



## EssentialReport

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With data supplied by



## 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 30<sup>th</sup> of September to the 5<sup>th</sup> of October and attracted 1,018 responses.

Aside from the standard question we ask each week on Federal voting preference, this week we ask the Australian public questions related to paid maternity leave, the Federal Governments plans to tackle climate change and response to the recent financial crisis.

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 1,861

2 week average	%	2PP	2PP shift from last week
Liberal	33%		
National	3%		
<b>Total Lib/Nat</b>	<b>36%</b>	<b>42%</b>	-
<b>Labor</b>	<b>47%</b>	<b>58%</b>	-
Greens	9%		
Family First	2%		
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 the Prime Minister

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

	%
Strongly approve	11%
Approve	45%
Disapprove	23%
Strongly disapprove	8%
Don't know	13%
<b>TOTAL APPROVE</b>	<b>56%</b>
<b>TOTAL DISAPPROVE</b>	<b>31%</b>

56% approve and 31% disapprove of the job Kevin Rudd is doing as Prime Minister. Mr Rudd's approval rating has been stable at around the mid-50's for the past couple of months.



## Paid maternity leave

Q. The Productivity Commission has recommended 18 weeks paid maternity leave for working mothers. Payments would be made by the Government at the adult minimum wage of about \$544 a week. Do you think this scheme goes to far, doesn't go far enough or is about right?

	%
Goes too far	33%
Doesn't go far enough	16%
About right	41%
No opinion	10%

One third of respondents believe that the Government's maternity leave scheme goes too far – 41% think it is about right and 16% say it doesn't go far enough. Opinions are strongly related to age – 51% of respondents aged 50+ think the proposals go too far and 51% of those aged under 35 think they are about right. There are not substantial differences between the views of men and women.

Q. Do you think employers should top up the Government payments so that working mothers receive their usual salary while on maternity leave?

	%
Should top up Government payments	33%
Should not top up Government payments	50%
No opinion	17%

One third of respondents think employers should top up the Government maternity leave payments and half oppose this suggestion. The only group that supports this proposal is the 18-24 age bracket where 62% agree that employers should top up payments.



Government response to financial crisis

Q. The Opposition Leader Malcolm Turnbull has said the Government and Opposition should work together to address the financial crisis. The Prime Minister Kevin Rudd says that if the opposition is serious they should first pass the Government's budget measures. Whose view do you support most?

	%
Malcolm Turnbull	34%
Kevin Rudd	43%
No opinion	23%

More respondents support the Prime Ministers position on a bi-partisan approach to the financial crisis. Malcolm Turnbull's offer to work together with the Government has support almost solely from Liberal/National voters. Among Labor voters, 82% support Mr Rudd's position and 5% Mr Turnbull's whereas among coalition voters 79% support Mr Turnbull and 5% support Mr Rudd.



Federal Government plans to tackle climate change

Q. From what you have read and heard do you think the Federal Government plans to tackle climate change go too far, don't go far enough or are about right?

	%
Go too far	16%
Don't go far enough	45%
About right	25%
No opinion	14%

Only 25% of respondents believe that the Government's plans to tackle climate change are "about right". 45% believe they don't go far enough and 16% think they go too far.

Among Labor voters, 47% think they don't go far enough compared to 36% who think they are about right.



## 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 19<sup>th</sup> 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.

