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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 4th to 9th May and obtained 989 respondents.

Aside from the standard question on voting intention, this week's report looks at taxation issues, Federal leader attributes and important election issues.

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?

1,762 sample size

First preference/leaning to	6 months ago	4 weeks ago	Last week	This week
Liberal	33%	37%	36%	39%
National	2%	3%	3%	3%
Total Lib/Nat	35%	40%	39%	42%
Labor	48%	41%	40%	37%
Greens	9%	11%	11%	11%
Family First	3%	2%	3%	2%
Other/Independent	5%	6%	7%	8%

2PP	6 months ago	4 weeks ago	Last week	This week
Total Lib/Nat	41%	46%	47%	50%
Labor	59%	54%	53%	50%

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.

Approval of Taxation Proposals

Q4. The Federal Government recently announced changes to our tax system as a result of the Henry Report, which was a review of Australia's taxation. Do you approve or disapprove of the following Government proposals?

	Total approve	Total disapprove	Strongly approve	Approve	Disapprove	Strongly disapprove	Don't know
Higher taxes on the profits of large mining companies	52%	34%	14%	38%	19%	15%	14%
Increasing superannuation contributions from 9% to 12%	74%	17%	25%	49%	12%	5%	10%
Cutting company tax rates	54%	29%	10%	44%	23%	6%	18%
Increasing taxes on cigarettes and alcohol	63%	31%	33%	30%	15%	16%	6%

There was majority approval of all recent changes to Australia's taxation.

The most popular proposal was to increase superannuation contributions from 9% to 12% - 74% approved and 17% disapproved.

63% approved increasing taxes on cigarettes and alcohol.

More than half approved cutting company tax rates (54%) and higher taxes on the profits of large mining companies (52%).

78% of Labor voters approved higher taxes on mining company profits (11% disapprove) and 56% of Liberal/National voters disapproved (35% approve).

Increasing superannuation contributions received high support from both Labor (85%) and Liberal/National voters (72%). 61% of both Labor and Liberal/National voters supported cutting company tax rates. 63% of Labor voters and 69% of Liberal/National voters approved increasing taxes on cigarettes and alcohol.

Government Direction on Taxation

Q5. Overall, from what you have read and heard, do you think the Federal Government is heading in the right direction on taxation or the wrong direction on taxation?

The right direction	34%
The wrong direction	38%
Don't know	28%

Respondents were split over whether the Federal Government is heading in the right or wrong direction on taxation. 34% think they are heading in the right direction 38% in the wrong direction and 28% don't know.

Opinions split very much along party lines – 65% of Labor voters said right direction (12% wrong direction) and 61% of Liberal/National voters said wrong direction (17% right direction). People on higher incomes (\$1,600+ pw) were more likely to think the Government was headed in the right direction (40%/36%).

Attributes to describe the Prime Minister

Q. Which of the following describe your opinion of the Prime Minister, Kevin Rudd?

	29 June 09	7 Dec 09	10 May 10	Change
Intelligent	84%	82%	73%	-9%
Hard-working	83%	77%	76%	-1%
A capable leader	72%	69%	55%	-14%
Demanding	67%	60%	69%	+9%
Arrogant	46%	49%	57%	+8%
Out of touch with ordinary people	41%	45%	55%	+10%
Understands the problems facing Australia	67%	59%	53%	-6%
Visionary	49%	48%	37%	-11%
Superficial	40%	41%	52%	+11%
Good in a crisis	60%	58%	44%	-14%
Narrow-minded	32%	36%	43%	+7%
Down to earth	56%	55%	47%	-8%
Too inflexible	32%	38%	45%	+7%
Complacent	28%	38%	38%	-
More honest than most politicians	47%	49%	39%	-10%
Trustworthy	*	51%	41%	-10%

*Not asked in June 2009

Most people consider Rudd hard working (76%), intelligent (73%) and demanding (69%).

Since this question was last asked in December 2009, Kevin Rudd has lost points on most positive qualities including being a capable leader (-14%), good in a crisis (-14%), visionary (-11%) and trustworthy (-10%). His ratings have increased significantly in terms of being superficial (+11) and out of touch with ordinary people (+10%).



