



**9 July 2012**



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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 4<sup>th</sup> and 8<sup>th</sup> July and is based on 1,036 respondents.

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

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 = 1,876 respondents*

<b>First preference/leaning to</b>	<b>Election 21 Aug 10</b>	<b>4 weeks ago 12/6/12</b>	<b>2 weeks ago 25/6/12</b>	<b>Last week 2/7/12</b>	<b>This week 9/7/12</b>
Liberal		46%	46%	45%	46%
National		3%	3%	3%	4%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>49%</b>	<b>49%</b>	<b>49%</b>	<b>49%</b>
<b>Labor</b>	<b>38.0%</b>	<b>32%</b>	<b>33%</b>	<b>32%</b>	<b>31%</b>
Greens	11.8%	10%	10%	10%	11%
Other/Independent	6.6%	9%	8%	9%	9%

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

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 European Economic Crisis

*Q. Have you heard or read a lot, a fair amount, just a little or almost nothing about the financial and economic crisis in some European countries such as Greece and Spain?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
A lot	20%	26%	23%	15%
A fair amount	34%	33%	40%	41%
A little	29%	29%	26%	32%
Almost nothing	13%	9%	9%	10%
Can't say	4%	2%	2%	2%

54% said they had heard a lot or a fair amount about the financial and economic crisis in Europe.

Those who had heard or read most were men (62% a lot/fair amount), aged 55+ (67%), and income \$1,600+ pw (63%).



## **Impact on Australia of European Economic Crisis**

*Q. How much impact do you think the current economic and financial problems in Europe have on the Australian economy--- a major impact, some impact, only a small impact or no impact?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
A major impact	14%	12%	18%	8%
Some impact	60%	61%	65%	55%
Only a small impact	16%	18%	12%	24%
No impact	3%	2%	1%	6%
Don't know	7%	7%	3%	6%

14% think the financial and economic problems in Europe have a major impact on the Australian economy and 60% think they have some impact. Only 19% think they have only a small or no impact.

82% of respondents aged 55+ and 83% of Liberal/National voters think they have major/some impact.

Those most likely to think they have only a small or no impact were aged under 35 (23%) and Greens voters (30%).

Of those who had heard or read a lot about the problems in Europe, 26% think they have a major impact on the Australian economy and 58% think they have some impact.



## **Statements about European Economic Crisis**

*Q. Which of the following statements is closer to your own view?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
The economic and financial crisis in Europe may have some impact on Australia but it will be very limited - because of our great distance from Europe and our trade and investment is no longer dependent on Europe	30%	39%	26%	34%
The economic and financial crisis in Europe already clearly impact on countries we do business with like the UK and US so it will definitely have a significant impact on the Australian economy.	53%	48%	65%	46%
Don't know	16%	13%	9%	20%

A majority (53%) of respondents agreed with the statement that “The economic and financial crisis in Europe already clearly impact on countries we do business with like the UK and US so it will definitely have a significant impact on the Australian economy”.

Those most likely to agree with this statement were aged 55+ (64%) and Liberal/National voters (65%).

39% of Labor voters agreed with the statement that “The economic and financial crisis in Europe may have some impact on Australia but it will be very limited - because of our great distance from Europe and our trade and investment is no longer dependent on Europe.”

Of those who had heard or read a lot about the problems in Europe, 36% agreed that “The economic and financial crisis in Europe may have some impact on Australia but it will be very limited - because of our great distance from Europe and our trade and investment is no longer dependent on Europe” and 61% agreed that “The economic and financial crisis in Europe already clearly impact on countries we do business with like the UK and US so it will definitely have a significant impact on the Australian economy”.



## Trust to Deal with Global Economic Problems

*Q. Who do you trust most to deal effectively with global economic problems - Julia Gillard and the Labor Party or Tony Abbott and the Liberal Party?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Julia Gillard and the Labor Party	32%	80%	3%	68%
Tony Abbott and the Liberal Party	42%	3%	84%	11%
Don't know	26%	17%	13%	21%

42% would trust Tony Abbott and the Liberal Party more to deal effectively with global economic problems and 32% would trust Julia Gillard and the Labor Party more.

Those more likely to trust Tony Abbott and the Liberal Party were aged 55+ (51%), full-time workers (46%) and income \$1,600+ pw (48%).

Respondents earning less than \$1,000 pw were more likely to trust Julia Gillard and the Labor Party (39%) than Tony Abbott and the Liberal Party (35%).

Of those who had heard or read a lot about the crisis in Europe, 46% would trust Tony Abbott and the Liberal Party more to deal effectively with global economic problems and 41% would trust Julia Gillard and the Labor Party more.



## **Asylum Seeker Debate**

*Q. Do you think the current debate over handling of asylum seekers shows that Australian politicians are genuinely concerned about the welfare of asylum seekers or are they just playing politics over the issue?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Genuinely concerned about asylum seekers	11%	16%	13%	7%
Just playing politics	78%	74%	81%	85%
Don't know	11%	10%	6%	8%

Only 11% think that Australian politicians are genuinely concerned about the welfare of asylum seekers and 78% think they are just playing politics over the issue.

There were no substantial differences across demographic groups.





### **Party Most Concerned about Finding Fair and Reasonable Solution**

*Q. Which party do you think is most concerned about finding a fair and reasonable solution to how Australia handles asylum seekers?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
The Labor Party	14%	46%	1%	4%
The Liberal Party	28%	2%	59%	2%
The Greens	13%	11%	6%	60%
None of them	32%	30%	28%	20%
Don't know	13%	11%	7%	13%

32% think no party is concerned about finding a fair and reasonable solution to how Australia handles asylum seekers. 28% think the Liberal Party is most concerned, 14% the Labor Party and 13% the Greens.

Labor voters were the least likely to think their preferred party was most concerned (46%) - while 60% of Greens voters and 59% of Liberal/National voters thought their party was most concerned.



## Too Soft or Too Tough on Asylum Seekers

*Q. Do you think the Federal Labor Government is too tough or too soft on asylum seekers or is it taking the right approach?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>		<b>25 Oct 10</b>	<b>12 July 10</b>	<b>4 April 10</b>
Too tough	12%	18%	6%	35%		7%	10%	6%
Too soft	60%	42%	82%	30%		63%	56%	65%
Taking the right approach	11%	26%	4%	14%		18%	21%	18%
Don't know	17%	14%	8%	21%		12%	13%	11%

60% think the Government is too soft on asylum seekers, 12% think they are too tough and 11% think they are taking the right approach.

Since this question was last asked in October 2010, those thinking they are too tough has increased from 7% to 12% - while too soft has declined from 63% to 60% and taking the right approach declined from 18% to 11%.



## **Carbon Tax**

*Q. Since the carbon tax was introduced on 1<sup>st</sup> July, have you noticed any increase in the costs of goods or services?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Yes, have noticed an increase in costs	31%	23%	40%	17%
No, have not noticed any increase in costs	54%	69%	43%	77%
Don't know	15%	8%	17%	6%

31% say they have noticed an increase in the costs of goods or services since the carbon tax was introduced and 54% say they have not noticed any increase in costs.

Those most likely to say they have noticed an increase in costs were aged 25-44 (36%), Liberal/National voters (40%) and full-time workers (34%).



## **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.

