

The Essential Report

9 February 2016

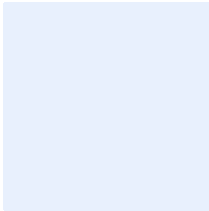


The Essential Report

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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 3rd to 7th February 2016 and is based on 1,003 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders and tax reform.

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 2/2/16	2 weeks ago 25/1/16	Election 7 Sep 13
Liberal	39%	40%	40%	
National	3%	4%	4%	
Total Liberal/National	43%	44%	44%	45.6%
Labor	35%	35%	35%	33.4%
Greens	11%	11%	10%	8.6%
Palmer United Party	1%	1%	1%	5.5%
Other/Independent	10%	9%	9%	6.9%
2 party preferred				
Liberal National	51%	51%	52%	53.5%
Labor	49%	49%	48%	46.5%

NB. 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
Total approve	51%	36%	83%	33%	38%	47%	56%	56%	51%
Total disapprove	27%	43%	9%	46%	40%	17%	20%	23%	25%
Strongly approve	8%	3%	17%	-	8%	11%	12%	13%	9%
Approve	43%	33%	66%	33%	30%	36%	44%	43%	42%
Disapprove	18%	30%	7%	32%	20%	11%	14%	16%	16%
Strongly disapprove	9%	13%	2%	14%	20%	6%	6%	7%	9%
Don't know	21%	20%	8%	21%	22%	35%	23%	21%	23%

51% (no change since last month) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 27% (up 2%) disapprove – a net approval rating of +24 (down 2).

83% (up 7%) of Liberal/National voters approve of Malcolm Turnbull's performance with 9% (down 1%) disapproving. 36% (down 6%) of Labor voters and 33% (up 1%) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 58% approve/28% disapprove and women 46% approve/27% 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	Mar 2015	Jun 2015	Sep 2015	Dec 2015	Jan 2016
Total approve	27%	48%	19%	26%	16%	31%	38%	35%	34%	32%	29%	27%	27%
Total disapprove	48%	26%	68%	54%	58%	27%	40%	39%	39%	45%	50%	47%	47%
Strongly approve	5%	8%	3%	5%	4%	5%	7%	7%	5%	6%	5%	4%	4%
Approve	22%	40%	16%	21%	12%	26%	31%	28%	29%	26%	24%	23%	23%
Disapprove	26%	22%	30%	36%	26%	17%	22%	23%	21%	27%	27%	26%	28%
Strongly disapprove	22%	4%	38%	18%	32%	10%	18%	16%	18%	18%	23%	21%	19%
Don't know	25%	25%	12%	20%	26%	43%	22%	26%	27%	22%	21%	25%	26%

27% (no change) of respondents approve of the job Bill Shorten is doing as opposition leader and 48% (up 1%) disapprove - a change in his net rating from -20 to -21.

48% (down 2%) of Labor voters approve of the job Bill Shorten is doing and 26% (down 1%) disapprove.

25% of men and 28% of women approve of Bill Shorten. 58% of men and 40% 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
Malcolm Turnbull	52%	28%	88%	37%	44%	53%	48%	55%	54%	51%
Bill Shorten	15%	36%	2%	24%	6%	17%	19%	14%	15%	18%
Don't know	33%	35%	10%	39%	50%	30%	33%	31%	31%	31%

52% (up 1%) of respondents think Malcolm Turnbull would make the better Prime Minister and 15% (down 3%) think Bill Shorten would make the better Prime Minister.

59% of men prefer Malcolm Turnbull and 15% prefer Bill Shorten.

45% of women prefer Malcolm Turnbull and 15% prefer Bill Shorten.



Reasons for tax reform

Q There has recently been a lot of talk about tax reform. What do you think is the main reason the Government is considering tax reform? And what do you think is the second reason?

