



# Essential Report

**18 January 2010**



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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 12<sup>th</sup> to the 17<sup>th</sup> of January and obtained 1101 responses.

Aside from the standard question we ask each week on Federal voting intention, this week we ask people to rate their approval of the Prime Minister and the Opposition Leader. We also ask people whether they think economic conditions in Australia will get better or worse over the next 12 months, and for their level of concern regarding job security. Given Australia Day next week, we ask people whether they will be doing anything special to celebrate the day.

The methodology used to carry out this research is available in appendix one (page 9).

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?*

\*1915 sample size

<b>2 week average</b>	<b>%</b>	<b>2PP</b>	<b>2PP shift from last report 21 Dec 09</b>
Liberal	35%		
National	3%		
<b>Total Lib/Nat</b>	<b>38%</b>	<b>44%</b>	<b>+1%</b>
<b>Labor</b>	<b>45%</b>	<b>56%</b>	<b>-1%</b>
Greens	8%		
Family First	2%		
Other/Independent	7%		

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 polling data collected on the weeks of the 15 – 20 December 2009 and the 12 - 18 January 2010.



**Approval of the Prime Minister, Kevin Rudd**

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

	12 Jan 09	9 Feb 09	30 Mar 09	18 May 09	29 Jun 09	10 Aug 09	28 Sept 09	9 Nov 09	30 Nov 09	14 Dec 09	18 Jan 10
Strongly approve	14%	17%	21%	14%	14%	13%	15%	14%	9%	10%	11%
Approve	52%	50%	50%	48%	48%	47%	51%	47%	47%	47%	44%
Disapprove	16%	15%	14%	18%	18%	17%	17%	19%	20%	20%	19%
Strongly disapprove	6%	8%	7%	11%	9%	10%	6%	13%	15%	12%	14%
Don't know	11%	9%	9%	9%	11%	12%	11%	8%	10%	10%	12%
<b>Total approve</b>	<b>66%</b>	<b>67%</b>	<b>71%</b>	<b>62%</b>	<b>62%</b>	<b>60%</b>	<b>66%</b>	<b>61%</b>	<b>56%</b>	<b>57%</b>	<b>55%</b>
<b>Total disapprove</b>	<b>22%</b>	<b>23%</b>	<b>21%</b>	<b>29%</b>	<b>29%</b>	<b>27%</b>	<b>23%</b>	<b>32%</b>	<b>35%</b>	<b>32%</b>	<b>33%</b>

55% of people surveyed approve of the job Kevin Rudd is doing as Prime Minister, 33% disapprove. His approval rating has seen a slight decrease since we last asked this question in December (-2%) and his disapproval rating has increased by one percent. Rudd's approval rating is the lowest it has been over the year that we have been tracking this question.

Perception of the job Kevin Rudd is doing as Prime Minister followed party lines – Labor voters were more likely to approve of the job he is doing (91%), while Coalition voters were more likely to disapprove (74%). 20% of Coalition voters and 73% of Green voters approve of the job Rudd is doing as Prime Minister.



## Approval of the Opposition Leader

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

	Malcolm Turnbull									Tony Abbott	
	12 Jan 09	9 Feb 09	30 Mar 09	18 May 09	29 Jun 09	10 Aug 09	28 Sept 09	9 Nov 09	30 Nov 09	14 Dec 09	18 Jan 10
Strongly approve	4%	3%	3%	2%	4%	2%	3%	3%	2%	7%	5%
Approve	37%	29%	25%	28%	20%	20%	24%	26%	23%	27%	32%
Disapprove	21%	26%	31%	28%	31%	30%	35%	30%	33%	18%	20%
Strongly disapprove	9%	17%	17%	21%	26%	28%	18%	20%	22%	18%	17%
Don't know	29%	24%	24%	21%	19%	20%	21%	20%	19%	31%	26%
<b>Total approve</b>	<b>41%</b>	<b>32%</b>	<b>28%</b>	<b>30%</b>	<b>24%</b>	<b>22%</b>	<b>27%</b>	<b>29%</b>	<b>25%</b>	<b>34%</b>	<b>37%</b>
<b>Total disapprove</b>	<b>30%</b>	<b>43%</b>	<b>48%</b>	<b>49%</b>	<b>57%</b>	<b>58%</b>	<b>53%</b>	<b>50%</b>	<b>55%</b>	<b>36%</b>	<b>37%</b>

37% of people approve of the job Tony Abbott is doing as Opposition Leader and a further 37% disapprove. Abbott's approval rating has increased slightly since we last asked this question in December (+3%) and his disapproval rating has increased by one percent.

