



**11 July 2011**



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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 survey was conducted online from 6<sup>th</sup> to 10<sup>th</sup> July 2011 and is based on 1,039 respondents.

Aside from the standard question on voting intention, this week's report includes questions on political leadership, carbon pricing, voting and foreign aid.

The methodology used to carry out this research is available in appendix on page 12.

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 = 1,899

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		44%	45%	46%	47%
National		3%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6</b>	<b>46%</b>	<b>48%</b>	<b>49%</b>	<b>50%</b>
<b>Labor</b>	<b>38.0</b>	<b>34%</b>	<b>32%</b>	<b>32%</b>	<b>30%</b>
Greens	11.8	12%	11%	11%	11%
Other/Independent	6.6	8%	9%	9%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	<b>49.9%</b>	<b>54%</b>	<b>55%</b>	<b>56%</b>	<b>57%</b>
Labor	<b>50.1%</b>	<b>46%</b>	<b>45%</b>	<b>44%</b>	<b>43%</b>

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.



## Approval of Julia Gillard

Q. Do you approve or disapprove of the job Julia Gillard is doing as Prime Minister?

	Kevin Rudd	Julia Gillard									
	31 May 2010	19 Jul	20 Sep	20 Dec	17 Jan 2011	14 Feb	14 Mar	11 Apr	9 May	14 June	11 July
<b>Total approve</b>	<b>41%</b>	<b>52%</b>	<b>45%</b>	<b>43%</b>	<b>51%</b>	<b>48%</b>	<b>41%</b>	<b>37%</b>	<b>41%</b>	<b>34%</b>	<b>29%</b>
<b>Total disapprove</b>	<b>47%</b>	<b>30%</b>	<b>37%</b>	<b>40%</b>	<b>36%</b>	<b>41%</b>	<b>46%</b>	<b>50%</b>	<b>48%</b>	<b>54%</b>	<b>62%</b>
Strongly approve	7%	11%	12%	10%	8%	9%	7%	7%	7%	6%	5%
Approve	34%	41%	33%	33%	43%	39%	34%	30%	34%	28%	24%
Disapprove	25%	17%	21%	24%	24%	25%	22%	25%	26%	29%	30%
Strongly disapprove	22%	13%	16%	16%	12%	16%	24%	25%	22%	25%	32%
Don't know	12%	18%	19%	17%	14%	11%	13%	13%	11%	13%	9%

29% (down 5%) approve of the job Julia Gillard is doing as Prime Minister and 62% (up 8%) disapprove – a change in net rating from -20 to -33 over the last 4 weeks.

72% of Labor voters approve (down 4%) and 20% disapprove (up 6%).

By gender – men 31% approve/63% disapprove, women 28% approve/61% disapprove.

## **Approval of Tony Abbott**

*Q. Do you approve or disapprove of the job Tony Abbott is doing as Opposition Leader?*

	<b>18 Jan 2010</b>	<b>29 Mar</b>	<b>5 Jul</b>	<b>20 Sep</b>	<b>20 Dec</b>	<b>17 Jan 2011</b>	<b>14 Feb</b>	<b>14 Mar</b>	<b>11 Apr</b>	<b>9 May</b>	<b>14 June</b>	<b>11 July</b>
<b>Total approve</b>	<b>37%</b>	<b>33%</b>	<b>37%</b>	<b>43%</b>	<b>39%</b>	<b>42%</b>	<b>38%</b>	<b>38%</b>	<b>36%</b>	<b>42%</b>	<b>38%</b>	<b>39%</b>
<b>Total disapprove</b>	<b>37%</b>	<b>50%</b>	<b>47%</b>	<b>37%</b>	<b>39%</b>	<b>37%</b>	<b>46%</b>	<b>47%</b>	<b>48%</b>	<b>44%</b>	<b>48%</b>	<b>49%</b>
Strongly approve	5%	8%	8%	12%	9%	7%	8%	7%	7%	8%	6%	6%
Approve	32%	25%	29%	31%	30%	35%	30%	31%	29%	34%	32%	33%
Disapprove	20%	28%	23%	21%	21%	22%	24%	24%	25%	25%	25%	24%
Strongly disapprove	17%	22%	24%	16%	18%	15%	22%	23%	23%	19%	23%	25%
Don't know	26%	16%	16%	19%	22%	20%	16%	16%	17%	14%	15%	11%

39% (up 1%) approve of the job Tony Abbott is doing as Opposition Leader and 49% (up 1%) disapprove – no change in net rating (-10%) over the last 4 weeks.

73% of Coalition voters approve and 19% disapprove.

By gender – men 44% approve/48% disapprove, women 35% approve/51% disapprove.

## Better Prime Minister

*Q. Who do you think would make the better Prime Minister out of Julia Gillard and Tony Abbott?*

	<b>5 Jul 2010</b>	<b>17 Jan 2011</b>	<b>14 Feb</b>	<b>14 Mar</b>	<b>11 Apr</b>	<b>9 May</b>	<b>14 June</b>	<b>11 July</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Kevin Rudd v Tony Abbott 21 Jun 10</b>
Julia Gillard	53%	47%	48%	44%	42%	43%	41%	37%	85%	6%	68%	47%
Tony Abbott	26%	32%	31%	33%	33%	35%	36%	39%	5%	75%	9%	30%
Don't know	21%	21%	20%	23%	24%	22%	24%	24%	10%	19%	24%	23%

37% believe Julia Gillard would make the better Prime Minister and 39% prefer Tony Abbott – the first time that Tony Abbott has been preferred over Julia Gillard - a net decrease for Julia Gillard of 7% on last month's figures (from +5% to -2%).

