The Essential Report
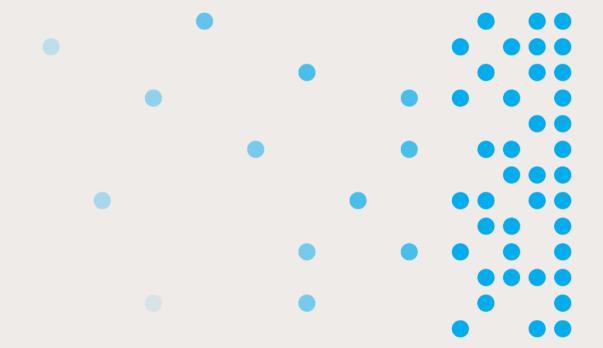
28 February 2017

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The Essential Report

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Prepared By: Essential Research

Data Supplied by:

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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 23rd to 26th February 2017 and is based on 1,007 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, investment in housing, housing affordability and a Royal Commission into banking.

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.

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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 21/2/17	2 weeks ago 14/2/17	4 weeks ago 31/1/17	Election 2 Jul 16
Liberal	34%	33%	34%	32%	
National	3%	3%	3%	3%	
Total Liberal/National	**37%**	**36%**	**36%**	**35%**	**42.0%**
Labor	**37%**	**34%**	**35%**	**37%**	**34.7%**
Greens	9%	10%	9%	9%	10.2%
Nick Xenophon Team	3%	4%	3%	3%	
Pauline Hanson's One Nation	9%	10%	10%	10%	
Other/Independent	6%	6%	6%	6%	13.1%
2 party preferred					
Liberal National	**47%**	**48%**	**48%**	**46%**	**50.4%**
Labor	**53%**	**52%**	**52%**	**54%**	**49.6%**

NB. Sample = 1,799. 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 2016 election.

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Attributes of Malcolm Turnbull

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

	Total	Sep 2016	Difference
Intelligent	**72%**	75%	-3
Out of touch with ordinary people	**65%**	65%	-
Hard-working	**61%**	61%	-
Arrogant	**56%**	56%	-
Superficial	**52%**	50%	+2
A capable leader	**50%**	51%	-1
Narrow-minded	**48%**	45%	+3
Good in a crisis	**44%**	47%	-3
Understands the problems facing Australia	**44%**	46%	-2
Intolerant	**39%**	37%	+2
Trustworthy	**36%**	39%	-3
More honest than most politicians	**34%**	37%	-3
Erratic	**34%**	36%	-2
Aggressive	**31%**	31%	-
Visionary	**30%**	35%	-5

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Malcolm Turnbull's key attributes were intelligent (72%), out of touch with ordinary people (65%), hard working (61%) and arrogant (56%).

There have only been small changes in perceptions since September. The main changes have been for visionary (down 5%), narrow-minded (up 3%) and intelligent, good in a crisis, trustworthy and more honest than most politicians (all down 3%).

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Leader attributes – Bill Shorten

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

	Total	Sep 2016	Change
Hard working	**61%**	61%	-
Intelligent	**60%**	59%	+1
Understands the problems facing Australia	**48%**	49%	-1
Out of touch with ordinary people	**47%**	46%	+1
Superficial	**46%**	45%	+1
Arrogant	**44%**	44%	-
A capable leader	**43%**	45%	-2
Narrow-minded	**42%**	42%	-
Erratic	**38%**	39%	-1
Good in a crisis	**37%**	39%	-2
Intolerant	**36%**	33%	+3
Aggressive	**35%**	36%	-1
Trustworthy	**32%**	32%	-
Visionary	**29%**	32%	-3
More honest than most politicians	**29%**	29%	-

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Bill Shorten's key attributes were hard working (61%), intelligent (60%) and understands the problems facing Australia (48%).

There have only been small changes in perceptions since September. The main changes have been for intolerant (up 3%) and visionary (down 3%).

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Leader attributes – comparisons

	Malcolm Turnbull	Bill Shorten	Difference
Out of touch with ordinary people	65%	47%	**+18**
Intelligent	72%	60%	**+12**
Arrogant	56%	44%	**+12**
A capable leader	50%	43%	**+7**
Good in a crisis	44%	37%	**+7**
Superficial	52%	46%	**+6**
Narrow-minded	48%	42%	**+6**
More honest than most politicians	34%	29%	**+5**
Trustworthy	36%	32%	**+4**
Intolerant	39%	36%	**+3**
Visionary	30%	29%	**+1**
Hard-working	61%	61%	**-**
Understands the problems facing Australia	44%	48%	**-4**
Erratic	34%	38%	**-4**
Aggressive	31%	35%	**-4**

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Compared to Bill Shorten, Malcolm Turnbull is more likely to be considered out of touch with ordinary people (+18), intelligent (+12%), arrogant (+12), a capable leader (+7) and good in a crisis (+7).

