



Essential Report

Embargo: 16.30, 15th of September 2008



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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 8th to the 14th of September and attracted 1014 responses.

Aside from the standard question we ask each week on Federal voting preference, this week we ask the Australian public for their approval of the job Kevin Rudd is doing as Prime Minister, as well as a question related to Federalism in Australia, and the Liberal/National Coalition.

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 1831*

2 week average	%	2PP	2PP shift from last week
Liberal	30%		
National	3%		
Total Lib/Nat	33%	42%	+ 1%
Labor	45%	58%	- 1%
Greens	10%		
Family First	4%		
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.



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?

	%
Total approve	53%
Total disapprove	36%
Strongly approve	9%
Approve	44%
Disapprove	25%
Strongly disapprove	11%
Don't know	12%

Just over half of those surveyed approve of the job Kevin Rudd is doing as Prime Minister (53% total approve).

Then number of people that 'strongly approve' of the job Kevin Rudd is doing as Prime Minister has declined by 3 percentage points since we last asked this question at the beginning of September.



Liberal and National Coalition

Q. In Federal Parliament, the Liberals and Nationals work together as a coalition. Do you think the Liberal and National Parties should continue to work as a coalition, should they stand alone as two quite separate parties or should they merge into one party?

	%	Labor	Coalition	Greens
Stay as a coalition	32%	22%	59%	12%
Stand alone as separate parties	31%	46%	14%	45%
Merge into one party	17%	18%	17%	18%
Don't know	20%	14%	10%	25%
Total	100%	100%	100%	100%

There is a fairly even split amongst those that think the Liberal and National parties should continue to work as a Coalition (32%), and those that think that they should stand alone as two quite separate parties (31%). 17% think that the Liberal and National Parties should merge into one party, while 20% don't know.

Coalition voters are significantly more likely to think that the Liberal and National Parties should continue to work as a Coalition (59%), while Labor and Green voters are more inclined to think that the Liberal and National Parties should stand alone as separate parties (46% of Labor voters and 45% Green voters).



Australian Federalism

Q. Australia faces some major future challenges such as climate change, managing the economy, improving health and education outcomes. Which political arrangement do you think would deliver the best outcomes for Australians?

	%	Labor	Coalition	Greens
Having the same party in Government at both State and Federal level	41%	62%	28%	50%
Having a different party in Government at State level compared to the Federal Government	28%	17%	42%	24%
Don't know	31%	21%	30%	26%
Total	100%	100%	100%	100%

Most people think that the political arrangement that would deliver the best outcomes for Australians would be one in which the same party Governs at both a Federal and State level (41%).

Labor voters are significantly more likely to think this way (62%), while Coalition voters are more likely to think that having a different party in Government at State level compared to the party governing at a Federal level would deliver the best outcomes for Australians (42%).



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.