Men prefer Tony Abbott 42%/36% and women favour Julia Gillard 38%/36%.

## Support for Carbon Pricing

*Q. Do you support or oppose the Government's proposal to introduce a carbon pricing scheme from 1 July 2012, which will require industries to pay a tax based on the amount of carbon pollution they emit?*

	7 March	14 March	28 March	18 April	23 May	30 May	14 June	11 July	Vote Labor	Vote Lib/Nat	Vote Greens
<b>Total support</b>	<b>35%</b>	<b>38%</b>	<b>34%</b>	<b>39%</b>	<b>41%</b>	<b>38%</b>	<b>38%</b>	<b>35%</b>	<b>65%</b>	<b>15%</b>	<b>73%</b>
<b>Total oppose</b>	<b>48%</b>	<b>49%</b>	<b>51%</b>	<b>49%</b>	<b>44%</b>	<b>48%</b>	<b>49%</b>	<b>53%</b>	<b>20%</b>	<b>79%</b>	<b>21%</b>
Strongly support	9%	12%	12%	13%	14%	14%	13%	11%	23%	3%	35%
Support	26%	26%	22%	26%	27%	24%	25%	24%	42%	12%	38%
Oppose	19%	17%	19%	15%	15%	19%	19%	19%	15%	23%	16%
Strongly oppose	29%	32%	32%	34%	29%	29%	30%	34%	5%	56%	5%
Don't know	18%	13%	15%	12%	15%	15%	13%	12%	16%	7%	7%

35% (down 3%) support the Government's proposed carbon pricing scheme and 53% (up 4%) oppose. It is supported by 65% of Labor voters and 73% of Greens voters but opposed by 79% of coalition voters.

By age, those aged under 35 split 40% support/43% oppose, and those aged 55+ split 33% support/59% oppose.

- *note that these result reflect opinions prior to the announcement of the details of carbon pricing.*

## Voluntary Voting

*Q. If voting at elections was voluntary (i.e. not compulsory) - how likely would you be to vote in the next Federal election?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
<b>Total definitely/probably vote</b>	<b>82%</b>	<b>85%</b>	<b>89%</b>	<b>78%</b>
<b>Total definitely/probably not vote</b>	<b>14%</b>	<b>12%</b>	<b>9%</b>	<b>19%</b>
Would definitely vote	59%	62%	65%	61%
Would probably vote	23%	23%	24%	17%
Probably wouldn't vote	10%	8%	7%	18%
Definitely wouldn't vote	4%	4%	2%	1%
Don't know	4%	3%	1%	3%

82% said they would definitely or probably vote if voting was voluntary. 14% said they definitely or probably would not vote.

Coalition and Labor voters were more likely to vote and Greens voters somewhat less likely.

By age, 73% of those aged under 35 said they would vote compared to 82% of those aged 35-54 and 91% of those aged 55+.

The estimated vote excluding those who would probably or definitely not vote produces a first preference vote of 52% Liberal/National, 30% Labor, 11% Greens and 7% other. The two-party preferred estimate is 58% Liberal/National and 42% Labor (compared to the current estimate of 57%/43%) - suggesting that voluntary voting would only very slightly advantage the Coalition.



## Preferred Voting System

Q. Which of the following voting systems would you prefer when voting for the Federal House of Representatives.

- A preferential voting system where voters rank all candidates in order of preference.
- An optional preferential system where voters can rank one, some, or all candidates in order of preference.
- A "first past the post" system, where voters only vote for one candidate and the candidate with the most votes wins.

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Preferential	22%	31%	18%	30%
Optional preferential	26%	26%	24%	33%
First past the post	44%	40%	53%	31%
Don't know	7%	4%	4%	6%

Of the three voting options given, 44% favoured "first past the post", 26% optional preferential and 22% the current preferential system.

Optional preferential was most preferred by those aged under 35 (35%) while older groups strongly favoured first past the post (50% of aged 35-54 and 54% of aged 55+).

## Foreign Aid Budget

*Q. As far as you know, about how much of the Federal budget is spent on foreign aid?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Less than 1%	7%	8%	6%	15%
About 1%	8%	10%	8%	14%
About 2%	17%	23%	17%	12%
About 5%	11%	8%	15%	10%
More than 5%	16%	16%	15%	7%
Don't know	41%	35%	38%	42%

27% think Australia spends 5% or more of the Federal Budget on foreign aid - 15% think it is 1% or less. The majority of respondents who gave an answer over-estimated how much Australia spends on foreign aid - the actual figure for the 2011-12 budget was 1.3%.

## Foreign Aid Spending

Q. And do you think Australia spends too much or too little on foreign aid?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Spend 1% or less	Spend about 2%	Spend 5% or more	Don't know spend
Spends too much	42%	34%	52%	25%	25%	28%	66%	40%
Spends too little	16%	20%	11%	37%	36%	25%	7%	9%
Spends about the right amount	21%	27%	21%	21%	30%	39%	19%	13%
Don't know	21%	20%	15%	16%	9%	8%	8%	39%

42% think Australia spends too much on foreign aid, 21% about the right amount and 16% too little. Opinions are strongly related to perceptions of how much is spent. Those who think Australia spends a higher % of the budget are much more likely to think the spend is too much.

## **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.

