



Essential Report

Embargo: 16.30, 15 February 2010



15 – 31 Pelham Street
Carlton
Victoria 3053
Phone 03 9929 9903
Mobile 0432 828 003

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 the 9th to the 14th of February and obtained 1033 responses.

This week's report includes the standard question on Federal voting intention, this week we ask people to rate their approval of both the Finance Minister, Lindsay Tanner and shadow opposition Finance Spokesperson, Barnaby Joyce. We ask people who they think would make a better Prime Minister out of Kevin Rudd and Julia Gillard. This week's report looks at public support for a Federal takeover of hospitals from the State Governments and population increase in Australia.

The methodology used to carry out this research is available in appendix one (page 9).

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



Federal politics – voting intention

Q. If there was a Federal election held today, to which party would you probably give your first preference?

Q. If you 'don't know' on the above question, which party are you currently leaning to?

*1830 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	36%		
National	2%		
Total Lib/Nat	38%	45%	-
Labor	44%	55%	-
Greens	10%		
Family First	2%		
Other/Independent	6%		

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 two week's polling data.

Approve of Lindsay Tanner, Finance Minister

Q. Do you approve or disapprove of the job Lindsay Tanner is doing as Finance Minister?

	%
Total approve	31%
Total disapprove	24%
Net rating	+7%
Strongly approve	5%
Approve	26%
Disapprove	18%
Strongly disapprove	6%
Don't know	45%

31% approve of the job Lindsay Tanner is doing as Finance Minister, 24% disapprove and 45% don't know.

Results followed party lines – Labor voters were more likely to approve (56%), while Coalition voters were more likely to disapprove (49%). 43% of Green voters approve of the job Tanner is doing as Finance Minister.

Males were more likely to approve of the job Tanner is doing (39%), while females were more likely to indicate they don't know (55%).

People aged 55 years and over were more likely than those in other age groups to disapprove (36%).

Approval of Barnaby Joyce, Opposition Shadow Finance Minister

Q. Do you approve or disapprove of the job Barnaby Joyce is doing as opposition shadow Finance Minister?

	%
Total approve	25%
Total disapprove	36%
Net rating	-11%
Strongly approve	4%
Approve	21%
Disapprove	22%
Strongly disapprove	14%
Don't know	39%

One quarter (25%) of those surveyed approve of the job Barnaby Joyce is doing as opposition shadow Finance Minister, 36% disapprove and 39% don't know.

Results followed party lines – Coalition voters were more likely to approve of the job Joyce is doing (47%), while Labor voters were more likely to disapprove (53%).

56% of Green voters and 23% of Coalition voters disapprove of the job Joyce is doing as opposition shadow Finance Minister.

Males were more likely to disapprove of the job Joyce is doing (43%), while females were more likely to indicate they don't know (47%).

Better Prime Minister

Q. Who do you think would make the better Prime Minister, Kevin Rudd or Julia Gillard?

	Total	Male	Female	Labor	Coalition	Greens
Kevin Rudd	45%	50%	40%	69%	31%	39%
Julia Gillard	26%	23%	29%	22%	27%	42%
Don't know	29%	27%	31%	9%	41%	19%

When it comes to who people think would make a better Prime Minister – 45% support Kevin Rudd, 26% support Julia Gillard and 29% don't know.

Labor voters were more likely to support Rudd (69%), Green voters were more likely to support Gillard (42%) and Coalition voters were more likely to indicate they don't know who would make a better Prime Minister (41%).

Males were more likely to think Rudd would make a better Prime Minister (50%), while females were more likely to prefer Gillard (29%).

In terms of age differences, support was strongest for Rudd amongst the 18 – 24 year olds (55%). Rudd's support decreases as age increases with 40% of people aged 55 years and over favouring Rudd as Prime Minister.



Federal takeover of hospitals from the State Government

Q. Would you support or oppose the Federal Government taking over the responsibility for hospitals from the State Governments?

	%
Total support	58%
Total oppose	10%
Strongly support	26%
Support	32%
Neither support nor oppose	19%
Oppose	7%
Strongly oppose	3%
Don't know	13%

Over half (58%) of those surveyed support the Federal Government taking over responsibility for hospitals from the State Governments, 10% disapprove, 19% neither support nor oppose and 13% don't know.

People aged 55 years and over were more likely than those in other age groups to support a Federal Government takeover of hospitals (79%).

People in NSW were more likely than those in any other states to support a hospitals takeover (67%), while people in Western Australia (18%) and South Australia (17%) were more likely to oppose such a move.

Males were more likely than females to support a hospital takeover by the Federal Government (65% v 52%).

Support for a Federal Government takeover of hospitals from the State Government was highest amongst Labor voters (70%), followed by Coalition voters (63%) and then Green voters (54%).



Australia's population

Q. It has been estimated that Australia will have a population of 36 million by 2050. Do you think this will be good or bad for Australia?

	%
Total good	24%
Total bad	48%
Very good	5%
Good	19%
Neither good nor bad	23%
Bad	30%
Very bad	18%
Don't know	5%

24% of people surveyed think that Australia's population increasing to 36 million by 2050 will be good for Australia, 48% think it will be bad for Australia, 23% think it is neither good nor bad and 5% don't know.

Labor voters were more likely than Coalition and Green voters to think it is a good thing (32% Labor v 24% Coalition, 17% Green).

People aged 55 years and over were more likely to think it is a bad thing (51%), while people aged 18 – 24 were more likely to think it is a good thing (34%).

Males were more likely than females to think it is a good thing (29% v 20%).

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 Tuesday night of each week and closed on the following Sunday. 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.

