



Essential Report

Embargo: 16.30, 13 July 2009



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Executive Summary

This 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 7th to the 12th of July 2009 and attracted 1060 responses.

Aside from the standard question we ask each week on Federal voting intention, this week we ask people what they think the most significant achievement of the Rudd Government has been thus far. This week we ask the public whether they approve of the tax cuts that the Government introduced this month. We also ask people a question related to education and measuring school performance and a question about the Liberal Party leadership.

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.



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?

* 1885 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	34%		
National	3%		
Total Lib/Nat	37%	43%	+2%
Labor	47%	57%	-2%
Greens	8%		
Family First	2%		
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 two week's data.



Achievement of the Rudd Government since the 2007 election

Q. Which of the following do you think was the most important action taken by the Rudd Labor Government since their election in 2007?

	%
Taking action to address the global financial crisis	22%
Getting rid of WorkChoices	17%
Delivering tax cuts	16%
More funding for schools	16%
Saying sorry to Australia's indigenous people	10%
Taking steps to address climate change	7%
Don't know	13%

Taking action to address the global financial crisis (22%), followed by getting rid of WorkChoices (17%) were considered as the most important actions taken by the Rudd Labor Government since their election in 2007 amongst those surveyed. 16% of people surveyed thought that delivering tax cuts was the most important action taken by the Rudd Labor Government, and a further 16% thought more funding for schools was the most important. Only 7% of people surveyed think that taking steps to address climate change is the most important action taken by the Rudd Labor Government since their election in 2007.

Labor voters were more likely to think that taking action to address the global financial crisis was the most important action taken (29%), followed by getting rid of WorkChoices (27%).

Coalition voters were more likely to think that more funding for schools was the most important action taken (26%), followed by delivering tax cuts (22%).

Green voters were more likely to think that the getting rid of WorkChoices was the most important action taken (29%), followed by taking steps to address climate change (22%).

Respondents in full time work were more likely than those in other employment situations to think that getting rid of WorkChoices was the most important action taken by the Rudd Labor Government (21%).



Tax cuts

Q. From July, the Government has introduced income tax cuts which they promised during the 2007 election campaign. These tax cuts are \$5.77 a week for those earning between \$35,000 and \$64,000 while workers on incomes between \$80,000 and \$180,000 will get between \$2.88 a week and \$41.35 a week. Do you approve or disapprove of these tax cuts?

	%
Total approve	60%
Total disapprove	23%
Strongly approve	14%
Approve	46%
Disapprove	14%
Strongly disapprove	9%
Don't know	16%

Over half of those surveyed (60%) strongly approve/approve of the tax cuts recently introduced by the Federal Government and 23% strongly disapprove/disapprove.

Both Labor (66%) and Coalition (65%) voters support the tax cuts recently introduced by the Federal Government.

Respondents on higher incomes were more likely to strongly support/support the tax cuts recently introduced by the Federal Government (70% earning \$1600+ per week), while respondents on lower incomes were more likely to disapprove of the tax cuts (26% earning \$600 or less per week).



Education and measuring school performance

Q. Thinking about education - one way to measure a school's performance is to base it on the percentage of students passing standard tests during or at the end of the school year. Another way is to measure the improvement students in the school made during the year. In your opinion, which is the best way to measure the school's performance -- the percentage passing the tests or the improvement shown by the students?

	%
Percentage passing tests	30%
Improvement shown by the students	59%
Don't know	11%

More than half of those surveyed (59%) think that the best way to measure a schools performance is by the improvement shown by the students during the year, while 30% of people surveyed think that the percentage passing standard tests during or at the end of the school year is the best way to measure a schools performance.

Labor and Green voters were more likely to think that the best way to measure a schools performance is by the improvement shown by the students during the year (61% Labor, 70% Green); while Coalition voters were more likely to think that the best way to measure a schools performance is by the percentage passing tests (38%).

Females were more likely than males to think that the best way to measure a schools performance is by the improvement shown by the students during the year (65% v 53%).



Liberal Party leadership

Q. Do you think the federal Liberal Party should elect a new leader or should Malcolm Turnbull remain leader at least until the next election?

	Total	Labor voters	Coalition voters
Should elect a new leader	46%	65%	34%
Malcolm Turnbull should remain leader	29%	16%	52%
Don't know	24%	19%	15%

Just under half (46%) of those surveyed think that the federal Liberal Party should elect a new leader, and 29% think that Malcolm Turnbull should remain leader.

65% of Labor voters think that the federal Liberal party should elect a new leader, while 52% of Coalition voters think that Malcolm Turnbull should remain leader.

Older voters were more likely to think that Malcolm Turnbull should remain leader (45% of 65+ year olds), while respondents aged 45 – 54 were more likely to think the federal Liberal Party should elect a new leader (57%).



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 Tuesday night of each week and closed on the following Sunday. 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.

