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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 between the 22<sup>nd</sup> and 26<sup>th</sup> February 2012 and is based on 1,033 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the Labor leadership issue, opinions of Qantas and the Gonski education funding report.

The methodology used to carry out this research is available in the appendix on page 10.

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 = 1,908 respondents*

| <b>First preference/leaning to</b> | <b>Election<br/>21 Aug 10</b> | <b>4 weeks<br/>ago</b> | <b>2 weeks<br/>ago</b> | <b>Last week</b> | <b>This week</b> |
|------------------------------------|-------------------------------|------------------------|------------------------|------------------|------------------|
| Liberal                            |                               | 44%                    | 44%                    | 45%              | 46%              |
| National                           |                               | 3%                     | 3%                     | 3%               | 3%               |
| <b>Total Lib/Nat</b>               | <b>43.6%</b>                  | <b>47%</b>             | <b>47%</b>             | <b>48%</b>       | <b>49%</b>       |
| <b>Labor</b>                       | <b>38.0%</b>                  | <b>34%</b>             | <b>34%</b>             | <b>33%</b>       | <b>32%</b>       |
| Greens                             | 11.8%                         | 10%                    | 10%                    | 11%              | 11%              |
| Other/Independent                  | 6.6%                          | 8%                     | 9%                     | 9%               | 8%               |

| <b>2PP</b>    | <b>Election<br/>21 Aug 10</b> | <b>4 weeks<br/>ago</b> | <b>2 weeks<br/>ago</b> | <b>Last week</b> | <b>This week</b> |
|---------------|-------------------------------|------------------------|------------------------|------------------|------------------|
| Total Lib/Nat | <b>49.9%</b>                  | <b>54%</b>             | <b>54%</b>             | <b>55%</b>       | <b>56%</b>       |
| Labor         | <b>50.1%</b>                  | <b>46%</b>             | <b>46%</b>             | <b>45%</b>       | <b>44%</b>       |

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.



## **Labor Leadership issue**

*Q. Who do you think is mainly responsible for the leadership problems of the Labor Party?*

|                                 | <b>Total</b> | <b>Vote Labor</b> | <b>Vote Lib/Nat</b> | <b>Vote Greens</b> |
|---------------------------------|--------------|-------------------|---------------------|--------------------|
| Kevin Rudd                      | 18%          | 27%               | 16%                 | 21%                |
| Julia Gillard                   | 39%          | 28%               | 55%                 | 16%                |
| Other people in the Labor Party | 23%          | 23%               | 21%                 | 25%                |
| The media                       | 10%          | 16%               | 4%                  | 25%                |
| Don't know                      | 10%          | 7%                | 4%                  | 12%                |

39% of respondents think that Julia Gillard is mainly responsible for the leadership problems of the Labor Party, 23% think other people in the Labor Party are responsible and 18% think Kevin Rudd is responsible. Only 10% think the media are mainly responsible.

A majority (55%) of Liberal/National voters think Julia Gillard is mainly responsible while Labor and Greens voters are fairly evenly divided between Julia Gillard, Kevin Rudd and other people in the Labor Party. 25% of Greens voters think that the media are responsible.



## Opinion of Qantas

*Q. Compared to 12 months ago, how do you feel about Qantas - more positive, more negative or about the same?*

|                            | <b>Total</b> | <b>Vote Labor</b> | <b>Vote Lib/Nat</b> | <b>Vote Greens</b> | <b>Fly regularly</b> | <b>Fly once or twice a year</b> | <b>Fly less often</b> |
|----------------------------|--------------|-------------------|---------------------|--------------------|----------------------|---------------------------------|-----------------------|
| <b>Total more positive</b> | <b>11%</b>   | <b>14%</b>        | <b>13%</b>          | <b>6%</b>          | <b>27%</b>           | <b>11%</b>                      | <b>5%</b>             |
| <b>Total more negative</b> | <b>41%</b>   | <b>47%</b>        | <b>33%</b>          | <b>53%</b>         | <b>38%</b>           | <b>42%</b>                      | <b>41%</b>            |
| A lot more positive        | 4%           | 6%                | 4%                  | 2%                 | 14%                  | 3%                              | 1%                    |
| A little more positive     | 7%           | 8%                | 9%                  | 4%                 | 13%                  | 8%                              | 4%                    |
| About the same             | 43%          | 35%               | 51%                 | 38%                | 32%                  | 45%                             | 47%                   |
| A little more negative     | 23%          | 25%               | 19%                 | 28%                | 19%                  | 24%                             | 23%                   |
| A lot more negative        | 18%          | 22%               | 14%                 | 25%                | 19%                  | 18%                             | 18%                   |
| No opinion                 | 5%           | 2%                | 3%                  | 3%                 | 3%                   | 3%                              | 7%                    |

41% say that, compared to 12 months ago, they feel more negative about Qantas - 11% feel more positive and 43% feel about the same.

