

# The Essential Report

22 May 2018



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**Prepared By:** Essential Research

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**Data Supplied by:**



**AMSRS** 

Our researchers are members of the Australian Market and Social Research Society.

## 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 17<sup>th</sup> to 20<sup>th</sup> May 2018 and is based on 1,025 respondents.

Aside from the standard question on voting intention, this week's report includes questions on tax plans, economic issues and an Australian republic.

The methodology used to carry out this research is described in the appendix on page 12.

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	1 week ago 15/5/18	2 weeks ago 8/5/18	4 weeks ago 24/4/18	Election 2 Jul 16
Liberal	38%	34%	35%	35%	
National	2%	4%	3%	3%	
<b>Total Liberal/National</b>	<b>40%</b>	<b>38%</b>	<b>38%</b>	<b>37%</b>	<b>42.0%</b>
<b>Labor</b>	<b>36%</b>	<b>36%</b>	<b>37%</b>	<b>36%</b>	<b>34.7%</b>
Greens	10%	10%	10%	11%	10.2%
Nick Xenophon Team	1%	2%	2%	2%	
Pauline Hanson's One Nation	8%	7%	6%	8%	
Other/Independent	6%	6%	6%	6%	13.1%
<b>2 party preferred</b>					
Liberal National	<b>49%</b>	<b>48%</b>	<b>47%</b>	<b>47%</b>	<b>50.4%</b>
Labor	<b>51%</b>	<b>52%</b>	<b>53%</b>	<b>53%</b>	<b>49.6%</b>

NB. 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.

## Preferred tax plans

Q The Government’s budget proposes to provide a tax cut of \$530 for middle and lower income earners from next year, and then in seven years change the tax rates so that workers earning between \$40,000 and \$200,000 pay the same rate of tax. Labor proposes to provide a larger tax cut of \$928 for middle and lower income earners, and ask those in the top tax bracket to pay a little more to help reduce the deficit. Which of these proposals do you prefer?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
The Government proposal	<b>33%</b>	15%	63%	17%	28%
The Labor proposal	<b>45%</b>	75%	23%	62%	43%
Don't know	<b>22%</b>	95	14%	21%	29%

45% prefer the Labor tax plan and 33% the Government’s plan.

All income groups except those earning \$2,000+ pw strongly favour the Labor plan. Those earning more than \$2,000 pw favour then Government plan 44% to 39%.



## Preferred economic plans

Q Which long-term plan for Australia’s economy do you most support?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Malcolm Turnbull’s plan to grow the economy by backing business to invest and create new jobs by cutting taxes for all Australian workers and businesses	38%	17%	72%	14%	38%
Bill Shorten’s plan to grow the economy by strengthening the middle class by investing in health care, education, infrastructure and tax cuts for middle and lower earners.	44%	73%	18%	73%	41%
Don’t know	18%	10%	10%	13%	21%

44% support the Labor plan for the economy and 38% support the Government’s plan.

All income groups except those earning \$2,000+ pw strongly favour Labor plan. Those earning more than \$2,000 pw split – Government plan 43% to Labor plan 42%.



## Preferred spending cuts

Q Would you support or oppose the following measures to cut Government spending?

	Total support	Total oppose	Strongly support	Support	Oppose	Strongly oppose	Don't know
Not providing company tax cuts for large business	<b>60%</b>	<b>22%</b>	26%	34%	15%	7%	18%
Tightening negative gearing and capital gains tax concession for investors	<b>50%</b>	<b>24%</b>	18%	32%	16%	8%	25%
Preventing income splitting in family trusts	<b>42%</b>	<b>22%</b>	14%	28%	16%	6%	35%
Limiting tax credits on investments to people who pay tax	<b>42%</b>	<b>27%</b>	12%	30%	18%	9%	32%
Cutting spending on government agencies like ASIC	<b>36%</b>	<b>39%</b>	11%	25%	26%	13%	24%
Cutting spending on the ABC	<b>35%</b>	<b>45%</b>	14%	21%	23%	22%	20%

There was majority support for not providing tax cuts for large business (60%) and for tightening negative gearing and tax concessions for investors (50%). Respondents were also more likely to support preventing income splitting in family trusts (42% support/22% oppose) and limiting tax credits on investments to people who pay tax (42%/27%).

