



Essential Report

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15 – 31 Pelham Street
Carlton
Victoria 3053
Phone 03 9929 9903
Mobile 0432 828 003

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 7th to the 13th of December 2009 and attracted 1055 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 ask people a number of questions related to the Copenhagen climate change summit and two questions related to Christmas spending.

The methodology used to carry out this research is available in appendix one (page 10).

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?

*1875 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	32%		
National	3%		
Total Lib/Nat	35%	42%	-
Labor	46%	58%	-
Greens	10%		
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 data.



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
Strongly approve	14%	17%	21%	14%	14%	13%	15%	14%	9%	10%
Approve	52%	50%	50%	48%	48%	47%	51%	47%	47%	47%
Disapprove	16%	15%	14%	18%	18%	17%	17%	19%	20%	20%
Strongly disapprove	6%	8%	7%	11%	9%	10%	6%	13%	15%	12%
Don't know	11%	9%	9%	9%	11%	12%	11%	8%	10%	10%
Total approve	66%	67%	71%	62%	62%	60%	66%	61%	56%	57%
Total disapprove	22%	23%	21%	29%	29%	27%	23%	32%	35%	32%

Kevin Rudd's approval rating has increased slightly since we last asked this question (+1%) and his disapproval rating has decreased slightly (-3%).

Opinion followed party lines – Labor voters were more likely to approve (92%) while Coalition voters were more likely to disapprove (74%). 18% of Coalition voters approve of the job Kevin 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
Strongly approve	4%	3%	3%	2%	4%	2%	3%	3%	2%	7%
Approve	37%	29%	25%	28%	20%	20%	24%	26%	23%	27%
Disapprove	21%	26%	31%	28%	31%	30%	35%	30%	33%	18%
Strongly disapprove	9%	17%	17%	21%	26%	28%	18%	20%	22%	18%
Don't know	29%	24%	24%	21%	19%	20%	21%	20%	19%	31%
Total approve	41%	32%	28%	30%	24%	22%	27%	29%	25%	34%
Total disapprove	30%	43%	48%	49%	57%	58%	53%	50%	55%	36%

34% of respondents approve of the job Tony Abbott is doing as Opposition Leader, 36% disapprove and 31% don't know.

Perception followed party lines – Coalition voters were more likely to approve of the job Abbott is doing as Opposition Leader (65%) while Labor voters were more likely to disapprove (55%). 15% of Coalition voters disapprove of the job Abbott is doing as Opposition Leader.

Abbott's approval rating is nine percentage points higher than the score Turnbull received right before he was replaced as Opposition Leader. However, Turnbull's approval rating when he took on the leadership role in September 2009 was 36% and his disapproval rating was 30%. This is a slightly better result than that scored by Abbott after his succession to the leadership position.



Climate change and Copenhagen

Q. World leaders are currently meeting in Copenhagen to discuss a global approach to climate change. How important do you think this meeting is?

	%
Total important	73%
Total not important	21%
Very important	39%
Quite important	34%
Not very important	12%
Not at all important	9%
Don't know	6%

73% of people think that the meeting in Copenhagen to discuss a global approach to climate change is important, 21% think it is not important and 6% don't know.

Labor (84%) and Green (89%) voters were more likely to think the meeting is important, while Coalition voters were more likely to think the meeting is not important (37%). 59% of Coalition voters think the meeting is important.

Respondents aged 18 – 24 were more likely to think the meeting is important (75%) while those aged 55 years and over were more likely to think it is not important (23%).



Climate change and Copenhagen

Q. And how likely do you think it is that the world leaders meeting in Copenhagen will reach agreement on a global approach to climate change?

	%
Total likely	19%
Total not likely	74%
Very likely	3%
Quite likely	16%
Not very likely	53%
Not at all likely	21%
Don't know	8%

While most people surveyed think the meeting in Copenhagen is important, only 19% think that it is likely that the meeting in Copenhagen will reach agreement on a global approach to climate change. 74% don't think it is likely an agreement will be reached and 8% don't know.

Labor voters were more likely to be optimistic that an agreement will be reached (26%) while Coalition voters were more likely to think reaching agreement is not likely (86%). 16% of Green voters think it is likely and 78% think it is not likely agreement will be reached.

Results were similar across the different age and gender groups.



Christmas spending

Q. Which of the following situations applies to your workplace regarding staff Christmas functions?

	Dec 08	Dec 09
My employer is paying for a staff Christmas function much the same as previous years	45%	44%
My employer doesn't usually pay for a staff Christmas function	37%	31%
My employer usually pays for a staff Christmas function but this year it will be smaller	10%	12%
My employer usually pays for a staff Christmas function but it has been cancelled this year	6%	3%
My employer will be spending more than usual on a staff Christmas function	2%	1%
Don't know	*	9%

N=637. Those that selected 'not an employee' have been removed from the above table.

Results are reasonably similar to those obtained last year when we asked the same question.

44% of people surveyed indicated that their employer is paying for a staff Christmas function much the same as previous year, 31% have an employer that doesn't usually pay for a staff Christmas function and 12% said that their employer paid for Christmas lunch will be smaller this year.

Results were similar across most demographic groups.



Christmas spending

Q. And compared to last year, do you expect to be spending more on gifts at Christmas, less or much the same?

	Dec 08	Dec 09
Will spend more	3%	11%
Will be spending less	38%	38%
Spend much the same	55%	47%
Don't know	5%	4%

11% of people indicated they will spend more on Christmas presents this year than they spent last year, 38% think they will spend less and 47% will spend much the same.

Expectation that more will be spent on Christmas gifts this year decreases with age – 21% of 18 – 24 year olds expect to spend more compared with 5% of those aged 55 years and over. 56% of those aged 55 years and over expect to spend much the same.

People earning \$1000 - \$1600 per week were slightly more likely than those in other income groups to indicate they will spend more this year on Christmas gifts (14%), while people earning \$1600 + per week were more likely to spend much the same as last year.

People's expectation that they will spend more this year than they spent last has increased eight percentage points since we last asked this question in 2008.



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 19th 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.

