



**22 November 2010**



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 16<sup>th</sup> to 21<sup>st</sup> November 2010 and is based on 1,020 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leadership and TV coverage of live sport.

The methodology used to carry out this research is available in appendix on page 9.

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 = 1,869

<b>First preference/leaning to</b>	<b>6 months ago</b>	<b>4 weeks ago</b>	<b>2 weeks ago</b>	<b>Last week</b>	<b>This week</b>
Liberal	39%	41%	42%	42%	42%
National	2%	3%	4%	3%	3%
<b>Total Lib/Nat</b>	<b>41%</b>	<b>44%</b>	<b>46%</b>	<b>45%</b>	<b>45%</b>
<b>Labor</b>	<b>40%</b>	<b>41%</b>	<b>39%</b>	<b>39%</b>	<b>38%</b>
Greens	10%	8%	8%	10%	10%
Other/Independent	9%	7%	7%	7%	8%

<b>2PP</b>	<b>6 months ago</b>	<b>4 weeks ago</b>	<b>2 weeks ago</b>	<b>Last week</b>	<b>This week</b>
Total Lib/Nat	<b>48%</b>	<b>50%</b>	<b>51%</b>	<b>51%</b>	<b>51%</b>
Labor	<b>52%</b>	<b>50%</b>	<b>49%</b>	<b>49%</b>	<b>49%</b>

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	26 Jul	2 Aug	9 Aug	16 Aug	20 Sep	18 Oct	22 Nov
<b>Total approve</b>	<b>41%</b>	<b>48%</b>	<b>52%</b>	<b>49%</b>	<b>46%</b>	<b>45%</b>	<b>46%</b>	<b>45%</b>	<b>45%</b>	<b>43%</b>
<b>Total disapprove</b>	<b>47%</b>	<b>27%</b>	<b>30%</b>	<b>33%</b>	<b>38%</b>	<b>40%</b>	<b>40%</b>	<b>37%</b>	<b>37%</b>	<b>38%</b>
Strongly approve	7%	14%	11%	12%	10%	13%	13%	12%	10%	7%
Approve	34%	34%	41%	37%	36%	32%	33%	33%	36%	36%
Disapprove	25%	13%	17%	19%	23%	24%	24%	21%	20%	23%
Strongly disapprove	22%	14%	13%	14%	15%	16%	16%	16%	17%	15%
Don't know	12%	26%	18%	17%	15%	15%	13%	19%	18%	18%

43% (down 2%) approve of the job Julia Gillard is doing as Prime Minister and 38% (up 1%) disapprove – a change in net rating from +8 to +5.

87% of Labor voters approve and 4% disapprove.

By gender – men 39% approve/44% disapprove, women 47% approve/33% disapprove. Men have shifted from a net rating of +4 to -5 while women have changed from +10 to +14.

## Approval of Tony Abbott

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

	18 Jan	22 Feb	29 Mar	3 May	31 May	5 Jul	2 Aug	16 Aug	20 Sep	18 Oct	22 Nov
<b>Total approve</b>	<b>37%</b>	<b>45%</b>	<b>33%</b>	<b>39%</b>	<b>35%</b>	<b>37%</b>	<b>38%</b>	<b>41%</b>	<b>43%</b>	<b>39%</b>	<b>40%</b>
<b>Total disapprove</b>	<b>37%</b>	<b>36%</b>	<b>50%</b>	<b>43%</b>	<b>50%</b>	<b>47%</b>	<b>48%</b>	<b>44%</b>	<b>37%</b>	<b>45%</b>	<b>40%</b>
Strongly approve	5%	12%	8%	5%	5%	8%	8%	9%	12%	8%	6%
Approve	32%	33%	25%	34%	30%	29%	30%	32%	31%	31%	34%
Disapprove	20%	20%	28%	24%	28%	23%	27%	22%	21%	22%	22%
Strongly disapprove	17%	16%	22%	19%	22%	24%	21%	22%	16%	23%	18%
Don't know	26%	18%	16%	18%	16%	16%	14%	15%	19%	17%	19%

40% (up 1%) approve of the job Tony Abbott is doing as Opposition Leader and 40% (down 5%) disapprove – a shift from a net rating from -6 to level.

78% of Coalition voters approve and 12% disapprove.

By gender – men 46% approve/38% disapprove, women 35% approve/43% disapprove. Men have shifted from a net rating of -7 to +8 while women have changed from -4 to -8.

**Better Prime Minister**

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

	5 Jul 10	19 Jul 10	26 Jul 10	2 Aug 10	9 Aug 10	16 Aug 10	20 Sep 10	18 Oct 10	22 Nov 10	Vote Labor	Vote Lib/Nat	Vote Greens	Kevin Rudd v Tony Abbott 21 Jun 10
Julia Gillard	53%	50%	51%	48%	45%	46%	47%	49%	45%	94%	6%	76%	47%
Tony Abbott	26%	27%	26%	30%	33%	35%	35%	33%	34%	1%	78%	3%	30%
Don't know	21%	23%	23%	22%	21%	19%	18%	17%	21%	5%	17%	21%	23%

45% (down 4%) believe Julia Gillard would make the better Prime Minister and 34% (up 1%) prefer Tony Abbott – a closing of the gap from 16% to 11% since last month's figures.

Men favour Julia Gillard over Tony Abbott 41%/40% and women 49%/28%.



## **Watching Live Sport on TV**

*Q. How often do you watch live sport on free-to-air TV?*

*Q. How often do you watch live sport on pay TV?*

	<b>FTA</b>	<b>Pay</b>
More than three times a week	11%	7%
Two or three times a week	13%	5%
About once a week	21%	8%
About once a month	7%	4%
Less often	9%	6%
It varies, depending on the time of year	20%	10%
<b>Total watch</b>	<b>80%</b>	<b>39%</b>
Never	18%	59%
Can't say	2%	2%

80% say they watch live sport on free-to-air TV and 39% watch on pay TV.

45% watch at least once a week on free-to-air TV and 20% watch at least once a week on pay TV.

57% of men and 31% of women watch on FTA TV at least once a week, while 25% of men and 14% of women watch on pay TV at least once a week.

The age groups most likely to watch FTA at least once a week are 18-24 (52%) and 35-44 (49%) while those least likely are 65+ (39%) and 25-34 (39%).

There were no substantial age differences for those watching on pay TV.

## **Rating Coverage of Live Sport on TV**

Q. How would you rate the coverage of live sport on free-to-air TV?

Q. How would you rate the coverage of live sport on pay TV?

	<b>FTA</b>	<b>Pay</b>
<b>Total good</b>	<b>77%</b>	<b>80%</b>
<b>Total poor</b>	<b>17%</b>	<b>5%</b>
Very good	19%	40%
Good	58%	40%
Poor	14%	3%
Very poor	3%	2%
Don't know	6%	15%

*\*Note : Percentages based on those who watch live sport on FTA/pay TV.*

77% of those who watch sport on FTA TV rate the coverage good and 17% say it is poor. For watchers of pay TV, 80% say good and 5% poor. 40% of viewers rate pay TV “very good” compared to 19% for FTA TV.

For pay TV coverage, those watching more frequently are more likely to give higher positive ratings – for those viewing at least twice a week, 70% rated it very good, 26% good and only 1% poor or very poor.

For FTA TV coverage, of those viewing at least twice a week, 29% rated it very good, 48% good and 20% poor or very poor.



## **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.

