

# The Essential Report

10 May 2016



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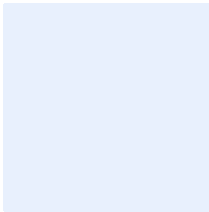
**Date:** 10/5/2016

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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 5<sup>h</sup> to 8<sup>th</sup> May 2016 and is based on 1,005 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the Federal budget and detention centres.

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 3/5/16	2 weeks ago 26/4/16	4 weeks ago 12/4/16	Election 7 Sep 13
Liberal	38%	37%	36%	39%	
National	4%	3%	4%	3%	
<b>Total Liberal/National</b>	<b>42%</b>	<b>40%</b>	<b>40%</b>	<b>42%</b>	<b>45.6%</b>
<b>Labor</b>	<b>38%</b>	<b>38%</b>	<b>39%</b>	<b>35%</b>	<b>33.4%</b>
Greens	10%	10%	10%	11%	8.6%
Palmer United Party	1%	1%	1%	1%	5.5%
Other/Independent	9%	10%	11%	10%	6.9%
<b>2 party preferred</b>					
Liberal National	<b>49%</b>	48%	48%	50%	53.5%
Labor	<b>51%</b>	52%	52%	50%	46.5%

NB. Sample = 1,754. 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 Federal Budget

Q Overall, do you approve or disapprove of the Federal Budget that was handed down on Tuesday 3rd May?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	May 2014	May 2015
<b>Total approve</b>	<b>20%</b>	<b>11%</b>	<b>41%</b>	<b>6%</b>	<b>9%</b>	<b>30%</b>	<b>34%</b>
<b>Total disapprove</b>	<b>29%</b>	<b>50%</b>	<b>7%</b>	<b>50%</b>	<b>35%</b>	<b>52%</b>	<b>33%</b>
Strongly approve	4%	2%	8%	-	1%	10%	8%
Approve	16%	9%	33%	6%	8%	20%	26%
Neither approve nor disapprove	35%	30%	45%	27%	40%	14%	26%
Disapprove	16%	26%	6%	23%	18%	19%	19%
Strongly disapprove	13%	24%	1%	27%	17%	33%	14%
Don't know	15%	9%	8%	17%	17%	4%	8%

20% approve of the 2016 Federal Budget and 29% disapprove. Compared to previous years, those who neither approve nor disapprove is substantially higher at 35%. Overall, the 2016 budget was rated higher than the 2014 budget but lower than the 2015 budget.

41% of Liberal/National voters approve and 50% of Labor and Greens voters disapprove.

41% of those with incomes less than \$600 pw disapprove compared to 25% of those earning \$2,000+ pw.

## Confidence in Government

Q Does this budget make you feel more confident or less confident in the Government's ability to manage the economy?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	May 2015
<b>More confident</b>	<b>21%</b>	<b>15%</b>	<b>38%</b>	<b>8%</b>	<b>11%</b>	<b>31%</b>
<b>Less confident</b>	<b>32%</b>	<b>50%</b>	<b>11%</b>	<b>55%</b>	<b>38%</b>	<b>31%</b>
A lot more confident	4%	1%	9%	1%	-	7%
A little more confident	17%	14%	29%	7%	11%	24%
Makes no difference	35%	27%	45%	26%	40%	31%
A little less confident	14%	18%	10%	19%	13%	14%
A lot less confident	18%	32%	1%	36%	25%	17%
Don't know	13%	9%	7%	10%	12%	7%

21% (down from 31% in 2015) say it makes them feel more confident in the Government's ability to manage the economy and 32% (up 1%) say it makes them feel less confident.

Of those earning over \$1,500 pw, 28% say it makes them more confident and 26% say it makes the less confident. For those earning less than \$1,000 pw, 16% were more confident and 37% less confident.



## Approval of Budget measures

Q Do you approve or disapprove of the following measures contained in the Budget?

	Total approve	Total dis-approve	Strongly approve	Approve	Dis-approve	Strongly dis-approve	Don't know
Tax cut for people earning over \$80,000	<b>43%</b>	<b>44%</b>	11%	32%	24%	20%	13%
Cuts of \$1.2 billion to aged care providers	<b>19%</b>	<b>70%</b>	5%	14%	30%	40%	11%
Increasing tax on cigarettes	<b>72%</b>	<b>21%</b>	45%	27%	11%	10%	7%
Capping tax concessions for those with more than \$1.6 million in superannuation	<b>62%</b>	<b>21%</b>	28%	34%	13%	8%	17%
Reducing company tax for medium and large businesses over the next 3 years	<b>50%</b>	<b>34%</b>	13%	37%	19%	15%	16%
A taskforce to address tax avoidance by multinational companies	<b>82%</b>	<b>8%</b>	52%	30%	5%	3%	10%
Internships for young unemployed which pay \$100 for up to 25 hours work per week on top of their welfare payments.	<b>69%</b>	<b>14%</b>	25%	44%	9%	5%	16%

There was substantial majority approval of addressing tax avoidance by multinationals (82%), increasing tax on cigarettes (72%) and internships for young unemployed (69%).

50% approved reducing company tax – including 72% of Liberal/National voters but only 36% of Labor voters. 55% of those earning over \$1,500 pw approved of tax cuts for people earning over \$80,000.

## Impact of Budget

Q In general, do you think the Federal Budget, will be good or bad for?

