



## 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 4<sup>th</sup> to the 9<sup>th</sup> of August and attracted 1003 responses.

Aside from the standard question we ask each week on Federal voting intention, this week we ask the Australian public to give their approval rating of the performance of Kevin Rudd as Prime Minister and Malcolm Turnbull as Opposition Leader. We ask people to rate various welfare issues in terms of importance and rate the performance of the Federal Government in handling these issues. This week we investigate whether people think the Rudd Government has done enough, too little or too much to help Australian working people and businesses. We also ask people whether they think the Australian Government is doing enough to help its Pacific neighbours deal with climate change.

The methodology used to carry out this research is available in appendix one (page 11).

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?

\* 1820 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	3%		
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.



## Approval of the Prime Minister

Q. Do you strongly approve, approve, disapprove or strongly disapprove of the job Kevin Rudd is doing as Prime Minister?

	29 Sep 08	27 Oct 08	24 Nov 08	12 Jan 09	9 Feb 09	30 Mar 09	18 May 09	29 June 09	This week
Strongly approve	12%	16%	15%	14%	17%	21%	14%	14%	13%
Approve	46%	50%	50%	52%	50%	50%	48%	48%	47%
Disapprove	18%	14%	13%	16%	15%	14%	18%	18%	17%
Strongly disapprove	12%	8%	10%	6%	8%	7%	11%	9%	10%
Don't know	12%	12%	12%	11%	9%	9%	9%	11%	12%
<b>Total approve</b>	<b>58%</b>	<b>66%</b>	<b>65%</b>	<b>66%</b>	<b>67%</b>	<b>71%</b>	<b>62%</b>	<b>62%</b>	<b>60%</b>
<b>Total disapprove</b>	<b>30%</b>	<b>22%</b>	<b>23%</b>	<b>22%</b>	<b>23%</b>	<b>21%</b>	<b>29%</b>	<b>29%</b>	<b>27%</b>

Approval of the job Kevin Rudd is doing as Prime Minister has dropped slightly since we last asked this question in June (-2%), as has his disapproval rating (-2%) – with his net approval rating (% approve minus % disapprove) remaining steady at +33%.

94% of Labor voters approve of the job Kevin Rudd is doing as Prime Minister and only 2% of these same voters disapprove.

24% of Coalition voters approve of the job Kevin Rudd is doing as Prime Minister and 65% of these same voters disapprove. 63% of Green voters approve of the job he is doing as Prime Minister.

Respondents aged 18 – 24 were more likely than respondents aged 55 years and over to approve of the job Kevin Rudd is doing as Prime Minister (63% v 52%).



## Approval of the Opposition Leader

Q. Do you strongly approve, approve, disapprove or strongly disapprove of the job Malcolm Turnbull is doing as Opposition Leader?

	29 Sept 08	27 Oct 08	24 Nov 08	12 Jan 09	9 Feb 09	30 Mar 09	18 May 09	29 June 09	This week
Strongly approve	6%	4%	5%	4%	3%	3%	2%	4%	2%
Approve	30%	32%	33%	37%	29%	25%	28%	20%	20%
Disapprove	18%	21%	24%	21%	26%	31%	28%	31%	30%
Strongly disapprove	12%	11%	9%	9%	17%	17%	21%	26%	28%
Don't know	35%	32%	29%	29%	24%	24%	21%	19%	20%
<b>Total approve</b>	<b>36%</b>	<b>36%</b>	<b>38%</b>	<b>41%</b>	<b>32%</b>	<b>28%</b>	<b>30%</b>	<b>24%</b>	<b>22%</b>
<b>Total disapprove</b>	<b>30%</b>	<b>32%</b>	<b>33%</b>	<b>30%</b>	<b>43%</b>	<b>48%</b>	<b>49%</b>	<b>57%</b>	<b>58%</b>

Malcolm Turnbull's approval rating as Opposition Leader continues to trend downwards, this week it is at 22% total approval and his disapproval rating is at 58% - giving him a net approval rating of -36% (down 3%).

Less than half of the Coalition voters surveyed approve of the job Malcolm Turnbull is doing as Opposition Leader (45%) and 36% of these same voters disapprove of the job he is doing as Opposition Leader.

11% of Labor voters approve of the job Malcolm Turnbull is doing as Opposition Leader and 77% of these same voters disapprove. 75% of Green voters disapprove of the job he is doing as Opposition Leader.

Respondents aged 55 years and over were slightly more likely than those aged 18 – 24 to approve of the job Turnbull is doing as Opposition Leader (28% v 24%).



