

# The Essential Report

12 April 2016



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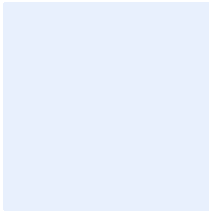
**Date:** 12/4/2016

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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 6<sup>th</sup> to 10<sup>th</sup> April 2016 and is based on 1,010 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, the ABCC, a double dissolution election and taxes.

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 5/4/16	2 weeks ago 29/3/16	4 weeks ago 15/3/16	Election 7 Sep 13
Liberal	39%	39%	39%	39%	
National	3%	3%	3%	3%	
<b>Total Liberal/National</b>	<b>42%</b>	<b>42%</b>	<b>43%</b>	<b>42%</b>	<b>45.6%</b>
<b>Labor</b>	<b>35%</b>	<b>37%</b>	<b>38%</b>	<b>36%</b>	<b>33.4%</b>
Greens	11%	10%	9%	11%	8.6%
Palmer United Party	1%	1%	1%	1%	5.5%
Other/Independent	10%	10%	10%	9%	6.9%
<b>2 party preferred</b>					
Liberal National	50%	50%	50%	50%	53.5%
Labor	50%	50%	50%	50%	46.5%

NB. Sample = 1,792. 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	Mar 2016
<b>Total approve</b>	<b>39%</b>	<b>21%</b>	<b>69%</b>	<b>31%</b>	<b>16%</b>	<b>47%</b>	<b>56%</b>	<b>56%</b>	<b>51%</b>	<b>51%</b>	<b>45%</b>
<b>Total disapprove</b>	<b>39%</b>	<b>60%</b>	<b>19%</b>	<b>52%</b>	<b>50%</b>	<b>17%</b>	<b>20%</b>	<b>23%</b>	<b>25%</b>	<b>27%</b>	<b>35%</b>
Strongly approve	7%	4%	15%	1%	1%	11%	12%	13%	9%	8%	6%
Approve	32%	17%	54%	30%	15%	36%	44%	43%	42%	43%	39%
Disapprove	23%	35%	15%	21%	27%	11%	14%	16%	16%	18%	24%
Strongly disapprove	16%	25%	4%	31%	23%	6%	6%	7%	9%	9%	11%
Don't know	22%	19%	13%	17%	34%	35%	23%	21%	23%	21%	21%

39% (down 6% since last month) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 39% (up 4%) disapprove – a net approval rating of zero (down 10).

69% (down 6%) of Liberal/National voters approve of Malcolm Turnbull's performance with 19% (up 6%) disapproving. 21% (down 3%) of Labor voters and 31% (up 8%) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 41% approve/42% disapprove and women 37% approve/37% 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	Mar 2016
<b>Total approve</b>	<b>30%</b>	<b>60%</b>	<b>16%</b>	<b>44%</b>	<b>14%</b>	<b>31%</b>	<b>38%</b>	<b>35%</b>	<b>32%</b>	<b>27%</b>	<b>27%</b>	<b>27%</b>	<b>27%</b>
<b>Total disapprove</b>	<b>44%</b>	<b>18%</b>	<b>65%</b>	<b>39%</b>	<b>62%</b>	<b>27%</b>	<b>40%</b>	<b>39%</b>	<b>45%</b>	<b>47%</b>	<b>47%</b>	<b>48%</b>	<b>47%</b>
Strongly approve	5%	13%	<1%	6%	1%	5%	7%	7%	6%	4%	4%	5%	3%
Approve	25%	47%	15%	38%	13%	26%	31%	28%	26%	23%	23%	22%	24%
Disapprove	22%	16%	25%	25%	33%	17%	22%	23%	27%	26%	28%	26%	29%
Strongly disapprove	22%	2%	40%	14%	29%	10%	18%	16%	18%	21%	19%	22%	18%
Don't know	25%	22%	20%	18%	24%	43%	22%	26%	22%	25%	26%	25%	26%

30% (up 3%) of respondents approve of the job Bill Shorten is doing as opposition leader and 44% (down 3%) disapprove - a change in his net rating from -20 to -14.

