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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 4th to 8th May 2011 and is based on 1,012 respondents.

Aside from the standard question on voting intention, this week's report includes questions political leaders, economic issues and the death of Osama bin Laden.

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

Please 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 =1,856

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		43%	43%	44%	44%
National		3%	4%	3%	3%
Total Lib/Nat	43.6	46%	47%	47%	47%
Labor	38.0	35%	35%	35%	35%
Greens	11.8	11%	10%	9%	10%
Other/Independent	6.6	8%	8%	9%	8%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	53%	54%	54%	54%
Labor	50.1%	47%	46%	46%	46%

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	5 Jul	19 Jul	16 Aug	20 Sep	18 Oct	22 Nov	20 Dec	17 Jan 2011	14 Feb	14 Mar	11 Apr	9 May
Total approve	41%	48%	52%	46%	45%	45%	43%	43%	51%	48%	41%	37%	41%
Total disapprove	47%	27%	30%	40%	37%	37%	38%	40%	36%	41%	46%	50%	48%
Strongly approve	7%	14%	11%	13%	12%	10%	7%	10%	8%	9%	7%	7%	7%
Approve	34%	34%	41%	33%	33%	36%	36%	33%	43%	39%	34%	30%	34%
Disapprove	25%	13%	17%	24%	21%	20%	23%	24%	24%	25%	22%	25%	26%
Strongly disapprove	22%	14%	13%	16%	16%	17%	15%	16%	12%	16%	24%	25%	22%
Don't know	12%	26%	18%	13%	19%	18%	18%	17%	14%	11%	13%	13%	11%

41% (up 4%) approve of the job Julia Gillard is doing as Prime Minister and 48% (down 2% disapprove – a change in net rating from -13 to -7 over the last 4 weeks.

86% of Labor voters approve (up 8%) and 10% disapprove (down 2%).

By gender – men 38% approve/55% disapprove, women 45% approve/41% disapprove.

Approval of Tony Abbott

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

	18 Jan 2010	29 Mar	5 Jul	16 Aug	20 Sep	18 Oct	22 Nov	20 Dec	17 Jan 2011	14 Feb	14 Mar	11 Apr	9 May
Total approve	37%	33%	37%	41%	43%	39%	40%	39%	42%	38%	38%	36%	42%
Total disapprove	37%	50%	47%	44%	37%	45%	40%	39%	37%	46%	47%	48%	44%
Strongly approve	5%	8%	8%	9%	12%	8%	6%	9%	7%	8%	7%	7%	8%
Approve	32%	25%	29%	32%	31%	31%	34%	30%	35%	30%	31%	29%	34%
Disapprove	20%	28%	23%	22%	21%	22%	22%	21%	22%	24%	24%	25%	25%
Strongly disapprove	17%	22%	24%	22%	16%	23%	18%	18%	15%	22%	23%	23%	19%
Don't know	26%	16%	16%	15%	19%	17%	19%	22%	20%	16%	16%	17%	14%

42% (up 6%) approve of the job Tony Abbott is doing as Opposition Leader and 44% (down 4%) disapprove – a change in net rating from -12 to -2 over the last 4 weeks.

77% of Coalition voters approve and 13% disapprove.

By gender – men 47% approve/43% disapprove, women 37% approve/45% disapprove.

Better Prime Minister

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

	5 Jul 2010	20 Sep	20 Dec	17 Jan 2011	14 Feb	14 Mar	11 Apr	9 May	Vote Labor	Vote Lib/Nat	Vote Greens	Kevin Rudd v Tony Abbott 21 Jun 10
Julia Gillard	53%	47%	45%	47%	48%	44%	42%	43%	91%	7%	71%	47%
Tony Abbott	26%	35%	34%	32%	31%	33%	33%	35%	4%	76%	2%	30%
Don't know	21%	18%	21%	21%	20%	23%	24%	22%	5%	17%	27%	23%

43% believe Julia Gillard would make the better Prime Minister and 35% prefer Tony Abbott – a net decrease for Julia Gillard of 1% on last month's figures (from +9% to +8%).

