



Essential Report

30 November 2009



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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 omnibus was conducted online from the 24th to the 29th of November 2009 and attracted 1113 responses.

Aside from the standard question we ask each week on Federal voting intention, this week's report looks at approval of party leaders, preferred leader of the Liberal Party and importance of national issues.

The methodology used to carry out this research is available in appendix one (page 9).

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?

*1979 sample size

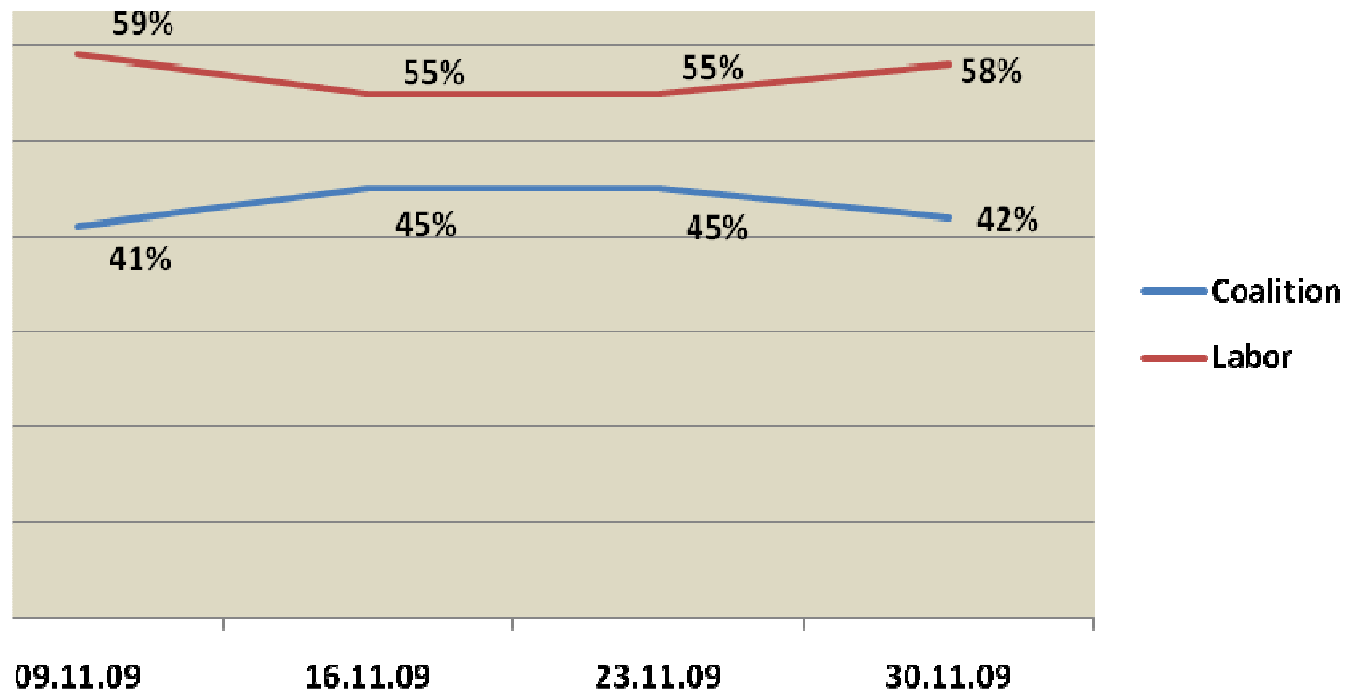
2 week average	%	2PP	2PP shift from last week
Liberal	31%		
National	4%		
Total Lib/Nat	35%	42%	-3%
Labor	47%	58%	+3%
Greens	8%		
Family First	3%		
Other/Independent	7%		

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 two week's data.



Federal politics – 2PP voting intention – 4 week trend



NB. The data in the above graph 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?

	12 Jan 09	9 Feb 09	30 Mar 09	18 May 09	29 Jun 09	10 Aug 09	28 Sept 09	9 Nov 09	30 Nov 09
Strongly approve	14%	17%	21%	14%	14%	13%	15%	14%	9%
Approve	52%	50%	50%	48%	48%	47%	51%	47%	47%
Disapprove	16%	15%	14%	18%	18%	17%	17%	19%	20%
Strongly disapprove	6%	8%	7%	11%	9%	10%	6%	13%	15%
Don't know	11%	9%	9%	9%	11%	12%	11%	8%	10%
Total approve	66%	67%	71%	62%	62%	60%	66%	61%	56%
Total disapprove	22%	23%	21%	29%	29%	27%	23%	32%	35%

56% of people surveyed approve of the job Kevin Rudd is doing as Prime Minister and 35% disapprove. Kevin Rudd's approval rating has decreased five percentage points since we last asked this question in November and his disapproval rating has increased three percentage points. Rudd's approval rating is the lowest and the disapproval rating is the highest recorded over the last year.

