



**2 August 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 survey was conducted online from 27<sup>th</sup> July to 1<sup>st</sup> August and is based on 1,655 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, reasons for voting preference, the make-up of the Senate and immigration policies.

The methodology used to carry out this research is available in appendix one (page 11).

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

## **Federal politics – voting intention**

Q. The Federal Election will be held on 21 August - to which party will you probably give your first preference in the House of Representatives? If not sure, which party are you currently leaning toward?

Q. If don't know - Well which party are you currently leaning to for the House of Representatives?

2,418 sample size

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	35%	36%	37%	37%	37%
National	3%	3%	2%	2%	2%
<b>Total Lib/Nat</b>	<b>38%</b>	<b>39%</b>	<b>39%</b>	<b>39%</b>	<b>39%</b>
<b>Labor</b>	<b>45%</b>	<b>42%</b>	<b>41%</b>	<b>41%</b>	<b>40%</b>
Greens	9%	11%	13%	13%	13%
Family First	2%	2%	2%	2%	3%
Other/Independent	6%	6%	5%	5%	5%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	44%	46%	<b>45%</b>	<b>45%</b>	<b>46%</b>
Labor	56%	54%	<b>55%</b>	<b>55%</b>	<b>54%</b>

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 2007 election.

\* Sample is the aggregation of two weeks' polling data.

## Approval of Julia Gillard

Q. Do you approve or disapprove of the job Julia Gillard is doing as Prime Minister?

	Kevin Rudd						Julia Gillard			
	30 Mar 09	29 Jun 09	28 Sept 09	14 Dec 09	29 Mar 10	31 May 10	5 Jul 10	19 Jul 10	26 Jul 10	2 Aug 10
<b>Total approve</b>	<b>71%</b>	<b>62%</b>	<b>66%</b>	<b>57%</b>	<b>53%</b>	<b>41%</b>	<b>48%</b>	<b>52%</b>	<b>49%</b>	<b>46%</b>
<b>Total disapprove</b>	<b>21%</b>	<b>29%</b>	<b>23%</b>	<b>32%</b>	<b>36%</b>	<b>47%</b>	<b>27%</b>	<b>30%</b>	<b>33%</b>	<b>38%</b>
Strongly approve	21%	14%	15%	10%	12%	7%	14%	11%	12%	10%
Approve	50%	48%	51%	47%	41%	34%	34%	41%	37%	36%
Disapprove	14%	18%	17%	20%	22%	25%	13%	17%	19%	23%
Strongly disapprove	7%	9%	6%	12%	14%	22%	14%	13%	14%	15%
Don't know	9%	11%	11%	10%	12%	12%	26%	18%	17%	15%

46% approve Julia Gillard's performance as Prime Minister and 38% disapprove. Since this question was asked last week, approval has decreased by 3% and disapproval increased by 5%. 87% of Labor voters approve and only 5% disapprove. Among Liberal/National voters, 11% approve and 77% disapprove.

By gender - men 44% approve/44% disapprove and women 48% approve/33% disapprove.

## Approval of Tony Abbott

Q. Do you approve or disapprove of the job Tony Abbott is doing as Opposition Leader?

	Malcolm Turnbull	Tony Abbott									
	30 Nov 09	18 Jan 10	22 Feb 10	29 Mar 10	3 May 10	31 May 10	28 Jun 10	5 Jul 10	19 Jul 10	26 Jul 10	2 Aug 10
<b>Total approve</b>	<b>25%</b>	<b>37%</b>	<b>45%</b>	<b>33%</b>	<b>39%</b>	<b>35%</b>	<b>40%</b>	<b>37%</b>	<b>40%</b>	<b>35%</b>	<b>38%</b>
<b>Total disapprove</b>	<b>55%</b>	<b>37%</b>	<b>36%</b>	<b>50%</b>	<b>43%</b>	<b>50%</b>	<b>39%</b>	<b>47%</b>	<b>44%</b>	<b>46%</b>	<b>48%</b>
Strongly approve	2%	5%	12%	8%	5%	5%	9%	8%	6%	6%	8%
Approve	23%	32%	33%	25%	34%	30%	31%	29%	34%	29%	30%
Disapprove	33%	20%	20%	28%	24%	28%	20%	23%	22%	22%	27%
Strongly disapprove	22%	17%	16%	22%	19%	22%	19%	24%	22%	24%	21%
Don't know	19%	26%	18%	16%	18%	16%	20%	16%	16%	19%	14%

38% approve Tony Abbott's performance as Opposition Leader and 48% disapprove. Since this question was asked last week, approval has increased by 3% and disapproval increased by 2%. 82% of Liberal/National voters approve and 11% disapprove. Among Labor voters, 14% approve and 78% disapprove.

By gender - men 41% approve/48% disapprove and women 35% approve/48% disapprove.

