



Essential Report

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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 3rd to the 8th February and attracted 1115 responses.

Aside from the standard question we ask each week on Federal voting preference, this week we asked respondents to rate their approval of the performance of Kevin Rudd as Prime Minister and Malcolm Turnbull as Opposition Leader. We also asked the Australian public who they would prefer as Prime Minister – Kevin Rudd or Malcolm Turnbull.

The methodology used to carry out this research is available in appendix one (page 6).

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?

* 1925 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	31%		
National	3%		
Total Lib/Nat	34%	39%	-%
Labor	51%	61%	-%
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.



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?

	29/9	27/10	24/11	12/01	This week
Strongly approve	12%	16%	15%	14%	17%
Approve	46%	50%	50%	52%	50%
Disapprove	18%	14%	13%	16%	15%
Strongly disapprove	12%	8%	10%	6%	8%
Don't know	12%	12%	12%	11%	9%
Total approve	58%	66%	65%	66%	67%
Total disapprove	30%	22%	23%	22%	23%

Approval of the Opposition Leader

Q. Do you strongly approve, approve, disapprove or strongly disapprove of the job Malcolm Turnbull is doing as Opposition Leader?

	29/9	27/10	24/11	12/01	This week
Strongly approve	6%	4%	5%	4%	3%
Approve	30%	32%	33%	37%	29%
Disapprove	18%	21%	24%	21%	26%
Strongly disapprove	12%	11%	9%	9%	17%
Don't know	35%	32%	29%	29%	24%
Total approve	36%	36%	38%	41%	32%
Total disapprove	30%	32%	33%	30%	43%

Kevin Rudd's support amongst his own voters is high, while Malcolm Turnbull's support amongst his own voters is relatively low. 97% of Labor voters strongly approve/approve of Kevin Rudd while only 59% of Coalition voters strongly approve/approve of Malcolm Turnbull.



Preferred Prime Minister

Q. Who do you think would be the better Prime Minister, Kevin Rudd or Malcolm Turnbull?

	22/9	27/10	24/11	19/01	This week
Kevin Rudd	45%	60%	57%	56%	60%
Malcolm Turnbull	25%	19%	21%	20%	20%
No opinion	30%	22%	21%	23%	20%

Kevin Rudd leads Malcolm Turnbull by 40 percentage points as preferred Prime Minister.

58% of Coalition voters believe Turnbull would make a better Prime Minister than Rudd, 15% of Coalition voters prefer Rudd than Turnbull and 27% of these same voters have no opinion.



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.

