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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 25th to 30th May and obtained 1,068 respondents.

Aside from the standard question on voting intention, this week's report includes leadership approval, perceptions of IR laws and media coverage of politicians' private lives.

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

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?

1,866 sample size

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	31%	36%	41%	39%	39%
National	4%	3%	2%	2%	2%
Total Lib/Nat	35%	39%	43%	41%	41%
Labor	47%	40%	38%	40%	39%
Greens	8%	11%	10%	10%	9%
Family First	3%	3%	2%	2%	2%
Other/Independent	7%	7%	7%	7%	8%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	42%	47%	50%	48%	49%
Labor	58%	53%	50%	52%	51%

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.

Approval of the Prime Minister, Kevin Rudd

Q. Do you strongly approve, approve, disapprove or strongly disapprove of the job Kevin Rudd is doing as Prime Minister?

	30 Mar 09	29 Jun 09	28 Sept 09	30 Nov 09	14 Dec 09	18 Jan 10	22 Feb 10	29 Mar 10	3 May 10	31 May 10
Strongly approve	21%	14%	15%	9%	10%	11%	11%	12%	8%	7%
Approve	50%	48%	51%	47%	47%	44%	41%	41%	38%	34%
Disapprove	14%	18%	17%	20%	20%	19%	20%	22%	25%	25%
Strongly disapprove	7%	9%	6%	15%	12%	14%	17%	14%	17%	22%
Don't know	9%	11%	11%	10%	10%	12%	11%	12%	12%	12%
Total approve	71%	62%	66%	56%	57%	55%	52%	53%	46%	41%
Total disapprove	21%	29%	23%	35%	32%	33%	37%	36%	42%	47%

Kevin Rudd's net approval rating has fallen to a net negative for the first time since he became Prime Minister. 41% approve (down 5%) of the job Kevin Rudd is doing as Prime Minister and 47% disapprove (up 5%).

89% of Labor voters approve and 87% of Liberal/National voters disapprove. Greens voters are split 48% approve/45% disapprove.

Younger people are more likely to approve of Kevin Rudd's performance than older people. Those aged under 35 were net positive (45% approve/33% disapprove) and those aged 55+ strongly negative (31% approve/64% disapprove).

Approval of the Opposition Leader, Tony Abbott

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

	Malcolm Turnbull				Tony Abbott					
	30 Mar 09	29 Jun 09	28 Sept 09	30 Nov 09	14 Dec 09	18 Jan 10	22 Feb 10	29 Mar 10	3 May 10	31 May 10
Strongly approve	3%	4%	3%	2%	7%	5%	12%	8%	5%	5%
Approve	25%	20%	24%	23%	27%	32%	33%	25%	34%	30%
Disapprove	31%	31%	35%	33%	18%	20%	20%	28%	24%	28%
Strongly disapprove	17%	26%	18%	22%	18%	17%	16%	22%	19%	22%
Don't know	24%	19%	21%	19%	31%	26%	18%	16%	18%	16%
Total approve	28%	24%	27%	25%	34%	37%	45%	33%	39%	35%
Total disapprove	48%	57%	53%	55%	36%	37%	36%	50%	43%	50%

Tony Abbott's approval rating has fallen back close to the level of the March poll – which was his lowest recorded. 35% approve (down 4%) of the job Tony Abbott is doing as Opposition Leader and 50% disapprove (up 7%).

72% of Liberal/National voters approve and 17% disapprove. 77% of Labor voters disapprove and 15% approve.

The only group showing net approval was people aged 65+ (52% approve/42% disapprove).

Likelihood of Liberal's Re-introducing WorkChoices

Q. If they won the next election, how likely do you think it would be that Tony Abbott and the Liberal Party would try to bring back industrial laws similar to WorkChoices?

Total likely	58%
Total unlikely	21%
Very likely	28%
Quite likely	30%
Not very likely	18%
Not at all likely	3%
Don't know	20%

58% believe it is likely that Tony Abbott and the Liberal Party would try to bring back industrial laws similar to WorkChoices if they won the next election - 21% think it is unlikely.

83% of Labor voters and 42% of Liberal/National voters think it is likely – 44% of Liberal/National voters think it is unlikely.

64% of workers think it is likely and 17% unlikely.

