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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.

Aside from the standard question on voting intention, this week's report includes opinion of party leaders and Australia's involvement in Afghanistan.

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.



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?

1,842 sample size

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	34%	39%	38%	38%	37%
National	3%	2%	3%	3%	3%
Total Lib/Nat	37%	41%	40%	41%	40%
Labor	47%	40%	37%	35%	38%
Greens	8%	10%	12%	14%	11%
Family First	2%	2%	3%	2%	3%
Other/Independent	6%	7%	7%	8%	8%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	43%	48%	48%	49%	48%
Labor	57%	52%	52%	51%	52%

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.

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

Changing Leaders – Kevin Rudd

Q. Do you think Kevin Rudd is the best person to lead the Labor Party to the next election or would the Labor Party have a better chance of winning the next election if they changed leaders?

	Total	Vote Labor	Vote Lib/Nat
Kevin Rudd is the best person to lead the Labor Party to the next election	37%	66%	18%
The Labor Party would have a better chance of winning the next election if they changed leaders	40%	23%	58%
Don't know	24%	11%	23%

Respondents were split over whether Kevin Rudd is the best person to lead the Labor Party to the next election (37%) or whether the Labor Party would have a better chance if they changed leaders (40%).

Labor voters supported Kevin Rudd as leader by 66% to 23%. 55% of Greens voters and 45% of other/independent voters thought the Labor Party should change their leader. Full-time workers supported Kevin Rudd 43% to 38%.

Changing Leaders – Tony Abbott

Q. Do you think Tony Abbott is the best person to lead the Liberal Party to the next election or would the Liberal Party have a better chance of winning the next election if they changed leaders?

	Total	Vote Labor	Vote Lib/Nat
Tony Abbott is the best person to lead the Liberal Party to the next election	29%	14%	62%
The Liberal Party would have a better chance of winning the next election if they changed leaders	47%	65%	25%
Don't know	24%	21%	13%

47% of respondents thought the Liberal Party would have a better chance of winning the next election if they changed leader – 29% thought Tony Abbott was the best person to be leader.

Liberal/National voters supported Tony Abbott as leader by 62% to 25%. 79% of Greens voters and 49% of other/independent voters thought the Liberal Party should change their leader. Men (34%) and those aged 65+ (34%) were the strongest supporters of Tony Abbott remaining as leader.

Best Leader – Rudd/Abbott

Q. Who do you think would make the better Prime Minister out of Kevin Rudd and Tony Abbott?

	Total	Vote Labor	Vote Lib/Nat	22 Mar 10
Kevin Rudd	47%	90%	9%	50%
Tony Abbott	30%	3%	80%	30%
Don't know	23%	7%	11%	19%

47% believe that Kevin Rudd would make the best Prime Minister and 30% preferred Tony Abbott. This is little changed since the last time this question was asked when Kevin Rudd was preferred 50% to 30%.

Men preferred Kevin Rudd by 45% to 38%, whereas women were much less likely to prefer Tony Abbott (Rudd 49%, Abbott 23%). Greens voters preferred Kevin Rudd 64% to 9%.

Best Leader – Rudd/Gillard

Q7. Who do you think would make the better Prime Minister out of Kevin Rudd and Julia Gillard?

	Total	Vote Labor	Vote Lib/Nat		15 Feb 10
Kevin Rudd	36%	56%	26%		45%
Julia Gillard	33%	30%	36%		26%
Don't know	31%	14%	38%		29%

Respondents were fairly evenly split over whether Kevin Rudd (36%) or Julia Gillard (33%) would make the better Prime Minister. This is a substantial change since this question was last asked in February – Julia Gillard up 7% and Kevin Rudd down 9%.

Labor voters preferred Kevin Rudd (56% to 30%) and Liberal voters preferred Julia Gillard (36% to 26%). Greens voters preferred Julia Gillard by 62% to 18%.

Men show greater support for Kevin Rudd (40%/33%) whereas women were evenly divided (32%/34%).

Best Leader – Gillard/Abbott

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

	Total	Vote Labor	Vote Lib/Nat
Tony Abbott	32%	6%	76%
Julia Gillard	50%	85%	16%
Don't know	18%	9%	8%

50% believe that Julia Gillard would make the better Prime Minister and 32% prefer Tony Abbott.

There were major differences by gender – men preferred Julia Gillard by a margin of 7% (47%/40%) whereas the margin among women was 28% (53%/25%). Greens voters preferred Julia Gillard 83% to 8%.

Troops in Afghanistan

Q. Thinking about the Australian troops in Afghanistan, do you think Australia should –

	Total	Vote Labor	Vote Lib/Nat	March 09
Increase the number of troops in Afghanistan	7%	7%	7%	14%
Keep the same number of troops in Afghanistan	24%	25%	32%	24%
Withdraw our troops from Afghanistan	61%	61%	55%	50%
Don't know	8%	7%	6%	12%

61% of respondents think Australia should withdraw our troops from Afghanistan, 24% think we should keep the same number and 7% think we should increase numbers. Support for withdrawal of troops has increased by 11% since this question was asked in March last year.

There was majority support for withdrawal of troops across all demographic groups and voter types. 55% of Liberal/National voters, 61% of Labor voters and 75% of Greens voters support withdrawal of Australia's troops.

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.

