



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 23rd to the 28th of September and attracted 1017 responses.

Aside from the standard question we ask each week on Federal voting preference, this week we ask the Australian public to rate the performance of Prime Minister Kevin Rudd and the Opposition Leader, Malcolm Turnbull. We also ask the Australia public who they would trust most at handling Australia's economy – the Treasurer Wayne Swan or the Shadow Treasurer Julie Bishop.

This week we ask the Australian public questions related to Rudd's attention to international affairs – such as his overseas travel commitments and Australia's bid for a non permanent seat on the UN Security Council.

The methodology used to carry out this research is available in appendix one (page 8).

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 1830*

| 2 week average | % | 2PP | 2PP shift from last week |
|----------------------|------------|------------|--------------------------|
| Liberal | 32% | | |
| National | 3% | | |
| Total Lib/Nat | 35% | 42% | - 1% |
| Labor | 47% | 58% | + 1% |
| Greens | 9% | | |
| 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.



Approval of the Prime Minister and Opposition Leader

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 Malcolm Turnbull is doing as Opposition Leader?

| | Rudd | Turnbull |
|-------------------------|-------------|-----------------|
| Total approve | 58% | 36% |
| Total disapprove | 30% | 30% |
| Strongly approve | 12% | 6% |
| Approve | 46% | 30% |
| Disapprove | 18% | 18% |
| Strongly disapprove | 12% | 12% |
| Don't know | 12% | 35% |
| Total | 100% | 100% |

Kevin Rudd has a total approval rating 22 percentage points higher than Malcolm Turnbull, while both leaders have a total disapproval rating of 30%. 35% of people are unsure as to whether they approve or disapprove of the job Malcolm Turnbull is doing as Opposition Leader.



Australia's economy

Q. Who would you trust more to handle Australia's economy – the current Treasurer Wayne Swan or the Shadow Treasurer Julie Bishop?

| | % |
|--------------|------|
| Wayne Swan | 34% |
| Julie Bishop | 19% |
| Don't know | 47% |
| Total | 100% |

More people trust Wayne Swan (34%) than Julie Bishop (19%) when it comes to handling Australia's economy. However, almost half (47%) do not know who they would trust more when it comes to handling Australia's economy.



The Prime Minister and international travel

Q. This week the Prime Minister Kevin Rudd travelled to the US for meetings at the UN and with other heads of government. The Opposition Leader Malcolm Turnbull says he should have stayed in Australia. Do you think the Prime Minister should or should not have taken this trip to the US?

| | % |
|------------|------|
| Should | 51% |
| Shouldn't | 30% |
| Don't know | 18% |
| Total | 100% |

A majority support Kevin Rudd's most recent trip to the US – 51% believe that the Prime Minister should have made his most recent trip to the US for meetings with the UN and other heads of government.

Labor voters are more likely to support the Prime Minister's recent trip to the US and Coalition voters are more likely to be unsupportive. 72% of Labor voters agree that the Prime Minister should have taken the recent trip to the US; while 57% of Coalition voters believe that the Prime Minister should not have taken his recent trip and should have stayed in Australia.

However, a significant number (29%) of Coalition voters believe that that the Prime Minister should have taken this trip to the US for meetings with the UN and other heads of government.



Australia and the UN Security Council

Q. The Australian Government is currently seeking to gain a non-permanent seat on the UN Security Council. Permanent seats on the UN Security Council are held by major powers such as the US, Russia and China while non-permanent seats are held by other countries including Croatia, Indonesia and South Africa.

Do you think there is a benefit for Australia in having a seat on the UN Security Council or is there no benefit?

| | % |
|--------------|-----|
| Is a benefit | 66% |
| No benefit | 14% |
| Don't know | 20% |

Most people believe that there is a benefit in Australia gaining a non permanent seat on the UN Security Council (66%), while 14% believe there is no benefit.

Young people are significantly more likely to see benefit in Australia having a seat on the UN Security Council. 83% of 18 – 24 year olds compared with 62% of 35 – 49 year olds see benefit in Australia gaining a seat on the UN Security Council.

Labor and Green voters are more likely than Coalition voters to believe that there is benefit for Australia in having a seat on the UN Security Council. 79% of Labor voters and 76% of Green voters see benefit in Australia gaining a non permanent seat on the UN Security Council.



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.

