



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 16th to the 21st of September and attracted 1012 responses.

Aside from the standard question we ask each week on Federal voting preference, this week we ask the Australian public questions related to the Liberal party leadership, in particular the replacement of Malcolm Turnbull as leader.

This week we posed a series of attributes to the Australian public that could be used to describe the new Liberal leader. For comparative purposes, we have used the results of two earlier reports where we posed the same attributes with regards to Rudd and Nelson.

This week we also ask the Australian public whether they think the Rudd Government is moving too slowly, too quickly or at about the right pace with regards to changes to industrial relations laws.

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 1812*

2 week average	%	2PP	2PP shift from last week
Liberal	32%		
National	3%		
Total Lib/Nat	35%	43%	+ 1%
Labor	44%	57%	- 1%
Greens	11%		
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.



Better Prime Minister – Rudd or Turnbull

Q. The Liberal Party have replaced Brendan Nelson with Malcolm Turnbull as their leader. Who do you think would make the better Prime Minister, Kevin Rudd or Malcolm Turnbull?

	%
Kevin Rudd	45%
Malcolm Turnbull	25%
Don't know	30%
Total	100%

Most people think Kevin Rudd would make a better Prime Minister than Malcolm Turnbull – 45% prefer Rudd compared with 25% that prefer Turnbull.

Liberal Party leadership

Q. Do you think replacing Brendan Nelson with Malcolm Turnbull as leader of the Liberal Party was the right decision or the wrong decision?

	%
Right decision	45%
Wrong decision	18%
Don't know	37%
Total	100%

Most people think that replacing Brendan Nelson with Malcolm Turnbull as leader of the Liberal Party was the right decision (45%). However, a significant amount (37%) is unsure as to whether it was the right or wrong decision for the Liberal Party.

Coalition voters were significantly more likely to think that replacing Nelson with Turnbull was the right decision (62%).



Attributes to describe Malcolm Turnbull

Q. Which of the following describe your opinion of the new Opposition Leader, Malcolm Turnbull?

	Turnbull This week	Nelson 21 July 08	Rudd 23 June 08
Intelligent	75%	62%	82%
Hard-working	63%	55%	82%
A capable leader	60%	32%	73%
Demanding	59%	41%	53%
Arrogant	56%	46%	25%
Out of touch with ordinary people	48%	55%	37%
Understands the problems facing Australia	47%	35%	64%
Visionary	44%	20%	60%
Superficial	43%	50%	32%
Good in a crisis	43%	23%	55%
Narrow-minded	36%	47%	25%
Down to earth	36%	31%	67%
Too inflexible	31%	36%	25%
Complacent	25%	35%	30%
More honest than most politicians	23%	23%	53%

People were most likely to describe Turnbull as intelligent (75%), hard-working (63%) and a capable leader (60%). Turnbull scores higher than Nelson on these three attributes, in particular his capability as leader, in which he is ahead of Nelson by 28 percentage points. Turnbull is also considered 24 percentage points more visionary than Nelson.

Turnbull is considered more demanding than both Nelson (Turnbull by 18%) and Rudd (Turnbull by 6%); and also more arrogant than Nelson (Turnbull by 10%) and Rudd (Turnbull by 31%).

Both Turnbull and Nelson rate poorly when it comes to 'more honest than most politicians' (equal 23%) - Rudd leads both Liberal politicians by 30 percentage points in the honesty stakes.

Rudd is considered significantly more down to earth than Turnbull (Rudd by 31%) and more understanding than Turnbull of the problems facing Australia (Rudd ahead by 17%).



Rudd Government and IR

Q. The Rudd Government has already passed some legislation to undo Workchoices and will be introducing more IR legislation next year. Many of the changes won't come into effect until 2010. Do you think the Rudd Government is moving too slowly, too quickly or at about the right pace in making changes to IR laws?

	%
Too quickly	9%
Too slowly	45%
About right	28%
Don't know	18%
Total	100%

Most people think the Rudd Government is moving too slowly in making changes to IR laws (45%).

44% of Labor voters think that the Rudd Government is moving at about the right pace in making changes to IR laws. Coalition voters are more likely to think the Rudd Government is moving too quickly (22%), while 70% of Green voters think the Rudd Government is moving too slowly in making changes to IR laws.

51% of respondents in the 35 – 49 age group think that the Rudd Government is moving too slowly in making changes to IR laws.



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.

