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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 29th June to 4th July and obtained 1,015 respondents.

Aside from the standard question on voting intention, this week's report includes questions about approval of leaders, better Prime Minister, party best at handling issues, leader attributes and population issues.

The methodology used to carry out this research is available in appendix one (page 13).

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?

1,797 sample size

First preference/leaning to	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Liberal	34%	38%	37%	36%	36%
National	3%	3%	3%	3%	3%
Total Lib/Nat	37%	40%	40%	39%	39%
Labor	47%	37%	38%	42%	42%
Greens	8%	12%	11%	9%	11%
Family First	2%	3%	3%	3%	2%
Other/Independent	6%	7%	8%	7%	6%

2PP	6 months ago	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	43%	48%	48%	46%	46%
Labor	57%	52%	52%	54%	54%

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 Julia Gillard

Q. Do you approve or disapprove of the job Julia Gillard is doing as Prime Minister?

	Kevin Rudd						Julia Gillard
	30 Mar 09	29 Jun 09	28 Sept 09	14 Dec 09	29 Mar 10	31 May 10	5 Jul 10
Total approve	71%	62%	66%	57%	53%	41%	48%
Total disapprove	21%	29%	23%	32%	36%	47%	27%
Strongly approve	21%	14%	15%	10%	12%	7%	14%
Approve	50%	48%	51%	47%	41%	34%	34%
Disapprove	14%	18%	17%	20%	22%	25%	13%
Strongly disapprove	7%	9%	6%	12%	14%	22%	14%
Don't know	9%	11%	11%	10%	12%	12%	26%

After one week as Prime Minister, 48% approve of Julia Gillard's performance and 27% disapprove. 26% could not give an opinion. Julia Gillard's approval rating is 7% higher than Kevin Rudd's last result and 20% lower on the disapproval rating.

85% of Labor voters approved and 4% disapproved. Liberal/National voters split 19% approve and 54% disapprove.

Men split 46% approve/31% disapprove and women 50% approve/23% disapprove.

Approval of Tony Abbott

Q. Do you approve or disapprove of the job Tony Abbott is doing as Opposition Leader?

	Malcolm Turnbull	Tony Abbott							
	30 Nov 09	14 Dec 09	18 Jan 10	22 Feb 10	29 Mar 10	3 May 10	31 May 10	28 Jun 10	5 Jul 10
Total approve	25%	34%	37%	45%	33%	39%	35%	40%	37%
Total disapprove	55%	36%	37%	36%	50%	43%	50%	39%	47%
Strongly approve	2%	7%	5%	12%	8%	5%	5%	9%	8%
Approve	23%	27%	32%	33%	25%	34%	30%	31%	29%
Disapprove	33%	18%	20%	20%	28%	24%	28%	20%	23%
Strongly disapprove	22%	18%	17%	16%	22%	19%	22%	19%	24%
Don't know	19%	31%	26%	18%	16%	18%	16%	20%	16%

Tony Abbott's net rating as Opposition Leader has dropped back into negative territory over the last week. 37% approve (down 3%) and 47% disapprove (up 8%).

81% of Liberal/National voters approve and 12% disapprove. Labor voters split 15% approve/75% disapprove.

Men split 41% approve/45% disapprove and women 34% approve/48% disapprove.

Better Prime Minister

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

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Kevin Rudd v Tony Abbott 21 Jun 10	Julia Gillard v Tony Abbott 28 Jun 10
Julia Gillard	53%	94%	12%	72%	47%	49%
Tony Abbott	26%	2%	70%	3%	30%	29%
Don't know	21%	4%	18%	24%	23%	22%

53% think Julia Gillard would make the better Prime Minister and 26% prefer Tony Abbott - somewhat better than Kevin Rudd's last result of 47%/30% and also better than last week's figures for Julia Gillard just after she became Prime Minister.

Men prefer Julia Gillard over Tony Abbott 48% to 31% and women 57%/22%.

Party best at

Q. Which of the following parties – Labor, Liberal or Greens - do you think is the best party when it comes to -

	Labor	Liberal	Greens	Don't know
Representing the interests of Australian working people	52% (+10)	24% (-3)	5%	20%
Handling the economy in a way that best protects working people in Australia	44% (+8)	33% (-2)	3%	20%
Understanding the needs of the average Australian	36% (+7)	24% (-3)	9%	31%
Representing the interests of you and people like you	39% (+7)	31% (-1)	12%	18%
Handling Australia's economy	37% (+7)	41% (-1)	3%	19%
Standing up to the big multinational corporations	32% (-)	28% (+1)	15%	26%
Having a vision for Australia's future	32% (+3)	31% (-2)	12%	25%
Taking Australia forward, not backwards	34% (+5)	32% (-2)	9%	25%
Handling Australia's relations with other countries	34% (+4)	39% (+1)	3%	24%
Dealing with the issue of immigration	23% (+3)	40% (-1)	8%	28%
Being honest and ethical	18% (-1)	22% (+1)	17%	44%
Handling environmental and climate change issues	18% (-1)	18% (-1)	42%	23%

(figures in brackets indicate change since this question was asked 3 weeks ago)

Labor key strengths are representing the interests of Australian working people (52%/24%), handling the economy in a way that best protects working people (44%/33%) and understanding the needs of the average Australian (36%/24%). The Liberal Party's strengths are dealing with the issue of immigration (40%) and handling Australia's relations with other countries (39%).

