



## 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 16<sup>th</sup> to the 21<sup>st</sup> of February and obtained 1019 responses.

This week's report includes the standard question on Federal voting intention. We ask people to rate their approval of the Prime Minister, Opposition Leader and for people to rate the job Peter Garrett is doing as Environment Minister. This week we also ask people questions related to the reintroduction of WorkChoices if the Liberal Party were elected at the next election.

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?*

\*1834 sample size

<b>2 week average</b>	<b>%</b>	<b>2PP</b>	<b>2PP shift from last week</b>
Liberal	37%		
National	3%		
<b>Total Lib/Nat</b>	<b>40%</b>	<b>46%</b>	<b>+1%</b>
<b>Labor</b>	<b>43%</b>	<b>54%</b>	<b>-1%</b>
Greens	8%		
Family First	2%		
Other/Independent	7%		

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 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?*

	9 Feb 09	30 Mar 09	18 May 09	29 Jun 09	10 Aug 09	28 Sept 09	9 Nov 09	30 Nov 09	14 Dec 09	18 Jan 10	22 Feb 10
Strongly approve	17%	21%	14%	14%	13%	15%	14%	9%	10%	11%	11%
Approve	50%	50%	48%	48%	47%	51%	47%	47%	47%	44%	41%
Disapprove	15%	14%	18%	18%	17%	17%	19%	20%	20%	19%	20%
Strongly disapprove	8%	7%	11%	9%	10%	6%	13%	15%	12%	14%	17%
Don't know	9%	9%	9%	11%	12%	11%	8%	10%	10%	12%	11%
<b>Total approve</b>	<b>67%</b>	<b>71%</b>	<b>62%</b>	<b>62%</b>	<b>60%</b>	<b>66%</b>	<b>61%</b>	<b>56%</b>	<b>57%</b>	<b>55%</b>	<b>52%</b>
<b>Total disapprove</b>	<b>23%</b>	<b>21%</b>	<b>29%</b>	<b>29%</b>	<b>27%</b>	<b>23%</b>	<b>32%</b>	<b>35%</b>	<b>32%</b>	<b>33%</b>	<b>37%</b>

Just over half (52%) of those surveyed approve of the job Kevin Rudd is doing as Prime Minister, 37% disapprove and 11% don't know. This gives Kevin Rudd a net approval rating of +15%.

Rudd has the lowest approval rating and the highest disapproval rating that has been reported in the Essential Report since we began asking this question in 2008.

Results followed party lines – Labor voters were more likely to approve of the job Rudd is doing (92%), while Coalition voters were more likely to disapprove (78%). 17% of Coalition voters approve of the job Rudd is doing as Prime Minister.

59% of Green voters approve of the job Rudd is doing, while 30% of these same voters disapprove.

People aged 18 – 24 were more likely to approve of the job Rudd is doing (59%), while people aged 65 years and over were more likely to disapprove (59%).

## 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		
	9 Feb 09	30 Mar 09	18 May 09	29 Jun 09	10 Aug 09	28 Sept 09	9 Nov 09	30 Nov 09	14 Dec 09	18 Jan 10	22 Feb 10
Strongly approve	3%	3%	2%	4%	2%	3%	3%	2%	7%	5%	12%
Approve	29%	25%	28%	20%	20%	24%	26%	23%	27%	32%	33%
Disapprove	26%	31%	28%	31%	30%	35%	30%	33%	18%	20%	20%
Strongly disapprove	17%	17%	21%	26%	28%	18%	20%	22%	18%	17%	16%
Don't know	24%	24%	21%	19%	20%	21%	20%	19%	31%	26%	18%
<b>Total approve</b>	<b>32%</b>	<b>28%</b>	<b>30%</b>	<b>24%</b>	<b>22%</b>	<b>27%</b>	<b>29%</b>	<b>25%</b>	<b>34%</b>	<b>37%</b>	<b>45%</b>
<b>Total disapprove</b>	<b>43%</b>	<b>48%</b>	<b>49%</b>	<b>57%</b>	<b>58%</b>	<b>53%</b>	<b>50%</b>	<b>55%</b>	<b>36%</b>	<b>37%</b>	<b>36%</b>

Just under half (45%) of those surveyed approve of the job Tony Abbott is doing as Opposition Leader, 36% disapprove and 18% don't know. This gives Tony Abbott a net approval rating of +9%.

