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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 20th and 24th June and is based on 1,000 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the carbon tax, online subscriptions and marine reserves.

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 = 1,853 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 28/5/12	2 weeks ago 12/6/12	Last week 18/6/12	This week 25/6/12
Liberal		47%	46%	46%	46%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	50%	49%	49%	49%
Labor	38.0%	33%	32%	33%	33%
Greens	11.8%	10%	10%	10%	10%
Other/Independent	6.6%	7%	9%	8%	8%

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



Carbon Tax

Q. Do you support or oppose the Government's carbon pricing scheme which, from July 2012, will require industries to pay a tax based on the amount of carbon pollution they emit?

	7 Mar 2011	18 April	23 May	14 June	18 July	1 Aug	19 Sep	17 Oct	21 Nov	Total 25 Jun 2012	Vote Labor	Vote Lib/Nat	Vote Greens
Total support	35%	39%	41%	38%	39%	39%	37%	39%	38%	35%	67%	13%	74%
Total oppose	48%	49%	44%	49%	49%	51%	52%	53%	53%	54%	21%	81%	21%
Strongly support	9%	13%	14%	13%	15%	15%	14%	14%	14%	14%	28%	4%	38%
Support	26%	26%	27%	25%	24%	24%	23%	25%	24%	21%	39%	9%	36%
Oppose	19%	15%	15%	19%	16%	19%	17%	17%	17%	19%	12%	24%	13%
Strongly oppose	29%	34%	29%	30%	33%	32%	35%	36%	36%	35%	9%	57%	8%
Don't know	18%	12%	15%	13%	12%	10%	12%	9%	10%	11%	12%	7%	6%

Support for the carbon pricing scheme has fallen a little since this question was asked in November last year. 35% (down 3%) support the scheme and 54% oppose (up 1%).

All demographic groups were more likely to oppose than support - although younger respondents showed higher support than older respondents. Support/oppose by age was 39%/45% for aged 18-34, 32%/56% for aged 35-54 and 33%/61% for aged 55+.



Impact of Carbon Tax on Cost of Living

Q. From what you have read and heard, what impact do you expect the carbon tax will have on your cost of living?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Costs will increase a lot	45%	24%	62%	14%
Costs will increase a moderate amount	26%	27%	27%	30%
Costs will increase a little	20%	38%	8%	37%
It will have no impact on costs	2%	4%	*	9%
Don't know	6%	6%	3%	10%

45% believe that their cost of living will increase a lot because of the carbon tax and 26% think it will increase a moderate amount.

55% of those aged 55+, 49% of aged 35-54 and 50% of people not working think their cost of living will increase a lot. There were no substantial differences by income.



Impact of Carbon Tax

Q. And what impact do you expect the carbon tax to have on each of the following?

	Increase a lot	Increase a little	Stay much the same	Decrease a little	Decrease a lot	Don't know
Energy prices	67%	26%	4%	*	-	3%
Fuel prices	53%	31%	11%	1%	*	4%
Grocery prices	41%	41%	14%	1%	-	4%
Fresh fruit and vegetable prices	39%	39%	18%	*	*	4%
Unemployment	31%	27%	32%	2%	1%	8%
Interest rates	22%	18%	38%	8%	1%	13%

A majority expect that energy prices (67%) and fuel prices (53%) will increase a lot due to the carbon tax. 41% expect grocery prices to increase a lot and 39% expect fresh fruit and vegetable prices to increase a lot.

A majority of all demographic groups expect energy prices to increase a lot - even 48% of Labor voters agree.

Those most likely to think fuel prices will increase a lot were women (57%), aged 45-54 (60%) and Liberal/National voters (68%).

Those most likely to think grocery prices will increase a lot were aged 45+ (50%), Liberal/National voters (55%) and those on incomes under \$600pw (47%). Opinions about fresh fruit and vegetable prices were similar.

58% also think that unemployment will increase and 40% think interest rates will increase because of the carbon tax.



Likelihood of Repealing the Carbon Tax

Q. If they won the next election, how likely do you think it would be that Tony Abbott and the Liberal Party would repeal the carbon tax?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total likely	44%	28%	64%	42%
Total unlikely	40%	62%	22%	41%
Very likely	17%	15%	24%	14%
Quite likely	27%	13%	40%	28%
Not very likely	24%	29%	18%	24%
Not at all likely	16%	33%	4%	17%
Don't know	17%	11%	14%	17%

44% think it is likely that Tony Abbott and the Liberal Party would repeal the carbon tax if they won the next election and 40% think it is unlikely.

Views were broadly similar across demographic groups - although those aged 45-64 split 44% likely/44% unlikely.



Pay to Access News Websites

Q. Some newspapers in Australia now require readers to take out a subscription to view all their articles online. This means, while some news and opinion articles are free, readers will have to pay to access all content. How likely would you be to pay a subscription to access news websites?

	Total 7 Nov 11	Total	Aged 18-34	Aged 35-54	Aged 55+	Read The Aust- ralian	Read SMH	Read Tele- graph	Read The Age	Read Herald Sun	Read Courier mail
Total likely	9%	13%	22%	11%	6%	25%	28%	18%	22%	10%	18%
Total not likely	88%	82%	71%	85%	93%	72%	69%	79%	76%	88%	81%
Very likely	2%	3%	5%	3%	1%	12%	7%	6%	5%	4%	5%
Somewhat likely	7%	10%	17%	8%	5%	13%	21%	12%	17%	6%	13%
Not very likely	18%	17%	16%	18%	17%	19%	18%	19%	21%	19%	13%
Not at all likely	70%	65%	55%	67%	76%	53%	51%	60%	55%	69%	68%
Don't know	4%	5%	7%	5%	*	3%	3%	4%	2%	2%	2%

13% of respondents said they would be very or somewhat likely to pay to access news websites - up from 9% recorded in November last year.

Younger respondents were more likely to be willing to pay for access to news websites - 22% of those aged under 35.

Current readers most likely to pay for access were readers of the SMH (28%), The Australian (25%) and The Age (22%). Only 10% of HeraldSun readers said they would be likely to pay for access.



Approval of Marine Reserves

Q. The Federal Government recently announced plans to protect large areas of Australia's marine environment in a network of marine reserves. Do you approve or disapprove of these plans?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total approve	70%	79%	62%	89%
Total disapprove	13%	8%	22%	1%
Strongly approve	35%	45%	23%	64%
Approve	35%	34%	39%	25%
Disapprove	9%	6%	15%	1%
Strongly disapprove	4%	2%	7%	-
Don't know	16%	13%	16%	10%

70% approved of the Federal Government's plans to protect large areas of Australia's marine environment in a network of marine reserves and 13% disapproved.

Approval was similar across all demographic groups - no group recorded approval lower than 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.