Attributes to describe the Opposition Leader

Q. Which of the following describe your opinion of the Opposition Leader, Tony Abbott?

	7 Dec 09	10 May 10	Change
Intelligent	71%	72%	+1%
Hard-working	69%	71%	+2%
A capable leader	46%	50%	+4%
Demanding	53%	52%	-1%
Arrogant	53%	54%	+1%
Out of touch with ordinary people	53%	51%	-2%
Understands the problems facing Australia	46%	49%	+3%
Visionary	34%	35%	+1%
Superficial	42%	44%	+2%
Good in a crisis	39%	40%	+1%
Narrow-minded	52%	53%	+1%
Down to earth	46%	50%	+4%
Too inflexible	45%	47%	+2%
Complacent	31%	30%	-1%
More honest than most politicians	31%	33%	+2%
Trustworthy	36%	39%	+3%

*Not asked in June 2009 poll

When it comes to rating Tony Abbott, most people think he is intelligent (72%) and hard-working (71%), yet arrogant (54%), narrow-minded (53%) and demanding (52%).

There were few substantial changes Tony Abbott's ratings compared to the December 2009 results. His rating for being a capable leader improved 4% to 50%, as did his rating for being down to earth.



Comparison of Leader Attributes

Q. Which of the following describe your opinion of the Opposition Leader, Tony Abbott?

	Kevin Rudd	Tony Abbott	Difference
Intelligent	73%	72%	+1%
Hard-working	76%	71%	+5%
A capable leader	55%	50%	+5%
Demanding	69%	52%	+17%
Arrogant	57%	54%	+3%
Out of touch with ordinary people	55%	51%	+4%
Understands the problems facing Australia	53%	49%	+4%
Visionary	37%	35%	+2%
Superficial	52%	44%	+8%
Good in a crisis	44%	40%	+4%
Narrow-minded	43%	53%	-10%
Down to earth	47%	50%	-3%
Too inflexible	45%	47%	-2%
Complacent	38%	30%	-8%
More honest than most politicians	39%	33%	+6%
Trustworthy	41%	39%	+2%

Kevin Rudd has only slightly better ratings than Tony Abbott across key positive attributes such as hard-working (+5%), a capable leader (+5%) and trustworthy (+2%).

The main differences were that Kevin Rudd is perceived as more demanding (69%/52%), less narrow-minded (43%/53%), more superficial (52%/44%) and more complacent (38%/30%).

Q8. Which are the three most important issues in deciding how you would vote at a Federal election? (Number from 1 to 3 where 1 is the most important, 2 the second most important, etc)

	One	Two	Three	Total	Total 25 Jan 10	Difference
Management of the economy	34%	18%	10%	62%	63%	-1%
Ensuring the quality of Australia's health system	14%	20%	16%	50%	48%	+2%
Australian jobs and protection of local industries	8%	10%	11%	29%	33%	-4%
Ensuring a fair taxation system	5%	8%	9%	22%	18%	+4%
Ensuring a quality education for all children	3%	7%	9%	19%	23%	-4%
Housing affordability	6%	5%	6%	17%	14%	+3%
Controlling interest rates	5%	5%	6%	16%	15%	+1%
Managing population growth	3%	4%	7%	14%	*	
Protecting the environment	3%	5%	5%	13%	16%	-3%
Political leadership	5%	3%	4%	12%	23%	-11%
Addressing climate change	4%	4%	4%	12%	16%	-4%
Fair immigration policies	3%	4%	3%	10%	*	
A fair industrial relations system	2%	4%	3%	9%	10%	-1%
Ensuring a quality water supply	2%	2%	3%	7%	12%	-5%
Security and the war on terrorism	2%	2%	3%	7%	9%	-2%

*Not asked in January 2010 poll

62% of people surveyed rate management of the economy is one of their three most important issues, followed by 50% that rate ensuring the quality of Australia's health system and 29% that rate Australian jobs and protection of local industries as one of their three most important issues.

Only 9% rate a fair industrial relations system as one of their three most important issues and 7% rate security and the war on terrorism and ensuring a quality water supply.

The major change since the previous survey in January, was a drop in the importance of political leadership from 23% to 12%. Ensuring a fairer tax system has risen slightly from 18% to 22%.

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.

