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About the Poll

This report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The survey was conducted online between the 29th February and 4th March 2012 and is based on 1,042 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the Labor leadership challenge.

The methodology used to carry out this research is available in the appendix on page 11.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.



Federal politics – voting intention

Q. If a Federal Election was held today to which party will you probably give your first preference vote? If not sure, which party are you currently leaning toward?

Q. If don't know -Well which party are you currently leaning to?

Sample size = 1,891 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Liberal		44%	45%	46%	47%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	47%	48%	49%	49%
Labor	38.0%	33%	33%	32%	32%
Greens	11.8%	11%	11%	11%	10%
Other/Independent	6.6%	9%	9%	8%	9%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	54%	55%	56%	56%
Labor	50.1%	46%	45%	44%	44%

NB. The data in the above tables comprise 2-week averages derived from the first preference/leaning to voting questions. Respondents who select 'don't know' are not included in the results. The two-party preferred estimate is calculated by distributing the votes of the other parties according to their preferences at the 2010 election.



Leadership Challenge Good or Bad for Government

Q. Do you think the recent leadership challenge has been good or bad for the Labor Government?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total good	13%	30%	7%	16%
Total bad	62%	39%	80%	50%
Very good	4%	10%	2%	4%
Good	9%	20%	5%	12%
Neither good nor bad	18%	26%	12%	28%
Bad	24%	25%	22%	28%
Very bad	38%	14%	58%	22%
Don't know	6%	4%	2%	6%

62% think that the recent leadership challenge was bad for the Labor Party and only 13% think it was good.

Labor voters were split - 39% think it was bad, 30% good and 26% neither good nor bad.



More or Less Likely to Vote Labor

Q. Has the re-election of Julia Gillard as leader of the Labor Party made you more or less likely to support the ALP at the next federal election.

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total more likely	13%	33%	5%	18%
Total less likely	47%	21%	64%	38%
Much more likely	6%	17%	1%	5%
A little more likely	7%	16%	4%	13%
A little less likely	10%	11%	7%	16%
Much less likely	37%	10%	57%	22%
Makes no difference	34%	42%	30%	43%
Don't know	5%	3%	1%	-

47% say that the re-election of Julia Gillard as leader has made them less likely to support the Labor Party and only 13% say it has made them more likely to support the Labor Party at the next election.

Among Labor voters, 33% say it has made them more likely and 21% less likely to support Labor.



Kevin Rudd's Future

Q. What do you think Kevin Rudd should do now?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Stay in Parliament and challenge again	29%	30%	28%	29%
Stay in Parliament and not challenge again	28%	44%	17%	46%
Resign from Parliament	30%	17%	44%	20%
Don't know	13%	8%	10%	5%

Respondents were divided about what Kevin Rudd should do - 30% say he should resign from parliament, 29% think he should stay and challenge again and 28% think he should stay and not challenge again.

Among Labor voters, 44% think he should stay and not challenge, while 44% of Liberal/National voters think he should resign from Parliament. 46% of Greens voters think he should stay in Parliament and not challenge again.



Next Election

Q. Do you think the Labor Government should run its full term until 2013 when the next Federal election is due or should a new election be held now?

	5 Sept 11	5 Dec 11	30 Jan 12	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Should run to 2013	40%	47%	48%	46%	90%	17%	80%
Should hold election now	48%	41%	41%	44%	7%	77%	12%
Don't know	12%	12%	10%	10%	4%	5%	8%

46% think the Labor Government should run its full term until the 2013 election and 44% think an election should be held now.

Opinions have shifted a little toward having an election now since this question was polled in January.



Performance during Leadership Challenge

Q. How would you rate the performance of the following during the Labor leadership challenge?

	Total good	Total poor	Very good	Good	Average	Poor	Very poor	Don't know
Julia Gillard	23%	49%	10%	13%	24%	17%	32%	4%
Kevin Rudd	33%	35%	12%	21%	27%	16%	19%	4%
Labor Party Ministers	10%	52%	2%	8%	30%	25%	27%	8%
Tony Abbott	25%	40%	9%	16%	27%	18%	22%	8%
The media	14%	43%	3%	11%	35%	20%	23%	6%

Apart from Kevin Rudd, the performance of all parties to the leadership challenge were rated poorly.

33% thought the performance of Kevin Rudd was good and 35% poor. For Julia Gillard the rating was 23% good and 49% poor. Labor Party Ministers were rated most negatively - 10% good and 52% poor.

However, Julia Gillard was rated a little better than Kevin Rudd by Labor voters - their rating of Julia Gillard was 50% good/15% poor compared to 49% good/22% poor for Kevin Rudd.



Election of Party Leaders

Q. Do you think party leaders should be elected mainly based on who voters favour or who the members of Parliament believe is the best person to lead their party?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
The person the voters favour	56%	52%	62%	40%
The person members of Parliament believe best to lead the party	30%	35%	28%	49%
Don't know	14%	12%	11%	11%

A majority of 56% think that party leaders should be elected mainly based on who voters favour and 30% think that the leadership should go to the person the members of Parliament believe is to lead their party.

Liberal/National voters are more likely to think the leader should be the person the voters favour (62%) while Greens voters tended to favour the person members of Parliament believe best (49%).

Older voters (aged 55+) were a little more likely to leave the judgment to the Parliamentarians although still prefer the person the voters favour 53% to 39%.



Preferred System for Electing Party Leaders

Q. Which of the following do you think would be the best way to elect national party leaders?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
The Australian system where the leader is elected by the Members of Parliament	36%	45%	36%	45%
The US system where registered voters in primaries elect the party's candidate for President	31%	25%	36%	23%
The UK system where MPs, party members (and in Labour's case, union members from affiliated unions) all get to vote for the party leader	11%	10%	8%	15%
Don't know	23%	19%	19%	17%

36% prefer the Australian system of electing the party leader - 31% prefer the US system and 11% the UK system.

Labor and Greens voters were more likely to prefer the Australian system (45%) and Liberal/National voters the US system (36%).

45% of people aged 55+ and 45% of those on income of \$1,600+ pw favoured the Australian system.



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.

