



**3 December 2012**



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With data supplied by



## **About the Poll**

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 the 28<sup>th</sup> November and 2<sup>nd</sup> December and is based on 1,032 respondents.

Aside from the standard question on voting intention, this week's report includes questions on Julia Gillard and the AWU issue, asylum seekers and Christmas spending.

The methodology used to carry out this research is described in the appendix on page 11.

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 = 1,799 respondents*

First preference/leaning to	Election 21 Aug 10	4 weeks ago 7/11/12	2 weeks ago 19/11/12	Last week 26/11/12	This week 3/12/12
Liberal		43%	43%	44%	44%
National		3%	3%	3%	3%
<b>Total Lib/Nat</b>	<b>43.6%</b>	<b>46%</b>	<b>46%</b>	<b>47%</b>	<b>47%</b>
<b>Labor</b>	<b>38.0%</b>	<b>37%</b>	<b>36%</b>	<b>36%</b>	<b>37%</b>
Greens	11.8%	9%	10%	10%	9%
Other/Independent	6.6%	8%	9%	8%	7%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	<b>49.9%</b>	<b>53%</b>	<b>53%</b>	<b>53%</b>	<b>53%</b>
Labor	<b>50.1%</b>	<b>47%</b>	<b>47%</b>	<b>47%</b>	<b>47%</b>

NB. The data in the above tables comprise 2-week averages derived from 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. These estimates have a confidence interval of approx. plus or minus 2-3%.

## **Awareness of Julia Gillard and AWU Issue**

*Q. How much have you read or heard about the Prime Minister Julia Gillard's involvement with the AWU when she was working as a lawyer 20 years ago?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
A lot	31%	37%	35%	12%
Some	29%	30%	33%	30%
A little	25%	23%	22%	35%
Nothing	12%	7%	8%	22%
Don't know	3%	2%	2%	1%

60% said they had read or heard a lot or some about the Prime Minister Julia Gillard's involvement with the AWU when she was working as a lawyer 20 years ago, 25% said they had read/heard a little and 12% had read/heard nothing.

Those most likely to have read/heard a lot/some were men (65%), aged 55+ (78%) and Liberal/National voters (67%).

Those most likely to have read/heard a little/nothing were women (42%), aged 18-34 (53%) and Greens voters (57%).

## **Handling of Julia Gillard and AWU Issue**

*Q. How would you rate the way each of the following have handled this issue concerning Julia Gillard and the AWU? (based on respondents who have read or heard about the issue)*

	<b>Total good</b>	<b>Total poor</b>		<b>Very good</b>	<b>Good</b>	<b>Neither good nor poor</b>	<b>Poor</b>	<b>Very poor</b>	<b>Don't know</b>
Julia Gillard	<b>39%</b>	<b>35%</b>		13%	26%	19%	11%	24%	6%
The Opposition	<b>20%</b>	<b>49%</b>		5%	15%	23%	21%	28%	7%
The media	<b>20%</b>	<b>37%</b>		5%	15%	36%	20%	17%	7%

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Heard a lot</b>	<b>Heard some</b>	<b>Heard a little</b>
<u>Julia Gillard</u> - Good	39%	71%	17%	58%	39%	43%	38%
- Poor	35%	7%	60%	15%	49%	36%	21%
<u>Opposition</u> - Good	20%	4%	41%	5%	26%	25%	11%
- Poor	49%	79%	21%	75%	58%	47%	45%
<u>Media</u> - Good	20%	7%	35%	13%	25%	24%	14%
- Poor	37%	49%	24%	46%	43%	34%	36%

39% think Julia Gillard's handling of the issue has been good and 35% think it has been poor. Among Labor voters, 71% think it has been good and 7% poor and among those who have read/heard a lot about the issue, 39% think it has been good and 49% poor.

20% think the Opposition's handling of the issue has been good and 49% think it has been poor. Among Liberal/National voters, 41% think it has been good and 21% poor and among those who have read/heard a lot about the issue, 26% think it has been good and 58% poor.

20% think the media's handling of the issue has been good and 37% think it has been poor. Among those who have read/heard a lot about the issue, 25% think it has been good and 43% poor.

