



# Essential Report

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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 the 29<sup>th</sup> of September to the 4<sup>th</sup> of October and attracted 1018 responses.

Aside from the standard question we ask each week on Federal voting intention, this week we look at public opinion regarding Kevin Rudd – specifically his performance at the G8 summit, and his representation of Australia to the international community. This week we gauge public perception of whether the Australian economy will get better or worse over the next 12 months and job security. This week we also ask a question related to how people perceive the performance of the business they work for.

The methodology used to carry out this research is available in appendix one (page 10).

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?*

\*2117 sample size

| <b>2 week average</b> | <b>%</b>   | <b>2PP</b> | <b>2PP shift from last week</b> |
|-----------------------|------------|------------|---------------------------------|
| Liberal               | 32%        |            |                                 |
| National              | 2%         |            |                                 |
| <b>Total Lib/Nat</b>  | <b>34%</b> | <b>40%</b> | <b>-1%</b>                      |
| <b>Labor</b>          | <b>50%</b> | <b>60%</b> | <b>+1%</b>                      |
| Greens                | 8%         |            |                                 |
| Family First          | 2%         |            |                                 |
| Other/Independent     | 6%         |            |                                 |

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.



## **Kevin Rudd and the G20**

*Q. How would you rate the job Kevin Rudd did in his recent trip to the US and participation in the G20 summit on global economic questions and other related issues - excellent, good, not so good or poor?*

|             | <b>%</b> |
|-------------|----------|
| Excellent   | 17%      |
| Good        | 46%      |
| Not so good | 15%      |
| Poor        | 8%       |
| Don't know  | 13%      |

63% of people surveyed rate the performance of Kevin Rudd in his recent trip to the US to participate in the G20 summit as excellent/good, 23% rate it as not so good/poor and 13% don't know.

86% of Labor voters rate the job Kevin Rudd did in his recent trip to the US to participate at the G20 as excellent/good and only 6% of these same voters rate it as not so good/poor. 40% of Coalition voters rate Rudd's performance as excellent/good and 51% of these same voters rate it as not so good/poor.

Green voters rated Rudd's performance favourably – 73% thought his performance was excellent/good.

People aged 45 – 54 were more likely than those in other age groups to rate Rudd's performance as excellent/good (67%).



### **Kevin Rudd representing Australia at international conferences**

*Q. When you think of Kevin Rudd representing Australia at international conferences, how confident are you that he will do a good job in representing Australia to the international community?*

|                        | <b>%</b>   |
|------------------------|------------|
| <b>Total confident</b> | <b>74%</b> |
| Very confident         | 31%        |
| Somewhat confident     | 43%        |
| Not at all confident   | 18%        |
| Don't know             | 8%         |

74% of people surveyed are very/somewhat confident in Rudd's ability to do a good job in representing Australia to the international community at international conferences. 18% are not at all confident and 8% don't know.

95% of Labor voters were very/somewhat confident in Rudd's ability to do a good job in representing Australia to the international community. 50% of Coalition voters were very/somewhat confident in Rudd's ability to do a good job, and 45% are not confident at all in his ability to do a good job at representing Australia to the international community.

There were no significant differences in terms of age and people's perception of Rudd's ability to represent Australia at international conferences.



## Kevin Rudd's image

*Q. After recently meeting the Prime Minister Kevin Rudd, former US President Bill Clinton said "In my opinion, he is one of the most well informed, well read, intelligent leaders in the world today." Do you agree or disagree?*

|                       | %          |
|-----------------------|------------|
| <b>Total agree</b>    | <b>66%</b> |
| <b>Total disagree</b> | <b>21%</b> |
| Strongly agree        | 18%        |
| Agree                 | 48%        |
| Disagree              | 15%        |
| Strongly disagree     | 6%         |
| Don't know            | 14%        |

66% of people surveyed agree with former US President Bill Clinton's comments that Rudd is one of the most well informed, well read, intelligent leaders in the world today. 21% disagree and 14% don't know.

90% of Labor voters and 82% of Green voters agree with Clinton's statements about Rudd. 37% of Coalition voters agree with Clinton's statements and 49% of these same voters disagree.



