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About the Poll

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 2nd and 6th May and is based on 1,029 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the economy, politicians accused of an offence, downloading from the internet and banking issues.

The methodology used to carry out this research is available in the appendix on page 13.

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 = 1,909 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 10/4/12	2 weeks ago 23/4/12	Last week 30/4/12	This week 7/5/12
Liberal		47%	45%	46%	47%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	50%	49%	50%	50%
Labor	38.0%	31%	31%	31%	29%
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%	57%	56%	57%	58%
Labor	50.1%	43%	44%	43%	42%

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. These estimates have a confidence interval of approx. + or - 2%.



The Australian Economy

Q. Thinking about the state of the world economy, how do you think the Australian economy has performed over the last few years compared to other countries?

	15 Aug 11	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total better	70%	66%	80%	60%	73%
Total worse	10%	15%	8%	19%	10%
A lot better	31%	29%	49%	19%	38%
A little better	39%	37%	31%	41%	35%
About the same	16%	16%	12%	20%	17%
A little worse	7%	9%	6%	10%	8%
A lot worse	3%	6%	2%	9%	2%
Don't know	3%	3%	1%	1%	1%

66% think that Australia's economy has performed better than other countries over the last few years, 16% say about the same and 15% think it has been worse. This represents a shift from net +60 to net +51 since this question was previously asked in August last year.

There were no substantial differences across demographic groups although those on higher incomes are a little more likely to believe it has performed better - 71% of those on incomes over \$1,600pw compared to 61% of those earning under \$1,000pw.



Trust to deal with GFC

Q. If there was another Global Financial Crisis, which party would you trust most to deal with it?

	15 Aug 11	Total	Vote Labor	Vote Lib/Nat	Vote Greens
The Labor Party	31%	25%	68%	2%	42%
The Liberal Party	40%	42%	5%	83%	5%
No difference	20%	23%	19%	11%	39%
Don't know	9%	10%	8%	4%	14%

If there was another GFC, 42% would trust the Liberal Party more to handle it and 25% would trust the Labor Party more. This represents a shift to the Liberal Party from net +9% to net +17%

The Liberal Party was rated higher than Labor with all demographic groups. Those most likely to trust the Liberal Party more were men (47%), aged 55+ (48%), full-time workers (50%) and income over \$1,600 pw (50%).



The Economy

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	15 Jun 09	5 Oct 09	28 Jun 10	18 Oct 10	4 April 11	4 Jul 11	3 Oct 11	26 Mar 11	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total better	21%	43%	66%	33%	40%	27%	22%	16%	25%	23%	39%	18%	22%
Total worse	61%	37%	15%	31%	30%	37%	49%	58%	46%	46%	31%	59%	30%
Get a lot better	2%	5%	8%	5%	6%	4%	3%	2%	3%	2%	7%	1%	1%
Get a little better	19%	38%	58%	28%	34%	23%	19%	14%	22%	21%	32%	17%	21%
Get a little worse	45%	28%	11%	23%	20%	27%	31%	41%	31%	31%	27%	37%	22%
Get a lot worse	16%	9%	4%	8%	10%	10%	18%	17%	15%	15%	4%	22%	8%
Stay much the same	13%	17%	15%	30%	24%	27%	25%	22%	21%	25%	28%	19%	41%
No opinion	5%	3%	4%	7%	6%	8%	4%	4%	7%	6%	2%	3%	8%

Confidence in the economic outlook has shown little change since March. The percentage of respondents believing conditions to be getting better declined 2 points to 23%, while those believing that economic conditions will get worse over the next 12 months remained at 46%.

Labor voters are optimistic overall - 39% better/31% worse. Coalition voters are the most pessimistic, with 59% believing that thing will get worse over the next 12 months and only 18% better.

There was little difference across demographic groups.

Politicians Accused of an Offence

Q. In general, if a politician is accused of an offence, do you think they should stand down from the positions they hold or should they be allowed to continue in their positions until a decision is made about their guilt or innocence?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Should stand down from their positions	62%	50%	73%	46%
Should be allowed to continue in their positions	27%	41%	20%	39%
Don't know	10%	9%	8%	15%

62% think that if a politician is accused of an offence, they should stand down from the positions they hold and 27% think should they be allowed to continue in their positions until a decision is made about their guilt or innocence.

All demographic and voter groups were more likely to think they should stand down - although Labor (41%) and Greens (39%) voters recorded the highest support for allowing them to continue. Older respondents were more likely to think they should stand down - those aged 55+ split 72% stand down/23% continue and those aged 18-34 split 51% stand down/36% continue.



