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With data supplied by



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 16th and 20th May and is based on 1,048 respondents.

Aside from the standard question on voting intention, this week's report includes questions on interest rates, casual and contract work, "class warfare" and mining.

The methodology used to carry out this research is available in the appendix on page 12.

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 = 1,918 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 23/4/12	2 weeks ago 7/5/12	Last week 14/5/12	This week 21/5/12
Liberal		45%	47%	47%	46%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	49%	50%	50%	49%
Labor	38.0%	31%	29%	30%	33%
Greens	11.8%	11%	11%	11%	10%
Other/Independent	6.6%	9%	9%	9%	8%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	56%	58%	57%	56%
Labor	50.1%	44%	42%	43%	44%

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%.



Interest Rates

Q. As far as you know, are interest rates currently higher or lower than when the Labor Government was elected in 2007?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total higher	20%	17%	24%	14%
Total lower	35%	44%	36%	42%
A lot higher	4%	3%	6%	1%
A little higher	16%	14%	18%	13%
About the same	18%	17%	22%	12%
A little lower	25%	31%	26%	31%
A lot lower	10%	13%	10%	11%
Don't know	26%	21%	19%	33%

20% of respondents think interest rates are currently higher than when the Labor Government was elected in 2007 and 35% think they are lower. 18% think they are about the same.

Respondents most likely to think interest rates are lower were men (44%) and those aged 55+ (51%). 39% of respondents aged under 35 didn't know.



Opinion of Interest Rates

Q. In fact, the official interest rate is a lot lower - it is now 3.75% compared to 6.75% when the Labor Government was elected in 2007. Do you think it is good or bad that interest rates have fallen?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total good	54%	66%	47%	57%
Total bad	14%	8%	20%	4%
Very good	19%	29%	13%	21%
Good	35%	37%	34%	36%
Neither good nor bad	24%	21%	26%	28%
Bad	10%	4%	15%	4%
Very bad	4%	4%	5%	-
Don't know	9%	4%	6%	11%

54% think that it is good that interest rates have fallen - 14% think it is bad.

61% of respondents aged 35-54 think the fall in rates is good compared to 37% of those aged 65+. There were not major differences across income groups.



Credit for Interest Rates

Q. How much credit do you give the policies of the Labor Government for this fall in interest rates?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
A lot	7%	19%	2%	9%
A fair amount	19%	38%	9%	23%
A little	27%	28%	22%	38%
None	35%	7%	59%	15%
Don't know	12%	9%	6%	15%

Only 26% give the policies of the Labor Government a lot or a fair amount of credit for the fall in interest rates. 35% give them no credit at all.

57% of Labor voters and 11% of Coalition voters give the Government a lot or a fair amount of credit.

Those most likely to give a lot or a fair amount of credit to Labor Government policies were men (30%), aged under 35 (31%), and incomes under \$1,000pw (32%).



Benefit from Casual/Contract Jobs

Q. The number of people working in casual and contract jobs is increasing. Who do you think benefits most from the increasing number of casual and contract jobs?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Workers	7%	6%	8%	3%
Employers	55%	62%	52%	72%
Both equally	28%	25%	32%	17%
Don't know	10%	8%	8%	8%

A majority of respondents (55%) think that employers benefit most from the increasing number of casual and contract jobs. Only 7% think workers benefit most and 28% think both groups benefit equally.

60% of full time workers and 49% of part-time workers think employers benefit most. Those on higher incomes are also more likely to think employers benefit most (62% of those on incomes over \$1,600pw). For those on low incomes (under \$600pw), 54% think employers benefit most, 4% workers and 34% think both benefit equally.



More Permanent Jobs

Q. Do you think employers should be required to provide more permanent jobs (instead of casual and contract jobs) or is it a matter best left for the employer to decide?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Should be required to provide more permanent jobs	48%	59%	39%	59%
A decision best left to the employer	41%	30%	52%	33%
Don't know	11%	12%	6%	8%

48% think employers should be required to provide more permanent jobs and 41% think it is a matter best left for the employer to decide.

52% of full-time workers think employers should be required to provide more permanent jobs and 39% think it is a decision best left to the employer.

44% of part-time workers think employers should be required to provide more permanent jobs and 41% think it is a decision best left to the employer.



Class Warfare

Q. The Federal Opposition has accused the Government of “class warfare” for criticising and increasing taxes for Australia’s richest people and companies. The Government says they are just trying to ensure that all Australians benefit from the mining boom and other wealth derived from Australia’s resources and economic development. Which position do you most agree with?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
The Government	46%	77%	20%	77%
The Opposition	28%	5%	56%	5%
Don’t know	26%	18%	25%	18%

28% agree with the Federal Opposition’s claim that the Government is carrying out “class warfare” and 46% agree with the Government’s position that they are just trying to ensure that all Australians benefit from the mining boom.

Those on higher incomes were only a little more likely to agree with the Opposition. For those earning less than \$600pw, 53% agree with the Government and 23% agree with the Opposition. For those on incomes over \$1,600pw, 45% agree with the Government and 31% with the Opposition.



Mining Boom

Q. Has the mining boom been good or bad for -

	Total good	Total bad	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
The economy generally	75%	7%	30%	45%	12%	5%	2%	6%
Other Australian industries	50%	16%	12%	38%	26%	12%	4%	9%
Jobs generally	61%	12%	16%	45%	21%	9%	3%	7%
You personally	21%	10%	6%	15%	60%	7%	3%	9%

A substantial majority think that the mining boom has been good for the economy generally (75%) and jobs generally (61%). 50% think that it has been good for other Australian industries.

However, most (60%) think it has been neither good nor bad for themselves personally - 21% think it has been good and 10% bad.

Those most likely to think the mining boom had been good for them personally were aged 25-34 (31%), full-time workers (26%) and those on incomes over \$1,600pw (27%).



Australian Industries

Q. How much do average Australians benefit from having strong industries in each of the following sectors?

	Benefit a lot	Some benefit	A little benefit	No benefit	Don't know
Tourism	45%	30%	11%	4%	10%
Agriculture	45%	29%	12%	4%	11%
Construction	44%	32%	11%	3%	10%
Mining	44%	31%	10%	4%	11%
Manufacturing	44%	30%	11%	4%	10%
Retail	40%	34%	11%	5%	10%
Hospitality	36%	36%	13%	4%	10%
Finance	34%	34%	15%	5%	11%
Telecommunications	31%	36%	17%	5%	11%

Over 40% of respondents think the average Australian benefits a lot from having strong industries in tourism (45%), agriculture (45%), construction (44%), mining (44%) and manufacturing (44%).

Major demographic differences were -

60% of aged 55+ think there is a lot of benefit from manufacturing

62% of aged 55+ and 50% of Labor voters think there is a lot of benefit from construction

53% of aged 45-64 think there is a lot of benefit from retail

60% of aged 55+ and 52% of Labor voters think there is a lot of benefit from tourism

58% of aged 55+ and 48% of Coalition voters think there is a lot of benefit from mining

57% of aged 55+ think there is a lot of benefit from agriculture



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.

