

The Essential Report

8 March 2016

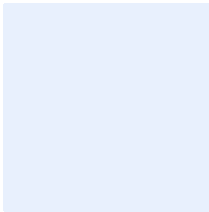


The Essential Report

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Prepared By: Essential Research

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 2nd to 6th February 2016 and is based on 1,001 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, negative gearing and gender equality.

The methodology used to carry out this research is described in the appendix on page 13.

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 1/3/16	2 weeks ago 23/2/16	4 weeks ago 9/2/16	Election 7 Sep 13
Liberal	39%	40%	41%	39%	
National	3%	3%	3%	3%	
Total Liberal/National	43%	43%	44%	43%	45.6%
Labor	37%	38%	35%	35%	33.4%
Greens	10%	10%	10%	11%	8.6%
Palmer United Party	2%	1%	1%	1%	5.5%
Other/Independent	8%	8%	10%	10%	6.9%
2 party preferred					
Liberal National	50%	50%	52%	51%	53.5%
Labor	50%	50%	48%	49%	46.5%

NB. Sample = 1,762. 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.

Approval of Malcolm Turnbull

Q Do you approve or disapprove of the job Malcolm Turnbull is doing as Prime Minister?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016
Total approve	45%	24%	75%	23%	41%	47%	56%	56%	51%	51%
Total disapprove	35%	55%	13%	56%	43%	17%	20%	23%	25%	27%
Strongly approve	6%	2%	13%	-	3%	11%	12%	13%	9%	8%
Approve	39%	22%	64%	23%	38%	36%	44%	43%	42%	43%
Disapprove	24%	38%	11%	39%	20%	11%	14%	16%	16%	18%
Strongly disapprove	11%	17%	2%	17%	23%	6%	6%	7%	9%	9%
Don't know	21%	20%	8%	21%	22%	35%	23%	21%	23%	21%

45% (down 6% since last month) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 35% (up 8%) disapprove – a net approval rating of +10 (down 14).

75% (down 8%) of Liberal/National voters approve of Malcolm Turnbull's performance with 13% (up 4%) disapproving. 24% (down 12%) of Labor voters and 23% (down 10%) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 48% approve/38% disapprove and women 42% approve/30% disapprove.

Approval of Bill Shorten

Q Do you approve or disapprove of the job Bill Shorten is doing as Opposition Leader?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Nov 2013	June 2014	Dec 2014	Jun 2015	Dec 2015	Jan 2016	Feb 2016
Total approve	27%	51%	17%	28%	20%	31%	38%	35%	32%	27%	27%	27%
Total disapprove	47%	24%	67%	52%	62%	27%	40%	39%	45%	47%	47%	48%
Strongly approve	3%	9%	1%	3%	2%	5%	7%	7%	6%	4%	4%	5%
Approve	24%	42%	16%	25%	18%	26%	31%	28%	26%	23%	23%	22%
Disapprove	29%	21%	36%	39%	30%	17%	22%	23%	27%	26%	28%	26%
Strongly disapprove	18%	3%	31%	13%	32%	10%	18%	16%	18%	21%	19%	22%
Don't know	26%	25%	16%	20%	18%	43%	22%	26%	22%	25%	26%	25%

27% (no change) of respondents approve of the job Bill Shorten is doing as opposition leader and 47% (down 1%) disapprove - a change in his net rating from -21 to -20.

51% (up 3%) of Labor voters approve of the job Bill Shorten is doing and 24% (down 2%) disapprove.

28% of men and 27% of women approve of Bill Shorten. 52% of men and 42% of women disapprove.



Better Prime Minister

Q Who do you think would make the better Prime Minister out of Malcolm Turnbull and Bill Shorten?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016
Malcolm Turnbull	48%	19%	86%	29%	47%	53%	48%	55%	54%	51%	52%
Bill Shorten	19%	45%	3%	25%	10%	17%	19%	14%	15%	18%	15%
Don't know	33%	36%	11%	46%	43%	30%	33%	31%	31%	31%	33%

48% (down 4%) of respondents think Malcolm Turnbull would make the better Prime Minister and 19% (up 4%) think Bill Shorten would make the better Prime Minister.

52% of men prefer Malcolm Turnbull and 21% prefer Bill Shorten.

44% of women prefer Malcolm Turnbull and 17% prefer Bill Shorten.