60% (up 9%) of Labor voters approve of the job Bill Shorten is doing and 18% (down 6%) disapprove.

30% of men and 30% of women approve of Bill Shorten. 51% of men and 38% 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	Mar 2016
Malcolm Turnbull	<b>44%</b>	17%	79%	31%	37%	53%	48%	55%	54%	51%	52%	48%
Bill Shorten	<b>22%</b>	52%	3%	40%	10%	17%	19%	14%	15%	18%	15%	19%
Don't know	<b>34%</b>	31%	18%	29%	53%	30%	33%	31%	31%	31%	33%	33%

44% (down 4%) of respondents think Malcolm Turnbull would make the better Prime Minister and 22% (up 3%) think Bill Shorten would make the better Prime Minister.

49% of men prefer Malcolm Turnbull and 22% prefer Bill Shorten.

39% of women prefer Malcolm Turnbull and 23% prefer Bill Shorten.



## ABCC

- Q The Government plans to re-establish the Australian Building and Construction Commission to address claims of union militancy in the construction industry. The ABCC’s powers included preventing any person from revealing they had been forced to give testimony to the Commission, and overriding a person’s right to silence. Do you support or oppose re-establishing the ABCC?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Oct 2013	Mar 2016
<b>Total support</b>	<b>35%</b>	<b>24%</b>	<b>52%</b>	<b>25%</b>	<b>32%</b>	<b>29%</b>	<b>35%</b>
<b>Total oppose</b>	<b>16%</b>	<b>25%</b>	<b>8%</b>	<b>32%</b>	<b>19%</b>	<b>22%</b>	<b>17%</b>
Strongly support	17%	8%	28%	13%	18%	12%	17%
Support	18%	16%	24%	12%	14%	17%	18%
Neither support nor oppose	23%	29%	20%	17%	20%	23%	27%
Oppose	8%	11%	6%	10%	8%	9%	8%
Strongly oppose	8%	14%	2%	22%	11%	13%	9%
Don't know	27%	22%	20%	26%	29%	25%	22%

35% support re-establishing the ABCC and 16% oppose. 23% neither support nor oppose and 27% don't have an opinion. This is a very similar result to when this question was asked last month.

39% of full-time workers support and 15% oppose. 29% of part-time workers support and 12% oppose.





## Importance of re-establishing ABCC

Q Compared to other issues the Government needs to address, how important is the issue of re-establishing the ABCC?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total important</b>	<b>34%</b>	<b>25%</b>	<b>51%</b>	<b>30%</b>	<b>28%</b>
<b>Total not important</b>	<b>41%</b>	<b>53%</b>	<b>29%</b>	<b>54%</b>	<b>48%</b>
Very important	10%	5%	16%	7%	12%
Somewhat important	24%	20%	35%	23%	16%
Not so important	26%	31%	25%	22%	24%
Not at all important	15%	22%	4%	32%	24%
Don't know	26%	23%	20%	15%	24%

34% say that re-establishing the ABCC is very or somewhat important compared to other issues the Government needs to address and 41% say it is not important.

Those more likely to think it is important were Liberal/National voters (51% and people aged 65+ (47%).

Those more likely to say it was not important were Labor (53%) and Greens (54%) voters.



## Double dissolution

- Q The Prime Minister Malcolm Turnbull has announced that he intends to recall Parliament in April to pass legislation to re-establish the ABCC (Australian Building and Construction Commission). If the Senate rejects the bill to restore the ABCC, or the Senate fails to pass it, would you approve or disapprove the Government calling a double-dissolution election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Mar 2016
<b>Total approve</b>	<b>39%</b>	<b>35%</b>	<b>57%</b>	<b>36%</b>	<b>30%</b>	<b>34%</b>
<b>Total disapprove</b>	<b>24%</b>	<b>34%</b>	<b>16%</b>	<b>33%</b>	<b>27%</b>	<b>22%</b>
Strongly approve	13%	11%	20%	11%	11%	13%
Approve	26%	24%	37%	25%	19%	21%
Disapprove	16%	20%	14%	20%	17%	15%
Strongly disapprove	8%	14%	2%	13%	10%	7%
Don't know	36%	31%	27%	31%	42%	44%

39% would approve of the Government calling a double dissolution election if the Senate fails to restore the ABCC and 24% oppose. 36% don't have an opinion.

