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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 omnibus was conducted online from 22^h to 27th June and obtained 996 respondents. The three questions about Julia Gillard were added after the survey went into field and are based on a sample of 818.

Aside from the standard question on voting intention, this week's report includes questions about the Prime Minister Julia Gillard, approval of Tony Abbott, preferred election timing, paid parental leave, the resources super profits tax and economic issues.

The methodology used to carry out this research is available in appendix one (page 15).

Please note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.



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?

1,803 sample size

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	34%	39%	38%	37%	36%
National	3%	2%	3%	3%	3%
Total Lib/Nat	37%	41%	41%	40%	39%
Labor	47%	39%	35%	38%	42%
Greens	8%	9%	14%	11%	9%
Family First	2%	2%	2%	3%	3%
Other/Independent	6%	8%	8%	8%	7%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	43%	49%	49%	48%	46%
Labor	57%	51%	51%	52%	54%

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.

* Sample is the aggregation of two weeks' polling data.



Changing Leaders - Approval

Q. Do you approve or disapprove of Julia Gillard replacing Kevin Rudd as leader of the Labor Party and Prime Minister?

	Total	Vote Labor	Vote Lib/Nat
Total approve	47%	68%	36%
Total disapprove	40%	23%	60%
Strongly approve	15%	27%	10%
Approve	32%	41%	26%
Disapprove	19%	11%	26%
Strongly disapprove	21%	12%	34%
Don't know	12%	9%	5%

Sample = 818

47% approved the change from Kevin Rudd to Julia Gillard as Prime Minister and 40% disapproved. Opinions reflected political party preferences. Labor voters strongly approved the change by 68% to 23% while 60% of Liberal/National voters disapproved and 36% approved. There were no significant differences by gender. However, older respondents were more likely to approve than younger respondents – 55% of those aged 55+ approved and 37% disapproved.

Changing Leaders – Likelihood of Voting Labor

Q. Does having Julia Gillard as Prime Minister make you more or less likely to vote for the Labor Party?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total more likely	26%	44%	11%	31%
Total less likely	24%	11%	38%	22%
Much more likely	10%	24%	1%	5%
A bit more likely	16%	20%	10%	26%
A bit less likely	8%	8%	6%	12%
Much less likely	16%	3%	32%	10%
Makes no difference	41%	40%	47%	40%
Don't know	8%	5%	3%	7%

Sample = 818

In aggregate, the results indicate the change will have little impact on voting intentions. 41% say it makes no difference to their vote, 26% say they are more likely to vote Labor and 24% less likely. Among Labor voters 44% say they are more likely to vote Labor and 11% less likely. Greens voters were overall a little more positive about voting Labor – 31% more likely and 22% less likely.

Better Prime Minister

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

	Total	Vote Labor	Vote Lib/Nat	21 Jun 10
Julia Gillard	49%	86%	12%	50%
Tony Abbott	29%	4%	73%	32%
Don't know	22%	11%	12%	18%

Sample = 818

49% preferred Julia Gillard as Prime Minister and 29% preferred Tony Abbott – similar to the results from last week before Julia Gillard became Prime Minister. This is also slightly better than last week's result for Kevin Rudd when he was preferred over Tony Abbott by 47% to 30%. Men preferred Julia Gillard 47%/33% and women 51%/25%.

Approval of Tony Abbott

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

	Malcolm Turnbull	Tony Abbott						
	30 Nov 09	14 Dec 09	18 Jan 10	22 Feb 10	29 Mar 10	3 May 10	31 May 10	28 Jun 10
Total approve	25%	34%	37%	45%	33%	39%	35%	40%
Total disapprove	55%	36%	37%	36%	50%	43%	50%	39%
Strongly approve	2%	7%	5%	12%	8%	5%	5%	9%
Approve	23%	27%	32%	33%	25%	34%	30%	31%
Disapprove	33%	18%	20%	20%	28%	24%	28%	20%
Strongly disapprove	22%	18%	17%	16%	22%	19%	22%	19%
Don't know	19%	31%	26%	18%	16%	18%	16%	20%

Tony Abbott has achieved a net positive approval rating for the first time since February – 40% approve (up 5%) and 39% disapprove (down 11%).

83% Liberal/National voters approved of Tony Abbott and 11% disapproved.

Next Federal Election

Q. The next Federal election can be held any time up to April next year. When do you think the next Federal election should be held?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
In the next 2 or 3 months	28%	18%	43%	16%
Towards the end of the year	41%	45%	41%	42%
Early next year	21%	26%	13%	39%
Don't know	11%	11%	3%	3%

41% said their preferred timing for the next election was towards the end of the year and 28% preferred the election to be held in the next 2 or 3 months. Labor voters were more likely to prefer an election towards the end of the year (45%) but 43% of Liberal/National voters wanted it in the next 2 or 3 months.

