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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 28<sup>th</sup> April to 2<sup>nd</sup> May and obtained 965 respondents.

Aside from the standard question on voting intention, this week's report looks at leader approval ratings, interest in the Federal Budget, Government promises and approval of the Government's ETS decision.

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

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?*

1,772 sample size

<b>First preference/leaning to</b>	<b>6 months ago</b>	<b>4 weeks ago</b>	<b>Last week</b>	<b>This week</b>
Liberal	33%	36%	36%	36%
National	2%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>35%</b>	<b>39%</b>	<b>39%</b>	<b>39%</b>
<b>Labor</b>	<b>49%</b>	<b>43%</b>	<b>42%</b>	<b>40%</b>
Greens	8%	10%	9%	11%
Family First	3%	2%	3%	3%
Other/Independent	5%	7%	7%	7%

<b>2PP</b>	<b>6 months ago</b>	<b>4 weeks ago</b>	<b>Last week</b>	<b>This week</b>
Total Lib/Nat	41%	46%	46%	<b>47%</b>
Labor	59%	54%	54%	<b>53%</b>

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
Strongly approve	21%	14%	15%	9%	10%	11%	11%	12%	8%
Approve	50%	48%	51%	47%	47%	44%	41%	41%	38%
Disapprove	14%	18%	17%	20%	20%	19%	20%	22%	25%
Strongly disapprove	7%	9%	6%	15%	12%	14%	17%	14%	17%
Don't know	9%	11%	11%	10%	10%	12%	11%	12%	12%
<b>Total approve</b>	<b>71%</b>	<b>62%</b>	<b>66%</b>	<b>56%</b>	<b>57%</b>	<b>55%</b>	<b>52%</b>	<b>53%</b>	<b>46%</b>
<b>Total disapprove</b>	<b>21%</b>	<b>29%</b>	<b>23%</b>	<b>35%</b>	<b>32%</b>	<b>33%</b>	<b>37%</b>	<b>36%</b>	<b>42%</b>

Kevin Rudd's approval rating has fallen to the lowest recorded since he became Prime Minister. 46% approve (down 7%) of the job Kevin Rudd is doing as Prime Minister and 42% disapprove (up 6%).

90% of Labor voters approve and 5% disapprove. 12% of Liberal/National voters approve and 81% disapprove.

Those aged over 55 are more likely to disapprove – 38% approve and 57% 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
Strongly approve	3%	4%	3%	2%	7%	5%	12%	8%	5%
Approve	25%	20%	24%	23%	27%	32%	33%	25%	34%
Disapprove	31%	31%	35%	33%	18%	20%	20%	28%	24%
Strongly disapprove	17%	26%	18%	22%	18%	17%	16%	22%	19%
Don't know	24%	19%	21%	19%	31%	26%	18%	16%	18%
<b>Total approve</b>	<b>28%</b>	<b>24%</b>	<b>27%</b>	<b>25%</b>	<b>34%</b>	<b>37%</b>	<b>45%</b>	<b>33%</b>	<b>39%</b>
<b>Total disapprove</b>	<b>48%</b>	<b>57%</b>	<b>53%</b>	<b>55%</b>	<b>36%</b>	<b>37%</b>	<b>36%</b>	<b>50%</b>	<b>43%</b>

Tony Abbott's approval rating regained some of the large decline recorded in the previous poll. 39% approve (up 6%) of the job Tony Abbott is doing as Opposition Leader and 43% disapprove (down 7%).

74% of Liberal/National voters approve and 18% disapprove. 23% of Labor voters approve and 66% disapprove.

Those aged over 55 are more likely to approve – 49% approve and 41% disapprove.

## Interest in Federal Budget

*Q. Thinking about the Federal Budget – how interested are you in reading and hearing about the Federal Budget?*

Very interested	30%
Somewhat interested	37%
A little interested	22%
Not at all interested	8%
Can't say	4%

67% of respondents say they are very or somewhat interested in reading and hearing about the Federal Budget.

74% of both Labor and Liberal/National voters say they are interested.

73% of men and 60% of women are interested. Younger people are less interested – only 46% of those under 35 are interested compared to 81% of those aged 55+.



## Government Promises

Q. Compared to previous Federal Governments, do you think the Rudd Labor Government has been better or worse at keeping their promises?

	<b>Total</b>	<b>Labor voters</b>	<b>Lib/Nat voters</b>	<b>Greens voters</b>
<b>Total better</b>	<b>32%</b>	<b>62%</b>	<b>8%</b>	<b>44%</b>
<b>Total worse</b>	<b>42%</b>	<b>14%</b>	<b>72%</b>	<b>30%</b>
A lot better	4%	10%	*	6%
A little better	28%	52%	8%	38%
A little worse	15%	12%	16%	13%
A lot worse	27%	2%	61%	17%
No difference	20%	22%	11%	25%
Don't know	6%	2%	2%	1%

42% think the Rudd Labor Government has been worse at keeping their promises than previous government – 32% think they have been better.

Opinions split strongly according to voting intention. 62% of Labor voters think they are better, 14% worse. 77% of Liberal/National voters think they are worse and 8% better.

Older respondents were more likely to think the Rudd Government has been worse at keeping its promises – those aged 55+ split 27% better/58% worse while the under 35's recorded 39% better/ 30% worse.

## **Approval of ETS Decision**

*Q. The Federal Government has announced that it has postponed introducing an emissions trading scheme (ETS) to address climate change for 3 years. Do you approve or disapprove of the Government's decision not to introduce an ETS for 3 years?*

	<b>Total</b>	<b>Labor voters</b>	<b>Lib/Nat voters</b>	<b>Greens voters</b>
<b>Total approve</b>	<b>38%</b>	<b>40%</b>	<b>47%</b>	<b>21%</b>
<b>Total disapprove</b>	<b>41%</b>	<b>40%</b>	<b>37%</b>	<b>76%</b>
Strongly approve	12%	9%	19%	7%
Approve	26%	31%	28%	14%
Disapprove	27%	31%	25%	30%
Strongly disapprove	14%	9%	12%	46%
Don't know	22%	20%	16%	4%

Opinions are divided over the Government postponing a decision on introducing an ETS – 38% approve and 41% disapprove.

Labor voters are evenly split (40% approve/40% disapprove) while Liberal/National voters are a little more likely to approve (47% approve/37% disapprove). 76% of Greens voters disapprove and 21% approve.

46% of men approve (39% disapprove) compared to 31% of women (43% disapprove).



## **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 19<sup>th</sup> 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.

