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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 16<sup>th</sup> to the 21<sup>st</sup> of March and attracted 1005 responses.

Aside from the standard question on voting intention, this week we ask people to indicate the strength of their voting choice. We present the public with a series of issues and ask people to rate which party is best at handling them. We also ask a series of questions related to preferred Prime Minister – stacking the leaders and deputy leaders of Labor and Liberal against each other. This week we gauge whether people feel like their support for Rudd and the Labor Party has increased, decreased or stayed the same since the election of the Labor Government in 2007.

The methodology used to carry out this research is available in appendix one (page 11).

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?*

\*1829 sample size

<b>2 week average</b>	<b>%</b>	<b>2PP</b>	<b>2PP shift from last week</b>
Liberal	35%		
National	3%		
<b>Total Lib/Nat</b>	<b>38%</b>	<b>44%</b>	-
<b>Labor</b>	<b>45%</b>	<b>56%</b>	-
Greens	9%		
Family First	2%		
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 polling data.



### Firmness of voting intention

*Q. Would you describe your vote very firm, fairly firm but might consider another party as campaign develops or not at all firm and might very well consider another party as the campaign develops.*

	Total %	Federal Vote		
		Labor	Coalition	Greens
Very firm	44%	43%	58%	26%
Fairly firm	40%	47%	34%	50%
Not at all firm	14%	9%	7%	18%
Don't know	2%	1%	1%	6%

Coalition voters were more likely than Labor voters to indicate their voting choice as very firm (58% v 43%). 47% of Labor voters and 50% of Greens voters indicated that their voting choice as fairly firm.

People aged 65 years and over were more likely to indicate their voting choice as very firm (60%) while those aged 25 – 34 were more likely to indicate their voting choice as fairly firm (47%).



### Party best at looking after Australia's interests

Q. Which party - Labor or Liberal - would be best at the following –

	<b>Labor</b>	<b>Liberal</b>	<b>No difference</b>	<b>Don't know</b>
Being on the side of Australian working people when it comes to issues affecting them at the workplace	48%	18%	24%	10%
Handling the economy in a way that best protects ordinary working people in Australia	39%	30%	20%	11%
Creating jobs for Australian workers	36%	27%	26%	11%
Representing you and people like you	35%	30%	24%	11%
Handling the economy	30%	37%	23%	10%
Controlling inflation	24%	35%	31%	11%
Keeping interest rates low	23%	29%	35%	13%
Dealing with the budget and keeping government spending down in general	22%	42%	26%	10%

Just under half (48%) of those surveyed think that Labor is the best party at being on the side of Australian working people when it comes to issues affecting them at the workplace, 39% think Labor is best at handling the economy in a way that protects ordinary working people in Australia.

The Liberal Party score highest in terms of dealing with the budget and keeping government spending down in general (42%), and handling the economy (37%).

In terms of party best at being on the side of Australian working people when it comes to issues affecting them at the workplace, under half (46%) of Coalition voters surveyed think the Liberal Party is best at handling this, 33% of these voters think there is no difference and 16% of Coalition voters think Labor is best at being on the side of Australian working people when it comes to workplace issues.



## **Better Prime Minister – Rudd or Abbott**

*Q. Regardless of your likely party choice for the next election, which of the leaders – Kevin Rudd or Tony Abbott – do you think overall would be the best Prime Minister?*

	<b>21 Dec 09</b>	<b>22 March 10</b>
Kevin Rudd	51%	50%
Tony Abbott	25%	30%
Don't know	24%	19%

When it comes to a choice between Rudd and Abbott as better Prime Minister, 50% selected Rudd and 30% selected Abbott. The results for Rudd shifted slightly (-1%) since we last asked this question in December 2009. However, there has been a five percent increase in the number of people that prefer Abbott and a decrease in the number of people that don't know (-5%).

Results followed party lines – 92% of Labor voters chose Rudd and 74% of Coalition voters chose Abbott.

64% of Green voters selected Rudd and 11% of Green voters selected Abbott.

