



## Essential Report

**Embargo: 16.30, 30<sup>th</sup> March 2009**



15 – 31 Pelham Street  
Carlton South  
Victoria 3053  
Phone 03 9929 9903  
Mobile 0432 828 003

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 17<sup>th</sup> to the 29<sup>th</sup> of March and attracted 1097 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 that both Kevin Rudd is doing as Prime Minister and Malcolm Turnbull is doing as leader. Given the recent death and injury of Australian soldiers in Afghanistan, this week we ask the Australian public whether they think Australian troops in Afghanistan should be increased, reduced or pulled out. Following the recent security issues at Sydney airport, this week we ask the Australian public whether they think there should be a greater and increased security presence at Australian airports.

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.



## 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?

\*2112 sample size

<b>2 week average</b>	<b>%</b>	<b>2PP</b>	<b>2PP shift from last week</b>
Liberal	29%		
National	2%		
<b>Total Lib/Nat</b>	<b>31%</b>	<b>37%</b>	<b>- 3%</b>
<b>Labor</b>	<b>53%</b>	<b>63%</b>	<b>+ 3%</b>
Greens	9%		
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 and Opposition Leader

*Q. Do you strongly approve, approve, disapprove or strongly disapprove of the job Kevin Rudd is doing as Prime Minister?*

	<b>29 Sep 08</b>	<b>27 Oct 08</b>	<b>24 Nov 08</b>	<b>12 Jan 09</b>	<b>9 Feb 09</b>	<b>30 Mar 09</b>
Strongly approve	12%	16%	15%	14%	17%	21%
Approve	46%	50%	50%	52%	50%	50%
Disapprove	18%	14%	13%	16%	15%	14%
Strongly disapprove	12%	8%	10%	6%	8%	7%
Don't know	12%	12%	12%	11%	9%	9%
<b>Total approve</b>	<b>58%</b>	<b>66%</b>	<b>65%</b>	<b>66%</b>	<b>67%</b>	<b>71%</b>
<b>Total disapprove</b>	<b>30%</b>	<b>22%</b>	<b>23%</b>	<b>22%</b>	<b>23%</b>	<b>21%</b>

The approval of the job Kevin Rudd is doing as Prime Minister has increased over the six months that we have ran this question. Approval of the job Kevin Rudd is doing as Prime Minister has increased by 13% since we asked this same question in September 2008.

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

	<b>29 Sept 08</b>	<b>27 Oct 08</b>	<b>24 Nov 08</b>	<b>12 Jan 09</b>	<b>9 Feb 09</b>	<b>30 Mar 09</b>
Strongly approve	6%	4%	5%	4%	3%	3%
Approve	30%	32%	33%	37%	29%	25%
Disapprove	18%	21%	24%	21%	26%	31%
Strongly disapprove	12%	11%	9%	9%	17%	17%
Don't know	35%	32%	29%	29%	24%	24%
<b>Total approve</b>	<b>36%</b>	<b>36%</b>	<b>38%</b>	<b>41%</b>	<b>32%</b>	<b>28%</b>
<b>Total disapprove</b>	<b>30%</b>	<b>32%</b>	<b>33%</b>	<b>30%</b>	<b>43%</b>	<b>48%</b>

The disapproval of the job Malcolm Turnbull is doing as Opposition Leader has increased steadily over the six months that we have asked this question. Disapproval of the job Malcolm Turnbull is doing as Opposition Leader has increased by 18% since we asked this same question in September 2008. Turnbull had his highest approval rating at the beginning of 2009 and this has dropped by 13% this month.

Two weeks before the change of Liberal leadership last year, Brendan Nelson had an approval rating of 24% total approve and 51% total disapprove.



## Australian troops in Afghanistan

Q. Thinking about the Australian troops in Afghanistan, do you think Australia should –

	%
Increase the number of troops in Afghanistan if asked by the US	14%
Keep the same number of troops in Afghanistan	24%
Withdraw our troops from Afghanistan	50%
Don't know	12%

Half (50%) of those surveyed think Australia should withdraw our troops from Afghanistan. 38% support Australian troops in Afghanistan – with 24% thinking that Australia should keep the same number of troops in Afghanistan and only 14% thinking Australia should increase the number of troops in Afghanistan if asked by the US.

54% of Labor voters and 69% of Green voters think Australia should withdraw our troops from Afghanistan. Coalition voters were more likely to think that Australia should keep the same number of troops in Afghanistan (34%).

Males were more likely to think that Australia should increase the number of troops in Afghanistan if asked by the US (20%), while females were more likely to think that Australia should withdraw our troops from Afghanistan (56%).

Respondents aged 50 years and over were significantly more likely than those in other age groups to think that Australia should increase the number of troops in Afghanistan if asked by the US (21%).



## Security at airports

*Q. It has been suggested that the recent incident at Sydney Airport where a bikie was killed shows that our airports are not sufficiently protected against potential terrorist attacks. Do you agree or disagree that there should be a greater armed security presence at our airports?*

	<b>%</b>
<b>Total agree</b>	<b>75%</b>
<b>Total disagree</b>	<b>21%</b>
Agree strongly	37%
Agree	38%
Disagree	17%
Disagree strongly	4%
Don't know	5%

There is overwhelming public support for a greater armed security presence at our airports following the recent incident at Sydney airport where a bikie was killed (75% strongly agree/agree).

There were no differences in terms of voter identification at level of support - both Labor and Coalition voters strongly agree/agree that there should be a greater armed presence at our airports following the recent incident at Sydney airport (78% Labor v 77% Coalition).

Respondents aged 50 years and over were more likely than those in other age groups to strongly agree/agree that there should be a greater armed security presence at our airports following the recent incident at Sydney airport (78%).



## **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 19<sup>th</sup> 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.