## Impact of AWU Issue on Views of Julia Gillard

*Q. How has the issue concerning Julia Gillard and the AWU affected your views on Julia Gillard as Prime Minister?*

	<b>Total</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>	<b>Heard a lot</b>	<b>Heard some</b>	<b>Heard a little</b>
<b>Total more negative</b>	<b>38%</b>	<b>9%</b>	<b>64%</b>	<b>20%</b>	<b>51%</b>	<b>37%</b>	<b>23%</b>
<b>Total more positive/no difference</b>	<b>59%</b>	<b>89%</b>	<b>35%</b>	<b>77%</b>	<b>49%</b>	<b>62%</b>	<b>71%</b>
A lot more negative	21%	1%	41%	5%	37%	18%	6%
Somewhat more negative	17%	8%	23%	15%	15%	19%	17%
Made little or no difference	48%	67%	31%	57%	30%	54%	66%
Somewhat more positive	6%	11%	2%	8%	9%	5%	3%
A lot more positive	5%	11%	2%	12%	10%	3%	2%
Don't know	4%	2%	1%	4%	-	1%	5%

38% say the issue has made them feel more negative about Julia Gillard as prime Minister while 59% say it has made little or no difference or made them feel more positive.

Among Labor voters 89% say it has made them feel more positive or made little or no difference.

64% of Liberal/National voters say it has made them more negative while 35% say it has made little/no difference or made them more positive.

Those most likely to feel more negative about Julia Gillard were aged 55+ (45%).

## Leaders Positions on Asylum Seekers

*Q. Regardless of how you vote, what words would you use to describe the positions taken by Julia Gillard and Tony Abbott on the issue of asylum seekers? Choose as many that you think apply.*

	17 Oct 2011		3 Dec 2012		
	Julia Gillard	Tony Abbott	Julia Gillard	Tony Abbott	Difference
Just playing politics	46%	47%	39%	42%	-3
Too soft	21%	7%	32%	9%	+23
Stubborn	26%	20%	13%	17%	-4
Populist	13%	14%	13%	11%	+2
Fair	10%	15%	10%	13%	-3
Responsible	11%	16%	9%	14%	-5
Unethical	24%	14%	9%	13%	-4
Balanced	7%	11%	7%	10%	-3
Too hard	10%	6%	6%	11%	-5
Cruel	13%	9%	5%	11%	-6
Principled	6%	11%	5%	8%	-3
Visionary	6%	5%	2%	4%	-2

The most common descriptor for both Julia Gillard (39%) and Tony Abbott (42%) was that they are “just playing politics” over the issue of asylum seekers.

The main difference between the leaders positions on asylum seekers was that Julia Gillard was more likely to be considered “too soft” (32% to 9%).

Since this question was asked in October last year, the proportion describe Julia Gillard’s position as too soft has increased by 11%, stubborn decreased by 13%, unethical decreased by 15% and cruel decreased by 8%. Opinions of Tony Abbott’s position have remained much the same.

## Christmas Spending

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

	<b>Dec 08</b>	<b>Dec 09</b>	<b>Nov 10</b>	<b>Dec 11</b>	<b>Dec 12</b>
Will spend more	3%	11%	10%	13%	14%
Will be spending less	38%	38%	38%	40%	24%
Spend much the same	55%	47%	48%	44%	58%
Don't know	5%	4%	5%	3%	3%

14% say they will spend more on gifts at Christmas this year, 24% will spend less and 58% much the same.

Compared to last year, those spending less has declined by 16% and those spending about the same increased 14%.

21% of those aged under 35 say they will spend more, 60% of those aged 35-54 will spend much the same and 69% of those aged 55+ will spend much the same. There is no significant relationship between changes in spending and income.



## Christmas Spending Online

*Q. How much of your Christmas gift shopping do you expect you will be doing online?*

All or most of it	4%
A bit more than half	9%
About half	12%
A bit less than half	13%
Not much	32%
None of it	20%
Won't be buying Christmas gifts	5%
Don't know	5%

25% say they will be doing at least half their Christmas gift shopping online and 70% will be doing at least some online.

35% of those aged under 45 say they will be doing at least half their shopping online compared to 16% of those aged 45+.

## Christmas Spending on Credit Cards

*Q. How much of your Christmas spending will you put on your credit cards?*

	<b>5 Dec 11</b>	<b>3 Dec 12</b>
All or most of it	23%	26%
A bit more than half	7%	8%
About half	9%	7%
A bit less than half	5%	5%
Not much	17%	10%
None of it	37%	36%
Won't be buying Christmas gifts	na	4%
Don't know	3%	4%

41% say they will put at least half their Christmas spending on credit cards - and a further 15% will put some spending on their credit cards.

Those most likely to use credit cards for at least half their spending were aged 35-44 (54%) and those least likely were aged 18-24 (18%). Those on higher incomes were much more likely to use their credit cards for Christmas spending - 55% of those on incomes over \$1,600pw said they would put at least half on credit cards compared to only 20% of those on incomes under \$600pw.

## Appendix – 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 Wednesday 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.

