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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 12th and 16th December and is based on 1,056 respondents.

Aside from the standard question on voting intention, this week's report includes questions on whether 2012 has been a good or bad year for organisations, political parties and leaders, whether Julia Gillard and Tony Abbott will still be leading their parties at the next election and significant political events of 2012.

The methodology used to carry out this research is described in the appendix on page 10.

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 = 1,911 respondents

First preference/leaning to	Election 21 Aug 10	4 weeks ago 19/11/12	2 weeks ago 3/12/12	Last week 10/12/12	This week 17/12/12
Liberal		43%	44%	45%	45%
National		3%	3%	3%	3%
Total Lib/Nat	43.6%	46%	47%	48%	48%
Labor	38.0%	36%	37%	36%	36%
Greens	11.8%	10%	9%	8%	8%
Other/Independent	6.6%	9%	7%	8%	8%

2PP	Election 21 Aug 10	4 weeks ago	2 weeks ago	Last week	This week
Total Lib/Nat	49.9%	53%	53%	54%	55%
Labor	50.1%	47%	47%	46%	45%

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%.

The Past Year – The Economy and Industries

Q. Thinking about the last 12 months, has it been a good or bad year for each of the following?

	Total good (Dec 10)	Total bad (Dec 10)	Total good (Dec 11)	Total bad (Dec 11)	Total good (Dec 12)	Total bad (Dec 12)	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
The banks	69%	13%	71%	8%	68%	11%	30%	38%	17%	8%	3%	5%
The mining industry	57%	14%	68%	11%	53%	19%	17%	36%	22%	15%	4%	6%
Large companies and corporations	44%	15%	40%	22%	32%	31%	5%	27%	32%	25%	6%	6%
The Australian economy	41%	20%	33%	31%	29%	37%	4%	25%	32%	28%	9%	3%
You and your family	na	na	na	na	29%	36%	6%	23%	34%	25%	11%	2%
The media	30%	14%	25%	27%	21%	40%	5%	16%	33%	29%	11%	6%
Farming and agriculture	14%	50%	23%	40%	20%	40%	2%	18%	33%	28%	12%	7%
Trade unions	na	na	na	na	18%	30%	4%	14%	37%	22%	8%	15%
The environment	14%	37%	20%	33%	18%	37%	3%	15%	40%	26%	11%	6%
The average Australian	na	na	na	na	17%	45%	2%	15%	36%	34%	11%	3%
Small business	14%	45%	10%	61%	10%	62%	1%	9%	24%	39%	23%	5%
Australian politics in general	na	na	na	na	9%	61%	2%	7%	26%	29%	32%	4%

A majority of respondents think it has been a good year for the banks (68%) and the mining industry (53%). They are split over whether it has been a good year for large companies and corporations (32% good/31% bad). However, they are much more likely to think the year has been bad for small business (62%), Australian politics in general (61%), the average Australian (45%), farming and agriculture (40%) and the media (40%).

Compared to last year's results, respondents considered 2012 a worse year than 2011 for the mining industry ("good" down 15% to 53%), large companies and corporations ("good" down 8% to 32%) and the media ("bad" up 13% to 40%).

The Past Year – Political Parties

Q. Has it been a good or bad year for each of the following political parties?

	Total good (Dec 10)	Total bad (Dec 10)	Total good (Dec 11)	Total bad (Dec 11)	Total good (Dec 12)	Total bad (Dec 12)	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
The Liberal Party	33%	27%	27%	30%	19%	40%	5%	14%	34%	27%	13%	7%
The Labor Party	21%	47%	16%	53%	15%	57%	4%	11%	21%	30%	27%	6%
The Greens	42%	21%	33%	29%	14%	44%	2%	12%	32%	23%	21%	12%
The independents	na	na	na	na	13%	33%	2%	11%	39%	18%	15%	14%

	Total		Vote Labor		Vote Lib/Nat		Vote Greens	
	Total good	Total bad	Total good	Total bad	Total good	Total bad	Total good	Total bad
The Liberal Party	19%	40%	9%	62%	37%	19%	6%	69%
The Labor Party	15%	57%	37%	35%	4%	80%	23%	51%
The Greens	14%	44%	20%	31%	6%	64%	48%	9%
The independents	13%	33%	18%	24%	9%	50%	31%	17%

Respondents were more likely to think it has been a relatively bad year for all political parties. 57% think it has been a bad year for the Labor Party and 40% think it has been a bad year for the Liberal Party.