Men are split 41%/41% and women favour Julia Gillard 45%/29%.

Interest in Federal Budget

Q. Thinking about the Federal Budget to be announced next week – how interested are you in reading and hearing about the Federal Budget?

	2010	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Very interested	30%	38%	41%	44%	32%
Somewhat interested	37%	29%	32%	29%	30%
A little interested	22%	21%	19%	20%	28%
Not at all interested	8%	8%	5%	6%	9%
Can't say	4%	3%	2%	*	-

67% of respondents say they are very or somewhat interested in reading and hearing about the Federal Budget – the same as recorded prior to the 2010 budget. However, those who say they are “very interested” has increased from 30% to 38%.

73% of both Labor and Liberal/National voters say they are interested.

Younger people are less interested – 60% of those under 35 are interested compared to 78% of those aged 55+.

The Economy - Heading in the Right/Wrong Direction

Q. Overall, from what you have read and heard, do you think the Australian economy is heading in the right direction or the wrong direction?

	17 May 10 (Post 2010 budget)	Total	Vote Labor	Vote Liberal/ National	Vote Greens
The right direction	51%	45%	75%	27%	51%
The wrong direction	25%	29%	7%	51%	17%
Don't know	24%	25%	17%	22%	33%

45% of respondents think that Australia's economy is heading in the right direction – 29% think it is heading in the wrong direction. Since this question was asked just after the 2010 budget, "right direction" has dropped 6% and "wrong direction" increased 4%.

75% of Labor voters, 27% of Liberal/National voters and 51% of Greens voters think the economy is heading in the right direction.

Osama bin Laden

Q. Do you think the death of Osama bin Laden will make the world a safer or less safe place or will it make no difference?

	Total	Vote Labor	Vote Liberal/ National	Vote Greens
Make the world safer	12%	16%	12%	8%
Make the world less safe	19%	17%	20%	28%
Make no difference	63%	60%	65%	59%
Don't know	6%	7%	2%	5%

The majority (63%) of respondents think that the death of Osama bin Laden will make no difference to making the world safer or less safe. 12% think it will make the world safer and 19% think it will make the world less safe.

28% of Greens voters and 23% of those aged 55+ think it will make the world less safe.

Osama bin Laden

Q. Do you think the death of Osama bin Laden will result in less terrorism or more terrorism or will it make no difference?

	Total	Vote Labor	Vote Liberal/ National	Vote Greens
Result in more terrorism	37%	32%	40%	40%
Result in less terrorism	7%	8%	7%	9%
Make no difference	48%	51%	48%	45%
Don't know	8%	9%	5%	6%

About half (48%) think that the death of Osama bin Laden will make no difference to terrorism. However, 37% think it will result in more terrorism and only 7% think it will result in less terrorism. Views are broadly similar across demographic groups.

Greens and Liberal/National voters (40%) are a little more likely to think it will result in more terrorism than Labor voters (32%).

Troops in Afghanistan

Q. Thinking about the Australian troops in Afghanistan, do you think Australia should –

	25 Oct 10	21 Mar 11	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Increase the number of troops in Afghanistan	10%	5%	6%	4%	8%	1%
Keep the same number of troops in Afghanistan	30%	30%	36%	37%	43%	25%
Withdraw our troops from Afghanistan	47%	56%	48%	49%	41%	65%
Don't know	14%	9%	11%	10%	8%	9%

42% think that the Australian troops in Afghanistan should be increased or maintained and 48% think Australia should withdraw its troops. This is a significant drop (-8%) in support for withdrawal since this question was last asked in March.

65% of Greens voters support withdrawal. Labor voters favour withdrawal 49%/41% and Liberal/National voters favour increasing or maintaining troop numbers 51%/41%.

Males were more likely than females to think that Australia should increase or maintain the number of troops in Afghanistan (45% compared to 38% of females).

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.

