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Protecting our land and water

Commissioned Research






The Essential Report

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Southern Highlands Coal Action Group

Prepared by: Essential Research

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Data supplied: 



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the Association of Market and Social Research Organisations.



Our researchers are members of
the Australian Market and Social Research Society

About this poll

This report summarises the results of an Essential Research commissioned poll of NSW voters.

The survey questions were developed by Essential Research in consultation with the groups who commissioned the work. The data was provided by Your Source.

The survey was conducted online from Tuesday 30 April until Friday 3 May and is based on 1,100 respondents.

This report analyses responses to questions on child protection in Aboriginal and Torres Strait Islander communities.

The breakdown of respondent demographics are detailed in Appendix A.

The methodology used to carry out this research is described in Appendix B.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

Support for proposals

Now you are going to review some proposals for New South Wales. Please indicate whether you support or oppose each....

Proposal	Total support	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Allow landowners to refuse to give mining companies access to their land	86%	52%	34%	11%	3%

Base = 1100

Proposal against key segments	Total support	Male	Female	Sydney	Region	18-24	25-34	35-54	55+	LAB ID	LIB ID	GRN ID	Weak ID
Allow landowners to refuse to give mining companies access to their land	86%	82%	90%	85%	88%	79%	77%	90%	89%	82%	87%	90%	86%

Appendix A: Demographics

The following tables show the demographic characteristics of the sample. Note these figures are weighted and reflect the population distribution by gender, location and age group.

Gender	%
Male	49%
Female	51%

Location	%
Sydney	64%
NSW other than Sydney	36%

Age	%
18-24	11%
25-34	20%
35-54	39%
55+	29%

Income	%
\$2,000 or more per week	23%
\$1,600-\$1,999 per week	13%
\$1,300-\$1,599 per week	11%
\$1,000-\$1,299 per week	10%
\$800-\$999 per week	8%
\$600-\$799 per week	9%
\$400-\$599 per week	8%
\$250-\$399 per week	3%
\$150-\$249 per week	<1%
\$1-\$149 per week	1%
No income	<1%
Negative income	<1%
Prefer not to say	14%

Marital status	%
Never married	29%
Widowed	2%
Divorced	6%
Separated but not divorced	1%
Married/De facto	61%

Education level	%
Year 10 or below	11%
Year 11 or equivalent	2%
Year 12 or equivalent	12%
Still attending school	1%
Trade certificate or apprenticeship	9%
Diploma, certificate etc.	26%
Bachelor or Honours degree	29%
Post-graduate qualifications (e.g., Masters, PhD)	10%
Other – please specify	*
Prefer not to answer	1%

Number of children	%
1	17%
2	18%
3	4%
4	2%
5	*
6	*
None	59%

Party ID	%
Labor	32%
Liberal/National	34%
Greens	8%
Katter's Australian Party	<1%
Independent/Other	5%
None of them	15%
Don't Know	6%

Strength of Party ID	Total	Lib /Nat	Labor	Greens
Strongly	35%	36%	34%	37%
Moderately	51%	51%	51%	57%
Weakly	11%	11%	11%	4%
Don't Know	3%	2%	4%	2%

Party ID Change	Total	Lib /Nat	Labor	Greens
Much closer	14%	16%	10%	11%
A little closer	21%	23%	13%	44%
No change	37%	44%	32%	30%
A little further away	18%	12%	29%	14%
Much further away	7%	3%	14%	-
Don't Know	2%	2%	2%	2%

- 34% identify most with the Liberal/National Parties, 32% with the Labor Party and 8% with the Greens.
- Although strength of identification is similar across parties, those who identify with the Labor Party have moved away from the party (23% closer/43% further away) while Liberal/National ID (39% closer/15% further away) and Greens ID (55% closer/14% further away) have moved closer.

Appendix B: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a specially commissioned poll of NSW voters. Essential Research has worked with our fieldwork partner, Your Source and used their online panel to conduct research since November 2007.

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 panellist 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. Incentives are offered to participants in the form of points.

In this poll only panellists residing in NSW qualified to participate.

In a sample of size of 1000 there is 95 percent certainty that the results are within 3 percentage points of what they would be if the entire population had been polled. However, this assumes random sampling, which, because of non-response and less than 100% population coverage cannot be achieved in practice. Furthermore, there are other possible sources of error in all polls including question wording and question order, interviewer bias (for telephone and face-to-face polls), response errors and weighting.

The best guide to a poll's accuracy is to look at the record of the polling company - how have they performed at previous elections or other occasions where their estimates can be compared with known population figures. In the last poll before the 2010 election, the Essential Report estimates of first preference votes were all within 1% of the election results.

Essential Research 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.

All Essential Research and senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour. Your Source is an Australian social and market research company specialising in recruitment, field research, data gathering and data analysis. Essential Research is a member of the Association Market and Social Research Organisations (AMSRO). 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. Both Essential Research and Your Source are ISO accredited market research companies.

This research was conducted in compliance with AS: ISO20252 guidelines.