Concern about Liberals Re-introducing WorkChoices

Q. If the Liberals won the election and reintroduced WorkChoices or similar laws, how concerned would you be?

Very concerned	28%
Quite concerned	17%
A little concerned	20%
Not concerned	24%
Don't know	11%

Overall, 45% were very or quite concerned about the reintroduction of WorkChoices or similar laws and 44% either a little or not concerned. 77% of Labor voters were concerned compared to 20% of Liberal/National voters. 50% of full-time workers were very/quite concerned and 39% a little or not concerned.

Q. The Opposition Leader Tony Abbot has indicated he would remove the unfair dismissal laws and he would re-institute AWA Individual contracts. How concerned are you about this?

	Very concerned	Quite concerned	A little concerned	Not concerned	Don't know
Removal of unfair dismissal rights	36%	17%	20%	16%	11%
Re-institution of AWA individual contracts	27%	17%	19%	23%	14%

53% were very/quite concerned about the removal of unfair dismissal rights and 44% very/quite concerned about re-institution of individual contracts. 77% of Labor voters and 24% of Liberal/National voters were concerned about removal of unfair dismissal rights. 70% of Labor voters and 16% of Liberal/National voters were concerned about re-institution of individual contracts. There were no substantial differences across demographic groups.

Tony Abbot Vs Union Position

Q. Tony Abbott says that by removing unfair dismissal laws and re-instituting AWA Individual contracts he is not bringing back Workchoices but making sure our IR system promotes workplace flexibility. The unions say that taking away unfair dismissal rights and re-instituting AWA Individual contracts IS bringing back two of the main pillars of WorkChoices and shows the Liberals are determined to make the laws favour companies at the expense of ordinary workers. Whose view is closest to your own?

Tony Abbott	24%
The unions	43%
Don't know	33%

24% agreed more with Tony Abbott's position on removing unfair dismissal laws and re-instituting AWA Individual contracts and 43% agreed more with the unions' position that the Liberals are determined to make the laws favour companies at the expense of ordinary workers.

69% of Labor voters support the unions' position and 56% of Liberal/National voters support Tony Abbott's position.

51% of those aged 35-54 support the unions' position and 21% support Tony Abbott's position.

Impact on Vote of Re-introducing WorkChoices

Q. If it turned out the Coalition was planning to reintroduce some of the Howard Government's IR laws, like ending unfair dismissal protections and restoring individual contracts, would that make you more likely or less likely to vote for them in the upcoming federal election?

Total more likely	14%
Total less likely	46%
Much more likely	6%
Somewhat more likely	8%
Somewhat less likely	14%
Much less likely	32%
Make no difference	25%
Don't know	15%

46% said that they would be less likely to vote for the Coalition if they were planning to reintroduce some of the Howard Government's IR laws – 14% said they would be more likely.

Among Labor voters, 69% said they would be less likely to vote for the Coalition, 7% more likely and 16% make no difference.
Among Coalition voters, 20% said they would be less likely to vote for the Coalition, 30% more likely and 42% make no difference.

51% of those aged 35-54 said they would be less likely to vote for the Coalition, 11% more likely and 26% make no difference.

Media Coverage of Politicians' Private Lives

Q. There have been some recent situations where a politician has resigned from their position or their party after some aspects of their sexual behaviour were made public by the media. Is it appropriate for the media to reveal details of a political figure's private life?

Yes, in all circumstances	12%
Yes, in some circumstances	42%
No, not at all	38%
Don't know	8%

A majority (54%) believe it is appropriate for the media to reveal details of a political figure's personal life in some or all circumstances. 12% think details should be revealed in all circumstances and 42% in some circumstances. 38% say details of a political figure's personal life should not be revealed at all. 64% of Liberal/National voters and 50% of Labor voters approved revealing details of political figure's personal life in some or all circumstances. Greens voters were split 50% some/all, 50% not at all. There were no substantial demographic differences.

If answered “in some circumstances” –

Q. Is it appropriate for the media to reveal details of a political figure’s private life in any of the following circumstances?

	Yes	No	Don’t know
Where there is a public interest due to impact on the politician’s work or taxpayers’ resources	92%	5%	3%
Where the politician has acted in a way clearly at odds with their publicly expressed views	88%	8%	4%
Where a politician’s personal choices are unusual or not considered mainstream	20%	67%	14%

Sample = 457

The majority of those who approved revealing details in some circumstances agreed that details could be revealed where there is a public interest due to impact on the politician’s work or taxpayers’ resources (92%) or where the politician has acted in a way clearly at odds with their publicly expressed views (88%). However, revealing details where a politician’s personal choices are unusual or not considered mainstream was only acceptable to 20%.

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.

