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

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 from 11th to 16th January 2011 and is based on 1,052 respondents.

Aside from the standard question on voting intention, this week's report includes questions on leadership, on-line shopping and Government decisions.

The methodology used to carry out this research is available in appendix on page 13.

Please 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 = 1,903

First preference/leaning to	Election 21 Aug 10	4 weeks ago	This week
Liberal		43%	43%
National		3%	3%
Total Lib/Nat	43.6	46%	46%
Labor	38.0	38%	38%
Greens	11.8	10%	10%
Other/Independent	6.6	7%	6%

2PP	Election 21 Aug 10	4 weeks ago	This week
Total Lib/Nat	49.9%	52%	52%
Labor	50.1%	48%	48%

NB. The data in the above tables comprise 2-week averages derived 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?

	Kevin Rudd	Julia Gillard							
	31 May	5 Jul	19 Jul	16 Aug	20 Sep	18 Oct	22 Nov	20 Dec	17 Jan 2011
Total approve	41%	48%	52%	46%	45%	45%	43%	43%	51%
Total disapprove	47%	27%	30%	40%	37%	37%	38%	40%	36%
Strongly approve	7%	14%	11%	13%	12%	10%	7%	10%	8%
Approve	34%	34%	41%	33%	33%	36%	36%	33%	43%
Disapprove	25%	13%	17%	24%	21%	20%	23%	24%	24%
Strongly disapprove	22%	14%	13%	16%	16%	17%	15%	16%	12%
Don't know	12%	26%	18%	13%	19%	18%	18%	17%	14%

51% (up 8%) approve of the job Julia Gillard is doing as Prime Minister and 36% (down 4%) disapprove – a change in net rating from +3 to +15 over the last 4 weeks.

89% of Labor voters approve and 6% disapprove.

By gender – men 51% approve/37% disapprove, women 50% approve/35% disapprove.

Approval of Tony Abbott

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

	18 Jan	29 Mar	5 Jul	16 Aug	20 Sep	18 Oct	22 Nov	20 Dec	17 Jan 2011
Total approve	37%	33%	37%	41%	43%	39%	40%	39%	42%
Total disapprove	37%	50%	47%	44%	37%	45%	40%	39%	37%
Strongly approve	5%	8%	8%	9%	12%	8%	6%	9%	7%
Approve	32%	25%	29%	32%	31%	31%	34%	30%	35%
Disapprove	20%	28%	23%	22%	21%	22%	22%	21%	22%
Strongly disapprove	17%	22%	24%	22%	16%	23%	18%	18%	15%
Don't know	26%	16%	16%	15%	19%	17%	19%	22%	20%

42% (up 3%) approve of the job Tony Abbott is doing as Opposition Leader and 37% (down 2%) disapprove – a net change from last month of +5%

74% of Coalition voters approve and 14% disapprove.

By gender – men 46% approve/40% disapprove, women 39% approve/35% disapprove.

Better Prime Minister

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

	5 Jul	16 Aug	20 Sep	18 Oct	22 Nov	20 Dec	17 Jan 2011	Vote Labor	Vote Lib/Nat	Vote Greens	Kevin Rudd v Tony Abbott 21 Jun 10
Julia Gillard	53%	46%	47%	49%	45%	45%	47%	89%	10%	78%	47%
Tony Abbott	26%	35%	35%	33%	34%	34%	32%	2%	70%	3%	30%
Don't know	21%	19%	18%	17%	21%	21%	21%	9%	20%	19%	23%

47% believe Julia Gillard would make the better Prime Minister and 32% prefer Tony Abbott – a net increase for Julia Gillard of 4% on last month's figures (from +11% to +15%).

Men favour Julia Gillard over Tony Abbott 48%/33% and women 47%/31%.



On-line Purchasing - Frequency

Q. About how often have you purchased items and products on-line in the last 12 months (for example – books, clothing, computers, electrical appliances)?

