



Essential Report

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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 1st to the 6th of December 2009 and attracted 1017 responses

Aside from the standard question we ask each week on Federal voting intention, this week's report looks at public opinion regarding the election of Tony Abbott as leader of the Liberal party. Given the recent leadership change, we ask people to rate each of the leaders against a series of attributes. We also ask people which position they support on the ETS – that of Labor, the Coalition or the Greens. We also ask people a question related to WorkChoices, and whether people agree with Tony Abbott in his statement that the Rudd has gone too far on industrial relations.

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

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?

*1922 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	30%		
National	4%		
Total Lib/Nat	34%	42%	-
Labor	46%	58%	-
Greens	9%		
Family First	3%		
Other/Independent	8%		

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 data.



Liberal leadership

Q. Does the election of Tony Abbott as leader of the Liberal Party make you more likely or less likely to vote Liberal?

	Total	Labor	Coalition	Greens
More likely	21%	12%	42%	5%
Less likely	33%	44%	15%	62%
Much more likely	9%	2%	24%	2%
A little more likely	12%	10%	18%	3%
A little less likely	10%	7%	12%	11%
Much less likely	23%	37%	3%	51%
Makes no difference	39%	42%	39%	32%
Don't know	7%	2%	3%	1%

39% of people think the election of Tony Abbott as leader of the Liberal Party makes no difference to whether or not they will vote Liberal, 33% think it will make them less likely and 21% more likely to vote Liberal.

42% of Coalition voters think the election of Tony Abbott as leader of the Liberal Party will make them more likely to vote Liberal, 15% think that it will make them less likely and 39% think it will make no difference. 44% of Labor voters and 62% of Green voters think it will make them less likely to vote Liberal.

Females were more likely than males to indicate that the election of Tony Abbott as leader of the Liberal Party will make no difference to their vote (43% v 35%).



Attributes to describe the Prime Minister

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

	29 June 09	7 Dec 09	Difference
Intelligent	84%	82%	-2%
Hard-working	83%	77%	-6%
A capable leader	72%	69%	-3%
Demanding	67%	60%	-7%
Arrogant	46%	49%	+3%
Out of touch with ordinary people	41%	45%	+4%
Understands the problems facing Australia	67%	59%	-8%
Visionary	49%	48%	-1%
Superficial	40%	41%	+1%
Good in a crisis	60%	58%	-2%
Narrow-minded	32%	36%	+4%
Down to earth	56%	55%	-1%
Too inflexible	32%	38%	+6%
Complacent	28%	38%	+10%
More honest than most politicians	47%	49%	+2%
Trustworthy	*	51%	*

*Not asked in June 2009

Most people consider Rudd intelligent (82%), hard-working (77%), a capable leader (69%) and demanding (60%).

Since we last asked this question in June 2009, Rudd has lost points on qualities such as understanding the problems facing Australia (-8%), demanding (-7%) and hard-working (-6%). Rudd has gained points in terms of being complacent (+10%), too inflexible (+6%), out of touch with ordinary people (+4%) and narrow-minded (+4%).



Attributes to describe the Opposition Leader

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

	Abbott 7 Dec 09	Turnbull 29 June 09	Rudd 7 Dec 09	Abbott lead over Turnbull	Abbott lead over Rudd
Intelligent	71%	75%	82%	-4%	-11%
Hard-working	69%	68%	77%	+1%	-8%
A capable leader	46%	39%	69%	+7%	-23%
Demanding	53%	62%	60%	-9%	-7%
Arrogant	53%	69%	49%	-16%	+4%
Out of touch with ordinary people	53%	65%	45%	-12%	+8%
Understands the problems facing Australia	46%	48%	59%	-2%	-13%
Visionary	34%	26%	48%	+8%	-14%
Superficial	42%	51%	41%	-9%	+1%
Good in a crisis	39%	32%	58%	+7%	-19%
Narrow-minded	52%	51%	36%	+1%	+16%
Down to earth	46%	25%	55%	+21%	-9%
Too inflexible	45%	47%	38%	-2%	+7%
Complacent	31%	38%	38%	-7%	-7%
More honest than most politicians	31%	16%	49%	+15%	-18%
Trustworthy	36%	*	51%	*	-15%

*Not asked in June 2009 poll

When it comes to rating Abbott, people think he is intelligent (71%) and hard-working (69%), yet demanding (53%), arrogant (53%) and out of touch with ordinary people (53%).

Abbott scores higher than his predecessor Turnbull in terms of qualities such as being down to earth (+21%), more honest than most politicians (+15%), visionary (+8%), capable leader (+7%) and good in a crisis (+7%).

Males were slightly more likely than females to think that Abbott is superficial (46% v 39%), honest (34% v 28%), visionary (37% v 32%) and down to earth (48% v 43%).



Malcolm Turnbull's future political career

Q. Do you think Malcolm Turnbull should now resign from Parliament, stay in parliament on the backbench until the next election or challenge for the leadership again before the next election?

	%
Resign	18%
Stay on backbench	45%
Challenge again	15%
Don't know	23%

Just under half (45%) think that Malcolm Turnbull should stay in parliament on the backbench until the next election, 18% think he should resign and 15% think Turnbull should challenge for the leadership again before the next election.

Coalition voters were more likely to think that Turnbull should stay in parliament on the backbench (62%), while Green (28%) and Labor (18%) voters were more likely to think Turnbull should challenge again for the leadership.

Males were more likely to think Turnbull should resign (20%) while females were more likely to indicate that they don't know what Turnbull should do (29%).



Public support of political party positions on the ETS

Q. Whose position on the ETS and tackling climate change do you most agree with?

	%
Kevin Rudd and Labor	24%
Tony Abbott and the Coalition	27%
Bob Brown and Greens	17%
Don't know	32%

When it comes to the position that various parties have on the ETS and tackling climate change, 27% of people agree with the position of Tony Abbott and the Coalition, 24% agree with Kevin Rudd and Labor and 17% agree with Bob Brown and the Greens. 32% of people don't know which position they agree with regarding an ETS and tackling climate change.

The results followed party lines – Labor voters were more likely to agree with Labor's position (49%), Coalition voters were more likely to agree with the Coalition (67%) and Green voters were more likely to agree with the Green's position (80%). 30% of Labor voters, 21% of Coalition voters and 9% of Green voters don't know which position they agree with most.

Males were more likely to agree with the position of Abbott and the Coalition (31%), while females were more likely to indicate that they don't know (36%).

People aged 55 years and over were more likely to agree with Abbott and the Coalition regarding climate change and an ETS (42%).



Tony Abbott and industrial relations

Q. The new Liberal leader Tony Abbott says that the Rudd Government went too far with their industrial relations laws when they got rid of the Howard Government's WorkChoices laws. Do you agree or disagree?

	%
Total agree	37%
Total disagree	45%
Strongly agree	13%
Agree	24%
Disagree	22%
Strongly disagree	23%
Don't know	18%

45% of people disagree with Tony Abbott's statement that the Rudd Government went too far with their industrial relations laws when they got rid of the Howard Government's WorkChoices. 37% agree with Abbott's statement that the Rudd Government has gone too far with industrial relations reform and 18% don't know.

Results followed party lines – 76% of Coalition voters agree and 74% of Labor voters disagree with Abbott's statements regarding the Rudd Government's industrial relations reforms. Green voters were more likely to disagree with Abbott (62%).

Males were more likely than females to agree with Abbott's statement (41% v 33%). People aged 55 years and over were also more likely to agree with Abbott (47%).



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 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 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.