## 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   | 23 Feb 09  | 18 May 09  | 15 Jun 09  | 6 Jul 09   | 21 Aug 09  | 5 Oct 09   |
|---------------------|------------|------------|------------|------------|------------|------------|------------|
| <b>Total better</b> | <b>21%</b> | <b>19%</b> | <b>25%</b> | <b>43%</b> | <b>50%</b> | <b>55%</b> | <b>66%</b> |
| <b>Total worse</b>  | <b>61%</b> | <b>65%</b> | <b>56%</b> | <b>37%</b> | <b>31%</b> | <b>23%</b> | <b>15%</b> |
| Get a lot better    | 2%         | 2%         | 2%         | 5%         | 7%         | 9%         | 8%         |
| Get a little better | 19%        | 17%        | 23%        | 38%        | 43%        | 46%        | 58%        |
| Get a little worse  | 45%        | 42%        | 37%        | 28%        | 23%        | 17%        | 11%        |
| Get a lot worse     | 16%        | 23%        | 19%        | 9%         | 8%         | 6%         | 4%         |
| Stay much the same  | 13%        | 12%        | 13%        | 17%        | 15%        | 18%        | 15%        |
| No opinion          | 5%         | 4%         | 5%         | 3%         | 4%         | 3%         | 4%         |

66% of people surveyed think that over the next 12 months, economic conditions in Australia will get better, 15% think they will get worse, 15% think that they will stay much the same and 4% have no opinion.

There has been an eleven percent increase in the number of people that think economic conditions in Australia will get a lot/a little better over the next 12 months, and the number that think conditions will get worse has decreased by eight percent.

80% of Labor voters and 60% of Coalition voters think that over the next 12 months, economic conditions in Australia will get a lot/a little better.

Younger people were more likely than those in other age groups to be optimistic about Australia's economic situation – 71% of 18 – 24 year olds and 70% of 25 – 34 year olds think that economic conditions in Australia will get a lot/a little better over the next 12 months.



## 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   | 6 Jul 09   | 31 Aug 09  | 5 Oct 09   |
|--------------------------------------|------------|------------|------------|------------|------------|------------|
| <b>Total concerned</b>               | <b>62%</b> | <b>67%</b> | <b>52%</b> | <b>56%</b> | <b>53%</b> | <b>49%</b> |
| Very concerned                       | 22%        | 24%        | 13%        | 15%        | 18%        | 14%        |
| Somewhat concerned                   | 40%        | 43%        | 39%        | 41%        | 35%        | 35%        |
| Not at all concerned                 | 29%        | 23%        | 35%        | 32%        | 37%        | 40%        |
| Don't know                           | 4%         | 5%         | 6%         | 6%         | 5%         | 6%         |
| No employees in the immediate family | 5%         | 5%         | 8%         | 6%         | 5%         | 5%         |

Just under half (49%) of people surveyed are very/somewhat concerned that they or a member of their immediate family will lose their job in the next year or so. 40% are not concerned at all, 6% don't know and 5% have no employees in the immediate family.

The number of people that are very concerned has fallen slightly since we last asked this question in June (-4%), and there has been a slight increase in the number that are not at all concerned (+3%).

People in part-time work were more likely than those in full-time work to be very/somewhat concerned when it comes to job security (56% v 49%).

Females were more likely than males to be very/somewhat concerned about job security (55% v 44%).

People earning \$600 - \$1000 per week were more likely to be very/somewhat concerned that they or a member of their immediate family will lose their job in the next year or so (54%), while people earning \$1600+ per week were more likely to be not at all concerned (45%).





## Employee perception of their place of work

Q. If you work in the private sector, is the business or company you work in doing better or worse than it was 12 months ago?

|                                 | %          |
|---------------------------------|------------|
| <b>Total better</b>             | <b>28%</b> |
| <b>Total worse</b>              | <b>29%</b> |
| Doing much better               | 6%         |
| Doing a little better           | 22%        |
| About the same as 12 months ago | 34%        |
| Doing a bit worse               | 20%        |
| Doing much worse                | 9%         |
| Don't know                      | 10%        |

*n=631*

*Respondents that select don't work or work in public sector have been excluded from the above table.*

28% of people surveyed that work in the private sector think that the company or business they work for is doing better than it was 12 months ago, and 29% think it is doing worse. 34% indicated that the company or business is doing about the same as it was 12 months ago and 10% don't know.

Self employed people working full-time were more likely than those working full-time but employed by someone else to think the company or business they work for is doing much/a little better than it was 12 months ago (39% v 29%).



## **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.