People aged 65 years and over were more likely to think Abbott would make a better Prime Minister (42%) while 18 – 24 year olds were more likely to indicate they don't know who would make a better Prime Minister out of Rudd and Abbott (28%).



## **Better Prime Minister – Abbott or Gillard**

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

	%
Tony Abbott	37%
Julia Gillard	47%
Don't know	17%

Just under half (47%) of those surveyed think that Gillard would make a better Prime Minister, 37% selected Abbott and 17% don't know.

Results followed party lines – 78% of Labor voters selected Gillard and 79% of Coalition voters selected Abbott.

61% of Green voters think that Gillard would make a better Prime Minister than Abbott.

Males were more likely than females to select Abbott (40% v 34%). 46% of males and 47% of females selected Gillard.

People aged 65 years and over were more likely to think Abbott would make a better Prime Minister (47%) while people aged 18 – 24 were more likely to indicate they don't know (31%).



### **Better Prime Minister – Rudd or Hockey**

*Q. And who do you think would be the best Prime Minister out of Kevin Rudd and Joe Hockey?*

	%
Kevin Rudd	53%
Joe Hockey	27%
Don't know	20%

In a choice between Rudd and Hockey as Prime Minister – over half (53%) think Rudd would make a better Prime Minister, 27% prefer Hockey and 20% don't know.

Results followed party lines – 88% of Labor voters prefer Rudd and 56% of Coalition voters prefer Hockey.

Hockey performs better than Rudd amongst those that don't know which party they will vote for in the next Federal election (50%).

People aged 65 years and over were more likely to prefer Hockey (42%) while 18 – 24 year olds were more likely to indicate they don't know (31%).



## Federal takeover of hospitals and health services

*Q. Do you support or oppose the Federal Government's plan to take over the responsibility for funding hospitals and health services from the State Governments?*

	%
<b>Total support</b>	<b>58%</b>
<b>Total oppose</b>	<b>12%</b>
Strongly support	25%
Support	33%
Neither support nor oppose	21%
Oppose	7%
Strongly oppose	5%
Don't know	9%

Over half (58%) of those surveyed support the Federal Government's plan to take over responsibility for funding hospitals and health services from the State Governments, 12% oppose, 21% neither support nor oppose and 9% don't know.

79% of Labor voters, 46% of Coalition voters and 55% of Green voters support a Federal takeover for funding of hospitals and health services. 27% of Coalition voters neither support nor oppose the plan and 22% oppose it.

People in NSW were more likely than those in other states to support a Federal takeover (64%). 55% of people in Queensland and 52% in Victoria support the plan.

Males were more likely than females to support the plan (61% v 56%). Support for a Federal takeover was highest amongst 55 – 64 year olds (67%).

In February this year we asked the Australian public whether they support or oppose a Federal takeover of hospitals. The results showed that 58% supported a Federal takeover, 10% opposed it, 19% neither supported nor opposed and 13% didn't know.



### Support for Kevin Rudd and the Labor Party since the 2007 election

*Q. In the past few years – since Kevin Rudd and the Labor Party became Government – would you say you have moved closer to the Labor Party, further away from the ALP, or would you say you have stayed about the same in your view of them?*

	Total %	Federal Vote		
		Labor	Coalition	Green
Closer to the Labor Party	20%	39%	5%	13%
Further away from the Labor Party	33%	5%	67%	43%
Stayed about the same	41%	54%	27%	37%
Don't know	6%	1%	2%	6%

41% of people indicated that in the past few years, since Kevin Rudd and the Labor Party became Government their view of Labor has stayed about the same. 33% have moved further away from Labor and 20% have moved closer.

Labor voters were more likely to indicate that their support for Labor has stayed about the same since Kevin Rudd and the Labor Party became Government (54%).

67% of Coalition voters and 43% of Green voters have moved further away from Labor since Kevin Rudd and the Labor Party became Government.

People aged 45 – 54 were more likely to indicate their views have stayed the same (51%) while those aged 65 years and over were more likely to indicate they have moved further away from the Labor Party (43%).



## **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 19<sup>th</sup> 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.

