



# EssentialReport

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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 from the 26<sup>th</sup> September to 30<sup>th</sup> September and is based on 1043 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the carbon tax, Australia's bid for a seat on the UN Security Council, attitudes to key federal government reforms and attitudes to a federal budget surplus.

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 = 2,089 respondents*

First preference/leaning to	Election 21 Aug 10	4 weeks ago 3/09/2012	2 weeks ago 17/09/2012	Last week 24/09/2012	This week
Liberal		44%	45%	45%	44%
National		3%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>48%</b>	<b>48%</b>	<b>48%</b>	<b>47%</b>
<b>Labor</b>	<b>38.0%</b>	<b>34%</b>	<b>34%</b>	<b>35%</b>	<b>36%</b>
Greens	11.8%	9%	9%	9%	9%
Other/Independent	6.6%	9%	9%	9%	7%

2PP	Election 21 Aug 10	4 weeks ago 3/09/2012	2 weeks ago 17/09/2012	Last week 24/09/2012	This week
Total Lib/Nat	<b>49.9%</b>	<b>55%</b>	<b>55%</b>	<b>55%</b>	<b>53%</b>
Labor	<b>50.1%</b>	<b>45%</b>	<b>45%</b>	<b>45%</b>	<b>47%</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. plus or minus 2-3%.

## Support or oppose the carbon tax

*Q. Do you support or oppose the Government's carbon pricing scheme which was introduced in July 2012 and requires industries to pay a tax based on the amount of carbon pollution they emit?*

	<b>7 Mar 2011</b>	<b>14 June 2011</b>	<b>19 Sep 2011</b>	<b>21 Nov 2011</b>	<b>25 Jun 2012</b>	<b>This week</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total support</b>	<b>35%</b>	<b>38%</b>	<b>37%</b>	<b>38%</b>	<b>35%</b>	<b>38%</b>	<b>65%</b>	<b>15%</b>	<b>69%</b>
<b>Total oppose</b>	<b>48%</b>	<b>49%</b>	<b>52%</b>	<b>53%</b>	<b>54%</b>	<b>48%</b>	<b>22%</b>	<b>76%</b>	<b>18%</b>
Strongly support	9%	13%	14%	14%	14%	12%	26%	2%	25%
Support	26%	25%	23%	24%	21%	26%	39%	13%	44%
Oppose	19%	19%	17%	17%	19%	22%	15%	29%	16%
Strongly oppose	29%	30%	35%	36%	35%	26%	7%	47%	2%
Don't know	18%	13%	12%	10%	11%	14%	13%	8%	12%

Whereas the majority of respondents have opposed the carbon tax since September 2011, this week's results show that those opposed has fallen 6 points to 48%.

Support for the carbon tax over the same period (since September 2011) has not changed significantly, although since the last time the question was polled in June 2012, support has risen 3 points from 35% to 38%.

Looking at the results by voting intention, Greens voters were the most likely to support the carbon tax (69%), whereas Coalition voters were the most likely to oppose it 76%.

## **Impact of Carbon Tax on Cost of Living**

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

	9 July 2012	20 Aug 2012	This week	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Yes, have noticed an increase in costs</b>	31%	52%	69%	57%	83%	50%
<b>No, have not noticed any increase in costs</b>	54%	36%	24%	38%	9%	43%
Yes, have noticed a large increase in costs	-	-	22%	13%	33%	12%
Yes, have noticed a moderate increase in costs	-	-	27%	23%	33%	17%
Yes, have noticed a small increase in costs	-	-	20%	21%	20%	21%
No, have not noticed any increase in costs	-	-	24%	38%	9%	43%
Don't know	15%	12%	7%	5%	5%	7%

Responses to this question were changed for this week's poll from previous results, by separating out the 'Yes, have noticed an increase in costs' into three sub-categories: those who claim to have noticed a large increase, a moderate increase and a small increase.

Combining those respondents who believe they have noticed either a large, moderate or small price increases since the carbon tax was introduced, the total yes figure has shifted 17 points up to 69%, from 52% in August 2012.

Looking at the results by voting intention, Coalition voters are by far the most likely to claim to have noticed an increase in the cost of goods and services (83%), compared to 57% of Labor voters and 50% of Greens voters.

Greens voters are the most likely to have *not* noticed any increase in costs (43%).



