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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 18th to 23rd May and obtained 1,044 respondents.

Aside from the standard question on voting intention, this week's report looks at changes in opinion of the Federal leaders and parties, trust in the Federal leaders and support for the resources super profits tax.

The methodology used to carry out this research is available in appendix one (page 10).

Please note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.



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?

1,911 sample size

First preference/leaning to	6 months ago	4 weeks ago	Last week	This week
Liberal	36%	36%	41%	39%
National	3%	3%	2%	2%
Total Lib/Nat	39%	39%	43%	41%
Labor	45%	42%	38%	40%
Greens	7%	9%	10%	10%
Family First	3%	3%	2%	2%
Other/Independent	6%	7%	7%	7%

2PP	6 months ago	4 weeks ago	Last week	This week
Total Lib/Nat	45%	46%	50%	48%
Labor	55%	54%	50%	52%

NB. The data in the above tables comprise 2-week averages derived the first preference/leaning to voting questions. Respondents who select 'don't know' are not included in the results.

* Sample is the aggregation of two weeks' polling data.



Opinion of Kevin Rudd and the Labor Party

Q. Would you say that your view of Kevin Rudd and the Labor Government has become more or less favourable in recent weeks?

Total more favourable	11%
Total less favourable	58%
Much more favourable	3%
A little more favourable	8%
A little less favourable	25%
Much less favourable	33%
No change	26%
Don't know	3%

58% of respondents said their view of Kevin Rudd and the Labor Government had become less favourable over recent weeks and 11% said they had become more favourable.

22% of Labor voters said they had become more favourable and 31% less favourable. Coalition voters split 4% more favourable/81% less favourable and Greens voters 23% more favourable/58% less favourable.

47% of those aged under 35 were less favourable compared to 66% of those aged 45+.

If a little less or much less favourable –

Q. And which of the following would you say has been the main reason for your view of Kevin Rudd and the Labor Government becoming less favourable in recent weeks?

Not honouring their election commitments	24%
Too much spending	15%
Too soft on asylum seekers	15%
Problems with insulation and school building programs	13%
The 40% tax on mining companies	12%
Postponing introduction of ETS to address climate change	7%
Too tough on asylum seekers	4%
Some other reason	7%
No particular reason	6%

Sample size = 642

Of those who had a less favourable view of Kevin Rudd and the Labor Government, 24% said their main reason was not honouring their election commitments, 15% too much spending and 15% thought the Government was too soft on asylum seekers.

Among Labor voters the main reasons were not honouring election commitments (30%) and problems with the insulation and school building programs (14%).

For Coalition voters the main reasons were not honouring election commitments (27%), the 40% tax on mining companies (18%) and too much spending (17%).

For Greens voters the main reasons were postponing the introduction of the ETS (34%) and problems with the insulation and school building programs (16%).

Opinion of Tony Abbott and the Liberal Party

Q. *Would you say that your view of Tony Abbott and the Liberal Party has become more or less favourable in recent weeks?*

Total more favourable	26%
Total less favourable	34%
Much more favourable	7%
A little more favourable	19%
A little less favourable	13%
Much less favourable	21%
No change	36%
Don't know	4%

34% of respondents said their view of Tony Abbott and the Liberal Party had become less favourable over recent weeks and 26% said they had become more favourable.

55% of Coalition voters said they had become more favourable and 13% less favourable. Labor voters split 8% more favourable/52% less favourable and Greens voters 15% more favourable/61% less favourable.

31% of men had become more favourable compared to 22% of women.

Those on higher incomes had the most favourable view – respondents with incomes over \$1,600 pw were 34% more favourable/32% less favourable.

If a little more or much more favourable –

Q. And which of the following would you say has been the main reason for your view of Tony Abbott and the Liberal Party becoming more favourable in recent weeks?

Tony Abbott is more in touch with ordinary Australians	21%
They would cut Government spending	20%
They oppose the 40% tax on mining companies	15%
They would be tough on asylum seekers	12%
Liberal Party is more united under Tony Abbott	11%
They oppose introduction of ETS to address climate change	9%
Some other reason	4%
No particular reason	8%

Sample size = 269

The main reasons for having a more favourable view of Tony Abbott and the Liberal Party were that Tony Abbott is more in touch with ordinary Australians (21%) and the Liberals would cut Government spending (20%). Opposing the 40% tax on mining companies rated third with 15%.

For Coalition voters the main reasons were that Tony Abbott is more in touch with ordinary Australians (24%) and the Liberals would cut Government spending (24%).

27% of those on higher incomes (over \$1,000 pw) said Tony Abbott is more in touch with ordinary Australians compared to 12% of those on lower incomes (under \$1,000 pw).

Q. Do you think the Opposition leader Tony Abbott is more or less trustworthy than the average Australian political leader?

Q. And do you think the Prime Minister Kevin Rudd is more or less trustworthy than the average Australian political leader?

	Tony Abbott	Kevin Rudd
Total more trustworthy	20%	19%
Total less trustworthy	32%	34%
A lot more trustworthy	8%	4%
A little more trustworthy	12%	15%
About the same	40%	41%
A little less trustworthy	10%	13%
A lot less trustworthy	22%	21%
Don't know	9%	5%

Perceptions of trustworthiness were similar for the two leaders - both net negative.

20% believe Tony Abbott to be more trustworthy than the average compared to 32% less trustworthy. For Kevin Rudd the results were 19% more trustworthy and 34% less trustworthy.

47% of Coalition voters think Tony Abbott is more trustworthy and 56% of Labor voters think he is less trustworthy. For Kevin Rudd 40% of Labor voters think he is more trustworthy and 69% of Coalition voters think he is less trustworthy.

Greens voters tend to think Tony Abbott is less trustworthy (55%) and are split on Kevin Rudd (24% more/25% less).



Q. The Government has proposed a resources super profits tax- which is a 40% tax on the large profits of mining companies - in order to fund a reduction in company tax, assistance for small business and an increase in superannuation. Do you support or oppose this tax?

Total support	43%
Total oppose	36%
Strongly support	12%
Support	31%
Oppose	22%
Strongly oppose	14%
Don't know	20%

43% support and 36% oppose the resources super profits tax- which was described as a 40% tax on the large profits of mining companies - in order to fund a reduction in company tax, assistance for small business and an increase in superannuation.

Labor voters support the tax 66%/15% and Coalition voters oppose the tax 66%/23%. 66% of Greens voters support the tax and 19% oppose.

48% of higher income earners (\$1,600+ pw) support the tax and 36% oppose.

A different question about the RSPT was asked 2 weeks ago. It showed that 52% approved of “higher taxes on the profits of large mining companies” and 34% disapproved.



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 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 over 100,000 members. 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.

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.