Approval followed party lines – Labor voters were more likely to approve of the job Kevin Rudd is doing as Prime Minister (91%) while Coalition voters were more likely to disapprove (74%). 21% of Coalition voters approve of the job Kevin Rudd is doing as Prime Minister.

The net rating (approve minus disapprove) is +21%.



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?

	12 Jan 09	9 Feb 09	30 Mar 09	18 May 09	29 Jun 09	10 Aug 09	28 Sept 09	9 Nov 09	30 Nov 09
Strongly approve	4%	3%	3%	2%	4%	2%	3%	3%	2%
Approve	37%	29%	25%	28%	20%	20%	24%	26%	23%
Disapprove	21%	26%	31%	28%	31%	30%	35%	30%	33%
Strongly disapprove	9%	17%	17%	21%	26%	28%	18%	20%	22%
Don't know	29%	24%	24%	21%	19%	20%	21%	20%	19%
Total approve	41%	32%	28%	30%	24%	22%	27%	29%	25%
Total disapprove	30%	43%	48%	49%	57%	58%	53%	50%	55%

25% of people surveyed approve of the job Malcolm Turnbull is doing as Opposition Leader and 55% disapprove. Turnbull's approval rating has decreased four percentage points since we last asked this question and his disapproval rating has seen five percent increase.

Approval followed party lines – Coalition voters were more likely to approve (41%), while Labor voters were more likely to disapprove (62%). However, just under half (46%) of Coalition voters disapprove of the job Turnbull is doing as Opposition Leader.

Malcolm Turnbull's net rating is -30%, compared to -21% earlier this month.



Preferred Liberal Party Leader

Q. Which of the following do you think would make the best leader of the Liberal Party?

	6 July 09 Total	17 Aug 09 Total	30 November 2009			
			Total	Labor	Coalition	Greens
Joe Hockey	17%	16%	22%	27%	28%	14%
Malcolm Turnbull	13%	12%	14%	15%	20%	14%
Tony Abbott	7%	7%	9%	8%	13%	3%
Julie Bishop	8%	6%	6%	7%	5%	9%
Andrew Robb	*	2%	2%	2%	2%	*
Someone else	20%	24%	19%	19%	14%	27%
Don't know	32%	33%	28%	22%	18%	33%

* Not asked. Brendan Nelson (3%) and Greg Hunt (1%) were included in the July poll.

22% of people think Joe Hockey would make the best leader of the Liberal Party, 14% prefer Malcolm Turnbull and 9% prefer Tony Abbott. Just under half (47%) do not think that any of those listed would be the best leader of the Liberal Party – 19% prefer someone else as leader and 28% don't know.

28% of Coalition voters think that Joe Hockey would make the best leader of the Liberal party, 20% of these same voters prefer Malcolm Turnbull and 13% prefer Tony Abbott. Labor voters were more likely to think that Joe Hockey would make the best leader (27%).



Importance of National Issues

Q. How important are the following issues for Australia?

	Total important	Very important	Somewhat important	Not very important	Not at all important	Don't know
Reaching a global agreement on climate change	74%	44%	30%	9%	13%	4%
Having a Bill of Rights	63%	29%	34%	18%	11%	8%
Gaining a seat on the UN Security Council	59%	20%	39%	20%	13%	8%
Having a treaty with indigenous Australians	56%	23%	33%	20%	19%	5%
Having a referendum on becoming a republic	41%	17%	24%	25%	29%	5%

Reaching a global agreement on climate change was considered very/somewhat important for Australia by 74% of people surveyed. 63% think that having a Bill of Rights is very/somewhat important and 59% think Australia gaining a seat on the UN Security Council is very/somewhat important.

Green (94%) and Labor (87%) voters were more likely to think that reaching a global agreement on climate change is very/somewhat important for Australia. Just over half (55%) of Coalition voters think that this is very/somewhat important for Australia.



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 Tuesday night of each week and closed on the following Sunday. 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.