This is the highest approval rating that has been recorded for Abbott in the Essential Report thus far and higher than Turnbull ever scored in our polling.

Results followed party lines – Coalition voters were more likely to approve of the job Abbott is doing (79%), while Labor voters were more likely to disapprove (58%). 28% of Labor voters approve of the job Abbott is doing as Opposition Leader.

68% of Green voters disapprove of the job Abbott is doing as Opposition Leader and 19% of these same voters approve.

People aged 65 years and over were more likely to approve of the job Abbott is doing (68%), while younger voters were more likely to indicate they don't know (37%).

Males were more likely than females to approve of the job Abbott is doing as Opposition Leader (47% v 43%).



## Approval of Environment Minister, Peter Garrett

Q. Do you approve or disapprove of the job Peter Garrett is doing as Environment Minister?

	%
Strongly approve	4%
Approve	24%
Disapprove	26%
Strongly disapprove	30%
Don't know	16%
<b>Total approve</b>	<b>28%</b>
<b>Total disapprove</b>	<b>56%</b>

Just over half (56%) of those surveyed disapprove of the job Peter Garrett is doing as Environment Minister, 28% approve and 16% don't know. This gives Peter Garrett an approval rating of -28%.

Results followed party lines – Labor voters were more likely to approve (47%), while Coalition voters were more likely to disapprove (84%). 37% of Labor voters disapprove of the job Garrett is doing as Environment Minister.

Green voters were reasonably split in terms of their level of approval of the Environment Minister – 42% approve and 46% disapprove of the job Garrett is doing.

People aged 65 years and over were more likely to disapprove (82%) while those aged 35 – 44 were more likely to approve (35%).

We asked a similar question in June 2008 asking people to rate the performance of Peter Garrett – 32% rated his performance as very good/good and 47% rated it as very poor/poor.



## Reintroduction of WorkChoices under an Abbott Liberal Government

Q. How likely do you think it is that Tony Abbott and the Liberals will reintroduce at least some parts of WorkChoices if they win the next election?

	<b>Total</b>	<b>Labor</b>	<b>Coalition</b>	<b>Green</b>
Very likely	22%	41%	7%	26%
Quite likely	35%	36%	43%	39%
Not very likely	18%	8%	29%	15%
Not at all likely	5%	4%	7%	4%
Don't know	20%	11%	14%	16%
<b>Total likely</b>	<b>57%</b>	<b>77%</b>	<b>50%</b>	<b>65%</b>
<b>Total not likely</b>	<b>23%</b>	<b>12%</b>	<b>36%</b>	<b>19%</b>

Over half (57%) of Australians surveyed think that if Tony Abbott and the Liberals win the next election it is likely that they will introduce at least some parts of WorkChoices, 23% think it is unlikely and 20% don't know.

77% of Labor voters, 65% of Green voters and 50% of Coalition voters think that it is likely that at least some parts of WorkChoices will be introduced if Abbott and the Liberals win the next election.

People aged 45 – 55 were more likely to think that if the Liberal party wins the next election, at least some parts of WorkChoices will be introduced (68%), while people aged 65 years and over were more inclined to think it is unlikely some parts of WorkChoices will be introduced if the Liberals win the next election (32%).

## Future of WorkChoices

*Q. Do you believe Tony Abbott when he says that WorkChoices is dead and would not be reintroduced by a future Liberal Government?*

	%
Yes	22%
No	50%
Don't know	28%

Half (50%) of those surveyed do not believe Tony Abbott when he says that WorkChoices is dead and would not be reintroduced by a future Liberal Government, 22% believe Abbott and 28% don't know.

Results followed party lines – Labor (75%) and Green (80%) voters were more likely to not believe Abbott, while Coalition voters were more likely to believe Abbott when he says WorkChoices is dead and won't be reintroduced (50%).

People aged 65 years and over were more likely to believe Abbott (39%) while those aged 18 – 24 were more likely to indicate they don't know (36%).



## **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.

