



16 July 2012



15 – 31 Pelham Street
Carlton
Victoria 3053
Phone 03 9929 9903
Mobile 0416 121 969

With data supplied by



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 11th and 15th July and is based on 996 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leadership, perceptions of the Greens and Government support for Julian Assange.

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 = 1,857 respondents

| First preference/leaning to | Election 21 Aug 10 | 4 weeks ago 18/6/12 | 2 weeks ago 2/7/12 | Last week 9/7/12 | This week 16/7/12 |
|-----------------------------|-----------------------|---------------------------|--------------------------|---------------------|----------------------|
| Liberal | | 46% | 45% | 46% | 46% |
| National | | 3% | 3% | 4% | 3% |
| Total Lib/Nat | 43.6% | 49% | 49% | 49% | 49% |
| Labor | 38.0% | 33% | 32% | 31% | 31% |
| Greens | 11.8% | 10% | 10% | 11% | 10% |
| Other/Independent | 6.6% | 8% | 9% | 9% | 9% |

| 2PP | Election 21 Aug 10 | 4 weeks ago | 2 weeks ago | Last week | This week |
|---------------|-----------------------|----------------|----------------|------------|------------|
| Total Lib/Nat | 49.9% | 56% | 56% | 56% | 57% |
| Labor | 50.1% | 44% | 44% | 44% | 43% |

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. These estimates have a confidence interval of approx. + or - 2%.



Approval of Julia Gillard

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

| | 19 Jul 2010 | 20 Dec | 14 Mar 2011 | 14 June | 12 Sept | 12 Dec | 12 Mar 2012 | 12 Jun | 16 Jul |
|-------------------------|----------------|------------|-------------------|------------|------------|------------|----------------|------------|------------|
| Total approve | 52% | 43% | 41% | 34% | 28% | 34% | 32% | 32% | 32% |
| Total disapprove | 30% | 40% | 46% | 54% | 64% | 54% | 61% | 56% | 58% |
| Strongly approve | 11% | 10% | 7% | 6% | 5% | 6% | 8% | 6% | 5% |
| Approve | 41% | 33% | 34% | 28% | 23% | 28% | 24% | 26% | 27% |
| Disapprove | 17% | 24% | 22% | 29% | 28% | 25% | 29% | 22% | 26% |
| Strongly disapprove | 13% | 16% | 24% | 25% | 36% | 29% | 32% | 34% | 32% |
| Don't know | 18% | 17% | 13% | 13% | 8% | 11% | 7% | 12% | 10% |

Julia Gillard's approval rating has changed little since last month. 32% (no change) approve of the job Julia Gillard is doing as Prime Minister and 58% (up 2%) disapprove – a change in net rating from -24 to -26 over the last 5 weeks.

73% of Labor voters approve (down 1%) and 19% disapprove (up 3%).

By gender – men 32% approve/60% disapprove, women 33% approve/57% disapprove.



Approval of Tony Abbott

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

| | 18 Jan 2010 | 5 Jul | 20 Dec | 14 Mar 2011 | 14 June | 12 Sept | 12 Dec | 12 Mar 2012 | 12 Jun | 16 Jul |
|-------------------------|------------------------|--------------|-------------------|----------------------------|--------------------|--------------------|-------------------|----------------------------|---------------|---------------|
| Total approve | 37% | 37% | 39% | 38% | 38% | 39% | 32% | 36% | 32% | 35% |
| Total disapprove | 37% | 47% | 39% | 47% | 48% | 50% | 53% | 52% | 54% | 53% |
| Strongly approve | 5% | 8% | 9% | 7% | 6% | 8% | 6% | 7% | 6% | 7% |
| Approve | 32% | 29% | 30% | 31% | 32% | 31% | 26% | 29% | 26% | 28% |
| Disapprove | 20% | 23% | 21% | 24% | 25% | 23% | 25% | 23% | 24% | 23% |
| Strongly disapprove | 17% | 24% | 18% | 23% | 23% | 27% | 28% | 29% | 30% | 30% |
| Don't know | 26% | 16% | 22% | 16% | 15% | 11% | 14% | 12% | 13% | 12% |

Tony Abbott's approval rating has improved a little over the last month. 35% (up 3%) approve of the job Tony Abbott is doing as Opposition Leader and 53% (down 1%) disapprove – a change in net rating from -22 to -18 over the last 5 weeks.

67% (no change) of Coalition voters approve and 26% (up 4%) disapprove.

By gender – men 38% approve/53% disapprove, women 32% approve/53% disapprove.



