



EssentialReport

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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 between the 15th and 19th February 2012 and is based on 1042 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the private health insurance rebate, the NBN, important industries for jobs and the mining tax.

The methodology used to carry out this research is available in the appendix on page 8.

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 = 1042 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		45%	44%	44%	45%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	48%	47%	47%	48%
Labor	38.0%	35%	33%	34%	33%
Greens	11.8%	10%	11%	10%	11%
Other/Independent	6.6%	7%	9%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	54%	54%	54%	55%
Labor	50.1%	46%	46%	46%	45%

NB. The data in the above tables comprise 2-week averages derived from 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.



Private Health Insurance Rebate

Q. The Government proposes to means test the private health insurance rebate, with reductions beginning for a single person earning more than \$80,000 or families on \$160,000. Singles earning more than \$124,000 and families on more than \$248,000 will not receive any of the rebate. Do you support or oppose means testing the health insurance rebate for people on higher incomes?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Income less than \$31,200	Income \$31,200-\$51,999	Income \$52,000-\$83,199	Income \$83,200+
Total support	53%	76%	38%	65%	67%	63%	59%	45%
Total oppose	33%	13%	51%	19%	17%	23%	28%	46%
Strongly support	22%	46%	8%	22%	33%	23%	23%	21%
Support	31%	30%	30%	43%	34%	40%	36%	24%
Oppose	15%	9%	21%	13%	10%	12%	14%	19%
Strongly oppose	18%	4%	30%	6%	7%	11%	14%	27%
Don't know	14%	11%	11%	15%	15%	15%	12%	10%

The majority of respondents support the means test on the private health insurance rebate for people on higher incomes (53%), with 33% opposed to the reform.

Those on low incomes of less than \$31,200 per annum are the most likely to be in favour of the reform, with 67% supporting the means test. Conversely, those on higher incomes (earning \$83,200+ per annum) are the most likely to oppose the means test, with 46% against it and 45% in favour of it.

Looking at the results by voting intention, those most likely to be against the reform are Coalition voters with the majority opposing the means test (51%), whilst Labor voters are the most likely to be in favour of it (76%). Greens voters trail 11 points behind Labor in favour of the reform at 65%.



Opinion of NBN

Q. From what you've heard, do you favour or oppose the planned national broadband network (NBN)?

	27 Sep 2010	14 Feb 2011	18 Apr 2011	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total in favour	56%	48%	54%	56%	80%	42%	77%
Total oppose	18%	31%	28%	25%	8%	43%	8%
Strongly favour	27%	19%	22%	20%	39%	10%	28%
Favour	29%	29%	32%	36%	41%	32%	49%
Oppose	12%	16%	13%	15%	7%	24%	8%
Strongly oppose	6%	15%	15%	10%	1%	19%	0%
Don't know	26%	22%	18%	19%	13%	15%	16%

The results of this week's poll show that support for the NBN has increased over the course of the last 12 months, returning to 56% (the same level in September 2010).

Since the question was last polled, support for the NBN has risen 2 percentage points to 56% (+2%) and opposition has declined to 25% (-3%).

There is overwhelming majority support from Labor (80%) and Greens (77%) voters, whilst Coalition voters are almost equally divided on the issue: 42% in favour and 43% opposed.

Looking at the results by age, those respondents aged between 55-64 are the most likely to oppose the NBN, though the majority still favour the planned network: 52%/34%.



Importance of Industries for Providing Jobs

Q. How important are the following industries for providing jobs for Australians into the future?

	Very important	Quite important	Somewhat important	Not very important	Don't know
Mining	64%	24%	7%	2%	3%
Construction	58%	30%	9%	0%	2%
Manufacturing	55%	29%	12%	2%	2%
Tourism	53%	33%	11%	1%	2%
Retail	47%	35%	13%	2%	2%
Hospitality	46%	38%	12%	1%	3%
Finance	39%	38%	18%	3%	3%
Telecommunications	39%	37%	18%	3%	3%

Respondents regard the mining (64%), construction (58%) and manufacturing (55%) industries to be the most important for providing jobs for Australians in the future.

This was followed closely by the tourism (53%), retail (47%) and hospitality (46%) industries.

The finance (39%) and telecommunications (39%) industries are the most likely to be seen as only 'somewhat important' (18%) for providing jobs.



Opinion of Mining Tax

Q. Do you approve or disapprove of the proposed mining tax (called the Minerals Resource Rent Tax) on large profits of mining companies?

	12 Jul 2010	5 Sep 2011	21 Nov 2011	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total approve	50%	46%	51%	55%	80%	39%	74%
Total disapprove	28%	34%	33%	28%	7%	46%	12%
Strongly approve	13%	18%	18%	23%	46%	7%	44%
Approve	37%	28%	33%	32%	34%	32%	30%
Disapprove	18%	18%	20%	17%	6%	26%	9%
Strongly disapprove	10%	16%	13%	11%	1%	20%	3%
Don't know	22%	19%	15%	17%	13%	14%	14%

Approval for the proposed mining tax has increased over the course of the last 6 months, rising 9 percentage points from 46% in September 2011 to 55% total approval in this week's poll.

Labor voters are the most in favour of the proposed mining tax, with 80% in favour, followed by Greens voters (74% in favour). The majority of Coalition voters remain opposed to the proposed tax, with 46% opposed and 39% in favour.



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.

