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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 30th May and 3rd June and is based on 1,026 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the Craig Thomson issue and economic reforms.

The methodology used to carry out this research is available in the appendix on page 9.

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 = 1,856 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 7/5/12	2 weeks ago 21/5/12	Last week 28/5/12	This week 4/6/12
Liberal		47%	46%	47%	47%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	50%	49%	50%	50%
Labor	38.0%	29%	33%	33%	33%
Greens	11.8%	11%	10%	10%	10%
Other/Independent	6.6%	9%	8%	7%	7%

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



Awareness of Craig Thomson Issue

Q. There have recently been allegations of corrupt behaviour by Craig Thomson, a Federal Labor politician. How much have you read or heard about this issue?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
A lot	29%	23%	39%	16%
Some	30%	35%	31%	32%
A little	28%	26%	24%	43%
Nothing	9%	13%	5%	8%
Don't know	4%	3%	2%	1%

29% said they have heard or read a lot about the Craig Thomson issue and 30% have heard or read some.

Those who had read or heard most were men (66% a lot/some) and aged 45+ (71%).



Importance of Craig Thomson Issue

Q. In your opinion, how important is this issue concerning the behaviour of Craig Thomson?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Very important	30%	17%	49%	7%
Quite important	36%	38%	33%	43%
Not very important	18%	25%	10%	30%
Not at all important	7%	11%	2%	11%
Don't know	10%	9%	6%	9%

30% think the Craig Thomson issue is very important and 36% quite important - only 25% think it is not very or not at all important.

Those most likely to think it is very important were aged 55+ (40%), Liberal/National voters (49%) and full-time workers (34%).

58% of those who had read/heard a lot about it thought it was very important.

Only 17% of union members thought it was very important.



Media Coverage of Craig Thomson Issue

Q. Do you think there has been too much or too little media coverage of the allegations concerning Craig Thomson or has media coverage been about right?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Too much	43%	58%	28%	64%
Too little	8%	6%	12%	5%
About right	35%	23%	49%	21%
Don't know	14%	13%	10%	10%

43% think there has been too much media coverage of the allegations concerning Craig Thomson, 8% too little and 35% think the coverage has been about right.

Those most likely to think there has been too much coverage were women (46%), aged 55+ (52%), respondents on incomes under \$600pw (53%) and union members (51%).



Handling of Craig Thomson Issue

Q. How would you rate the way each of the following have handled this issue concerning Craig Thomson?

	Total good	Total poor	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
Julia Gillard and the Labor Party	15%	49%	5%	10%	20%	18%	31%	16%
Tony Abbott and the Liberal Party	19%	40%	5%	14%	24%	16%	24%	17%
Craig Thomson	6%	56%	1%	5%	21%	19%	37%	16%
The media	20%	37%	3%	17%	29%	16%	21%	14%

Overall, respondents believed that all parties have handled the Craig Thomson issue poorly.

37% thought the media has handled it poorly, 40% Tony Abbott and the Liberal Party, 49% Julie Gillard and the Labor Party and 56% Craig Thomson himself. Only 6% thought Craig Thomson's handling of the issue was good.

42% of Labor voters thought Julie Gillard and the Labor Party's handling of the issue was good compared to 37% of Coalition voters who thought Tony Abbott and the Liberal Party's handling was good.

In terms of the media, 52% of Labor voters, 57% of Greens voters and 49% of those aged 55+ thought their handling was poor.

For union members, 29% thought Julia Gillard and the Labor Party's handling was good, 21% Tony Abbott and the Liberal Party, 14% Craig Thomson himself and 28% the media.



Economic Reforms

Q. Thinking about the major economic reform in Australia since the 1980s like floating the dollar, removing tariffs and privatisation of Government services like Telstra and utilities, who do you think has benefited most – ordinary Australians through higher incomes and more growth and jobs, or corporations through higher profits and less regulation?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Ordinary Australians	5%	8%	4%	6%
Corporations	54%	51%	55%	62%
Both equally	20%	19%	25%	16%
Don't know	21%	22%	17%	16%

54% thought that corporations have benefited most from Australia's major economic reforms - only 5% think ordinary Australians have benefited most and 20% thought both had benefited equally.

Those most likely to think corporations had benefited most were Greens voters (62%), aged 55+ (60%) and those on incomes under \$600pw (61%).



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.

