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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 13th and 17th June and is based on 1,028 respondents.

Aside from the standard question on voting intention, this week's report includes party trust to handle issues, direction of the economy, job security, trust in people and organisations and media bias.

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 = 1,842 respondents

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

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%.



Party trust to handle important election issues

Q. Which party would you trust most to handle the following issues?

	Labor	Liberal	Greens	Don't know		Difference 18 Jun 12	Difference 5 Dec 11
Management of the economy	26%	44%	3%	27%		-18	-18
Ensuring a quality education for all children	33%	35%	5%	26%		-2	-2
Ensuring the quality of Australia's health system	30%	36%	7%	27%		-6	-3
Protecting the environment	17%	21%	38%	24%		+17	+14
A fair industrial relations system	36%	30%	6%	28%		+6	+4
Political leadership	21%	37%	7%	36%		-16	-17
Addressing climate change	18%	24%	31%	27%		+7	+6
Controlling interest rates	22%	40%	3%	35%		-18	-18
Protecting Australian jobs and protection of local industries	29%	35%	6%	31%		-6	-3
Ensuring a quality water supply	16%	28%	23%	33%		-12	-12
Housing affordability	22%	33%	5%	39%		-11	-10
Ensuring a fair taxation system	26%	36%	5%	32%		-10	-9
Security and the war on terrorism	18%	40%	4%	38%		-22	-19
Treatment of asylum seekers	16%	36%	13%	36%		-20	-19
Managing population growth	17%	36%	7%	40%		-19	-17

Note - Differences are calculated by subtracting Liberal % from Labor % - except for the two issues on which the Greens lead in which case it is Greens minus Liberal.

Labor does not have a substantial lead over the Liberal Party on any item measured. The Liberal Party has maintained strong leads on management of the economy, controlling interest rates, political leadership and security and the war on terrorism.

There is little difference between Labor and the Liberals for ensuring a quality education for all children, ensuring the quality of Australia's health system and protecting Australian jobs and protection of local industries. Overall, there has been very little change in these results since December.



The Economy - Heading in the Right/Wrong Direction

Q. Overall, from what you have read and heard, do you think the Australian economy is heading in the right direction or the wrong direction?

	17 May 10 (Post 2010 budget)	9 May 11 (Post 2011 budget)	4 Jul 11	26 Mar 12	Total	Vote Labor	Vote Liberal/ National	Vote Greens
The right direction	51%	45%	37%	36%	43%	71%	26%	63%
The wrong direction	25%	29%	43%	41%	32%	7%	53%	14%
Don't know	24%	25%	20%	22%	25%	23%	20%	23%

43% of respondents think that Australia's economy is heading in the right direction – 32% think it is heading in the wrong direction. Since this question was last asked in March, “right direction” has increased 7% and “wrong direction” declined 9%.

71% (up 6%) of Labor voters, 26% (up 7%) of Liberal/National voters and 63% (up 16%) of Greens voters think the economy is heading in the right direction. There were no major differences across demographic groups except for the 18-34 years group where 47% thought the economy was heading in the right direction and 25% in the wrong direction.



Job security

Q. How concerned are you that you or some member of your immediate family will lose their job in the next year or so: very concerned, somewhat concerned, or not at all concerned?

	8 Jun 09	5 Oct 09	28 Jun 10	18 Oct 10	4 Apr 11	4 Jul 11	3 Oct 11	26 Mar 12	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total concerned	52%	49%	43%	40%	43%	45%	47%	49%	56%	46%	67%	38%
Very concerned	13%	14%	9%	11%	11%	13%	14%	13%	18%	12%	26%	10%
Somewhat concerned	39%	35%	34%	29%	32%	32%	33%	36%	38%	34%	41%	28%
Not at all concerned	35%	40%	38%	42%	43%	39%	37%	36%	32%	41%	26%	51%
Don't know	6%	6%	12%	10%	8%	8%	7%	8%	7%	7%	4%	4%
No employees in the immediate family	8%	5%	7%	7%	7%	7%	7%	7%	5%	6%	3%	6%

Concern over job security has risen since the last time the question was polled, increasing 7 points from 49% in March to 56% (total concerned).

In the 12 months from July 2011, total concern has increased from 45% to 56%.

Coalition voters are the most likely to be concerned that they or a member of their immediately family will lose their job in the next year or so (up 12% to 67% total concerned), whereas Greens voters are less likely to be concerned (up 4% to 38% total concerned).

Those most concerned were aged 45-64 (62%), part-time workers (63%) and women (61%). Among the under 25's, 40% were concerned and 43% not concerned.



Trust in People and Organisations

Q. How much trust do you have that the following people or organisations can be relied on to act in the community's interest?

	Total a lot/some trust	Total little/no trust	A lot of trust	Some trust	A little trust	No trust	Don't know	Net trust
Kevin Rudd	37%	56%	14%	23%	26%	30%	7%	-19
Malcolm Turnbull	33%	54%	8%	25%	29%	25%	14%	-21
Tony Abbott	29%	63%	10%	19%	20%	43%	7%	-34
Julia Gillard	26%	67%	8%	18%	22%	45%	6%	-41
Mining magnates like Clive Palmer and Gina Rinehart	14%	73%	3%	11%	23%	50%	13%	-59
Australian companies	46%	47%	8%	38%	35%	12%	7%	-1
Banks	17%	66%	2%	15%	32%	44%	7%	-49
Foreign companies	8%	81%	1%	7%	24%	57%	10%	-73

There was a substantial lack of trust in all people and organisations tested with the exception of Australian companies - which split 46% a lot/some trust and 47% little/no trust.

For both the Labor Party and the Liberal Party, the current leaders were less trusted than the previous leaders. However, all political leaders were more trusted than mining magnates like Clive Palmer and Gina Rinehart.

Among Labor voters, 58% had a lot/some trust in Julia Gillard and 58% had a lot/some trust in Kevin Rudd. Among Liberal/National voters, 58% had a lot/some trust in Tony Abbott and 44% had a lot/some trust in Malcolm Turnbull.



Bias in Media Reporting

Q. Overall, do you think media reporting is biased in favour or against the following groups?

	Biased in favour	Biased against	Not biased	Don't know	Net score
Business groups	27%	14%	29%	30%	+13
The Liberal Party	26%	22%	26%	26%	+4
Large corporations	26%	25%	23%	27%	+1
Environment groups	22%	25%	26%	27%	-3
The Greens	19%	27%	27%	27%	-8
Religious groups	14%	24%	32%	30%	-10
The Labor Party	18%	31%	26%	25%	-13
Unions	18%	32%	23%	26%	-14

Net score = bias in favour minus bias against.

Overall, respondents think that media reporting is biased in favour of business groups and biased against unions, the Labor Party and religious groups. They were evenly divided over whether media reporting is biased for or against the Liberal Party, large corporations, and environment groups.

Among Labor voters, 50% think the media are biased against the Labor Party and 43% think they are biased in favour of the Liberal Party. Among Coalition voters, 34% think the media are biased against the Liberal Party and 29% think they are biased in favour of the Labor Party. 57% of Greens voters think the media are biased against the Greens.



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.

