



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 2nd to the 7th of September and attracted 1013 responses.

Aside from the standard questions we ask each week on Federal voting preference, this week we ask the Australian public who they think would be the best person to lead the Federal Opposition and who they think would make a better Prime Minister – Kevin Rudd or Peter Costello.

This week we sought to gauge what the public's main concerns are around climate change and global warming.

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?

Q. If you 'don't know' on the above question, which party are you currently leaning to?

Sample of 1785*

2 week average	%	2PP	2PP shift from last week
Liberal	30%		
National	3%		
Total Lib/Nat	33%	41%	-
Labor	47%	59%	-
Greens	9%		
Family First	5%		
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.



Federal Opposition Leadership

Q. Which of the following do you think would be the best person to be Leader of the Opposition?

	%	Coalition
Peter Costello	26%	42%
Malcolm Turnbull	13%	20%
Julie Bishop	8%	7%
Brendan Nelson	7%	6%
Tony Abbott	4%	4%
Barnaby Joyce	4%	1%
Don't know	38%	19%
Total	100%	100%

While Peter Costello, with 26%, was the most popular choice of all the options presented, 36% preferred one of the others and 38% did not know or did not have a preference.

The results show that only 7% of the Australian public and 6% of Coalition voters think Brendan Nelson is the best person to be Opposition Leader; this result sees him trailing his deputy, Julie Bishop by 1%.

42% of Coalition voters think that Peter Costello would be the best person for the job of Leader of the Opposition, followed by 20% who prefer Malcolm Turnbull.



Preferred Prime Minister

Q. And who do you think would make the better Prime Minister, Kevin Rudd or Peter Costello?

	%
Kevin Rudd	53%
Peter Costello	27%
Don't know	20%
Total	100%

While our previous question suggests that Peter Costello is the most favoured option amongst voters as Leader of the Opposition, he rates poorly as preferred Prime Minister against Kevin Rudd. Only 27% of the Australian public believes that Peter Costello would make a better Prime Minister, with almost double this amount preferring Kevin Rudd (53%).



Climate change and global warming

Q. Now thinking about climate change and global warming. Are you very concerned, somewhat concerned or not concerned about –

	Total concerned	Very concerned	Somewhat concerned	Not concerned	Don't know	Not applicable
The likely increase in the costs of essential services such as gas and electricity	88%	52%	36%	9%	3%	*
Impacts on the natural environment like drought, loss of species and natural icons like the Great Barrier Reef	87%	56%	31%	9%	4%	1%
The kind of world our children and future generations will inherit	86%	59%	27%	10%	3%	1%
The potential impact on my local community	69%	21%	48%	21%	8%	2%
The potential impact on my industry	28%	9%	19%	44%	6%	23%
The potential impact on my current job	23%	7%	16%	47%	5%	25%

When it comes to climate change and global warming, the areas of concern amongst the Australian public are related to household costs (88%), the natural environment (87%) and the kind of world future generations will inherit (86%). People are significantly less concerned about the impact climate change and global warming will have on industry (28%) and jobs (23%).



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.