Among their own voters 48% (down 22%) think it has been a good year for the Greens , 37% (down 8%) the Liberal Party and 37% (up 2%) the Labor Party.

Compared to last year's results, all parties figures have declined - The Greens net +4% to -30%, Liberals from net -3% to -21% and Labor from net -37% to -42%.

The Past Year – Politicians

Q. Has it been a good or bad year for each of the following politicians?

	Total good (Dec 10)	Total bad (Dec 10)	Total good (Dec 11)	Total bad (Dec 11)	Total good (Dec 12)	Total bad (Dec 12)	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
Julia Gillard	49%	25%	21%	57%	19%	57%	6%	13%	18%	29%	28%	4%
Tony Abbott	30%	33%	21%	38%	15%	52%	4%	11%	29%	31%	21%	5%

	Total		Vote Labor		Vote Lib/Nat		Vote Greens	
	Total good	Total bad	Total good	Total bad	Total good	Total bad	Total good	Total bad
Julia Gillard	19%	57%	43%	32%	5%	82%	29%	48%
Tony Abbott	15%	52%	5%	75%	27%	31%	4%	78%

19% thought Julia Gillard had a good year in 2012 and 15% thought Tony Abbott had a good year. 2012 was considered similar to 2011 for Julia Gillard (going from net -36 to net -38) but a substantially worse year for Tony Abbott (going from net -17 to net -37).

Among their own voters 43% (up 2%) thought Julia Gillard had a good year and 27% (down 12%) thought Tony Abbott has had a good year.

Labor Party Leader at Next Election

Q. Do you think Julia Gillard will still be leader of the Labor Party at the next election - due later next year?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Yes	39%	63%	26%	52%
No	40%	19%	59%	21%
Don't know	21%	18%	14%	26%

39% think Julia Gillard will still be leader of the Labor Party at the next election and 40% think she will not.

63% of Labor voters think she will still be leader.

Liberal Party Leader at Next Election

Q. Do you think Tony Abbott will still be leader of the Liberal Party at the next election - due later next year?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Yes	38%	26%	54%	33%
No	35%	54%	20%	44%
Don't know	27%	19%	26%	23%

38% think Tony Abbott will still be leader of the Labor Party at the next election and 35% think he will not.

54% of Liberal/National voters think he will still be leader.

Most Significant Political Event

Q. What do you think was the most significant political event of 2012?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens
Implementation of the carbon tax	41%	40%	44%	52%
Rudd leadership challenge	14%	16%	14%	12%
Reopening asylum seeker detention centres on Manus Island and Nauru	9%	7%	11%	8%
AWU slush fund allegations against the Prime Minister	7%	1%	14%	-
Julia Gillard's sexism speech in Parliament	6%	11%	2%	3%
Bipartisan support for National Disability Insurance Scheme	5%	9%	3%	4%
Australia winning a seat on the UN Security Council	5%	8%	3%	4%
Don't know	13%	8%	8%	16%

41% think the most significant political event of the year was the implementation of the carbon tax and 14% think it was the Rudd leadership challenge.

All voter groups thought the implementation of the carbon tax was the most significant event.

Liberal/National voters were more likely to think the AWU slush fund allegations against the Prime Minister was most significant (14%) while Labor voters were more likely to think Julia Gillard's sexism speech in Parliament was most significant (11%).

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.

