Essential Report

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With data supplied by

your source

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 10th to the 16th of August and attracted 1093 responses.

Aside from the standard question we ask each week on Federal voting intention, this week we ask the Australian public questions related to law enforcement, the threat of terrorism in Australia and the performance of the Australian Federal Police. This week ask people which Liberal politician is the best person for the leadership position and we ask people who they rate as better (out of Howard and Rudd) when it comes to dealing with a series of social and economic issues. Given the recent rejection of the Government's proposed emissions trading scheme in the Senate, this week we ask people a question related to the Coalition and action on climate change.

The methodology used to carry out this research is available in appendix one (page 9).

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?

* 1918 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	32%		
National	3%		
Total Lib/Nat	**35%**	**42%**	**+2%**
Labor	**47%**	**58%**	**-2%**
Greens	9%		
Family First	4%		
Other/Independent	5%		

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.

Law enforcement in Australia

Q. How would you rate the job that law enforcement in Australia has done in recent years in protecting the country from terrorism?

	%
Total excellent/good	**83%**
Total poor/not so good	**13%**
Excellent	22%
Good	61%
Not so good	9%
Poor	4%
Don't know	5%

Most people rate the performance of law enforcement in Australia in recent years as positive (83% excellent/good), 13% rate it as not so good/poor and 5% don't know.

Labor and Coalition voters were more likely to rate it as excellent/good (93% of Labor, 81% of Coalition), while Green voters were more likely to rate it as not so good/poor (16%).

Australian Federal Police and terrorism

Q. Do you think the Australian Federal Police and the various police forces of the state governments have unduly concentrated on the Muslim community or do you think that what they have done has been reasonable based on the threat of terrorism and good law enforcement procedure?

	%
Unduly concentrated on the Muslim community	12%
Has been reasonable	75%
Don't know	13%

75% of people surveyed think that the efforts of the Australian Federal Police (AFP) and the various police forces of the state government have been reasonable based on the threat of terrorism and good law enforcement procedure. 12% think that the AFP and forces of the state governments have unduly concentrated on the Muslim community and 13% don't know.

18 – 24 were more likely to think that the response has been unduly concentrated on the Muslim community (22%) while respondents aged 55 years and over were more likely to think the response of the AFP and state police forces to the threat of terrorism has been reasonable (85%).

Green voters were more likely to think that the response has been unduly concentrated on the Muslim community (28%) while Coalition and Labor voters were more likely to think the response to terrorism by the AFP has been reasonable (82% Coalition, 78% Labor).

Preferred Liberal Party leader

Q. Which of the following do you think would make the best leader of the Liberal Party?

	6 July 09	This week
Joe Hockey	17%	16%
Malcolm Turnbull	13%	12%
Tony Abbott	7%	7%
Julie Bishop	8%	6%
Andrew Robb	*	2%
Someone else	20%	24%
Don't know	32%	33%

* Not asked. Brendan Nelson (3%) and Greg Hunt (1%) were included in the July poll.

When it comes to the Liberal Party leadership, the highest rated Liberal politician is Joe Hockey (16%), followed by Malcolm Turnbull (12%).   More than half of those surveyed (57%) don't think that any of mentioned Liberal politicians would make the best leader - 33% of people surveyed 'don't know' and 24% 'prefer someone else' when it comes to the Liberal leadership position.

Malcolm Turnbull has the most support amongst Coalition voters - 26% of these voters think Turnbull is the best leader of the Liberal Party. 22% of these same voters prefer Hockey and 11% prefer Abbott.

Rudd v Howard on national issues of importance

Q. Thinking about the Prime Minister Kevin Rudd and the previous Prime Minister John Howard, who do you think has been better at the following –

	Kevin Rudd	John Howard	*Rudd lead over Howard*	No difference	Don't know
Indigenous issues	52%	13%	*+39%*	24%	11%
Handling the economy in the interests of working people	50%	25%	*+25%*	19%	7%
Protecting the environment	43%	11%	*+32%*	36%	10%
Honesty in government	41%	19%	*+22%*	32%	7%
International relations	40%	27%	*+13%*	23%	10%
Supporting Australian industries	37%	26%	*+11%*	26%	11%
Handling the economy	37%	39%	*-2%*	16%	7%
Defence and security	30%	35%	*-5%*	26%	9%

Kevin Rudd has a strong lead over John Howard when it comes to addressing indigenous issues (+39%), handling the economy in the interests of working people (+25%), protecting the environment (+32%) and honesty in government (+22%). Rudd trails Howard slightly when it comes to handling defence and security (-5%) and handling the economy (-2%).

The results followed party lines, with Labor voters rating Rudd as better and Coalition voters rating Howard as better at handling the above national issues.

However, Coalition voters were more likely to rate that there is no difference between Rudd and Howard when it comes to handling the issues of protecting the environment (48%), honesty in Government (40%) and indigenous issues (30%).

Turnbull's climate change plan

Q. This week the Opposition Leader Malcolm Turnbull released an alternative emissions trading scheme which he claims will cost less than the Government's proposal. Do you think Malcolm Turnbull and the Coalition are serious about having a scheme to address climate change or are they just opposing any proposal the Government puts up?

	%
Serious about addressing climate change	25%
Just opposing any Government proposal	55%
Don't know	20%

When it comes to addressing climate change and the Government's proposed emissions trading scheme, more than half (55%) of those surveyed think that Malcolm Turnbull and the Coalition are just opposing any Government proposal. One quarter (25%) think that Malcolm Turnbull and the Coalition are serious about addressing climate change.

Labor and Green voters were more likely to think the Coalition is just opposing any Government proposal (80% Labor, 74% Green), while Coalition voters were more likely to think the Coalition is serious about addressing climate change (53%).

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.