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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 14th to the 20th of December 2009 and attracted 1,033 responses.

Aside from the standard question we ask each week on Federal voting intention, this week we look at preferred Prime Minister, the overall performance of the Rudd Government in 2009, people's perception of the year that was and the year ahead, and how people will be spending Christmas Day this year.

The methodology used to carry out this research is available in appendix one (page 8).

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?

*1884 sample size

2 week average	%	2PP	2PP shift from last week
Liberal	34%		
National	3%		
Total Lib/Nat	37%	43%	+1%
Labor	47%	57%	-1%
Greens	8%		
Family First	2%		
Other/Independent	6%		

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.



Preferred Prime Minister

Q. Who do you think would be the better Prime Minister, Kevin Rudd or Tony Abbott?

	Turnbull				Abbott
	22/9	27/10	24/11	19/1	
Kevin Rudd	45%	60%	57%	56%	51%
Malcolm Turnbull/Tony Abbott	25%	19%	21%	20%	25%
No opinion	30%	22%	21%	23%	24%

51% think Kevin Rudd would be a better Prime Minister than Tony Abbott and 25% prefer Tony Abbott to Kevin Rudd. This question was last asked in January 2009, when Kevin Rudd led Malcolm Turnbull 56% to 20%. However, Tony Abbott's position is worse than Malcolm Turnbull's shortly after he took over the leadership of the Liberal Party.

Kevin Rudd is preferred by 91% of Labor voters and Tony Abbott by 63% of Coalition voters. 13% of Coalition voters prefer Kevin Rudd and 24% did not give an opinion.

Men preferred Kevin Rudd over Tony Abbott 52% to 28% and women 50% to 22%.

Overall performance of the Rudd Government 2009

Q. Thinking about the performance of the Rudd Labor Government over 2009 has it been:

	2008	2009
Total better than expected	32%	24%
Total worse than expected	19%	31%
Much better than expected	10%	7%
Somewhat better than expected	22%	17%
About what expected	42%	36%
Somewhat worse than expected	13%	22%
Much worse than expected	6%	9%
No opinion	7%	8%

24% of respondents think the performance of the Rudd Labor Government over the past year has been better than expected and 31% worse than expected. 36% say it has been about what they expected. This is a significant change since 2008 when 32% rated the Government better than expected and 19% worse.

43% of Labor voters said the Government's performance was better than expected and 55% of Coalition voters said worse than expected. 44% of Greens voters thought the Government's performance was worse than expected and 24% thought it was better than expected.



Perceptions of 2009, Expectations for 2010

Q. Overall, for you personally, was 2009 –

	2008	2009
A good year	28%	25%
An average year	50%	49%
A bad year	20%	24%
No opinion	1%	2%

25% rated 2009 a good year for them personally, 24% a bad year and 49% an average year – a little worse than their rating of 2008.

31% of Labor voters rated 2009 a good year compared to 20% of Coalition voters. There were relatively small differences by age – 28% of under 35's rated 2009 a good year and 19% bad compared to 23% good and 26% bad for over 55's.

Q. And compared to 2009, for you personally, do you think 2010 will be –

	2008	2009
A better year	47%	50%
A worse year	10%	6%
Much the same	32%	37%
Don't know	10%	7%

Respondents were a little more optimistic about 2010 compared to 2009. 50% think it will be a better year and only 6% think it will be a worse year. There were no significant differences between the expectations of Labor and Coalition voters. Younger people were more optimistic - 61% of under 35's think 2010 will be better compared to 38% of over 55's. 52% of over 55's think it will be much the same.



Christmas day

Q. What do you plan to be doing on Christmas Day? (Note: some respondents gave more than one answer)

	%
Having a special meal at family or friends home	39%
Having a special meal at home with other family or friends	30%
Having a special meal at home with just my household or partner	13%
Having a special meal somewhere else (e.g restaurant, park) with other family or friends	7%
Having a special meal somewhere else (e.g. restaurant, park) with just my household or partner	4%
Total having special meal with family/friends/household/partner	80%
Staying at home and not doing anything special	10%
Going out (e.g to a movie) but not doing anything special	2%
Working	3%
None of the above	3%
Don't know	3%

80% of respondents said they will be having a special meal with family, friends or partner on Christmas Day. 39% will be going to the home of friends or family while 30% will have friends or family for a meal at their own home.

Only 10% will be staying home and not doing anything special. 3% will be working of Christmas Day.

20% of under 25's will be staying home for a meal with their partner or household. 16% of 25-34's will be going out to a restaurant or elsewhere with family or partner. 17% of over 65's will be staying at home not doing anything special. 44% of 25-44's will be visiting friends or family for a special meal compared to 34% of over 65's. Those most likely to be working were aged 45-54 (6%).



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.

