



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 25th to the 31st of August and attracted 1018 responses.

Aside from the standard questions we ask each week on Federal voting preference, this week we ask the public for their approval rating of the Prime Minister Kevin Rudd and the Opposition Leader, Brendan Nelson. We also ask the public whether they believe the Liberal Party has given Brendan Nelson the support he deserves. This week we ask the public to consider the recent Government announcement regarding seasonal workers in Australia.

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.



Summary of Results

Federal politics – voting behaviour

Q. If there was a Federal election held today, to which party would you probably give your first preference? If not sure, which party are you currently leaning toward?

Sample of *

2 week average	%	2PP	2PP shift from last week
Liberal	31%		
National	3%		
Total Lib/Nat	34%	41%	- 1%
Labor	48%	59%	+ 1%
Greens	7%		
Family First	4%		
Other/Independent	7%		

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.



Opinion of political leaders

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

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

	Prime Minister	Opposition Leader
Total approve	56%	24%
Total disapprove	33%	51%
Strongly approve	12%	3%
Approve	44%	21%
Disapprove	22%	33%
Strongly disapprove	11%	18%
Don't know	12%	26%

The Prime Minister Kevin Rudd's approval rating is 32 percentage points higher than that of the Opposition Leader, Brendan Nelson.

Looking back over polling we conducted earlier this year, we have found no significant shift in the total approval rating of the Prime Minister (58% total approval as of the 21st of Jan 2008). The Prime Ministers approval rating amongst Labor voters has remained consistent, however there has been a significant shift amongst Coalition voters - those that were uncertain as to how they would rate the Prime Minister have shifted to disapproving of the job Kevin Rudd is doing as PM.

There is a split amongst Coalition voters of those that approve/disapprove of the job Brendan Nelson is doing as Opposition Leader - 42% of Coalition voters approve/strongly approve compared to 45% that disapprove/strongly disapprove.



The Opposition Leader

Q. Do you believe that the Liberal Party have or have not given their Leader Brendan Nelson the support he deserves?

	%
Have given him the support he deserves	23%
Have not given him the support he deserves	37%
Don't know	41%

More people (37%) think that the Liberal Party has not given their Leader, Brendan Nelson the support he deserves compared to those that think the party has given him the support he deserves (23%).

43% of Coalition voters believe that the Liberal Party has not given their Leader, Brendan Nelson the support he deserves.



Seasonal workers

Q. The Government recently announced plans to allow people from some Pacific Island countries to take seasonal jobs (such as fruit picking) in Australia. Do you approve or disapprove of allowing seasonal workers from the Pacific islands to work in Australia?

	%
Approve	51%
Disapprove	34%
Don't know	15%
Total	100%

A slight majority (51%) approve of the Governments recent announcement to allow people from Pacific Island countries to take seasonal jobs in Australia.

Green voters were significantly more likely to approve of the recent Government announcement regarding seasonal workers – 73% of Green voters compared with 59% of Labor voters and 45% of Coalition voters approve of the plan.

Those on higher incomes are more likely to approve of allowing seasonal workers from the Pacific Islands to work in Australia – 61% of respondents earning over \$1600 per week.



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.

