



28 February 2011
Channel 10 Question



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With data supplied by



Executive Summary

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 22nd to 27th February 2011 and is based on 1,082 respondents.

Aside from the standard question on voting intention, this week's report includes a question on immigration.

The methodology used to carry out this research is available in appendix on page 5.

Please 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 =1,964

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		42%	41%	40%	42%
National		3%	3%	3%	3%
Total Lib/Nat	43.6	45%	44%	43%	45%
Labor	38.0	37%	40%	39%	37%
Greens	11.8	11%	10%	11%	10%
Other/Independent	6.6	7%	6%	7%	7%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	51%	50%	49%	52%
Labor	50.1%	49%	50%	51%	48%

NB. The data in the above tables comprise 2-week averages derived 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.



Muslim Migrants

Q. In your view, should the Australian government exclude Muslims from our migrant intake?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Men	Women	Aged 18-34	Aged 35-44	Aged 55+
Yes	25%	21%	33%	8%	26%	25%	19%	26%	31%
No	55%	62%	49%	83%	55%	54%	56%	57%	49%
Don't know/Refused	20%	17%	18%	8%	19%	21%	25%	17%	20%

25% of respondents believed that the Australian government should exclude Muslims from our migrant intake and 55% disagreed. Those most likely to think Muslims should be excluded from our migration intake were Liberal/National voters (33%) and people aged 55+ (31%).

Those most likely to think they should not be excluded were Greens voters (83%) and Labor voters (62%).

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 Tuesday 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.