Perceptions of the Labor Party have improved considerably over the last 3 weeks mainly in terms of economic issues and representing the interests and needs of the community. However, there has been little change in Labor's figures for standing up to the big multinational corporations, being honest and ethical and handling environmental and climate change issues.

Attributes to describe the Prime Minister

Q. Which of the following describe your opinion of the Prime Minister, Julia Gillard?

	Kevin Rudd	Julia Gillard	
	10 May 10	5 Jul 10	Difference
Intelligent	73%	87%	+14
Hard-working	76%	89%	+13
A capable leader	55%	72%	+17
Demanding	69%	58%	-11
Arrogant	57%	37%	-20
Out of touch with ordinary people	55%	35%	-20
Understands the problems facing Australia	53%	68%	+15
Visionary	37%	48%	+11
Superficial	52%	35%	-17
Good in a crisis	44%	61%	+17
Narrow-minded	43%	28%	-15
Down to earth	47%	68%	+21
Too inflexible	45%	26%	-19
Complacent	38%	27%	-11
More honest than most politicians	39%	45%	+6
Trustworthy	41%	49%	+8

Julia Gillard's key attributes are - intelligent, hard-working, a capable leader, understands the problems facing Australia and down to earth.

Compared to the previous measures for Kevin Rudd, Julia Gillard scores considerably higher on positive attributes – especially down to earth (+21), and a capable leader (+17) – and considerably lower on out of touch (-20), arrogant (-20) and too inflexible (-19).

Attributes to describe the Opposition Leader

Q. Which of the following describe your opinion of the Opposition Leader, Tony Abbott?

	7 Dec 09	10 May 10	5 Jul 10	Change
Intelligent	71%	72%	70%	-2
Hard-working	69%	71%	76%	+5
A capable leader	46%	50%	47%	-3
Demanding	53%	52%	53%	+1
Arrogant	53%	54%	59%	+5
Out of touch with ordinary people	53%	51%	57%	+6
Understands the problems facing Australia	46%	49%	50%	+1
Visionary	34%	35%	32%	-3
Superficial	42%	44%	45%	+1
Good in a crisis	39%	40%	40%	-
Narrow-minded	52%	53%	56%	+3
Down to earth	46%	50%	47%	-3
Too inflexible	45%	47%	45%	-2
Complacent	31%	30%	34%	+4
More honest than most politicians	31%	33%	33%	-
Trustworthy	36%	39%	33%	-6

*Not asked in June 2009 poll

Tony Abbott's key attributes are hardworking (76%) and intelligent (70%).

There have been few substantial changes since this question was last asked – the main differences being hardworking (up 5%), arrogant (up 5%), out of touch (up 6%) and trustworthy (down 6%).

Comparison of Leader Attributes

	Julia Gillard	Tony Abbott	<i>Difference</i>
Intelligent	87%	70%	+17
Hard-working	89%	76%	+13
A capable leader	72%	47%	+25
Demanding	58%	53%	+5
Arrogant	37%	59%	-22
Out of touch with ordinary people	35%	57%	-22
Understands the problems facing Australia	68%	50%	+18
Visionary	48%	32%	+16
Superficial	35%	45%	-10
Good in a crisis	61%	40%	+21
Narrow-minded	28%	56%	-28
Down to earth	68%	47%	+21
Too inflexible	26%	45%	-19
Complacent	27%	34%	-7
More honest than most politicians	45%	33%	+12
Trustworthy	49%	33%	+16

Julia Gillard is rated substantially higher than Tony Abbott on all positive attributes and lower on negative attributes.

The largest differences are in terms of narrow-minded (-28%), a capable leader (+25%) and arrogant (-22%).

Population by 2050

Q. It has been estimated that Australia will have a population of 36 million by 2050. Do you think this will be good or bad for Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total good	16%	17%	18%	16%
Total bad	55%	50%	63%	58%
Very good	3%	4%	3%	3%
Good	13%	13%	15%	13%
Neither good nor bad	21%	26%	15%	22%
Bad	32%	32%	35%	36%
Very bad	23%	18%	28%	22%
Don't know	8%	7%	5%	4%

55% believe that having a population of 36 million by 2050 will be bad for Australia – 16% think it will be good for Australia.

The concern about this level of population is fairly similar across voter groups – although Liberal/National voters (63%) are more likely to think it is bad than Labor voters (50%).

Population Growth

Q. On average, Australia's population increases by about 300,000 per year (less than 2%). Do you think this is too high, too low or about right?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Too high	48%	44%	52%	59%
Too low	4%	3%	6%	7%
About right	35%	39%	35%	31%
Don't know	12%	13%	6%	3%

Nearly half (48%) believe that the current rate of population growth is too high and only 4% think it is too low – 35% think it is about right.

Labor voters are split (44% too high compared to 42% about right or too low), but a majority of Liberal/National voters (52%) and Greens voters (59%) think it is too high.

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.

