

# The Essential Report

3 May 2016



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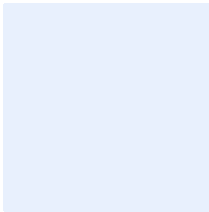
**Date:** 3/5/2016

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**Prepared By:** Essential Research

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**Data Supplied:**



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## About this 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 27<sup>th</sup> April to 1<sup>st</sup> May 2016 and is based on 1,020 respondents.

Aside from the standard question on voting intention, this week's report includes questions on leader attributes, climate change policy, submarines, negative gearing and leader attributes.

The methodology used to carry out this research is described in the appendix on page 16.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.



## Federal 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? If don't know -Well which party are you currently leaning to?

	Total	Last week 26/4/16	2 weeks ago 19/4/16	4 weeks ago 5/4/16	Election 7 Sep 13
Liberal	37%	36%	38%	39%	
National	3%	4%	4%	3%	
<b>Total Liberal/National</b>	<b>40%</b>	<b>40%</b>	<b>42%</b>	<b>42%</b>	<b>45.6%</b>
<b>Labor</b>	<b>38%</b>	<b>39%</b>	<b>36%</b>	<b>37%</b>	<b>33.4%</b>
Greens	10%	10%	11%	10%	8.6%
Palmer United Party	1%	1%	1%	1%	5.5%
Other/Independent	10%	11%	10%	10%	6.9%
<b>2 party preferred</b>					
Liberal National	48%	48%	50%	50%	53.5%
Labor	52%	52%	50%	50%	46.5%

NB. Sample = 1,753. 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 2013 election.

## Climate change policy

- Q The Labor Party recently announced their policy to tackle climate change which includes a target of reducing Australia's carbon emissions by 45% by 2030 (compared to the Coalition Government's target of 26-28%) and introducing an emissions trading scheme. Do you approve or disapprove of this policy?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total approve</b>	<b>57%</b>	<b>76%</b>	<b>36%</b>	<b>88%</b>	<b>59%</b>
<b>Total disapprove</b>	<b>21%</b>	<b>6%</b>	<b>44%</b>	<b>2%</b>	<b>23%</b>
Strongly approve	22%	38%	8%	40%	16%
Approve	35%	38%	28%	48%	43%
Disapprove	10%	4%	20%	1%	10%
Strongly disapprove	11%	2%	24%	1%	13%
Don't know	22%	19%	20%	10%	19%

57% approve of the Labor Party's carbon emissions policy and 21% disapprove.

Those more likely to approve were Labor voters (76%), Greens voters (88%) and aged 18-34 (70%).

Those more likely to disapprove were Liberal/National voters (44%) and aged 55+ (39%).

## Submarines

Q This week the Government announced that the \$50 billion contract for building Australia’s future submarines has been awarded to a French company with most of the construction to be done in South Australia. Do you approve or disapprove of this decision?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total approve</b>	<b>52%</b>	<b>49%</b>	<b>68%</b>	<b>41%</b>	<b>48%</b>
<b>Total disapprove</b>	<b>27%</b>	<b>29%</b>	<b>20%</b>	<b>38%</b>	<b>34%</b>
Strongly approve	13%	11%	20%	3%	15%
Approve	39%	38%	48%	38%	33%
Disapprove	17%	18%	13%	21%	21%
Strongly disapprove	10%	11%	7%	17%	13%
Don't know	21%	22%	12%	21%	17%

52% approve of the Government’s submarines announcement and 27% disapprove.

Those more likely to approve were Liberal/National voters (68%), and aged 65+ (70%).

Those more likely to disapprove were Greens voters (38%).



## Approval of negative gearing

- Q Do you approve or disapprove of property investors receiving tax deductions if the cost of buying and maintaining their investment properties is more than the revenue they receive from them (called negative gearing)?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	March 2016
<b>Total approve</b>	<b>43%</b>	<b>37%</b>	<b>59%</b>	<b>28%</b>	<b>33%</b>	<b>41%</b>
<b>Total disapprove</b>	<b>36%</b>	<b>42%</b>	<b>28%</b>	<b>50%</b>	<b>49%</b>	<b>37%</b>
Strongly approve	14%	12%	21%	6%	13%	13%
Approve	29%	25%	38%	22%	20%	28%
Disapprove	22%	24%	19%	27%	34%	23%
Strongly disapprove	14%	18%	9%	23%	15%	14%
Don't know	21%	20%	12%	22%	17%	22%

43% approve of negative gearing and 36% disapprove. This is much the same result as when this question was asked in March.

Those most likely to approve were Liberal/National voters (59%) and those earning more than \$2,000 per week (59%).

42% of Labor voters, 50% of Greens voters and 45% of those earning \$600-1,000 per week disapproved.

## Approval of changes to negative gearing

- Q Do you approve or disapprove of changing negative gearing so that, for future purchases, investors can only claim tax deductions for investments in newly built homes?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Feb 2016	March 2016
<b>Total approve</b>	<b>36%</b>	<b>42%</b>	<b>36%</b>	<b>40%</b>	<b>33%</b>	<b>37%</b>	<b>35%</b>
<b>Total disapprove</b>	<b>38%</b>	<b>30%</b>	<b>52%</b>	<b>31%</b>	<b>41%</b>	<b>32%</b>	<b>39%</b>
Strongly approve	11%	16%	8%	11%	13%	19%	10%
Approve	25%	26%	28%	29%	20%	18%	25%
Disapprove	21%	19%	25%	20%	25%	18%	25%
Strongly disapprove	17%	11%	27%	11%	16%	14%	14%
Don't know	26%	28%	12%	29%	26%	31%	26%

36% approve of changing negative gearing so that, for future purchases, investors can only claim tax deductions for investments in newly built homes and 38% disapprove. This is a similar result to when this question was asked in March.

