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With data supplied by



## Executive Summary

This short report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The omnibus was conducted online from the 8<sup>th</sup> to the 13<sup>th</sup> of July and attracted 1013 responses.

Aside from the standard questions we ask each week on voting intention, this week we also asked questions related to the environment and climate change. In light of the Pope's visit to Australia, we also ask whether the public support an apology by the Pope for the past abuse of young people by Catholic priests and seek to find out the level of religious affiliation amongst those polled.

The methodology used to carry out this research is available in appendix one (page 7).

Please note not all tables total 100% due to rounding.



## Summary of Results

### Federal politics – voting behaviour

Sample of 1700 \*

2 week average		2PP	2PP shift from last week
Liberal	31%		
National	3%		
<b>Total Lib/Nat</b>	<b>34%</b>	<b>41%</b>	<b>+ 3%</b>
<b>Labor</b>	<b>48%</b>	<b>59%</b>	<b>- 3%</b>
Greens	8%		
Family First	3%		
Other/Independent	8%		

NB. The data in the above table is derived from our weekly first preference voting question. Respondents who select 'don't know' as their first preference are not included in the results.

\* Sample is the culmination of the past two weeks' data.



### Climate Change and Global Warming

Q. Which of the following statements comes closest to your view of climate change from global warming?

	%
It is a pressing problem that must be addressed urgently	42%
It is a long-term concern which can't be ignored	48%
It is an unproven theory which we shouldn't be concerned about	10%
Total	100%

Most of those polled believe that climate change and global warming is real and is either a pressing problem that must be addressed urgently (42%) or that it is a long-term concern which can't be ignored (48%).

### Climate Change and the Media

Q. Thinking about the reporting you've seen or heard recently about climate change in the news media, do you think the media generally exaggerate the threat of climate change from global warming, don't take the threat of climate change seriously enough, or are about right in their reporting?

	%
Exaggerate	30%
Don't take seriously enough	28%
About right	28%
Don't know	14%
Total	100%

On the issue of media coverage on climate change, there is a fairly even split amongst those who believe reporting on climate change is exaggerated (30%), about right (28%) or that the media don't take the threat of climate change seriously enough (28%).



### Emissions Trading Scheme and Australia

Q. The Opposition Leader Brendan Nelson says it would be economically irresponsible for Australia to introduce an emissions trading scheme before other major countries. Do you think Australia should –

	%
Take action on climate change even if other countries do not	75%
Only take action on climate change when other major countries agree to do so	25%
Total	100%

Our polling indicates that there is strong support amongst the public for Australia to take action on climate change even if other countries do not (75%).

Despite calls by the Opposition Leader, Brendan Nelson that it would be economically irresponsible for Australia to introduce an emissions trading scheme before other major countries, most Coalition voters (58%) support Australia taking action on climate change even if other countries do not. This is an indication that the Liberal Party should possibly reconsider their position given that their followers do not support it.

86% of Labor voters and 96% of Green voters were supportive of Australia introducing an emissions trading scheme before other major countries in an effort to tackle climate change.



## The Catholic Church

Q. The Pope is in Australia this week. Some sections of the church have called on him to apologise for the past abuse of young people by Catholic priests. Do you support such an apology?

	%
Yes	72%
No	28%
Total	100%

Overwhelmingly, most of those polled support an apology by the Pope for past abuse of young people by Catholic priests. Those who were supportive were most likely to be over 50 years of age (78%).

## Religious affiliation in Australia

Q. Thinking about your own religious beliefs, which best describes you?

	%
I am a regular worshipper in my religion	16%
I am religious, but rarely go to church/place of worship	41%
I would describe myself as an agnostic	21%
I would describe myself as an atheist	22%
Total	100%

Most Australian's would describe themselves as religions, but rarely attending their church/place of worship (41%) and this was fairly consistent along party lines. However, 35% of those who indicated their voting preference as other party/independent describe themselves as 'a regular worshipper in my religion'.

Those describing themselves as atheist tended to be in the under the age of 35, with 29% of 18 – 24 year olds, and 28% of 25 – 34 year olds describing themselves as atheist.



## 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 the 19<sup>th</sup> of 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 109 500. 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 of each week and closed on the following Tuesday. Incentives are offered to participants in the form of points (referred to as 'Zoints').

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.



