



**26 July 2010**



15 – 31 Pelham Street  
Carlton  
Victoria 3053  
Phone 03 9929 9903  
Mobile 0416 121 969

With data supplied by



## **Executive Summary**

This report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The survey was conducted online from 20<sup>th</sup> to 25<sup>th</sup> July and is based on 1,028 respondents.

Aside from the standard question on voting intention, this week's report includes questions party leaders, interest in the leaders debate, interest in the election, timing of voting decision and leadership of the Liberal party.

The methodology used to carry out this research is available in appendix one (page 11).

Please note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

**Federal politics – voting intention**

Q. The Federal Election will be held on 21 August - to which party will you probably give your first preference in the House of Representatives? If not sure, which party are you currently leaning toward?

Q. If don't know - Well which party are you currently leaning to for the House of Representatives?

1,747 sample size

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	34%	36%	36%	37%	37%
National	2%	3%	3%	2%	2%
<b>Total Lib/Nat</b>	<b>37%</b>	<b>39%</b>	<b>38%</b>	<b>39%</b>	<b>39%</b>
<b>Labor</b>	<b>46%</b>	<b>42%</b>	<b>41%</b>	<b>41%</b>	<b>41%</b>
Greens	8%	9%	13%	13%	13%
Family First	2%	3%	2%	2%	2%
Other/Independent	7%	7%	6%	5%	5%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	44%	46%	45%	45%	45%
Labor	56%	54%	55%	55%	55%

NB. The data in the above tables comprise 2-week averages derived the first preference/leaning to voting questions. Respondents who select 'don't know' are not included in the results. The two-party preferred estimate is calculated by distributing the votes of the other parties according to their preferences at the 2007 election.

\* Sample is the aggregation of two weeks' polling data.



## Approval of Julia Gillard

*Q. Do you approve or disapprove of the job Julia Gillard is doing as Prime Minister?*

	Kevin Rudd						Julia Gillard		
	30 Mar 09	29 Jun 09	28 Sept 09	14 Dec 09	29 Mar 10	31 May 10	5 Jul 10	19 Jul 10	26 Jul 10
<b>Total approve</b>	<b>71%</b>	<b>62%</b>	<b>66%</b>	<b>57%</b>	<b>53%</b>	<b>41%</b>	<b>48%</b>	<b>52%</b>	<b>49%</b>
<b>Total disapprove</b>	<b>21%</b>	<b>29%</b>	<b>23%</b>	<b>32%</b>	<b>36%</b>	<b>47%</b>	<b>27%</b>	<b>30%</b>	<b>33%</b>
Strongly approve	21%	14%	15%	10%	12%	7%	14%	11%	12%
Approve	50%	48%	51%	47%	41%	34%	34%	41%	37%
Disapprove	14%	18%	17%	20%	22%	25%	13%	17%	19%
Strongly disapprove	7%	9%	6%	12%	14%	22%	14%	13%	14%
Don't know	9%	11%	11%	10%	12%	12%	26%	18%	17%

49% approve Julia Gillard's performance as Prime Minister and 33% disapprove. Since this question was asked last week, approval has decreased by 3% and disapproval increased by 3%. 94% of Labor voters approve and only 2% disapprove. Among Liberal/National voters, 18% approve and 70% disapprove.

By gender - men 51% approve/36% disapprove and women 49% approve/30% disapprove.

## Approval of Tony Abbott

Q. Do you approve or disapprove of the job Tony Abbott is doing as Opposition Leader?

	Malcolm Turnbull	Tony Abbott									
	30 Nov 09	14 Dec 09	18 Jan 10	22 Feb 10	29 Mar 10	3 May 10	31 May 10	28 Jun 10	5 Jul 10	19 Jul 10	26 Jul 10
<b>Total approve</b>	<b>25%</b>	<b>34%</b>	<b>37%</b>	<b>45%</b>	<b>33%</b>	<b>39%</b>	<b>35%</b>	<b>40%</b>	<b>37%</b>	<b>40%</b>	<b>35%</b>
<b>Total disapprove</b>	<b>55%</b>	<b>36%</b>	<b>37%</b>	<b>36%</b>	<b>50%</b>	<b>43%</b>	<b>50%</b>	<b>39%</b>	<b>47%</b>	<b>44%</b>	<b>46%</b>
Strongly approve	2%	7%	5%	12%	8%	5%	5%	9%	8%	6%	6%
Approve	23%	27%	32%	33%	25%	34%	30%	31%	29%	34%	29%
Disapprove	33%	18%	20%	20%	28%	24%	28%	20%	23%	22%	22%
Strongly disapprove	22%	18%	17%	16%	22%	19%	22%	19%	24%	22%	24%
Don't know	19%	31%	26%	18%	16%	18%	16%	20%	16%	16%	19%

35% approve Tony Abbott's performance as Opposition Leader and 46% disapprove. Since this question was asked last week, approval has decreased by 5% and disapproval increased by 2%. 78% of Liberal/National voters approve and 11% disapprove. Among Labor voters, 15% approve and 74% disapprove.