Perception of the job Abbott is doing as Leader of the Opposition followed party lines – Coalition voters were more likely to approve (70%), while Labor voters were more likely to disapprove (50%), as were Green voters (70%). 26% of Labor voters approve of the job Abbott is doing as Opposition Leader.



**Economic conditions in Australia over the next 12 months**

*Q. Over the next 12 months do you think economic conditions in Australia will get better, get worse or stay much the same?*

	<b>1 Dec 08</b>	<b>23 Feb 09</b>	<b>18 May 09</b>	<b>15 Jun 09</b>	<b>6 Jul 09</b>	<b>21 Aug 09</b>	<b>5 Oct 09</b>	<b>18 Jan 10</b>
<b>Total better</b>	<b>21%</b>	<b>19%</b>	<b>25%</b>	<b>43%</b>	<b>50%</b>	<b>55%</b>	<b>66%</b>	<b>53%</b>
<b>Total worse</b>	<b>61%</b>	<b>65%</b>	<b>56%</b>	<b>37%</b>	<b>31%</b>	<b>23%</b>	<b>15%</b>	<b>19%</b>
Get a lot better	2%	2%	2%	5%	7%	9%	8%	9%
Get a little better	19%	17%	23%	38%	43%	46%	58%	44%
Get a little worse	45%	42%	37%	28%	23%	17%	11%	14%
Get a lot worse	16%	23%	19%	9%	8%	6%	4%	5%
Stay much the same	13%	12%	13%	17%	15%	18%	15%	24%
No opinion	5%	4%	5%	3%	4%	3%	4%	4%

Just over half (53%) of those surveyed think that over the next 12 months, economic conditions in Australia will get better, 19% think they will get worse, and 24% think conditions will get much the same.

The most significant differences since we last asked this question in October 2009 are in terms of a decrease in the number of people that think conditions will get better (-13%), and an increase in the number that think economic conditions will stay the same (+9%).

Males were more likely than females to think economic conditions will get better over the next 12 months (59% v 47%).

Labor voters were more likely than Coalition voters to think conditions will get better (65% v 47%). Coalition voters were more likely to think conditions will get worse (28%).

People aged 18 – 24 were more likely than those aged 55 years and over to think that economic conditions will improve over the next 12 months (61% v 52%).



## Job security

*Q. How concerned are you that you or some member of your immediate family will lose their job in the next year or so: very concerned, somewhat concerned, or not at all concerned?*

	16 Feb 09	27 Apr 09	8 Jun 09	6 Jul 09	31 Aug 09	5 Oct 09	18 Jan 10
<b>Total concerned</b>	<b>62%</b>	<b>67%</b>	<b>52%</b>	<b>56%</b>	<b>53%</b>	<b>49%</b>	<b>45%</b>
Very concerned	22%	24%	13%	15%	18%	14%	12%
Somewhat concerned	40%	43%	39%	41%	35%	35%	33%
Not at all concerned	29%	23%	35%	32%	37%	40%	40%
Don't know	4%	5%	6%	6%	5%	6%	8%
No employees in the immediate family	5%	5%	8%	6%	5%	5%	8%

45% of people are very/somewhat concerned that they or a member of their immediate family will lose their job in the next year or so, 40% are not concerned at all. This is the lowest level of concern regarding job loss that has been recorded in the Essential Report since we began tracking this question in February 2009.

Females were more likely than males to be very/somewhat concerned over job loss (47% v 41%).

People in part-time work were more likely than those in full-time work to be concerned over job loss (55% v 45%).

Coalition voters were more likely than Labor voters to be very/somewhat concerned (52% v 43%).



## Celebrating Australia Day

*Q. Tuesday 26th January is Australia Day. Will you personally be doing anything to celebrate Australia Day or do you treat it as just a public holiday?*

	%
Doing something to celebrate Australia Day	40%
Just a public holiday	40%
Working – don't get the Australia Day holiday	6%
Don't know	14%

40% of people surveyed will be doing something to celebrate Australia Day, a further 40% treat Australia Day as just a public holiday and 6% are working because they don't get the Australia Day holiday.

Females were more likely to indicate they will be doing something to celebrate Australia Day (43%) while males were more likely to think it is just a public holiday (43%).

18 – 24 year olds were more likely than those in other age groups to be doing something to celebrate Australia Day (44%).





## **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.

