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Executive Summary

This report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The survey was conducted online from 24th to 29th August and is based on 1,236 respondents.

Aside from the standard question on voting intention, this week's report includes questions on best Prime Minister and when voting decision was made.

The methodology used to carry out this research is available in appendix one (page 6).

Please 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?

2,246 sample size

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	37%	37%	41%	42%	41%
National	3%	2%	3%	3%	3%
Total Lib/Nat	40%	39%	44%	45%	44%
Labor	42%	40%	39%	38%	38%
Greens	9%	13%	10%	11%	11%
Family First	2%	3%	2%	2%	2%
Other/Independent	7%	5%	5%	4%	5%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	47%	46%	49%	50%	50%
Labor	53%	54%	51%	50%	50%

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. The two-party preferred estimate is calculated by distributing the votes of the other parties according to their preferences at the 2007 election.

* These results do not include the special ER pre-election poll.



When Voting Decision Made

Q. When did you make your decision about which party to vote for in last week's Federal election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
More than 4 weeks before the election	55%	60%	65%	38%
2-4 weeks before the election	15%	15%	16%	19%
In the last week before the election	9%	8%	9%	15%
The day before the election	3%	4%	1%	5%
The day of the election but before I went to vote	5%	4%	4%	9%
When I got to the polling booth	9%	6%	4%	12%
Don't know	3%	2%	1%	2%

More than half the respondents had decided their vote more than 4 weeks before the election. 27% decided during the election campaign before polling day and 14% only decided on polling day (9% when they got to the polling booth). Greens voters were most likely to delay making their decision, with 21% saying they only decided on the day of the election. 25% of those who voted for independents or other parties only decided when they got to the polling booth.

Older voters decided earlier than younger voters – 67% of those aged 55+ decided more than 4 weeks before the election compared to 43% of under 35's. 19% of under 35's decided on the day of the election compared to only 6% of aged 55+.

Better Prime Minister

Q. Who do you think would make the better Prime Minister out of Julia Gillard and Tony Abbott?

	5 Jul 10	19 Jul 10	26 Jul 10	2 Aug 10	9 Aug 10	16 Ag 10	30 Aug	Vote Labor	Vote Lib/Nat	Vote Greens		Kevin Rudd v Tony Abbott 21 Jun 10
Julia Gillard	53%	50%	51%	48%	45%	46%	46%	94%	3%	66%		47%
Tony Abbott	26%	27%	26%	30%	33%	35%	36%	1%	83%	8%		30%
Don't know	21%	23%	23%	22%	21%	19%	18%	4%	14%	26%		23%

46% think Julia Gillard would make the better Prime Minister and 36% prefer Tony Abbott – a similar margin to previous poll.

Julia Gillard is preferred 94% to 1% by Labor voters – and Tony Abbott is preferred 83% to 3% by Liberal/National voters. Greens voters prefer Julia Gillard 66% to 8%.

Men prefer Julia Gillard 44%/41% and women 48%/32%.

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.