Once	6%
2 or 3 times	25%
4-6 times	21%
7-12 times	15%
More than 12 times	20%
Total purchased online in last 12 months	88%
Not in last 12 months	12%

88% of respondents said they had purchased items and products online in the last 12 months. 35% had purchased online more than six times in the last 12 months.

44% of those aged 25-34 and 43% of those aged 35-44 said they had purchased online more than six times.

On-line Purchasing - Products

If bought online in last 12 months -

Q. Which of the following products have you purchased on-line from Australian or overseas companies in last 12 months?

	Purchased from Australian companies	Purchased from overseas companies	Not purchased
Books	34%	25%	50%
Music and video	36%	19%	52%
Clothing and shoes	37%	18%	54%
Computers and computer accessories	35%	19%	55%
Cameras	11%	6%	85%
Electrical appliances	25%	8%	69%
Furniture	12%	2%	86%
Wine and food	27%	4%	70%
Other products	52%	28%	37%

** Note – percentages are based on the respondents who said they bought online in the last 12 months.*

Of those who had bought online, the most common purchases were books (50%), music and video (48%) clothing and shoes (46%) and computers and accessories (45%).

Respondents were more likely to buy products online from Australian companies – for most products, they were about twice as likely to buy from Australian companies as from overseas companies.

On-line Purchasing - Reasons

If bought online in last 12 months -

Q. How important are the following as reasons for you buying online?

	Very important	Quite important	A little important	Not important	Don't know
Cheaper price	60%	29%	9%	2%	1%
More choice	45%	35%	15%	4%	1%
More convenient	50%	32%	13%	4%	1%

** Note – percentages are based on the respondents who said they bought online in the last 12 months.*

60% said the cheaper price was very important in their decision to buy online, 50% said convenience was very important and 45% choice.

Of those who bought online more than six times, 66% say price is very important, 63% convenience and 56% choice.

On-line Purchasing Behaviour

Q. In the last 12 months, have you ever looked at items or products in a store, then bought it on line?

Q. In the last 12 months, have you ever looked at items or products on line, then bought it at a store (i.e. an actual shop or store, not an “online store”)?

Looked at store, bought on-line	49%
Looked on-line, bought at store	61%

49% of all respondents said they had looked at products in a store, then bought online – while 61% said they had looked online, then bought at a store.

GST on On-line Purchasing

Q. Currently GST is not charged on on-line purchases of less than \$1,000 from overseas companies. Would you approve or disapprove GST being applied to on-line purchases of less than \$1,000 from overseas companies?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total approve	18%	17%	22%	19%
Total disapprove	71%	74%	67%	73%
Strongly approve	6%	8%	6%	5%
Approve	12%	9%	16%	14%
Disapprove	23%	22%	25%	19%
Strongly disapprove	48%	52%	42%	54%
Don't know	11%	9%	11%	8%

71% disapprove of GST being applied to on-line purchases of less than \$1,000 from overseas companies and 18% approve.

Strongest disapproval is shown by women (74%), Labor voters (74%), Greens voters (73%) and age groups 35-44 (77%) and 25-34 (74%).

74% of online shoppers disapprove and 17% approve – while for those who buy online more often (more than six times a year) 80% disapprove and 12% approve.

GST on On-line Purchasing

Q. Governments often need to consider the interests of a number of stakeholders when making decisions, including those of corporate interests. In general, do you think when governments make decisions, they -

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Total favour corporate interests	60%	64%	55%	76%
Total favour voter interests	9%	4%	14%	2%
Very strongly favour corporate interests	26%	27%	20%	40%
Somewhat favour corporate interests	34%	37%	35%	36%
Balance the interests of voters and corporate interests	19%	21%	22%	15%
Somewhat favour the interests of voters	5%	2%	9%	-
Very strongly favour the interests of voters	4%	2%	5%	2%
Don't know	12%	12%	8%	6%

60% of respondents think that governments in general make decisions in favour of corporate interests. 9% think they make decisions in favour of voter interests and 19% think they balance the interests of voters and corporations.

By gender – men split 56% corporate interests, 12% voters interests, 24% balanced and women 65% corporate, 4% voters, 15% balanced.

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.