Better Prime Minister

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

| | 5 Jul 2010 | 14 Mar 2011 | 14 June | 12 Sept | 12 Dec | 12 Mar 2012 | 12 Jun | Total 16 Jul | Vote Labor | Vote Lib/Nat | Vote Greens |
|---------------|-----------------------|------------------------|----------------|--------------------|-------------------|----------------------------|---------------|-------------------------|-----------------------|-------------------------|------------------------|
| Julia Gillard | 53% | 44% | 41% | 36% | 39% | 40% | 37% | 37% | 76% | 5% | 83% |
| Tony Abbott | 26% | 33% | 36% | 40% | 35% | 37% | 37% | 38% | 4% | 76% | 5% |
| Don't know | 21% | 23% | 24% | 24% | 26% | 23% | 26% | 26% | 19% | 19% | 13% |

37% (no change) believe Julia Gillard would make the better Prime Minister and 38% (up 1%) prefer Tony Abbott.

Men prefer Tony Abbott 40%/36% and women prefer Julia Gillard 37%/35%.



Performance of the Greens

Q. Do you think the performance of the Greens in Federal Parliament has been good or poor?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens |
|-----------------------|--------------|-------------------|---------------------|--------------------|
| Total good | 17% | 21% | 7% | 71% |
| Total poor | 47% | 37% | 65% | 4% |
| Very good | 3% | 4% | * | 18% |
| Good | 14% | 17% | 7% | 53% |
| Neither good nor poor | 27% | 35% | 21% | 21% |
| Poor | 19% | 22% | 21% | 1% |
| Very poor | 28% | 15% | 44% | 3% |
| Don't know | 10% | 7% | 7% | 4% |

17% think the performance of The Greens in Federal Parliament has been good or very good and 47% think it has been poor or very poor.

Labor voters tend to think The Greens' performance has been poor/very poor (37%) or neither good nor poor (35%) - and only 21% think it has been good/very good.

Among respondents aged under 35, 24% think The Greens' performance has been good/very good and 29% think it has been poor/very poor.



Greens Policies

Q. Do you think that The Greens' policies are too extreme or do they represent the views of many voters?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens |
|------------------------------------|--------------|-------------------|---------------------|--------------------|
| Too extreme | 53% | 50% | 70% | 4% |
| Represent the views of many voters | 26% | 27% | 18% | 87% |
| Don't know | 21% | 23% | 12% | 9% |

53% think The Greens' policies are too extreme and 26% think they represent the views of many voters.

Those most likely to think The Greens' policies are too extreme were men (61%), aged 55+ (77%) and Liberal/National voters (70%).

37% of respondents aged under 35 think they represent the views of many voters and 35% think they are too extreme.



Support for Julian Assange

Q. Julian Assange faces extradition from the UK to Sweden for an investigation into sexual assault allegations. In Sweden he will be detained while the investigation continues, and he may be extradited to the United States to face charges relating to WikiLeaks's release of US diplomatic cables.

Do you think the Australian government has provided appropriate support to Assange given he faces investigation for sexual assault in Sweden and possible extradition to the US?

| | 19 Mar 2012 | Total | Vote Labor | Vote Lib/Nat | Vote Greens |
|--|------------------------|--------------|-----------------------|-------------------------|------------------------|
| Government have provided appropriate support | 22% | 28% | 37% | 30% | 16% |
| Government have not provided appropriate support | 36% | 33% | 34% | 32% | 42% |
| Don't know | 41% | 38% | 29% | 38% | 41% |

33% (down 3% since March) believe that Julian Assange has not received appropriate support from the Australian Government and 28% (up 6%) think he has received appropriate support. 38% could not give an opinion.

39% of men think the Government has not provided appropriate support compared to 28% of women - mainly due the 47% of women who said they "don't know". 34% of respondents aged 18-34 think Julian Assange has not received appropriate support compared to 21% who think the Government has provided appropriate support.



Government Response if Julian Assange is Charged by US

Q. Recently US government figures have indicated they want Julian Assange to be prosecuted. If he is charged by the US, what do you think the Australian Government should do?

| | Total | Vote Labor | Vote Lib/Nat | Vote Greens |
|---|--------------|-------------------|---------------------|--------------------|
| Support US attempts to prosecute him | 9% | 8% | 10% | 4% |
| Call for the US to observe due process and offer consular support | 34% | 40% | 33% | 30% |
| Offer him protection from extradition and prosecution. | 24% | 26% | 19% | 41% |
| Do nothing | 13% | 12% | 17% | 7% |
| Don't know | 20% | 13% | 21% | 19% |

34% think that if Julian Assange is charged by the US, the Australian Government should call for the US to observe due process and offer consular support and 24% think the Government should offer him protection from extradition and prosecution. Only 9% think the Government should support US attempts to prosecute him and 13% think they should do nothing.

Support for offering Assange protection was highest among older respondents - 31% of respondents aged 55+ compared to 22% of those aged under 35.



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 Wednesday 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.

