



Essential Report

Embargo: 16.30, 18 May 2009



15 – 31 Pelham Street
Carlton South
Victoria 3053
Phone 03 9929 9903
Mobile 0432 828 003

With data supplied by



Executive Summary

This short 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 12th to the 17th of May and attracted 1002 respondents.

Aside from the standard question we ask each week on Federal voting intention, this week we ask respondents to rate their approval of the job that both the Prime Minister and Opposition leader are doing. This week we ask a number of questions related to the Federal Budget, specifically whether people have paid much attention to the Federal Budget, if they think it will affect them personally and whether it will influence their vote at the next Federal election. This week we also ask people if they think economic conditions in Australia will change for the better or the worse over the next 12 months.

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?

*1893 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	30%		
National	2%		
Total Lib/Nat	32%	38%	- 1%
Labor	52%	62%	+ 1%
Greens	8%		
Family First	3%		
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.



Approval of the Prime Minister

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

	29 Sep 08	27 Oct 08	24 Nov 08	12 Jan 09	9 Feb 09	30 Mar 09	This week
Strongly approve	12%	16%	15%	14%	17%	21%	14%
Approve	46%	50%	50%	52%	50%	50%	48%
Disapprove	18%	14%	13%	16%	15%	14%	18%
Strongly disapprove	12%	8%	10%	6%	8%	7%	11%
Don't know	12%	12%	12%	11%	9%	9%	9%
Total approve	58%	66%	65%	66%	67%	71%	62%
Total disapprove	30%	22%	23%	22%	23%	21%	29%

Approval of the job Kevin Rudd is doing as Prime Minister has dropped by 9% since we last asked this question in March, and the disapproval rating has increased by 8%. However, the drop in Kevin Rudd's approval rating appears not to have had an impact on voting intention.

Approval of the Opposition Leader

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

	29 Sept 08	27 Oct 08	24 Nov 08	12 Jan 09	9 Feb 09	30 Mar 09	This week
Strongly approve	6%	4%	5%	4%	3%	3%	2%
Approve	30%	32%	33%	37%	29%	25%	28%
Disapprove	18%	21%	24%	21%	26%	31%	28%
Strongly disapprove	12%	11%	9%	9%	17%	17%	21%
Don't know	35%	32%	29%	29%	24%	24%	21%
Total approve	36%	36%	38%	41%	32%	28%	30%
Total disapprove	30%	32%	33%	30%	43%	48%	49%

Opinion of the job Malcolm Turnbull is doing as Opposition Leader shows little change since March. Approval has increased 2% to 30% and disapproval is up 1% to 49%.



Federal Budget

Q. Thinking about the Federal Budget – how much attention did you pay to this week’s Federal Budget?

	%
Total a lot/some	66%
A little/none	31%
A lot	29%
Some	37%
A little	25%
None	6%
Can’t say	3%

66% of people paid a lot/some attention to the Federal Budget announced last week, and 31% paid a little or no attention.

Attention paid to the Federal Budget increased with age – 37% of 55 – 64 year olds and 43% of people 65 years and over paid ‘a lot’ of attention to the Federal Budget announcement last week.

Low income earners were more likely to pay a lot of attention to the Federal Budget announced last week (37%), as were unemployed people (35%).



Federal Budget

Q. Was the Federal Budget good or bad for you personally, or will it have no impact on you?

	Expectation of the budget*	Impact of budget
Total good	19%	26%
Total bad	38%	25%
Very good	2%	6%
Good	17%	20%
Bad	30%	19%
Very bad	8%	6%
No impact	21%	32%
Don't know	23%	17%

* Essential Report 11 May 2009, before the announcement of the Federal Budget. Q. The Federal Budget will be announced next Tuesday. Do you expect that the Budget will be good or bad for you personally, or will it have no impact on you?

People were generally split on whether they thought the Federal Budget will be good (26%) or bad (25%) for them personally, and 32% said that the Federal Budget had no impact on them personally. Comparing this week's question with the question we asked last week on people's expectations of the Federal Budget suggests that the Federal Budget was not as bad as people expected it to be.

Older respondents were significantly more likely than younger respondents to think that the Federal Budget will be very good/good for them personally (53% 65+ v 27% 18 – 24 year olds).

Labor voters were more likely to think that the Federal Budget will be very good/good for them personally (43%), while Coalition voters were more likely to think that it will be very bad/bad for them personally (50%).

Respondents on low incomes were more likely than those on higher incomes to think that the Federal Budget will be very good/good for them personally (45% earning less than \$600 per week v 19% earning more than \$1600 per week).



Federal Budget and influence on vote

Q. As a result of the Federal Budget are you more likely to vote Labor at the next election, more likely to vote Liberal or National or did it make no difference to your vote?

	%
More likely to vote Labor	22%
More likely to vote Liberal/National	25%
Much more likely to vote Labor	12%
A little more likely to vote Labor	10%
A little more likely to vote Liberal/National	8%
Much more likely to vote Liberal/National	17%
Made no difference	42%
Don't know	12%

The outcome of the Federal Budget has generally made no difference to the way people will vote in the next Federal election (42%). However one quarter (25%) think that the result of the Federal Budget will make them more likely to vote Liberal or National and 22% think that it will make them more likely to vote Labor.

Responses to this question generally followed party preference. 70% of Coalition voters indicated that the result of the Federal Budget will make them more likely to vote Liberal or National and 44% of Labor voters indicated that the Federal Budget has made them more likely to vote Labor at the next election. 49% of Labor voters and 70% of Green voters say that the Federal Budget has made no difference to their vote.



Economic conditions

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	23 Feb 09	This week
Total better	21%	19%	25%
Total worse	61%	65%	56%
Get a lot better	2%	2%	2%
Get a little better	19%	17%	23%
Get a little worse	45%	42%	37%
Get a lot worse	16%	23%	19%
Stay much the same	13%	12%	13%
No opinion	5%	4%	5%

25% of people think that over the next 12 months, economic conditions in Australia will get a lot/a little better and 56% think that they will get a lot/a little worse. The number of people that think economic conditions will get better has increased by six percentage points and the number that think conditions will get worse has decreased by nine percentage points since we last asked this question in February.

Labor voters were more likely than Coalition voters to think that over the next 12 months, economic conditions in Australia will get a lot/a little better (35% v 15%). 72% of Coalition voters and 64% of Green voters think that over the next 12 months, economic conditions in Australia will get a lot/a little worse.

Younger respondents were more likely than older respondents to think that over the next 12 months, economic conditions in Australia will get a lot/a little worse (61% 18 – 24 year olds v 55% 65+ year olds).



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 Wednesday of each week and closed on the following Tuesday. 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.

