



23rd June 2008



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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 17th to the 22nd of June and attracted 1014 responses.

Aside from the standard questions we ask each week on voting behaviour and approval rating of the Prime Minister, this week's report considers public opinion regarding Government action on climate change. The report this week also considers the public's view on upcoming changes in the Senate and public opinion regarding the recent behaviour of a female Federal politician.

A demographic breakdown of respondents is contained in appendix one (page 9). The methodology used to carry out this research is available in appendix two (page 11).

Please note not all tables total 100% due to rounding.



Summary of Results

Federal politics – voting behaviour

Sample of 1710*

2 week average		2PP	2PP shift from last week
Liberal	32%		
National	2%		
Total Lib/Nat	34%	41%	+ 1%
Labor	49%	59%	- 1%
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 the past two weeks' data.



Opinion of the Prime Minister

Q. Do you have a very favourable, somewhat favourable, somewhat unfavourable, very unfavourable opinion of the Prime Minister, Kevin Rudd?

	%
Very favourable	20%
Somewhat favourable	41%
Somewhat unfavourable	17%
Very unfavourable	14%
Don't know	9%
Total	100%

Most respondents have a positive opinion of the Prime Minister, Kevin Rudd with 61% rating him as very favourable/somewhat favourable.



Opinion of the Prime Minister

Q. Which of the following describe your opinion of Prime Minister Kevin Rudd?

	Yes
Hard-working	82%
Intelligent	82%
A capable leader	73%
Down to earth	67%
Understands the problems facing Australia	64%
Visionary	60%
Good in a crisis	55%
Demanding	53%
More honest than most politicians	53%
Out of touch with ordinary people	37%
Superficial	32%
Complacent	30%
Arrogant	25%
Too inflexible	25%
Narrow-minded	25%

Our polling shows that the Australian public describes the Prime Minister Kevin Rudd as a hard working, intelligent and down to earth; that he is capable of leading the country and that he understands the problems facing Australia.



Government action on climate change

Q, In terms of addressing climate change issues, do you think the Rudd Government is doing too much, doing too little or doing enough to tackle the climate change problem?

	%	Vote Labor	Vote Liberal/National
Doing too much	4%	3%	7%
Doing too little	56%	39%	67%
Doing enough	40%	58%	26%
Total	100%	100%	100%

Most of those polled believe the Rudd Government is doing too little when it comes to tackling the problem of climate change (56%). However, a significant amount (40%) believes the Rudd Government is doing enough.

The results follow party lines; with 67% of Coalition voters believing the Rudd Government are doing too little to tackle climate change and 58% of Labor voters believing the Rudd Government is doing enough. However there is an emerging trend that suggests Labor voters also want to see a bit more action from the Rudd Government on the issue of climate change, with 39% believing the Rudd Government is doing too little.



The Senate

Q. On the 1 of July this year The Coalition will no longer have a majority in the Senate. Instead minor parties and independents will hold the balance of power. Do you personally believe that this is good for Australia, bad for Australia or will make no difference?

	%
Good for Australia	45%
Bad for Australia	22%
Makes no difference	32%
Total	99%

Our polling indicates that most people believe that minor parties and independents holding the balance of power in the Senate is good for Australia (45%). 63% of Labor voters and 70% of Green voters believe a Senate with minor parties and independents holding the balance of power is good for Australia, while 48% of Coalition voters believe it is bad for Australia.



Iguana-gate

Q. There has been a recent controversy involving the behaviour of a Federal female politician in a restaurant/nightclub. Have you heard of this incident?

	%
Yes	77%
No	23%
Total	100%

Q. *If yes* – which political party does this politician belong to?

	%
Labor	73%
Liberal	6%
Other party	*
Don't know	20%
Total	99%

Q. Has her behaviour made you more or less likely to vote for the Rudd Labor Government or does it make no difference?

	%	Vote Labor	Vote Liberal/National
More likely to vote Labor	2%	5%	*
Less likely to vote Labor	18%	6%	38%
Makes no difference	80%	90%	62%
Don't know	100%	100%	100%

Our polling suggests that while most people have heard of the recent controversy involving the behaviour of a Federal female politician in a restaurant/nightclub (77%), and are aware of what party she belongs to (73% correctly answered Labor), 80% have indicated that the behaviour of the politician in question has made no difference to their voting behaviour.



Demographic Breakdown

Sample 1014	% of Sample
Male	50%
Female	50%
18 – 19	1%
20 – 24	8%
25 – 29	11%
30 – 34	13%
35 – 39	12%
40 – 49	22%
50 – 65	32%
Queensland	20%
New South Wales	33%
Victoria	25%
South Australia	8%
Western Australia	10%
Tasmania	2%
Northern Territory	*
Australian Capital Territory	1%
Employed – full time	42%
Self employed – full time	6%
Employed – part time	18%
Unemployed – looking for full time work	1%
Unemployed – looking for part time work	2%
Not employed and not looking for work	1%
Student	7%



Beneficiary/welfare	4%
Retired	8%
Look after the house full time	9%
Other	3%
Refused to answer	*
Annual Income (Household)	
\$104K or more	16%
\$83 200 – \$103 999	12%
\$67 600 - \$83 199	16%
\$52 000 - \$67 599	15%
\$41 600 - \$51 999	11%
\$31 200 - \$41 599	9%
\$20 800 - \$31 199	9%
\$13 000 - \$20 799	5%
\$7800 - \$12 999	4%
\$1 - \$7799	1%
No income/negative income	3%



Appendix Two – 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 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.