This represents a small increase in approval since this question was asked in March.

## Fairness of tax system

Q Now thinking about taxes – overall, how fair do you think our present Federal tax system is?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Income less than \$600 pw	Income \$600 - \$1,000 pw	Income \$1,000 - \$1,600 pw	Income \$1,600-\$2,000 pw	Income \$2,000 + pw	Dec 2015
<b>Total fair</b>	<b>36%</b>	<b>34%</b>	<b>48%</b>	<b>32%</b>	<b>24%</b>	<b>18%</b>	<b>33%</b>	<b>43%</b>	<b>33%</b>	<b>45%</b>	<b>40%</b>
<b>Total not fair</b>	<b>55%</b>	<b>59%</b>	<b>44%</b>	<b>62%</b>	<b>70%</b>	<b>72%</b>	<b>58%</b>	<b>54%</b>	<b>60%</b>	<b>45%</b>	<b>52%</b>
Very fair	3%	3%	5%	3%	3%	1%	4%	5%	1%	5%	4%
Moderately fair	33%	31%	43%	29%	21%	17%	29%	38%	32%	40%	36%
Not too fair	30%	27%	32%	26%	30%	35%	28%	30%	39%	25%	30%
Not fair at all	25%	32%	12%	36%	40%	37%	30%	24%	21%	20%	22%
Don't know	10%	6%	8%	5%	5%	9%	10%	4%	7%	10%	8%

36% think the Federal tax system is very or moderately fair and 55% think it is not too fair or not fair at all. This represents a small shift toward thinking the tax system is not fair since this question was asked in December.

Those most likely to think it not fair were Greens voters (62%), other voters (70%) and incomes under \$600 pw (72%) and \$1,600-\$2,000 pw (60%).

Those most likely to think it is fair were Liberal/National voters (48%), incomes \$2,000+ pw (45%) and university educated (43%).



## Support for tax reforms

Q Would you support or oppose the following tax reforms to raise more funds for Government services and infrastructure?

	Total support	Total oppose	Strongly support	Support	Oppose	Strongly oppose	Don't know	Support Jul 2015	Support Feb 2016
Stop companies and wealthy people using legal loopholes in minimise tax payments by sending funds offshore	<b>86%</b>	<b>5%</b>	65%	21%	3%	2%	8%	na	na
Force multinational companies to pay a minimum tax rate on Australian earnings	<b>80%</b>	<b>9%</b>	55%	25%	6%	3%	11%	79%	78%
Increase income tax rate for high earners	<b>65%</b>	<b>23%</b>	32%	33%	16%	7%	11%	63%	64%
Remove superannuation tax concessions for high earners	<b>62%</b>	<b>25%</b>	29%	33%	14%	11%	13%	59%	58%
Remove negative gearing	<b>39%</b>	<b>35%</b>	17%	22%	20%	15%	27%	37%	37%
Remove GST exemptions (e.g. on food, education)	<b>37%</b>	<b>54%</b>	13%	24%	22%	32%	9%	33%	32%
Replace stamp duty with land tax	<b>33%</b>	<b>33%</b>	10%	23%	19%	14%	35%	26%	26%
Increase the GST	<b>27%</b>	<b>66%</b>	6%	21%	29%	37%	7%	24%	23%

There was strong majority support for stopping companies and wealthy people using legal loopholes in minimise tax payments by sending funds offshore (86%), forcing multinational companies to pay a minimum tax rate on Australian earnings (80%), increasing income tax rate for high earners (65%) and removing superannuation tax concessions for high earners (62%). There was strong majority opposition to increasing the GST (66%).

## 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.