## **Reasons for prices increases under the carbon tax**

*Q. In respect of the increases to the costs of goods and services that you have noticed, do you believe that they are due to the carbon tax?*

n=717	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Yes	62%	45%	73%	46%
No	12%	22%	8%	9%
Not sure	26%	33%	19%	45%

The 69% of respondents (n=717) that believed they had noticed a price increase were asked whether they believed the increases were due to the carbon tax.

Sixty two per cent (62%) of these respondents believe that it is due to the carbon tax, whilst 12% do not. Twenty six per cent (26%) of respondents were not sure.

Looking at the results by voting intention, Coalition voters were the most likely to attribute price increases to the carbon tax (73%) and 8% did not.

Forty five per cent (45%) of Labor voters believe the increases are due to the carbon tax and 22% do not.

Whilst 46% of Greens voters believe that the increases are due to the carbon tax (46%) an almost equal portion (45%) remain unsure.

## UN Security Council

*Q. The Australian Government is currently seeking to gain a non-permanent seat on the UN Security Council. Permanent seats on the UN Security Council are held by major powers such as the US, Russia and China while non-permanent seats are held by other countries including Croatia, Indonesia and South Africa.*

*Do you think there is a benefit for Australia in having a seat on the UN Security Council or is there no benefit?*

	<b>29 Sept 2008</b>	<b>This week</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Is a benefit	66%	44%	60%	32%	68%
No benefit	14%	24%	9%	39%	7%
Don't know	20%	32%	31%	29%	25%

Forty four per cent (44%) of respondents believe that having a seat on the UN Security Council would be a benefit for Australia, whilst 24% believe it will be of no benefit.

Since the last time the question was polled four years ago in September 2008, the portion of those that believe a seat on the UN Security Council is a benefit has dropped 22 points from 66% to 44%. The portion of those that don't know also increased significantly in that time from 20% in September 2008 to 32% in this week's results.

Greens voters are the most likely to believe that having a Security Council seat is a benefit (68%) followed by Labor voters (60%).

Coalition voters are the most likely to believe that it will be of no benefit (39%).

## **Major spending initiatives of the federal government**

*Q. The federal government has recently announced a number of major spending initiatives on health, education and defence reforms that will involve substantial investment over the next few years. For each of the reforms as they are described below, please indicate whether you believe it should be implemented or not*

	<b>Implement the reform</b> if it means higher taxes (including corporate and mining taxes) and cuts in other areas	<b>Do not implement the reform</b> if it means higher taxes (including corporate and mining taxes) or cuts in other areas	No opinion
National Disability Insurance Scheme to improve care and support for all people in Australia with a significant and permanent disability	58%	22%	20%
New dental health scheme to provide free dental care for low-income patients and children	53%	29%	18%
Gonski reforms to education to increase funding for each primary and secondary school student across the country	48%	30%	21%
Purchase of new advanced submarines for the Australian Defence Force	24%	50%	26%

The majority of respondents support implementing the NDIS (58%) and the new dental health scheme (53%) if it means higher taxes (including corporate and mining taxes) and cuts in other areas.

A large portion of respondents (48%) also agree with implementing the Gonski reforms if it means higher taxes and cuts in other areas, whereas 30% would prefer to see these reforms not implemented.

On the purchase of new submarines for the ADF, most respondents felt that this reform should not be implemented if it means higher taxes and cuts in other areas (50%), whilst 24% are in favour of implementing the reform.



**Federal government surplus**

*Q. Thinking about the federal government budget, how important do you believe it is for the budget to be in surplus...?*

	<b>Total important</b>	<b>Total not important</b>		Very important	Quite Important	Not very important	Not at all important	Don't know
...for the country as a whole	<b>68%</b>	<b>22%</b>		26%	42%	18%	4%	10%
...for you personally	<b>46%</b>	<b>42%</b>		15%	31%	31%	11%	11%

A clear majority of respondents (68%) regard having a federal government budget surplus to be important for the country as a whole, whereas a significantly smaller portion regard to be important for them personally (46%).

Forty two per cent (42%) of respondents believe having a federal government budget surplus was not important for them personally.

	<b>Vote Labor</b>		<b>Vote Lib/Nat</b>		<b>Vote Greens</b>	
	Total important	Total not important	Total important	Total not important	Total important	Total not important
...for the country as a whole	59%	31%	78%	16%	58%	34%
...for you personally	39%	49%	59%	32%	28%	65%

Looking at the results by voting intention, Coalition voters were the most likely to regard a federal budget surplus to be important for the country as a whole (78%) as well as for them personally (59%).

Greens voters were the most likely to regard it as not important for them personally (65%).



## **Appendix – 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 utilising 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.