	Total good	Total bad	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know	Total good 2014	Total bad 2014	Total good 2015	Total bad 2015
You personally	15%	26%	2%	13%	48%	18%	8%	10%	13%	52%	15%	28%
Average working people	21%	35%	3%	18%	33%	25%	10%	11%	14%	59%	22%	27%
Small businesses	53%	12%	11%	42%	22%	9%	3%	13%	36%	23%	66%	6%
Big businesses	50%	9%	16%	34%	29%	7%	2%	13%			34%	10%
The economy over all	28%	22%	4%	24%	35%	16%	6%	14%	40%	32%	30%	22%
People who are well off	49%	10%	20%	29%	30%	8%	2%	12%	45%	16%	36%	14%
People on lower incomes	15%	46%	3%	12%	28%	25%	21%	12%	11%	66%	22%	34%
Australian families	16%	36%	3%	13%	35%	24%	12%	13%	11%	62%	29%	27%
Older Australians	11%	51%	2%	9%	27%	31%	20%	11%	10%	66%	20%	34%
Younger Australians	25%	28%	3%	22%	34%	18%	10%	13%	16%	55%	21%	29%

The budget was considered more likely to be good for small business (53%), big business (50%) and people who are well off (49%). It was more likely to be considered bad for older Australians (51%) and people on lower incomes (46%).

Compared to the 2015 budget it was considered worse for average working people, people on low incomes, Australian families and older Australians.

Compared to the 2015 budget it was considered better for big businesses and people who are well off.





## Statements about the Budget

Q Do you agree or disagree with the following statements about the Federal budget that was handed down on Tuesday 3<sup>rd</sup> May.

	Total agree	Total disagree	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't know	Total agree 2015	Total disagree 2015
Overall, the budget is fair and balanced	<b>32%</b>	<b>46%</b>	4%	28%	28%	18%	22%	28%	32%
This budget does not do enough to reduce the deficit	<b>48%</b>	<b>22%</b>	15%	33%	19%	3%	29%	37%	18%
This was the budget Australia needs at this time	<b>29%</b>	<b>46%</b>	4%	25%	27%	19%	26%	28%	31%
This budget favours businesses over workers	<b>61%</b>	<b>19%</b>	25%	36%	16%	3%	21%	47%	12%
This budget is more about improving the Government's popularity than improving the economy	<b>53%</b>	<b>27%</b>	21%	32%	22%	5%	20%	50%	19%
The budget does not go far enough in addressing multinational tax avoidance.	<b>57%</b>	<b>18%</b>	26%	31%	16%	2%	25%	-	-

There was majority agreement with the statements that the budget favours businesses over workers (61%), it does not go far enough in addressing tax avoidance by multinationals (57%) and is more about improving the Government's popularity than improving the economy (53%).

46% disagree that the budget was fair and balanced – compared to 32% in 2015. There was also a significant increase in those who agreed the budget favours businesses over workers (up 14%).

## Trust to handle the economy

Q Who would you trust most to handle Australia's economy – the Treasurer Scott Morrison or the Shadow Treasurer Chris Bowen?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	April 2016
Scott Morrison	31%	9%	68%	3%	22%	26%
Chris Bowen	20%	40%	4%	44%	16%	23%
Don't know	49%	51%	28%	53%	62%	51%

31% have more trust in Scott Morrison to handle Australia's economy and 20% have more trust in Chris Bowen. 49% don't know who they would trust more. This represents an improvement for Scott Morrison from net +3 to +11 since April.

## Manus Island detention centre

Q A court in Papua New Guinea has recently ruled that the detention of asylum seekers at the Manus Island facility is illegal. Do you support or oppose bringing the asylum seekers from Manus Island and PNG to Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
<b>Total support</b>	<b>30%</b>	<b>37%</b>	<b>22%</b>	<b>73%</b>	<b>28%</b>
<b>Total oppose</b>	<b>48%</b>	<b>43%</b>	<b>62%</b>	<b>15%</b>	<b>53%</b>
Strongly support	13%	16%	7%	46%	7%
Support	17%	21%	15%	27%	21%
Oppose	17%	15%	22%	8%	20%
Strongly oppose	31%	28%	40%	7%	33%
No opinion	21%	21%	17%	13%	18%

30% support bringing the asylum seekers from Manus Island and PNG to Australia and 48% oppose.

Those most likely to support bringing them to Australia were Greens voters (73%), aged 18-24 (45%), and university educated (46%).



## Conditions in detention centres

Q As far as you know, are the conditions in which asylum seekers are kept on Nauru and Manus Island good or poor?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Feb 2016
<b>Total good</b>	<b>32%</b>	<b>28%</b>	<b>43%</b>	<b>9%</b>	<b>44%</b>	<b>34%</b>
<b>Total poor</b>	<b>39%</b>	<b>48%</b>	<b>27%</b>	<b>77%</b>	<b>37%</b>	<b>40%</b>
Very good	9%	8%	11%	1%	14%	9%
Good	23%	20%	32%	8%	30%	25%
Poor	20%	22%	21%	17%	21%	20%
Very poor	19%	26%	6%	60%	16%	20%
Don't know	29%	24%	30%	14%	20%	25%

32% think that the conditions in which asylum seekers are kept on Nauru and Manus Island are good and 39% think they are poor. This represents little change since this question was asked in February.

43% of Liberal National voters think the conditions are good while 77% of Greens voters and 48% of Labor voters think they are poor.

## 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.