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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	May 2016
Total approve	**44%**	**34%**	**62%**	**30%**	**41%**	**41%**	**43%**
Total disapprove	**35%**	**45%**	**23%**	**57%**	**39%**	**37%**	**36%**
Strongly approve	16%	10%	23%	8%	20%	13%	14%
Approve	28%	24%	39%	22%	21%	28%	29%
Disapprove	18%	21%	14%	23%	23%	23%	22%
Strongly disapprove	17%	24%	9%	34%	16%	14%	14%
Don't know	21%	21%	15%	13%	20%	22%	21%

44% approve of negative gearing and 35% disapprove. This is much the same result as when this question was asked in May last year.

Those most likely to approve were Liberal/National voters (62%) and those earning more than $2,000 per week (60%).

45% of Labor voters, 57% of Greens voters, 44% of those aged 55+ and 50% of those earing $600-1,000 per week disapproved.

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Capital gains tax

Q   Do you approve or disapprove of property investors receiving a reduction in Capital Gains Tax on the profits made selling investment properties?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	**37%**	**32%**	**52%**	**20%**	**35%**
Total disapprove	**41%**	**50%**	**31%**	**63%**	**46%**
Strongly approve	13%	8%	16%	7%	24%
Approve	24%	24%	36%	13%	11%
Disapprove	23%	25%	22%	22%	29%
Strongly disapprove	18%	25%	9%	41%	17%
Don't know	22%	18%	17%	18%	19%

37% approve of property investors receiving a reduction in Capital Gains Tax and 41% disapprove.

Those most likely to approve were Liberal/National voters (52%) and those earning more than $2,000 per week (55%).

50% of Labor voters, 63% of Greens voters, 55% of those aged 55+ and 58% of those earing $600-1,000 per week disapproved.

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Impact on house prices

Q   What do you think would be the impact on house prices of limiting negative gearing and reducing the concession on Capital Gains Tax?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
House prices would fall	**19%**	22%	17%	17%	21%
House prices would continue to rise but at a slower rate	**32%**	34%	34%	40%	27%
House prices would continue to rise at the same rate	**17%**	14%	22%	16%	21%
Don't know	**32%**	30%	27%	26%	31%

 51% think that limiting negative gearing and reducing the concession on Capital Gains Tax would have an impact on house prices. 19% think house prices would fall and 32% think they would rise at a slower rate. Only 17% think house prices would continue to rise at the same rate.

There were not major differences across demographic and voter groups.

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Most important issue

Q   Which issue do you think is more important for the Federal government to address - rising energy prices or housing affordability?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aged 18-34	Aged 35-54	Aged 55+
Rising energy prices	**44%**	39%	51%	27%	56%	29%	46%	59%
Housing affordability	**46%**	51%	43%	65%	39%	57%	44%	36%
Don't know	**10%**	10%	6%	8%	5%	14%	10%	5%

46% think housing affordability is a more important issue and 44% think rising energy prices are a more important issue.

Those most likely to think housing affordability is more important were Greens voters (65%), aged 18-34 (58%) and those with university education (54%)

Those most likely to think energy prices are more important were Liberal/National voters (51%) and those aged 55+ (59%).

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Royal Commission into banking

Q   Would you support or oppose holding a Royal Commission into the banking and financial services industry?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	April 2016	Aug 2016
Total support	**64%**	**74%**	**56%**	**76%**	**62%**	**59%**	**64%**
Total oppose	**16%**	**6%**	**26%**	**10%**	**20%**	**15%**	**13%**
Strongly support	33%	40%	22%	54%	38%	27%	28%
Support	31%	34%	34%	22%	24%	32%	36%
Oppose	11%	5%	17%	9%	14%	11%	9%
Strongly oppose	5%	1%	9%	1%	6%	4%	4%
Don't know	21%	19%	17%	13%	18%	25%	23%

There was majority support for holding a Royal Commission into the banking and financial services sector - 64% supported a Royal Commission and 16% opposed. This is no significant change since August last year.

Those most likely to support a Royal Commission into the banking and financial services sector were Labor voters (74%) and Greens voters 76%).

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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 2016 election, the Essential Report estimates of first preference votes averaged less than 1% difference from the election results and the two-party preferred difference was only 0.1%.

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.

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