Downloading from the Internet

Q. Do you or does anyone in your household download films, music or television shows via the internet for free?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Income <\$600pw	Income \$600-1,000pw	Income \$1,000-1,600pw	Income \$1,600+ pw
Yes	32%	34%	31%	48%	28%	19%	26%	30%	33%	40%
No	61%	60%	62%	42%	66%	76%	72%	63%	61%	54%
Don't know	7%	7%	8%	10%	7%	5%	3%	7%	6%	6%

32% of respondents said they download films, music or television shows via the internet for free.

Those most likely to download were aged under 35 (48%) and those on higher incomes (40% of respondents on \$1,600+ pw).

Main Reason for Free Downloading

Q. What is the main reason you download films, music or television shows via the internet for free?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Income <\$600pw	Income \$600-1,000pw	Income \$1,000-1,600pw	Income \$1,600+pw
Wish to access TV shows or movies not yet available in Australia	37%	35%	39%	48%	31%	19%	20%	34%	43%	42%
Just because it's free	18%	17%	20%	18%	20%	13%	9%	19%	25%	18%
Accessing content that way is convenient	21%	23%	18%	20%	21%	23%	33%	19%	18%	18%
Films and movies are too expensive	9%	12%	7%	9%	11%	6%	14%	10%	8%	9%
Video formats from providers like iTunes are too restrictive	1%	2%	1%	1%	3%	-	-	2%	1%	1%
Other reason	12%	11%	12%	4%	13%	31%	23%	14%	3%	11%
Don't know	1%	-	3%	-	2%	6%	-	15	1%	1%

Based on 330 respondents who said they download films, music or television shows via the internet for free

37% said they download for free because they wish to access TV shows or movies not yet available in Australia, 21% because it is convenient and 18% just because it's free. Only 9% download for free because films and videos are too expensive.

48% of under 35's (the age group most likely to download) do it because they wish to access TV shows or movies not yet available in Australia.



Whether Pay for Downloading

Q. If television shows, movies and music were all made available at the same time around the world and for a low price, would you purchase and download them, pay for a subscription that enabled you to download them or continue to download them for free?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Income <\$600pw	Income \$600- 1,000pw	Income \$1,000- 1,600pw	Income \$1,600+ pw
Purchase and download them	22%	18%	25%	26%	20%	10%	24%	18%	18%	25%
Pay a subscription	20%	26%	13%	23%	19%	16%	29%	12%	21%	23%
Continue to download free versions	41%	44%	39%	39%	43%	48%	25%	57%	44%	38%
Don't know	17%	11%	23%	12%	18%	26%	22%	13%	17%	14%

Based on 330 respondents who said they download films, music or television shows via the internet for free

42% said they would be prepared to pay for downloads If television shows, movies and music were all made available at the same time around the world and for a low price - 22% via individual purchase and 20% via subscription. 41% said they would continue to download for free.

49% of under 35's and 48% of those on higher incomes (\$1,600+ pw) said they would be prepared to pay for downloads.



Bank Regulation

Q. Thinking about banks in Australia, would you support or oppose the Government taking the following actions on banking?

	Total support	Total oppose	Strongly support	Support	Oppose	Strongly oppose	Don't know
Establishing a Government-owned bank	55%	23%	21%	34%	15%	8%	22%
Only permitting banks to change interest rates in line with Reserve Bank rates.	74%	16%	37%	37%	11%	5%	10%
Capping bank CEO's salaries.	81%	12%	55%	26%	9%	3%	7%
Ensuring bank fees are not higher than the actual cost of the service	92%	5%	64%	26%	4%	1%	5%
Imposing a super profits tax on banks (like the mining tax)	59%	21%	34%	25%	16%	5%	20%

A majority of respondents supported all listed actions on banking. In particular, 92% supported regulating bank fees, 81% supported capping CEO salaries and 74% supported making banks pass on Reserve Bank interest rate changes.

There was majority support for all actions from both Labor and Liberal/National voters - although support tended to be stronger from Labor voters.

Support for Levy on Financial Transactions

Q. A number of governments around the world and international organisations have argued for a financial transactions tax – which is a small levy on large transactions of currencies, bonds and shares which could raise 480 billion euros (about \$600 billion) globally. The idea behind this levy is that this would be a good way for the banking sector to contribute back to society for their part in the financial crisis. Would you support or oppose such a levy?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total support	59%	66%	57%	63%
Total oppose	16%	12%	22%	10%
Strongly support	20%	26%	15%	21%
Support	39%	40%	42%	42%
Oppose	10%	7%	13%	7%
Strongly oppose	6%	5%	9%	3%
Don't know	25%	22%	21%	27%

59% supported the idea of a levy on large financial transactions and 16% opposed.

A majority of all demographic and voter groups supported the concept. Highest support came from Labor voters (66%) and men (65%).



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 Wednesday 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.

