



21 June 2010



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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 omnibus was conducted online from 15^h to 20th June and obtained 1,066 respondents.

This report covers questions on perceptions and opinions of taxation, industry profits and the resources super profits tax.

The methodology used to carry out this research is available in appendix one (page 10).

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

Opinions of Taxation Paid

Q. What is your opinion on the amount of tax that the following groups currently pay in Australia?

	They should pay less tax	The amount of tax they pay is about right	They should pay more tax
Low income earners	70%	30%	*
Middle income earners	40%	59%	1%
High income earners	10%	38%	52%
Small businesses	50%	47%	2%
Large companies	3%	32%	65%

Tax Rate for Mining Companies

Q. If you knew that mining is the most profitable industry in Australia, would you agree or disagree that mining companies should pay a higher rate of tax than other industries?

Total agree	53%
Total disagree	38%
Strongly agree	25%
Agree	28%
Disagree	29%
Strongly disagree	9%
Don't know	9%

Who Benefits from Mining Industry

Q. Which of the following benefit most from mining in Australia? (Rank top 3)

	Total top 3
Mining company owners and management	70%
Mining company shareholders	67%
Overseas investors	51%
The Australian economy	48%
Local communities in mining areas	28%
Mining workers	23%
The average Australian	13%

Mining Companies Should Put Something Back

Q. Do you agree or disagree that mining companies should put something back into the local community?

Total agree	93%
Total disagree	2%
Strongly agree	49%
Agree	44%
Disagree	2%
Strongly disagree	*
Don't know	4%

Resources Wealth Should go Towards Better Superannuation

Q. Do you agree or disagree that the wealth generated by selling Australia's natural resources should go towards better superannuation for working Australians?

Total agree	61%
Total disagree	18%
Strongly agree	26%
Agree	35%
Disagree	14%
Strongly disagree	4%
Don't know	21%

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.