## Welfare issues of importance

Q. Thinking about Federal politics, please tell me if you think the following issues are very important, important, not very important or not at all important.

	<b>Total important</b>	<b>Total not important</b>	Very important	Important	Not very important	Not at all important	Don't know
Aged care	<b>95%</b>	<b>4%</b>	58%	37%	3%	1%	2%
Unemployment	<b>93%</b>	<b>6%</b>	52%	41%	5%	1%	2%
Mental Health	<b>93%</b>	<b>5%</b>	47%	46%	4%	1%	2%
The age pension	<b>91%</b>	<b>7%</b>	54%	37%	6%	1%	2%
The disability pension	<b>89%</b>	<b>9%</b>	46%	43%	7%	2%	2%
Homelessness	<b>88%</b>	<b>10%</b>	44%	44%	8%	2%	2%

Most issues were rated very important/important amongst those surveyed, with aged care (95%), unemployment (93%) and mental health (93%) rated highest.

There were no significant differences in terms of demographics and rating of importance, with most issues rated consistently high amongst all groups. However people aged 55 years and over were more likely than 18 – 24 year olds to rate the age pension as very important/important (98% v 80%). People aged 55 years and over were also more likely than younger people to rate aged care as very important/important (99% v 86%).



## Rating of the Federal Government on welfare issues

Q. How would you rate the performance of the Federal Government on these issues?

	<b>Total good</b>	<b>Total poor</b>	Very good	Good	Poor	Very poor	Don't know
The age pension	<b>47%</b>	<b>42%</b>	5%	42%	31%	11%	11%
Unemployment	<b>43%</b>	<b>46%</b>	3%	40%	35%	11%	10%
The disability pension	<b>41%</b>	<b>42%</b>	4%	37%	31%	11%	17%
Aged care	<b>29%</b>	<b>58%</b>	3%	26%	42%	16%	13%
Homelessness	<b>23%</b>	<b>60%</b>	2%	21%	43%	17%	18%
Mental Health	<b>21%</b>	<b>61%</b>	2%	19%	39%	22%	17%

When it comes to rating performance, people rate the Federal Government most positively on the issues of the age pension (47%), unemployment (43%) and the disability pension (41%).

The Federal Government's performance is rated most poorly in the areas of mental health (61%), homelessness (60%) and aged care (58%).

Respondents aged 45 – 54 were more likely than those in other age groups to rate the performance of the Federal Government on aged care as poor/very poor (51%).



## Rudd Labor Government and Australian working people

*Q. Has the Rudd Labor Government given too much, enough or not enough support to Australian working people?*

	%
Too much	8%
Enough	47%
Not enough	35%
Don't know	10%

47% of people surveyed think the Rudd Government has given enough support to Australian working people and 35% think they have done not enough. Only 8% think the Rudd Government has done too much.

Labor and Green voters were more likely to think the Rudd Labor Government has given enough support to Australian working people (62% Labor, 60% Green) and Coalition voters were more likely to think they have not done enough (44%) or too much (18%).

Respondents in full time work were more likely to think the Rudd Government has given enough support to working people (50%), as were people earning \$1600 or more per week (56%).





## Rudd Labor Government and Australian business

*Q. And has the Rudd Labor Government given too much, enough or not enough support to Australian businesses?*

	%
Too much	8%
Enough	48%
Not enough	30%
Don't know	15%

Just under half (48%) of those surveyed think the Rudd Labor Government has given enough support to Australian businesses and 30% think they have not done enough. Only 8% think they have done too much.

Labor and Green voters were more likely to think the Rudd Labor Government has given enough support to Australian businesses (61% Labor, 60% Green) and Coalition voters were more likely to think they have not given enough support (54%).

Respondents in full time work were more likely to think the Rudd Government has given enough support to Australian businesses (54%).



## Australian Government and Pacific nations

*Q. Do you think the Australian Government is doing too much, enough or not enough to help its Pacific neighbours deal with the impacts of climate change?*

	%
Too much	20%
Enough	31%
Not enough	25%
Don't know	23%

31% think that the Australian Government is doing enough to help its Pacific neighbours deal with the impacts of climate change and 25% think that the Australian Government is not doing enough to help its Pacific neighbours. 20% think the Australian Government is doing too much.

Coalition voters were more likely to think the Australian Government is doing too much (30%) and Labor voters more likely to think they are doing enough to help its Pacific neighbours deal with climate change (34%). Green voters were more likely to think the Australian Government is not doing enough (54%).



## **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.