Paid Parental Leave

Q. The Federal Government has recently passed legislation for paid parental leave which provides parents with 18 months of paid leave at the minimum wage of \$543 a week. Do you approve or disapprove of this decision?

Total approve	55%
Total disapprove	33%
Strongly approve	21%
Approve	34%
Disapprove	18%
Strongly disapprove	15%
Don't know	11%

55% approved the Government's paid parental leave scheme and 33% disapproved. Support was weaker among Liberal/National voters – 48% approve/43% disapprove. Labor voters split 64%/29% and Greens 68%/23%.

Younger respondents were much more supportive than older respondents – among those aged under 35, 75% approved and 9% disapproved. 41% of those aged 55+ approved and 53% disapproved. Women (58%/32%) were a little more supportive than men (53%/35%).

Resources Super Profits Tax

Q. Which of the following approaches do you think the Government should take in their dispute with the mining companies over the proposed resources super profits tax?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Proceed with the tax as planned	11%	17%	4%	17%
Compromise a little and make minor changes to the tax	35%	52%	18%	62%
Compromise a lot and make major changes to the tax	26%	20%	41%	7%
Not proceed with the tax in any form	14%	3%	30%	5%
Don't know	14%	8%	7%	8%

Nearly half the respondents (46%) believe that the Government should proceed with the resources super profits tax unchanged or with minor changes. Only 14% oppose that tax in any form and 26% think the Government should make major changes to the tax.

69% of Labor voters want the tax to proceed unchanged or with minor changes as does 79% of Greens voters. 41% of Liberal/National voters want major changes and 30% do not want the tax in any form.



Economic conditions in Australia over the next 12 months

Q. Over the next 12 months do you think economic conditions in Australia will get better, get worse or stay much the same?

	1 Dec 08	15 Jun 09	5 Oct 09	18 Jan 10	29 Mar 10	28 Jun 10
Total better	21%	43%	66%	53%	54%	33%
Total worse	61%	37%	15%	19%	19%	31%
Get a lot better	2%	5%	8%	9%	9%	5%
Get a little better	19%	38%	58%	44%	45%	28%
Get a little worse	45%	28%	11%	14%	13%	23%
Get a lot worse	16%	9%	4%	5%	6%	8%
Stay much the same	13%	17%	15%	24%	22%	30%
No opinion	5%	3%	4%	4%	6%	7%

Respondents were divided over whether the economy will get better or worse over the next 12 months – 33% (down 21%) think it will get better and 31% (up 12%) worse. 30% (up 8%) think it will stay much the same.

This is a considerable negative shift from the results over the last 12 months. Men (38% better/29% worse) were somewhat more optimistic than women (28%/32%)

Personal financial situation

Q. Over the next 12 months do you think your personal financial situation will get better, get worse or stay much the same?

	29 Mar 10	28 Jun 10
Total better	40%	29%
Total worse	23%	31%
Get a lot better	8%	5%
Get a little better	32%	24%
Get a little worse	17%	21%
Get a lot worse	6%	10%
Stay much the same	33%	37%
No opinion	4%	4%

Respondents were similarly divided over whether their personal financial situation will get better or worse over the next 12 months – 29% (down 11%) think it will get better and 31% (up 8%) worse. 37% (up 4%) think it will stay much the same. Although this represents a significant negative shift, it is not as big a shift as the overall economic outlook from the previous question.

Men (32% better/25% worse) were more optimistic than women (25%/35%). Optimism was also higher for upper income groups - those earning over \$1,600 pw split 42% better/23% worse while those earning under \$1,000 pw split 18% better/36% worse.

Job security

Q. How concerned are you that you or some member of your immediate family will lose their job in the next year or so: very concerned, somewhat concerned, or not at all concerned?

	16 Feb 09	27 Apr 09	8 Jun 09	5 Oct 09	18 Jan 10	29 Mar 10	28 Jun 10
Total concerned	62%	67%	52%	49%	45%	39%	43%
Very concerned	22%	24%	13%	14%	12%	10%	9%
Somewhat concerned	40%	43%	39%	35%	33%	29%	34%
Not at all concerned	29%	23%	35%	40%	40%	45%	38%
Don't know	4%	5%	6%	6%	8%	7%	12%
No employees in the immediate family	5%	5%	8%	5%	8%	9%	7%

43% were very or somewhat concerned that someone in their family might lose their job in the next year. This was 4% higher than the March result but lower than previous results over the last 12 months. There were no substantial differences by income.

Personally Better Off

Q. Thinking about your personal financial situation, do you agree or disagree with the statement “The economy may be doing well but I am not any better off”?

Total agree	69%
Total disagree	22%
Strongly agree	24%
Agree	45%
Disagree	20%
Strongly disagree	2%
Don't know	8%

69% agreed with the statement “the economy may be doing well but I am not any better off” and 22% disagreed.

Those most likely to agree were part-time workers (79%), aged 45+ (76%) and those earning less than \$600 pw (77%). There were no substantial differences by voting intention.

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.