Those most likely to approve were Labor voters (42%) and men (46%).



## Impact on house prices

Q What do you think would be the impact on house prices of limiting negative gearing?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
House prices would fall	24%	22%	34%	18%	23%
House prices would continue to rise but at a slower rate	31%	33%	31%	37%	32%
House prices would continue to rise at the same rate	13%	11%	14%	13%	18%
Don't know	31%	34%	21%	32%	27%

31% think that limiting negative gearing would mean house prices would continue to rise but at a slower rate. 24% think house prices would fall. Only 13% think it would have no impact on house prices.

34% of Liberal/National voters think house prices would fall compared to 22% of Labor voters and 18% of Greens voters.

## Attributes of Malcolm Turnbull

Q Which of the following describe your opinion of the Prime Minister, Malcolm Turnbull?

	Total	Mar 2016	Difference
Intelligent	77%	79%	-2
Hard-working	65%	68%	-3
A capable leader	59%	64%	-5
Out of touch with ordinary people	56%	53%	+3
Understands the problems facing Australia	52%	53%	-1
Good in a crisis	49%	52%	-3
Arrogant	46%	45%	+1
Superficial	46%	43%	+3
Narrow-minded	41%	33%	+8
Visionary	41%	44%	-3
Trustworthy	40%	44%	-4
More honest than most politicians	39%	41%	-2
Erratic	34%	27%	+7
Intolerant	34%	26%	+8
Aggressive	28%	24%	+4

Malcolm Turnbull's key attributes were intelligent (77%), hard working (65%), a capable leader (59%) and out of touch with ordinary people (56%).

Since March, the main changes have been for narrow-minded (up 8%), intolerant (up 8%), erratic (up 7%) and a capable leader (down 5%).



## Leader attributes – Bill Shorten

Q Which of the following describe your opinion of the Opposition Leader, Bill Shorten?

	Total	Mar 2016	Change
Hard working	62%	60%	+2
Intelligent	60%	56%	+4
Understands the problems facing Australia	50%	47%	+3
Out of touch with ordinary people	44%	45%	-1
Superficial	43%	45%	-2
A capable leader	41%	34%	+7
Narrow-minded	40%	41%	-1
Arrogant	38%	41%	-3
Erratic	37%	40%	-3
Good in a crisis	34%	32%	+2
Trustworthy	33%	31%	+2
Aggressive	33%	34%	-1
Intolerant	31%	32%	-1
Visionary	29%	27%	+2
More honest than most politicians	26%	25%	+1

Bill Shorten's key attributes were hard working (62%), intelligent (60%) and understands the problems facing Australia (50%).

Since March there has been a 7% increase in "a capable leader".



## Leader attributes – comparisons

	Malcolm Turnbull	Bill Shorten	Difference
A capable leader	59%	41%	+18
Intelligent	77%	60%	+17
Good in a crisis	49%	34%	+15
More honest than most politicians	39%	26%	+13
Out of touch with ordinary people	56%	44%	+12
Visionary	41%	29%	+12
Arrogant	46%	38%	+8
Trustworthy	40%	33%	+7
Hard-working	65%	62%	+3
Superficial	46%	43%	+3
Intolerant	34%	31%	+3
Understands the problems facing Australia	52%	50%	+2
Narrow-minded	41%	40%	+1
Erratic	34%	37%	-3
Aggressive	28%	33%	-5

Compared to Bill Shorten, Malcolm Turnbull is more likely to be considered a capable leader (+18%), intelligent (+17%) and good in a crisis (+15%) – although these margins have dropped considerably since March.



## Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a weekly online omnibus conducted by Your Source. Essential Research has been utilizing the Your Source online panel to conduct research on a week-by-week basis since November 2007.

Each week, the team at Essential Media Communications discusses issues that are topical and a series of questions are devised to put to the Australian public. Some questions are repeated regularly (such as political preference and leadership approval), while others are unique to each week and reflect 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+ interviews. In theory, with a sample of this size, there is 95 per cent certainty that the results are within 3 percentage points of what they would be if the entire population had been polled. However, this assumes random sampling, which, because of non-response and less than 100% population coverage cannot be achieved in practice. Furthermore, there are other possible sources of error in all polls including question wording and question order, interviewer bias (for telephone and face-to-face polls), response errors and weighting. The best guide to a poll's accuracy is to look at the record of the polling company - how have they performed at previous elections or other occasions where their estimates can be compared with known population figures. In the last poll before the 2010 election, the Essential Report estimates of first preference votes were all within 1% of the election results.

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. Essential Research 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.

All Essential Research and senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. Essential Research is a member of the Association Market and Social Research Organisations (AMSRO). 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. **Both Essential Research and Your Source are ISO accredited market research companies.** This research was conducted in compliance with AS: ISO20252 guidelines.