



Essential Report

Embargo: 16.30, 24th of November 2008



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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 17th to the 23rd of November 2008 and attracted 1000 responses.

Aside from the standard question we ask each week on Federal voting preference, this week we also ask the public to indicate how much they approve of the job Kevin Rudd is doing as Prime Minister and their approval of the job Malcolm Turnbull is doing as Opposition Leader. We also ask the public to nominate who would make a better Prime Minister – Kevin Rudd or Malcolm Turnbull. We also asked the Australian public to rate John Howard's record as Prime Minister.

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 1804

2 week average	%	2PP	2PP shift from last week
Liberal	34%		
National	3%		
Total Lib/Nat	37%	44%	- 1%
Labor	45%	56%	+ 1%
Greens	9%		
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 the past two weeks' data.



Approval of Political Party Leaders

Q. Do you strongly approve, approve, disapprove or strongly disapprove of the job Kevin Rudd is doing as Prime Minister?

	29/9	27/10	24/11
Strongly approve	12%	16%	15%
Approve	46%	50%	50%
Disapprove	18%	14%	13%
Strongly disapprove	12%	8%	10%
Don't know	12%	12%	12%
TOTAL APPROVE	58%	66%	65%
TOTAL DISAPPROVE	30%	22%	23%

Q. Do you strongly approve, approve, disapprove or strongly disapprove of the job Malcolm Turnbull is doing as Opposition Leader?

	29/9	27/10	24/11
Strongly approve	6%	4%	5%
Approve	30%	32%	33%
Disapprove	18%	21%	24%
Strongly disapprove	12%	11%	9%
Don't know	35%	32%	29%
TOTAL APPROVE	36%	36%	38%
TOTAL DISAPPROVE	30%	32%	33%

As November draws to a close, 65% of people polled approve/strongly approve of the job Kevin Rudd is doing as Prime Minister and this has increased steadily since we asked the question at the end of September. However, there has been little shift in the total approval rating of Turnbull over the same period – his total approval rating has shifted from 36% to 38% over the past two months.

Significantly more people remain unsure about whether they approve of the job Turnbull is doing as Opposition Leader – on average, Turnbull has received a 'don't know' result of 32% over the past 3 months, while Rudd's 'don't know' result has remained at 12%.



Better Prime Minister

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

	22/9	27/10	24/11
Kevin Rudd	45%	60%	57%
Malcolm Turnbull	25%	19%	21%
No opinion	30%	22%	21%

Kevin Rudd maintains a strong lead over Turnbull in the preferred Prime Minister stakes. This week, 57% of people polled think Kevin Rudd makes for a better Prime Minister, compared to 21% that prefer Malcolm Turnbull.

The percentage preferring Malcolm Turnbull as Prime Minister is substantially less than the 37% who intend to vote Liberal/National. Only 62% of Coalition voters believe that Turnbull would make a better Prime Minister than Kevin Rudd. However, there is strong support for Kevin Rudd amongst his own voters – with 93% of Labor voters preferring Rudd as Prime Minister.



John Howard's Record as Prime Minister

Q. Overall, how would you rate John Howard's record as Prime Minister? Would you say he was –

	%
One of Australia's best Prime Ministers	20%
A better than average Prime Minister	27%
An average Prime Minister	21%
A below average Prime Minister	12%
One of Australia's worst Prime Ministers	12%
No opinion	7%

Opinions over John Howard's record as Prime Minister were divided. 47% of people polled believe that John Howard is either one of Australia's best Prime Ministers or a better than average Prime Minister and 45% rated him average or worse.

Coalition supporters were more likely to rate John Howard well - 50% think that John Howard was one of Australia's best Prime Ministers and 40% think that he was a better than average Prime Minister.

However, 66% of Labor voters think that John Howard was average/below average/one of Australia's worst Prime Ministers, while 53% of Green voters think that John Howard was below average/one of Australia's worst Prime Ministers.



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.