Regular flyers are somewhat more positive - 27% feel more positive and 38% more negative.

There were no substantial differences across demographics.



## Reasons for Change in Opinion of Qantas

*Q. What is the main reason you feel more positive/negative about Qantas?*

|                       | <b>More positive</b> | <b>More negative</b> |
|-----------------------|----------------------|----------------------|
| Actions of management | 62%                  | 77%                  |
| Actions of workers    | 26%                  | 9%                   |
| Other reason          | 6%                   | 12%                  |
| Not sure              | 5%                   | 3%                   |

Among those who feel more positive about Qantas, 62% say it is because of the actions of management and 26% say it is because of the actions of workers.

Among those who feel more negative about Qantas, 77% say it is because of the actions of management and only 9% say it is because of the actions of workers.



## Opinion of Gonski Report Recommendations

*Q. The Gonski report on funding education has recommended a new model for school funding that would mean all students are entitled to a set level of funding regardless of where they go to school, disadvantaged schools receive more funding and taxpayer funding for private schools is adjusted down based on parents' capacity to pay.*

*Do you support or oppose these recommendations?*

|                      | <b>Total</b> | <b>Vote Labor</b> | <b>Vote Lib/Nat</b> | <b>Vote Greens</b> |
|----------------------|--------------|-------------------|---------------------|--------------------|
| <b>Total support</b> | <b>68%</b>   | <b>79%</b>        | <b>64%</b>          | <b>76%</b>         |
| <b>Total oppose</b>  | <b>13%</b>   | <b>7%</b>         | <b>17%</b>          | <b>14%</b>         |
| Strongly support     | 25%          | 37%               | 17%                 | 35%                |
| Support              | 43%          | 42%               | 47%                 | 41%                |
| Oppose               | 9%           | 5%                | 12%                 | 9%                 |
| Strongly oppose      | 4%           | 2%                | 5%                  | 5%                 |
| Don't know           | 19%          | 14%               | 19%                 | 10%                |

68% say they support the recommendations of the Gonski report on funding education and 13% were opposed.

Strongest support was shown by Labor voters (79%), Greens voters (76%) and people aged 55+ (75%).



**Education Funding or Budget Surplus**

*Q. The Gonski report also recommends a \$5 billion increase in education funding with \$1.5 billion of this additional funding coming from the Federal Government and the rest from the State Governments. If the Federal Government provides this additional funding it may mean they will not be able to return the budget to surplus next year.*

*Do you think it is more important to provide this additional funding for schools or more important to return a budget surplus?*

|   | <b>Total</b> | <b>Vote Labor</b> | <b>Vote Lib/Nat</b> | <b>Vote Greens</b> |
|---|--------------|-------------------|---------------------|--------------------|
| More important to provide additional funding to schools | 61%          | 63%               | 58%                 | 83%                |
| More important to return a budget surplus               | 24%          | 25%               | 29%                 | 11%                |
| Don't know  | 15%          | 12%               | 12%                 | 6%                 |

61% think it is more important to provide additional funding to schools and 24% say it is more important to return a budget surplus.

Those who think it is more important to provide additional funding were women (65%), aged 45+ (67%), and Greens voters (83%).





## **Funding for Elite private Schools**

*Q. Do you think all schools should get an increase in funding or should some of the wealthy elite private schools not get an increase in funding?*

|  | <b>Total</b> | <b>Vote Labor</b> | <b>Vote Lib/Nat</b> | <b>Vote Greens</b> |
|--|--------------|-------------------|---------------------|--------------------|
| All schools should receive an increase in funding                        | 23%          | 17%               | 31%                 | 11%                |
| Some wealthy elite private schools should not get an increase in funding | 73%          | 78%               | 68%                 | 83%                |
| Don't know   | 4%           | 5%                | 2%                  | 5%                 |

Only 23% think that all schools should receive an increase in funding and 73% think that some wealthy elite private schools should not get an increase.

Highest support for all schools to receive an increase in funding came from Liberal/National voters (31%) and those on incomes over \$1,600pw (28%).

Highest support for wealthy elite private schools not receiving additional funding came from Greens voters (83%), Labor voters (78%) and people aged 45-64 (78%).



## **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.