## **Better Prime Minister**

*Q. Who do you think would make the better Prime Minister out of Julia Gillard and Tony Abbott?*

	5 Jul 10	19 Jul 10	26 Jul 10	2 Aug 10	Vote Labor	Vote Lib/Nat	Vote Greens	Kevin Rudd v Tony Abbott 21 Jun 10
Julia Gillard	53%	50%	51%	48%	92%	7%	65%	47%
Tony Abbott	26%	27%	26%	30%	1%	77%	6%	30%
Don't know	21%	23%	23%	22%	7%	16%	28%	23%

48% think Julia Gillard would make the better Prime Minister and 30% prefer Tony Abbott – a narrowing of the gap between the two (from 25% to 18%) since polled last week. This is almost identical to the last measure comparing Kevin Rudd and Tony Abbott in June.

Julia Gillard is preferred 92% to 1% by Labor voters – and Tony Abbott is preferred 77% to 7% by Liberal/National voters. Greens voters prefer Julia Gillard 65% to 6%.

Men prefer Julia Gillard 46%/34% and women 50%/26%.

## Reasons for Voting Preference

Q. What is the main reason you intend to vote for the Labor Party/Liberal or National Party/Greens?

	<b>Labor</b>		<b>Liberal/ National</b>		<b>Greens</b>
I always vote for the Labor Party	28%	I always vote for the Liberal or National Party	19%	I always vote for the Greens	8%
They have better policies	15%	They have better policies	19%	They have better policies	30%
They have been a good government	10%	Labor have been a poor government	39%	Labor have been a poor government	6%
I just don't like the Liberals	11%	I just don't like Labor	9%	I just don't like the Liberals or Labor	28%
Julia Gillard is a better leader than Tony Abbott	32%	Tony Abbott is a better leader than Julia Gillard	7%	I like Bob Brown	3%
Other reason	4%	Other reason	5%	I don't like Tony Abbott or Julia Gillard	14%
				Other reason	10%

Main reasons for voting Labor were a preference for Julia Gillard over Tony Abbott (32%) and party loyalty (28% said they always vote Labor). The leadership issue is more important for women – 40% of women said they were voting Labor because Julia Gillard is a better leader compared to 23% of men.

39% of Liberal/National voters say their main reason is that Labor have been a poor Government – and only 7% say leadership is their main reason.

Main reasons for voting for the Greens were “better policies” (30%) and a dislike of the major parties (28%). Only 6% say it is because Labor have been a poor Government.

## **The Senate**

*Q. Regardless of which party is elected to Government (i.e. has a majority in the House of Representatives), which of the following Senate options do you think would be best for Australia?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Liberal/ National</b>	<b>Vote Greens</b>
The Government has a majority in the Senate	29%	41%	33%	5%
The Opposition party has a majority in the Senate	10%	3%	21%	2%
The Greens and the independents (like Xenophon and Fielding) together hold the balance of power in the Senate	27%	25%	27%	35%
The Greens hold the balance of power in the Senate	12%	14%	3%	50%
Don't know	22%	18%	16%	7%

Opinions about the balance of power in the Senate are mixed. 29% prefer the Government to have a majority and 27% prefer the Greens and independents combined to hold the balance of power. Only 12% want the Greens on their own to hold the balance of power and 10% would prefer the opposition to have a majority. Overall, 39% want one of the major parties to have a majority and 39% want minor parties to hold the balance of power.

85% of Greens voters want the Greens or Greens and independents to hold the balance of power compared to 39% of Labor voters and 30% of Liberal/National voters.



## Tony Abbott's Immigration Policy

*Q. Tony Abbott has proposed to cut immigration from around 300,000 a year to 170,000? Do you approve or disapprove of this cut to immigration?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Liberal/ National</b>	<b>Vote Greens</b>
<b>Total approve</b>	<b>64%</b>	<b>52%</b>	<b>91%</b>	<b>38%</b>
<b>Total disapprove</b>	<b>22%</b>	<b>32%</b>	<b>6%</b>	<b>49%</b>
Strongly approve	33%	20%	56%	16%
Approve	31%	32%	35%	22%
Disapprove	15%	22%	5%	30%
Strongly disapprove	7%	10%	1%	19%
Don't know	14%	16%	3%	13%

64% approve Tony Abbott's proposal to cut immigration and 22% oppose. There is strong support for cutting immigration from Liberal/National voters (91%) – while Labor voters (52% approve/32% disapprove) and Greens voters (38%/49%) are split.

## **Best to handle Immigration Issues**

*Q. Which leader and party do you trust most to handle immigration issues?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Liberal/ National</b>	<b>Vote Greens</b>
Tony Abbott and the Liberal Party	35%	6%	83%	9%
Julia Gillard and the Labor Party	23%	50%	3%	27%
No difference	31%	35%	11%	56%
Don't know	10%	9%	3%	8%

Overall, Tony Abbott and the Liberal Party are trusted most to handle immigration issues (35% to 23%). 31% think there is no difference between the major parties on immigration.

83% of Liberal/National voters trust Tony Abbott and the Liberal Party most and 50% of Labor voters trust Julia Gillard and the Labor Party. 56% of Greens voters think there is no difference.

## **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.

