



Essential Report

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Executive Summary

This short 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 28th of October to the 2nd November 2008 and attracted 1014 responses.

Aside from the standard question we ask each week on Federal voting preference, this week we ask the Australian public who they think would do a better job as Prime Minister – Kevin Rudd or Malcolm Turnbull. We also ask the Australian public how they rate the performance of both the Government and Opposition in regard to the global financial crisis.

Given the imminent US election, we asked the Australian public to indicate which candidate they think would benefit Australia's interests and how they rate the performance of George W Bush as US President.

The methodology used to carry out this research is available in appendix one (page 7).

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?

* Sample of 1820

2 week average	%	2PP	2PP shift from last week
Liberal	31%		
National	2%		
Total Lib/Nat	33%	39%	-
Labor	51%	61%	-
Greens	8%		
Family First	3%		
Other/Independent	5%		

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 the past two weeks' data.



Preferred Prime Minister

Q. Who do you think would be the better Prime Minister, Kevin Rudd or Malcolm Turnbull?

	03/11	27/10	20/10	22/9
Kevin Rudd	56%	60%	55%	45%
Malcolm Turnbull	21%	19%	20%	25%
No opinion	23%	22%	24%	30%

Kevin Rudd leads Malcolm Turnbull 56% to 21% as preferred Prime Minister, with Rudd's rating dropping slightly (-4%) since last week.



Global Financial Crisis

Q. Do you strongly approve, approve, disapprove or strongly disapprove of the Government's performance in regard to the global financial crisis?

Q. Do you strongly approve, approve, disapprove or strongly disapprove of the Opposition's performance in regard to the global financial crisis?

	Government	Opposition
Total approve	63%	31%
Total disapprove	18%	35%
Strongly approve	14%	4%
Approve	49%	27%
Disapprove	12%	25%
Strongly disapprove	6%	10%
Don't know	19%	34%

There is support for the Government's performance in regard to the global financial crisis. 63% strongly approve/approve of the performance of the Government, while only 31% strongly approve/approve of the performance of the Opposition in regard to the global financial crisis.



The US Election

Q. The election of which US Presidential candidate would be most in Australia's interests?

Barack Obama	48%
John McCain	7%
No difference	21%
No opinion	24%

The majority of those surveyed believe that the election of US Presidential candidate Barack Obama would most serve Australia's interests (48%).

60% of Labor voters and 68% of Green voters believe the election of Barack Obama would best serve Australia's interests. Additionally, 39% of Coalition voters believe that the election of Barack Obama would most serve Australia's interests, compared to 15% that prefer McCain.

Young people were significantly more likely to think that the election of Barack Obama would be most in Australia's interests (63%).

Q. Overall, has the Presidency of George W Bush been –

Good for the world	6%
Bad for the world	68%
Made no difference	11%
No opinion	16%

A significant majority of those surveyed believe that the Presidency of George W Bush has been bad for the world (68%).

More than half of the Coalition voters surveyed believe the Presidency of George W Bush has been bad for the world (58%).

Respondents aged 50 years and over were significantly more likely to believe that George W Bush's time as President has been bad for the world (73%).



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 Wednesday of each week and closed on the following Tuesday. 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.

