



2 July 2012



15 – 31 Pelham Street
Carlton
Victoria 3053
Phone 03 9929 9903
Mobile 0416 121 969

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 27th June and 1st July and is based on 1,034 respondents.

Aside from the standard question on voting intention, this week's report includes questions on asylum seekers and newspapers.

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 = 1,846 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 4/6/12	2 weeks ago 18/6/12	Last week 25/6/12	This week 2/7/12
Liberal		47%	46%	46%	45%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	50%	49%	49%	49%
Labor	38.0%	33%	33%	33%	32%
Greens	11.8%	10%	10%	10%	10%
Other/Independent	6.6%	7%	8%	8%	9%

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



Asylum Seeker Policies

Q. Thinking about handling the issue of asylum seekers arriving in Australia by boat, which approach do you favour?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
The Labor policy of offshore processing in Malaysia	18%	44%	3%	17%
The Liberal policy of offshore processing in Nauru	35%	8%	68%	2%
The Greens policy of onshore processing in Australia	14%	15%	6%	57%
None of above	16%	14%	12%	14%
Don't know	17%	18%	11%	9%

The Liberal's policy of offshore processing asylum seekers in Nauru was the most preferred option (35%). 18% favoured the Labor policy of offshore processing in Malaysia and 14% favoured the Greens' policy of onshore processing in Australia.

A majority of Liberal/National voters and Greens voters favoured their own party's policy but only 44% of Labor voters favoured the Labor policy.

The Liberal's policy was favoured by 41% of men and 47% of those aged 55+.



Negotiate a Solution for Handling Asylum Seekers

Q. The Government has offered to negotiate with Tony Abbott and the Liberals to reach a compromise solution for handling asylum seekers. Tony Abbott has refused to negotiate and says the Government should adopt the Liberal policy. Do you think the Government and the Opposition should negotiate a solution or should the Government adopt the Liberal policy?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Should negotiate a solution	57%	86%	34%	85%
Should adopt the Liberal policy	26%	5%	50%	1%
Don't know	17%	9%	15%	13%

57% agreed that the Government and the Opposition should negotiate a solution to handling asylum seekers and 26% think the Government should adopt the Liberal policy.

Those most in favour of adopting the Liberal policy were men (33%), Liberal/National voters (50%) and those aged 65+ (40%).



Reading Newspapers

Q. How often do you read newspapers (in print, not online)?

	Total	Aged 18-34	Aged 35-54	Aged 55+	Visit news websites daily	Visit news websites a few times a week	Visit news websites about once a week	Visit news websites less often	Never visit news websites
Daily	24%	15%	25%	34%	34%	20%	19%	14%	19%
A few times a week	23%	24%	25%	18%	22%	31%	14%	24%	14%
About once a week	22%	20%	22%	24%	19%	28%	37%	15%	14%
Less often	22%	30%	19%	16%	19%	15%	24%	39%	17%
Never	9%	11%	9%	8%	6%	6%	6%	7%	35%

24% said they read newspapers daily and 69% read at least once a week.

Older respondents read newspapers more frequently - 34% of those aged 55+ read daily. 28% of those on higher incomes (\$1,600+ pw) read daily compared to 18% of those earning under \$600 pw.

Those who visit news websites frequently also read newspapers more frequently - 34% of those visiting news websites daily also read newspapers daily.



Visiting News Websites

Q. And how often do you visit news websites?

	Total	Aged 18-34	Aged 35-54	Aged 55+	Read newspapers daily	Read newspapers a few times a week	Read newspapers about once a week	Read newspapers less often	Never read newspapers
Daily	39%	39%	39%	38%	54%	38%	34%	33%	26%
A few times a week	23%	25%	25%	18%	19%	31%	29%	16%	15%
About once a week	11%	10%	10%	12%	8%	6%	18%	12%	7%
Less often	18%	18%	17%	20%	11%	19%	13%	32%	15%
Never	10%	8%	9%	12%	8%	6%	6%	8%	37%

39% said they visited news websites daily and 73% visit at least once a week.

Visiting news websites was similar across age groups but a little higher for those on higher incomes - 44% of those earning \$1,600+ pw compared to 33% of those earning under \$600 pw.