They were split on cutting spending on government agencies like ASIC (36%/39%) and more likely to oppose cutting spending on the ABC (35%/45%).

## Party trust to manage fair tax system

Q Which party would you trust most to manage a fair tax system?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Mar 2018
Labor	<b>32%</b>	74%	9%	36%	16%	26%
Liberal-National	<b>32%</b>	4%	72%	13%	29%	28%
No difference	<b>22%</b>	13%	12%	36%	45%	31%
Don't know	<b>15%</b>	9%	6%	15%	10%	15%

Respondents were evenly divided on which party they would trust most to manage a fair tax system. 32% favoured the Labor Party and 32% favoured the Liberal and National parties. 22% thought there was no difference.

Those earning less than \$1,500 pw trust Labor more (34% Labor/27% Liberal-National), and those earning more than \$1,500 pw trust the Liberals a little more (33% Labor/37% Liberal-National).



## Australia's head of state

Q Who is Australia's current Head of State?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Aged 18-34	Aged 35-54	Aged 55+
The Prime Minister	<b>24%</b>	29%	21%	26%	21%	38%	22%	13%
The Governor General	<b>30%</b>	30%	35%	19%	37%	21%	33%	35%
The Queen of Great Britain	<b>34%</b>	34%	38%	38%	34%	22%	34%	47%
Don't know	<b>12%</b>	8%	6%	17%	8%	19%	11%	5%

34% think that the Queen of Great Britain is Australia's head of state, 30% nominate the Governor General and 24% think it is the Prime Minister. 38% of those aged under 35 think the Prime Minister is the head of state and 47% of those age 55+ think it is the Queen.

## Republic

Q Would you support or oppose Australia becoming a republic with an Australian head of state?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Jan 2017	Jan 2018
<b>Total support</b>	<b>48%</b>	<b>61%</b>	<b>45%</b>	<b>57%</b>	<b>40%</b>	<b>44%</b>	<b>44%</b>
<b>Total oppose</b>	<b>30%</b>	<b>23%</b>	<b>36%</b>	<b>22%</b>	<b>42%</b>	<b>30%</b>	<b>29%</b>
Strongly support	21%	31%	18%	26%	14%	21%	18%
Support	27%	30%	27%	31%	26%	23%	26%
Oppose	17%	13%	22%	14%	18%	18%	14%
Strongly oppose	13%	10%	14%	8%	24%	12%	15%
Don't know	22%	16%	18%	20%	19%	26%	26%

48% support Australia becoming a republic and 30% oppose. 22% have no opinion.

This is a small increase in support (up 4%) for a republic since this question was asked in January.

There was little difference in support for a republic across age groups – 50% of those aged under 35 support a republic compared to 45% of aged 35-54 and 51% of those aged 55+.

## Selection of head of state

Q If we had an Australian Head of State how should that person be selected?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Appointed by the Prime Minister	9%	9%	13%	6%	4%
Elected by the Australian people	65%	70%	62%	69%	75%
Appointed by a two-thirds majority of a joint sitting of the Federal Parliament	12%	12%	13%	16%	9%
Don't know	14%	9%	12%	9%	12%

If Australia had an Australian head of state, 65% would prefer they be elected by the Australian people. 12% think they should be appointed by Parliament and 9% appointed by the Prime Minister.

Support for election of a head of state is consistent across voter and demographic groups.

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

The data gathered for this report is gathered from a fortnightly online omnibus conducted by Your Source. Essential Research has been utilizing the Your Source online panel to conduct opinion polling since November 2007.

Every two weeks, the team at Essential considers 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 current media and social issues.

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 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. 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.