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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 14th to 19th September and is based on 1,034 respondents.

Aside from the standard question on voting intention, this week's report includes questions on performance of the party leaders, better Prime Minister, likelihood of another election, independents in Parliament and the performance of the media.

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

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?

2,073 sample size

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	35%	41%	40%	41%	42%
National	3%	3%	3%	3%	3%
Total Lib/Nat	38%	45%	43%	44%	45%
Labor	45%	40%	39%	39%	40%
Greens	9%	10%	11%	10%	9%
Other/Independent	8%	5%	7%	7%	6%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	44%	50%	49%	50%	50%
Labor	56%	50%	51%	50%	50%

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 2007 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	5 Jul	19 Jul	26 Jul	2 Aug	9 Aug	16 Aug	20 Sep
Total approve	41%	48%	52%	49%	46%	45%	46%	45%
Total disapprove	47%	27%	30%	33%	38%	40%	40%	37%
Strongly approve	7%	14%	11%	12%	10%	13%	13%	12%
Approve	34%	34%	41%	37%	36%	32%	33%	33%
Disapprove	25%	13%	17%	19%	23%	24%	24%	21%
Strongly disapprove	22%	14%	13%	14%	15%	16%	16%	16%
Don't know	12%	26%	18%	17%	15%	15%	13%	19%

45% approve Julia Gillard's performance as Prime Minister and 37% disapprove. Since this question was asked last month, approval has decreased by 1% and disapproval decreased by 3%. 92% of Labor voters approve and only 1% disapprove. Among Liberal/National voters, 10% approve and 75% disapprove.

By gender - men 42% approve/42% disapprove and women 46% approve/32% disapprove.

Approval of Tony Abbott

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

	18 Jan	22 Feb	29 Mar	3 May	31 May	5 Jul	2 Aug	16 Aug	20 Sep
Total approve	37%	45%	33%	39%	35%	37%	38%	41%	43%
Total disapprove	37%	36%	50%	43%	50%	47%	48%	44%	37%
Strongly approve	5%	12%	8%	5%	5%	8%	8%	9%	12%
Approve	32%	33%	25%	34%	30%	29%	30%	32%	31%
Disapprove	20%	20%	28%	24%	28%	23%	27%	22%	21%
Strongly disapprove	17%	16%	22%	19%	22%	24%	21%	22%	16%
Don't know	26%	18%	16%	18%	16%	16%	14%	15%	19%

43% approve Tony Abbott's performance as Opposition Leader and 37% disapprove. Since this question was asked last month, approval has increased by 2% and disapproval decreased by 7%. 79% of Liberal/National voters approve and 7% disapprove. Among Labor voters, 18% approve and 67% disapprove.

By gender - men 48% approve/37% disapprove and women 37% approve/38% disapprove.

Better Prime Minister

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

	5 Jul 10	19 Jul 10	26 Jul 10	2 Aug 10	9 Aug 10	16 Aug 10	20 Sep 10	Vote Labor	Vote Lib/Nat	Vote Greens	Kevin Rudd v Tony Abbott 21 Jun 10
Julia Gillard	53%	50%	51%	48%	45%	46%	47%	94%	6%	74%	47%
Tony Abbott	26%	27%	26%	30%	33%	35%	35%	1%	78%	4%	30%
Don't know	21%	23%	23%	22%	21%	19%	18%	5%	15%	22%	23%

47% think Julia Gillard would make the better Prime Minister and 35% prefer Tony Abbott – a similar margin to last month.

Julia Gillard is preferred 94% to 1% by Labor voters – and Tony Abbott is preferred 78% to 6% by Liberal/National voters. Greens voters prefer Julia Gillard 74% to 4%.

Men prefer Julia Gillard 44%/39% and women 50%/31%.

New Election

Q. How likely is it that Australia will need to have another Federal election within the next 12 months?

	6 Sep 10	20 Sep 10
Total likely	70%	59%
Total unlikely	16%	28%
Very likely	27%	23%
Quite likely	43%	36%
Not very likely	13%	22%
Not at all likely	3%	6%
Don't know	14%	13%

59% of respondents (down 11% from 2 weeks ago) think it likely that Australia will need to have another Federal election within the next 12 months and 28% (up 12%) think it is unlikely. Labor voters are evenly divided (42% likely/42% unlikely) but 83% of Coalition voters think it is likely and only 11% unlikely.

Q. Do you think Australia should have another Federal election in the next 12 months?

	6 Sep 10	20 Sep 10	Vote Labor	Vote Lib/Nat	Vote Greens
Yes	52%	43%	17%	75%	11%
No	33%	43%	71%	14%	75%
Don't know	15%	14%	12%	11%	14%

43% (down 9%) think that Australia should have another election in the next 12 months and 43% (up 10%) disagree. Support for another election is strongest among Liberal/National voters (75%) but other voters oppose it.

Independents in Parliament

Q. Do you think there should be more or fewer independents in Federal Parliament?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Should be more	29%	29%	21%	58%	65%
Should be fewer	26%	21%	40%	5%	7%
About the right number	23%	32%	19%	19%	14%
Don't know	22%	19%	20%	17%	14%

Respondents are divided over whether there should be more or fewer independents in Parliament – 29% say more, 26% fewer and 23% think there is about the right number. 40% of Coalition voters think there should be fewer and a majority of Greens and other voters think there should be more.

Rating the Media

Q. Overall, how would you rate the media (newspapers, TV, radio, internet) for their reporting of Federal politics - thinking about their coverage both before and after the election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total good	32%	35%	37%	20%
Total poor	23%	23%	18%	37%
Very good	7%	8%	7%	2%
Good	25%	27%	30%	18%
Average	40%	37%	43%	37%
Poor	9%	7%	9%	13%
Very poor	14%	16%	9%	24%
Don't know	6%	5%	2%	6%

32% think media reporting of Federal politics has been good, 23% poor and 40% average. Greens voters are most likely to think it has been poor (37%).

Q. Overall, do you think media reporting – both before and after the election – favoured the Labor Party, favoured the Liberal and National parties or gave fair coverage of all parties?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Favoured the Labor Party	23%	12%	39%	9%
Favoured the Liberal and National parties	17%	27%	8%	29%
Gave fair coverage of all parties	44%	49%	42%	43%
Don't know	17%	11%	12%	18%

23% think media reporting favoured the Labor Party and 17% think it favoured the Liberal and National parties - while 44% think it gave fair coverage to all parties. 39% of Coalition voters thought the media favoured the Labor Party – compared to 27% of Labor voters thinking it favoured the Coalition.

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.