There were no substantial differences by gender - men 37% approve/48% disapprove and women 33% approve/44% disapprove.

## **Better Prime Minister**

*Q. Who do you think would make the better Prime Minister out of Julia Gillard and Tony Abbott?*

	<b>5 Jul 10</b>	<b>19 Jul 10</b>	<b>26 Jul 10</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Kevin Rudd v Tony Abbott 21 Jun 10</b>
Julia Gillard	53%	50%	51%	94%	9%	74%	47%
Tony Abbott	26%	27%	26%	2%	69%	6%	30%
Don't know	21%	23%	23%	5%	22%	20%	23%

51% think Julia Gillard would make the better Prime Minister and 26% prefer Tony Abbott – a slight widening of the gap between the two (from 23% to 25%) since polled last week.

Julia Gillard is preferred 94% to 2% by Labor voters – and Tony Abbott is preferred 69% to 9% by Liberal/National voters. Greens voters prefer Julia Gillard 74% to 6%.

Men prefer Julia Gillard 50%/29% and women 51%/23%.

## Interest in Watching Leaders Debate

Q. On Sunday night the leaders debate between Julia Gillard and Tony Abbott will be televised. Do you plan to watch the leaders' debate?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other or indep.	Don't know/refused vote
Definitely watch	14%	19%	16%	12%	3%	4%
Probably watch	30%	35%	33%	31%	24%	13%
Probably won't watch	21%	20%	23%	29%	25%	13%
Definitely won't watch	26%	16%	25%	25%	44%	46%
Don't know	9%	11%	4%	3%	2%	25%

44% said they would definitely or probably watch the leaders' debate. 54% of Labor voters were likely to watch, compared to 49% of Liberal/National voters and 43% of Greens voters. Of those who could not say who they would vote for, only 17% said they would definitely or probably watch the debate.

Older respondents were more likely to watch – 52% of those aged 55+ compared to 33% of those aged under 35.

## Interest in Federal Election

Q. How interested are you in this federal election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other or indep.	Don't know/refused vote
More than previous elections	17%	18%	23%	15%	16%	5%
About the same	66%	76%	68%	67%	52%	42%
Less than previous elections	11%	5%	9%	13%	32%	22%
Don't know	5%	1%	*	4%	-	31%

66% said that they had about the same interest in this election as previous elections – 17% had more interest and 11% less interest. Liberal voters were more interested (23% more) than Labor (18% more) and Greens voters (15% more).

Women (19% more/9% less) were somewhat more interested than men (16% more/13% less).

## Voting Decision

Q. When do you think you will make your decision about which party to vote for?

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Vote other or indep.</b>	<b>Don't know/refused vote</b>
Already decided	51%	61%	65%	53%	32%	3%
Over the next few weeks during the campaign	23%	26%	22%	24%	23%	18%
At the end of the campaign before election day	9%	6%	8%	12%	17%	14%
On election day	10%	5%	4%	5%	26%	29%
Don't know	7%	2%	1%	5%	3%	36%

	<b>Total</b>	<b>Aged 18-34</b>	<b>Aged 35-44</b>	<b>Aged 45-54</b>	<b>Aged 55+</b>
Already decided	51%	38%	44%	53%	66%
Over the next few weeks during the campaign	23%	28%	25%	20%	18%
At the end of the campaign before election day	9%	8%	12%	11%	8%
On election day	10%	10%	13%	12%	6%
Don't know	7%	16%	6%	3%	1%

51% of respondents said they had already decided which party to vote for and a further 32% said they would decide before election day – 10% will make their decision on election day. 61% of Labor voters and 65% of Liberal voters say they have already decided compared to 53% of Greens voters. Younger voters are less likely to have decided which party to vote for – only 38% of under 35's have already decided, 36% will decide before election day, 10% on election day and 16% do not know when they will decide.

### **Best Leader of Liberal Party**

*Q. Do you think that if Peter Costello had stayed in Parliament, he would make a better leader of the Liberal Party than Tony Abbott?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Yes	45%	46%	50%	64%
No	26%	32%	25%	19%
Don't know	29%	22%	25%	17%

45% of respondents think Peter Costello (had he stayed in Parliament) would make a better leader of the Liberal Party than Tony Abbott. Preference for Peter Costello was strongest among Liberal/National voters – 50% Costello/25% Abbott. The highest level of support for Tony Abbott came from Labor voters (32%).

## **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 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 over 100,000 members. 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.

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.