	Total	Main reason	Second reason	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
To address the budget deficit	58%	44%	14%	53%	68%	61%	57%
To maintain Government services like health and education	30%	12%	18%	27%	40%	20%	24%
To encourage economic growth	26%	9%	17%	24%	32%	29%	18%
To help businesses make bigger profits	14%	8%	6%	21%	4%	31%	22%
To make the tax system fairer	11%	3%	8%	7%	18%	9%	12%
To boost employment	10%	3%	7%	11%	10%	9%	8%
To invest in infrastructure	5%	1%	4%	6%	6%	6%	2%
Don't know	20%	20%	26%	23%	8%	16%	24%

58% believe that one of the main two reasons the Government is considering tax reform is to address the budget deficit. 30% think it is to maintain Government services and 26% to encourage economic growth. Only 5% think it is to invest in infrastructure and 10% think it is to boost employment.

Liberal/National voters are more likely to think it is to maintain services (40%) and make the system fairer (18%).

21% of Labor voters and 31% of Greens voters think it is to help businesses make bigger profits.



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 July 15
Force multinational companies to pay a minimum tax rate on Australian earnings	78%	9%	53%	25%	6%	3%	14%	79%
Increase income tax rate for high earners	64%	21%	30%	34%	14%	7%	16%	63%
Remove superannuation tax concessions for high earners	58%	24%	28%	30%	14%	10%	17%	59%
Remove negative gearing	37%	31%	15%	22%	19%	12%	33%	37%
Remove GST exemptions (e.g. on food, education)	32%	55%	14%	18%	23%	32%	13%	33%
Replace stamp duty with land tax	26%	29%	7%	19%	16%	13%	45%	26%
Increase the GST	23%	63%	5%	18%	25%	38%	14%	24%

There was strong majority support for forcing multinational companies to pay a minimum tax rate on Australian earnings (78%), increasing income tax rate for high earners (64%) and removing superannuation tax concessions for high earners (58%).

There was strong majority opposition to increasing the GST (63%).

These results have not changed since this question was asked in July last year.

	Total support	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Force multinational companies to pay a minimum tax rate on Australian earnings	78%	81%	85%	84%	74%
Increase income tax rate for high earners	64%	75%	60%	67%	64%
Remove superannuation tax concessions for high earners	58%	69%	59%	64%	57%
Remove negative gearing	37%	40%	39%	39%	36%
Remove GST exemptions (e.g. on food, education)	32%	29%	44%	16%	27%
Replace stamp duty with land tax	26%	26%	28%	23%	34%
Increase the GST	23%	14%	38%	21%	18%

All voter groups strongly supported forcing multinational companies to pay a minimum tax rate on Australian earnings.

Liberal/National voters were more likely to support removing GST exemptions (44%) and increasing the GST (38%).

Labor voters were more likely to support increasing income tax rate for high earners (75%) and removing superannuation tax concessions for high earners (69%).

Income tax or GST

Q To raise more Government revenue to maintain services and reduce debt, which of the following actions would you favour most?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Nov 2015
Increase income taxes	29%	39%	21%	42%	30%	27%
Increase the GST	22%	16%	37%	14%	13%	26%
Expand the GST to cover food, health and education	12%	12%	16%	8%	9%	14%
Don't know	37%	33%	26%	36%	48%	33%

To raise more Government revenue to maintain services and reduce debt, 29% favoured increasing income taxes, 22% favoured increasing the GST, and 12% expanding the coverage of the GST. This indicates a small shift away from making changes to the GST since this question was asked in November.

Liberal/National voters (37%) were more inclined to favour increasing the GST while Labor voters (39%) and Greens voters (42%) favoured increasing income tax.

Increasing the GST

Q Would you support or oppose increasing the GST if income taxes were reduced at the same time?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Jul 2015
Total support	38%	31%	58%	24%	30%	38%
Total oppose	40%	50%	28%	58%	51%	42%
Strongly support	11%	8%	19%	3%	5%	10%
Support	27%	23%	39%	21%	25%	28%
Oppose	21%	23%	19%	32%	21%	23%
Strongly oppose	19%	27%	9%	26%	30%	19%
Don't know	22%	20%	15%	18%	19%	20%

38% support increasing the GST if income taxes were reduced at the same time and 40% oppose. These results are similar to when this question was asked in July last year.

A majority (58%) of Liberal/National voters support increasing GST and a majority of Labor (50%) and Greens voters (58%) oppose.

For those on higher incomes (\$1,600+ pw), 47% support and 35% oppose.

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.