House prices

Q Thinking about house prices, which of the following best describes what you would like to see happen to house prices in the future?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Own home	Own with mortgage	Rent	Property investor
Total go up	32%	36%	35%	24%	25%	34%	42%	21%	43%
Total go down	34%	35%	32%	44%	42%	28%	21%	56%	25%
Go up a lot	10%	11%	9%	10%	11%	11%	11%	9%	10%
Go up a little	22%	25%	26%	14%	14%	23%	31%	12%	33%
Stay much the same	26%	24%	30%	26%	29%	34%	31%	15%	29%
Go down a little	19%	19%	21%	23%	20%	18%	15%	25%	15%
Go down a lot	15%	16%	11%	21%	22%	10%	6%	31%	10%
Don't know	7%	5%	3%	7%	5%	5%	5%	9%	4%

34% would like to see house prices go down and 32% would like them to go up (10% a lot). 26% would like house prices to stay much the same. Those more likely to want house prices to go down were Greens voters (44%), renters (56%) and aged 18-24 (51%),

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	Own home	Own with mortgage	Rent	Property investor
Total approve	41%	34%	55%	27%	41%	47%	47%	30%	65%
Total disapprove	37%	47%	29%	46%	43%	38%	34%	44%	27%
Strongly approve	13%	8%	21%	3%	16%	19%	15%	5%	33%
Approve	28%	26%	34%	24%	25%	28%	32%	25%	32%
Disapprove	23%	27%	22%	21%	25%	23%	23%	26%	19%
Strongly disapprove	14%	20%	7%	25%	18%	15%	11%	18%	8%
Don't know	22%	18%	16%	28%	16%	15%	20%	27%	9%

41% approve of negative gearing and 37% disapprove.

Those most likely to approve were Liberal/National voters (55%) and families with property investments (65%).

47% of Labor voters, 46% of Greens voters and 44% of renters 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	Own home	Own with mortgage	Rent	Property investor	Feb 2016
Total approve	35%	47%	32%	37%	33%	36%	32%	43%	31%	37%
Total disapprove	39%	28%	52%	31%	49%	43%	44%	25%	58%	32%
Strongly approve	10%	14%	8%	7%	14%	12%	7%	11%	9%	19%
Approve	25%	33%	24%	30%	19%	24%	25%	32%	22%	18%
Disapprove	25%	19%	31%	24%	33%	24%	28%	19%	29%	18%
Strongly disapprove	14%	9%	21%	7%	16%	19%	16%	6%	29%	14%
Don't know	26%	26%	16%	33%	18%	20%	24%	32%	11%	31%

35% approve of changing negative gearing so that, for future purchases, investors can only claim tax deductions for investments in newly built homes and 39% disapprove. This is a 7% increase in disapproval since this question was asked 2 weeks ago.

Those most likely to approve were Labor voters (47%) and renters (43%).

Gender equality

Q Do you agree or disagree with the following statements?

	Total agree	Total dis-agree	Strong -ly agree	Agree	Dis-agree	Strong -ly dis-agree	Don't know	Men agree	Men dis-agree	Women agree	Women dis-agree
Gender equality, meaning that men and women are equal, has come far enough already	38%	53%	10%	28%	35%	18%	8%	51%	39%	26%	68%
Gender equality has already been mostly achieved	41%	52%	8%	33%	37%	15%	7%	53%	39%	30%	64%
Work to achieve gender equality today benefits mostly well-to-do people	39%	42%	7%	32%	32%	10%	18%	45%	38%	35%	46%
There should be laws that require equal salaries for men and women in the same position	78%	14%	37%	41%	9%	5%	7%	71%	21%	85%	8%
Although there has been significant progress on gender equality there is still a long way to go	71%	21%	26%	45%	16%	5%	8%	61%	30%	80%	13%

There was very strong agreement with the statements “there should be laws that require equal salaries for men and women in the same position” (78%) and “Although there has been significant progress on gender equality there is still a long way to go” (71%).

More than half of the men agree that gender equality has mostly been achieved and that gender equality . . . has come far enough but around two thirds of women disagree.



Women in business

Q Thinking about men and women holding senior business positions, which of the following statements is closest to your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Men	Women
Men will continue to hold more top business positions than women in the future	50%	52%	55%	41%	46%	46%	53%
It's only a matter of time before women hold as many top business positions as men	38%	38%	37%	51%	41%	39%	37%
Don't know	13%	11%	8%	8%	14%	15%	11%

50% think that men will continue to hold more top business positions than women in the future while 38% think that it's only a matter of time before women hold as many top business positions as men.

53% of women and 46% of men agree that men will continue to hold more top business positions.



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 panellist 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.

