coalition Government	15%
WA Liberal Government	11%
Don't know	37%

37% of people don't know who should take the most credit for the agreement Australia made with China to sell \$50 billion worth of liquefied natural gas. 36% of people think the Rudd Labor Government should take the credit, 15% think the previous Howard Coalition Government and 11% think the WA Liberal Government deserves credit for the agreement.

People's opinion followed party lines – 59% of Labor voters think the Rudd Labor Government should take most of the credit for the agreement, 42% of Coalition voters credit the Howard Government and 20% of these same voters think the WA Liberal Government deserves most of the credit.

Western Australian voters were more likely to think that the WA Liberal Government deserves the most credit for the agreement (33%).



Liberal/National Coalition

Q. Do you think the Liberal and National Parties should split and operate independently or should they continue to work together in the Coalition?

	%
Should split	39%
Should stay as a Coalition	39%
Don't know	21%

People are divided as to whether they think that the Liberal and National Parties should split and operate independently (39%) or that the two should continue to work together as a Coalition (39%). 21% of people don't know.

Coalition voters were more likely to think the Liberal and National Parties should continue to work as a Coalition (72%), while Labor and Green voters were more likely to think that they should split and operate independently (55% Labor, 52% Green). 21% of Coalition voters think the Liberal/National Parties should split and operate independently.



Liberal Party leadership

Q. Do you think the opposition leader Malcolm Turnbull has too much, enough or not enough control over the Liberal Party?

	%
Too much	8%
Enough	24%
Not enough	47%
Don't know	20%

Just under half (47%) of people surveyed think the opposition leader Malcolm Turnbull does not have enough control over the Liberal Party. 24% think Turnbull has enough control and 8% think he has too much control over the Liberal Party.

Coalition voters were more likely to think Turnbull does not have enough control over the Liberal Party (55%) and 30% of these same voters think he has enough control. 50% of Labor voters think Turnbull does not have enough control over the Liberal Party, 23% think he has enough and 13% think he has too much control over the party.

People aged 55 years and over were more likely to think that Turnbull does not have enough control over the Liberal Party (62%).



Job security

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	This week
Total concerned	62%	67%	52%	56%	53%
Very concerned	22%	24%	13%	15%	18%
Somewhat concerned	40%	43%	39%	41%	35%
Not at all concerned	29%	23%	35%	32%	37%
Don't know	4%	5%	6%	6%	5%
No employees in the immediate family	5%	5%	8%	6%	5%

Just over half (53%) of people surveyed are very concerned/somewhat concerned that they or some member of their immediate family will lose their job in the next year or so, and 37% are not concerned at all.

Concern over job loss has fallen slightly since we last asked this question in July (-3%), and the number of people not at all concerned has increased by five percentage points since the July poll.

Females were more likely than males to be very concerned/somewhat concerned that they or some member of their immediate family will lose their job in the next year or so (58% v 47%).

Respondents in the 35 – 44 age range were more likely than those in other age groups to be not at all concerned regarding job loss (44%) as were full-time workers (42%) and those on a salary of \$1600 per week or more (44%).



Ricky Ponting and the Australian cricket team

Q. Now a slightly different question. Following the loss of the Ashes in the recent cricket series against England, should Ricky Ponting continue as Australia's captain or should he be replaced?

	%
Should continue	59%
Should be replaced	21%
Don't know	20%

Over half (59%) of those surveyed think that despite Australia's loss against England in the most recent Ashes cricket series, Ricky Ponting should continue as Australia's captain (59%). 21% think that Ponting should be replaced as captain and 20% don't know.

Coalition voters were slightly more likely to think that Ponting should continue as Australia's captain (67%), while Labor voters were more likely to think he should be replaced (23%).

Respondents aged 55 years and over were more likely to think that Ponting should continue as captain of the Australian cricket side (71%).



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.