Those who read newspapers frequently also visit news websites more frequently - 54% of those reading newspapers daily also visit news websites daily.

Note that as this is an online survey, all respondents have access to the Internet.



Concern about Cutting Journalists

Q. Australia's major newspaper publishers - News and Fairfax - recently announced substantial job cuts, including many journalists. How concerned are you that Australian newspapers are losing so many professional journalists?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Aged 18-34	Aged 35-54	Aged 55+	Read daily	Read a few times a week	Read about once a week	Read less often/never
Very concerned	20%	26%	19%	23%	15%	21%	26%	34%	24%	14%	12%
Somewhat concerned	28%	28%	29%	34%	28%	29%	27%	34%	34%	24%	22%
A little concerned	29%	28%	29%	22%	31%	29%	26%	21%	25%	37%	32%
Not at all concerned	17%	16%	18%	16%	18%	16%	17%	9%	14%	21%	23%
Don't know	6%	2%	5%	5%	7%	6%	4%	3%	3%	4%	12%

20% were very concerned and 28% somewhat concerned about job cuts to newspaper journalists.

68% of daily readers of newspapers were very/somewhat concerned.

Those most concerned were aged 55+ (53%) and respondents from Victoria (59%).

Statements about Cutting Journalists

Q. Which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Aged 18-34	Aged 35-54	Aged 55+	Read daily	Read a few times a week	Read about once a week	Read less often/never
As we lose more and more professional journalists, we are losing the seasoned judgments of skilled and experienced professionals in gathering and assessing information - and that is a bad thing for Australia and Australian democracy.	50%	53%	49%	52%	41%	48%	62%	70%	53%	44%	35%
With the internet, we all have access to a large amount of information and the loss of the professional journalists who work for the major newspapers in Australia really doesn't matter that much.	31%	26%	34%	34%	37%	30%	25%	20%	28%	39%	36%
Don't know	20%	21%	17%	14%	22%	22%	13%	10%	19%	17%	29%

Respondents were more likely to agree with the statement that “As we lose more and more professional journalists, we are losing the seasoned judgments of skilled and experienced professionals in gathering and assessing information - and that is a bad thing for Australia and Australian democracy” (50%).

Those most likely to support this statement were aged 55+ (62%), daily newspaper readers (70%) and Victorians (58%).



Concern about Newspapers Closing

Q. How concerned are you about the possibility that in the next few years, most daily newspapers will stop publishing?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Aged 18-34	Aged 35-54	Aged 55+	Read daily	Read a few times a week	Read about once a week	Read less often/never
Very concerned	24%	31%	21%	15%	18%	22%	34%	52%	23%	14%	9%
Somewhat concerned	24%	25%	27%	29%	21%	26%	25%	26%	34%	24%	16%
A little concerned	29%	19%	32%	29%	31%	30%	24%	14%	31%	35%	34%
Not at all concerned	19%	20%	16%	27%	23%	17%	16%	7%	11%	25%	29%
Don't know	5%	5%	3%	1%	8%	4%	2%	1%	*	3%	12%

48% were very or somewhat concerned about the possibility of most daily newspapers closing in the next few years and 48% were only a little or not at all concerned. 78% of those who read daily were very/somewhat concerned - and 52% were very concerned.

Those most concerned were women (53% very/somewhat), aged 55+ (59%) and Victorians (59%).



Government Support for Newspapers

Q. Would you approve or disapprove of the Australian Government taking action to maintain the publication of daily newspapers?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Read daily	Read a few times a week	Read about once a week	Read less often/never
Total approve	52%	59%	49%	45%	68%	63%	44%	37%
Total disapprove	27%	23%	32%	33%	20%	22%	38%	29%
Strongly approve	17%	21%	14%	12%	32%	18%	14%	6%
Approve	35%	38%	35%	33%	36%	45%	30%	31%
Disapprove	20%	18%	23%	22%	12%	15%	32%	21%
Strongly disapprove	7%	5%	9%	11%	8%	7%	6%	8%
Don't know	21%	18%	18%	22%	12%	15%	18%	35%

52% would approve of the Australian Government taking action to maintain the publication of daily newspapers and 27% disapproved.

Those most likely to approve were women (59%), Victorians (59%) and Labor voters (59%).

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.

