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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 13th to the 22nd of November 2009 and attracted 1,084 responses.

Aside from the standard question we ask each week on Federal voting intention, this week's report looks at satisfaction on the Government and Opposition's performance at handling issues such as climate change, their position on asylum seekers and handling the Australian economy. This week we also ask people to indicate what issues have the most impact on their voting preference.

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

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?

*1,892 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	36%		
National	3%		
Total Lib/Nat	39%	45%	-
Labor	45%	55%	-
Greens	7%		
Family First	3%		
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 data.



Firmness of vote

Q. Would you say your choice is very firm, pretty firm but you might change your mind, or might you very well consider another party closer to the election?

	Total Gave voting intention	Vote Labor	Vote Lib/Nat
Very firm	50%	54%	60%
Pretty firm but I might change my mind	33%	34%	28%
Might well consider another party closer to the election	16%	11%	12%
Don't know	1%	1%	*

50% considered their vote very firm, 33% pretty firm and 16% thought they might well consider another party closer to the election.

Liberal/National (60% very firm) voters were less likely to consider changing their vote than Labor voters (54% very firm).

Firmness of voting intention increased with age – 56% of those aged 55-64 and 65% of those 65+ said their vote was very firm compared to 43% of those aged under 35.



Satisfaction with Government and Opposition position on current policy issues

Q. How satisfied are you with each of the following –

	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know
The Government's position on asylum seekers	6%	17%	19%	20%	31%	6%
The Opposition's position on asylum seekers	5%	16%	30%	19%	20%	10%
The Government's position on climate change	7%	25%	24%	18%	19%	6%
The Opposition's position on climate change	3%	13%	32%	19%	22%	10%
The Rudd Government's handling of the Australian economy	21%	30%	17%	14%	14%	3%
Kevin Rudd's performance as Prime Minister	21%	29%	17%	13%	17%	3%
Malcolm Turnbull's performance as Opposition Leader	3%	14%	28%	24%	25%	7%
The performance of the Labor Party generally	9%	31%	22%	15%	18%	4%
The performance of the Liberal and National Parties generally	3%	13%	35%	22%	21%	6%

There were similarly low levels of satisfaction with both the Government's (23% satisfied) and the Opposition's (21%) positions on asylum seekers – although the dissatisfaction was higher for the Government (51% vs 39%).

On climate change, 32% were satisfied with the Government's position compared to only 16% satisfied with the Opposition – although dissatisfaction levels were similar (Government 37% and Opposition 41%).

51% were satisfied with the Government's handling of the economy and 28% dissatisfied.

50% were satisfied with Kevin Rudd's performance as Prime Minister compared to 17% satisfied with Malcolm Turnbull's performance as Opposition Leader. 40% were satisfied with the performance of the Labor Party generally compared to 16% satisfied with the Liberals and Nationals.



Satisfaction with Government and Opposition position on current policy issues (cont)

The following table analyses responses by “firm” and “soft” voters. The figures in the table represent the net percentage scores i.e. satisfied minus dissatisfied. Therefore a negative percentage indicates more respondents said they were dissatisfied than satisfied.

	Total	Firm Labor voters	Soft Labor voters	Soft Coalition voters	Firm Coalition voters
The Government’s position on asylum seekers	-28%	+23%	-17%	-52%	-74%
The Opposition’s position on asylum seekers	-18%	-48%	-26%	-1%	+30%
The Government’s position on climate change	-5%	+57%	+13%	-41%	-48%
The Opposition’s position on climate change	-25%	-44%	-30%	-16%	+7%
The Rudd Government’s handling of the Australian economy	+23%	+93%	+57%	-13%	-58%
Kevin Rudd’s performance as Prime Minister	+20%	+92%	+64%	-18%	-66%
Malcolm Turnbull’s performance as Opposition Leader	-32%	-58%	-32%	-36%	+8%
The performance of the Labor Party generally	+7%	+91%	+49%	-42%	-74%
The performance of the Liberal and National Parties generally	-27%	-58%	-27%	-17%	+16%

As would be expected, responses tend to follow party preferences.

Overall, respondents had a negative view of both the Government’s and the Opposition’s positions on asylum seekers. However, the Government’s position had a very high negative rating with soft Coalition voters whereas the differences between the party positions with soft Labor voters was much less.



Satisfaction with Government and Opposition position on current policy issues (cont)

Firm Labor voters had a very positive view of Labor's position on climate change (+57%), whereas firm Coalition voters show only weak net support for the Coalition position (+7%). Soft Coalition voters gave a net negative rating to the Coalition position on climate change (-16%).

Soft Coalition voters have a net negative satisfaction (-36%) with the performance of the Opposition Leader Malcolm Turnbull – which is lower than their net rating of Kevin Rudd (-18%).

Kevin Rudd's performance is rated more highly than the Labor Party generally among soft Labor voters (64% vs 49%) but Malcolm Turnbull's performance rates lower than the Liberal/National Parties generally among both soft Coalition voters (-36% vs -17%) and firm Coalition voters (+8% vs +16%).

Note : Soft voters were defined as those who said they their vote was "pretty firm but I might change my mind" or "might well consider another party closer to the election". Firm voters are those who said their vote was "very firm".



Issues and voting preference

Q. Which of the following issues currently has the most impact on your voting preference?

	%
The economy	38%
The performance of the Prime Minister Kevin Rudd	16%
Asylum seekers	14%
Climate change	14%
The performance of the Opposition Leader Malcolm Turnbull	1%
None of these	10%
Don't know	5%

38% said the economy was the issue which had most impact on their voting preference. 16% nominated the performance of the Prime Minister Kevin Rudd and 14% each of asylum seekers and climate change issues. Only 1% said the performance of the Opposition Leader Malcolm Turnbull had most impact on their vote.

Labor voters nominated the most important issues as the economy (40%) and Kevin Rudd's performance (22%). Liberal/National voters nominated the economy (44%) and asylum seekers (20%). 61% of Greens voters said climate change had the most impact on their vote.

45% of both Labor and Coalition "soft voters" nominated the economy – which was a little higher than the "firm" voters (40%). The asylum seeker issue impacted most on the voting intention of "soft" Coalition voters (21%).

Note : Soft voters were defined as those who said they their vote was "pretty firm but I might change my mind" or "might well consider another party closer to the election".



Party identification

Q. Regardless of which party, if any, you currently prefer or lean towards for the next election, which party do you normally feel closest to?

	%
Labor	37%
Liberal	29%
National	2%
Greens	8%
Democrats	2%
Family First	2%
Independent or other party	3%
None of them	10%
Don't know	7%

37% of respondents identified most with the Labor Party and 31% with the Liberal/National Parties.

82% of those intending to vote Labor identified most with the Labor Party compare to 86% of Coalition voters who identified most with the Coalition.

The only age group which identified most with the Coalition was aged 65+ (35% Labor, 42% Coalition).



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.

