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Executive Summary

This report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The survey was conducted online from 22nd to 26th June 2011 and is based on 1,007 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders.

The methodology used to carry out this research is available in appendix on page 9.

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

Federal politics – voting intention

Q. If a Federal Election was held today to which party will you probably give your first preference vote? If not sure, which party are you currently leaning toward?

Q. If don't know -Well which party are you currently leaning to?

sample size = 1,874

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		44%	44%	45%	45%
National		3%	3%	3%	3%
Total Lib/Nat	43.6	47%	46%	47%	48%
Labor	38.0	34%	34%	32%	32%
Greens	11.8	12%	12%	12%	11%
Other/Independent	6.6	8%	8%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	54%	54%	55%	55%
Labor	50.1%	46%	46%	45%	45%

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. The two-party preferred estimate is calculated by distributing the votes of the other parties according to their preferences at the 2010 election.



Vote if Kevin Rudd Labor Leader

Q. If Kevin Rudd was the leader of the Labor Party (and Tony Abbott was leader of the Liberal Party), to which party will you probably give your first preference vote if a Federal Election was held today? If not sure, which party would you lean toward?

First preference	Total	Gave vote
Liberal	36%	39%
National	3%	3%
Total Lib/Nat	39%	42%
Labor	41%	45%
Greens	7%	8%
Other/Independent	5%	6%
Don't know	8%	

If Kevin Rudd was leader of the Labor Party (and Tony Abbott was leader of the Liberal Party) 45% said they would give their first preference vote to Labor (up 13%) and 42% to the Liberal or National Parties (down 6%). The Greens vote drops 3% to 8%.

In two party preferred terms, this equates to 53% Labor/47% Liberal/National - a swing of 8% to Labor.

Most of the increased Labor vote comes from Liberal/National voters - 12% of Liberal/National voters said they would vote Labor if Kevin Rudd was leader.

Groups with the largest shifts to Labor were women, aged under 35, NSW and lower incomes.



Vote if Malcolm Turnbull Liberal Leader

Q. If Malcolm Turnbull was the leader of the Liberal Party (and Julia Gillard was leader of the Labor Party), to which party will you probably give your first preference vote if a Federal Election was held today? If not sure, which party would you lean toward?

First preference	Total	Gave vote
Liberal	44%	49%
National	4%	4%
Total Lib/Nat	48%	53%
Labor	28%	31%
Greens	7%	8%
Other/Independent	7%	8%
Don't know	10%	

If Malcolm Turnbull was leader of the Liberal Party (and Julia Gillard was leader of the Labor Party) 31% said they would give their first preference vote to Labor (down 1%) and 53% to the Liberal or National Parties (up 5%). The Greens vote drops 3% to 8%.

In two party preferred terms, this equates to 41% Labor/59% Liberal/National - a swing of 4% to Liberal/National.

Most of the increased Liberal/National vote comes from Labor voters - 13% of Labor voters said they would vote Liberal if Malcolm Turnbull was leader.

The group with the largest shift to Liberal/National was people on higher incomes.



Attributes to describe the Prime Minister

Q. Which of the following describe your opinion of the Prime Minister, Julia Gillard?

	5 Jul 10	4 Oct 10	7 Feb 11	27 Jun 11	Difference
Intelligent	87%	81%	75%	73%	-2%
Hard-working	89%	82%	76%	75%	-1%
A capable leader	72%	59%	52%	42%	-10%
Arrogant	37%	39%	44%	48%	+4%
Out of touch with ordinary people	35%	44%	50%	60%	+10%
Understands the problems facing Australia	68%	55%	52%	44%	-8%
Visionary	48%	38%	30%	26%	-4%
Superficial			51%	52%	+1%
Good in a crisis	61%	46%	46%	41%	-5%
Narrow-minded	28%	35%	43%	46%	+3%
More honest than most politicians	45%	37%	37%	29%	-8%
Trustworthy	49%	42%	40%	30%	-10%

Julia Gillard's key attributes were hard-working (75%), intelligent (73%) and out of touch with ordinary people (60%).

Major changes since this question was asked in February were an increase of 10% for out of touch (to 60%) and decreases for a capable leader (down 10% to 42%) and trustworthy (down 10% to 30%).

Attributes to describe the Opposition Leader

Q. Which of the following describe your opinion of the Opposition Leader, Tony Abbott?

	5 Jul 10	4 Oct 10	7 Feb 11	27 Jun 11	Change
Intelligent	70%	71%	64%	61%	-3%
Hard-working	76%	78%	72%	75%	+3%
A capable leader	47%	52%	48%	45%	-3%
Arrogant	59%	60%	58%	60%	+2%
Out of touch with ordinary people	57%	53%	54%	57%	+3%
Understands the problems facing Australia	50%	53%	50%	48%	-2%
Visionary	32%	31%	27%	27%	-
Superficial			45%	49%	+4%
Good in a crisis	40%	42%	41%	40%	-1%
Narrow-minded	56%	53%	51%	54%	+3%
More honest than most politicians	33%	32%	31%	32%	+1%
Trustworthy	33%	35%	34%	32%	-2%

Tony Abbott's key attributes were hard-working (75%), intelligent (61%) and arrogant (60%).

There have only been minor changes since this question was asked in February.

Comparison of Leader Attributes

	Julia Gillard	Tony Abbott	<i>Difference</i>
Intelligent	73%	61%	+12%
Hard-working	75%	75%	-
A capable leader	42%	45%	-3%
Arrogant	48%	60%	-12%
Out of touch with ordinary people	60%	57%	+3%
Understands the problems facing Australia	44%	48%	-4%
Visionary	26%	27%	-1%
Superficial	52%	49%	+3%
Good in a crisis	41%	40%	+1%
Narrow-minded	46%	54%	-8%
More honest than most politicians	29%	32%	-3%
Trustworthy	30%	32%	-2%

Julia Gillard rates substantially higher than Tony Abbott as intelligent (+12%) and lower on the negative attributes of arrogant (-12%) and narrow-minded (-8%). There were only minor differences on the other attributes.

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.

