



21st of July 2008

This short report summarises the results of a question included by Greenpeace in the weekly Your Source omnibus. The question was constructed by Essential Research and the data was provided by Your Source.

The omnibus was conducted online from the 15th to the 20th of July and attracted 1036 responses. The methodology used to carry out this research is available on page 4.

Please note that not all percentages total 100% due to rounding.

Summary of Results

Q. Thinking about climate change and about Australia’s coal exports, do you personally believe that the Australian government should adopt policies that:

	%
Increase the amount of coal that Australia exports	18%
Decrease the amount of coal that Australia exports	33%
Or, should policies be adopted to keep our coal exports at current levels	49%
Total	100%

Most respondents believe that the Australian government should adopt policies to keep our coal exports at current levels (49%).

Voter ID breakdown

	Labor	Liberal	National	Green	Family First	Other/ Independents	Don't know	Total
Increase the amount of coal that Australia exports	17%	24%	22%	9%	14%	19%	14%	18%
Decrease the amount of coal that Australia exports	34%	26%	9%	56%	14%	44%	36%	33%
Or, should policies be adopted to keep our coal exports at current levels	49%	50%	70%	36%	72%	37%	50%	49%
Total	100%	100%	101%	101%	100%	100%	100%	100%

56% of Green voters believe that the Australian government should adopt policies to decrease the amount of coal that Australia exports.

24% of Liberal voters believe that the Australian government should adopt policies that increase the amount of coal that Australia exports.

50% of Liberal voters and almost half of Labor voters (49%) believe that the Australian government should adopt policies to keep our coal exports at current levels.

Gender breakdown

	Male	Female	Total
Increase the amount of coal that Australia exports	22%	14%	18%
Decrease the amount of coal that Australia exports	27%	39%	33%
Or, should policies be adopted to keep our coal exports at current levels	51%	47%	49%
Total	100%	100%	100%

Females were more likely to think that the Australian government should adopt policies to decrease the amount of coal that Australia exports (39% of females compared with 27% of males).

Age breakdown

	18 – 24	25 – 34	35 - 49	50 - 65	65 +	Total
Increase the amount of coal that Australia exports	16%	16%	17%	21%	20%	18%
Decrease the amount of coal that Australia exports	43%	31%	35%	33%	20%	33%
Or, should policies be adopted to keep our coal exports at current levels	42%	53%	47%	46%	59%	49%
Total	101%	100%	99%	100%	100%	100%

People between the ages of 18 – 24 were twice as likely as people over 65 to believe that the Australian government should adopt policies to decrease the amount of coal that Australia exports.

State breakdown

	Queensland	NSW	Victoria	SA	WA	Tasmania	NT	ACT	Total
Increase the amount of coal that Australia exports	20%	19%	15%	15%	19%	9%	37%	33%	18%
Decrease the amount of coal that Australia exports	29%	38%	33%	29%	35%	17%	25%	28%	33%
Or, should policies be adopted to keep our coal exports at current levels	52%	43%	52%	56%	46%	74%	37%	39%	49%
Total	101%	100%	100%	100%	100%	100%	99%	100%	100%

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 19th 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.