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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 survey was conducted online between the 11th and 15th January 2012 and is based on 1,047 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leadership.

The methodology used to carry out this research is available in the appendix on page 7.

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 = 1,899 respondents

First preference/leaning to	Election 21 Aug 10	Last poll (19.12.11)	This week
Liberal		45%	45%
National		3%	3%
Total Lib/Nat	43.6%	47%	48%
Labor	38.0%	35%	35%
Greens	11.8%	9%	9%
Other/Independent	6.6%	8%	8%

2PP	Election 21 Aug 10	Last poll	This week
Total Lib/Nat	49.9%	54%	54%
Labor	50.1%	46%	46%

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.



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 2010	14 Mar 2011	14 June	12 Sept	17 Oct	14 Nov	12 Dec	16 Jan 2012
Total approve	52%	43%	41%	34%	28%	34%	37%	34%	37%
Total disapprove	30%	40%	46%	54%	64%	59%	55%	54%	52%
Strongly approve	11%	10%	7%	6%	5%	7%	8%	6%	6%
Approve	41%	33%	34%	28%	23%	27%	29%	28%	31%
Disapprove	17%	24%	22%	29%	28%	27%	25%	25%	27%
Strongly disapprove	13%	16%	24%	25%	36%	32%	30%	29%	25%
Don't know	18%	17%	13%	13%	8%	7%	9%	11%	12%

Julia Gillard's approval rating has improved a little since last month. 37% (up 3%) approve of the job Julia Gillard is doing as Prime Minister and 52% (down 2%) disapprove – a change in net rating from -20 to -15 over the last 5 weeks. This is the best net rating for the Prime Minister since May last year.

76% of Labor voters approve (up 3%) and 15% disapprove (down 4%).

By gender – men 34% approve/57% disapprove, women 37% approve/47% 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 2010	20 Dec 2010	14 Mar 2011	14 June	12 Sept	17 Oct	14 Nov	12 Dec	16 Jan 2012
Total approve	37%	37%	39%	38%	38%	39%	40%	36%	32%	35%
Total disapprove	37%	47%	39%	47%	48%	50%	51%	52%	53%	51%
Strongly approve	5%	8%	9%	7%	6%	8%	8%	6%	6%	7%
Approve	32%	29%	30%	31%	32%	31%	32%	30%	26%	28%
Disapprove	20%	23%	21%	24%	25%	23%	23%	26%	25%	25%
Strongly disapprove	17%	24%	18%	23%	23%	27%	28%	26%	28%	26%
Don't know	26%	16%	22%	16%	15%	11%	9%	12%	14%	13%

Tony Abbott's approval rating has also improved a little over the last month. 35% (up 3%) approve of the job Tony Abbott is doing as Opposition Leader and 51% (down 2%) disapprove – a change in net rating from -21 to -16 over the last 5 weeks.

68% (up 3%) of Coalition voters approve and 21% (down 1%) disapprove.

By gender – men 41% approve/49% disapprove, women 29% 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	14 June	12 Sept	17 Oct	14 Nov	12 Dec	16 Jan 2012	Vote Labor	Vote Lib/Nat	Vote Greens
Julia Gillard	53%	44%	41%	36%	38%	41%	39%	39%	83%	5%	69%
Tony Abbott	26%	33%	36%	40%	39%	36%	35%	36%	5%	76%	4%
Don't know	21%	23%	24%	24%	23%	24%	26%	25%	12%	20%	27%

39% believe Julia Gillard would make the better Prime Minister and 36% prefer Tony Abbott - no significant change from last month's result.

Men prefer Tony Abbott 41%/37% and women favour Julia Gillard 41%/31%.



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.

