

# The Essential Report

27 April 2016



## The Essential Report

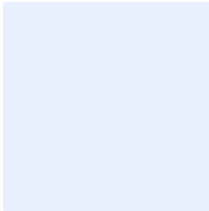
**Date:** 27/4/2016

---

**Prepared By:** Essential Research

---

**Data Supplied:**



Essential Media Communications is a member of the Association of Market and Social Research Organisations



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



Essential Research is ISO 20252 (Market, Opinions and Social Research) accredited.



## 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 20<sup>th</sup> to 24<sup>th</sup> April 2016 and is based on 1,020 respondents.

Aside from the standard question on voting intention, this week's report includes questions on the double dissolution election, party likely to win an election, election voting, Malcolm Turnbull, the United Nations, corruption and the Federal Budget.

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 19/4/16	2 weeks ago 12/4/16	4 weeks ago 29/3/16	Election 7 Sep 13
Liberal	36%	38%	39%	39%	
National	4%	4%	3%	3%	
<b>Total Liberal/National</b>	<b>40%</b>	<b>42%</b>	<b>42%</b>	<b>43%</b>	<b>45.6%</b>
<b>Labor</b>	<b>39%</b>	<b>36%</b>	<b>35%</b>	<b>38%</b>	<b>33.4%</b>
Greens	10%	11%	11%	9%	8.6%
Palmer United Party	1%	1%	1%	1%	5.5%
Other/Independent	11%	10%	10%	10%	6.9%
<b>2 party preferred</b>					
Liberal National	48%	50%	50%	50%	53.5%
Labor	52%	50%	50%	50%	46.5%

NB. Sample = 1,740. 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.

## Double dissolution election

- Q The Prime Minister Malcolm Turnbull has said he will call an early double dissolution election because the Senate has not passed legislation to re-establish the Australian Building and Construction Commission.

Do you approve or disapprove of Malcolm Turnbull calling an early double dissolution election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	2 weeks ago
<b>Total approve</b>	<b>40%</b>	<b>32%</b>	<b>62%</b>	<b>38%</b>	<b>31%</b>	<b>39%</b>
<b>Total disapprove</b>	<b>28%</b>	<b>38%</b>	<b>15%</b>	<b>45%</b>	<b>32%</b>	<b>24%</b>
Strongly approve	11%	10%	17%	7%	8%	13%
Approve	29%	22%	45%	31%	23%	26%
Disapprove	18%	23%	13%	30%	17%	16%
Strongly disapprove	10%	15%	2%	15%	15%	8%
Don't know	32%	30%	22%	18%	38%	36%

40% approve of Malcolm Turnbull calling an early double dissolution election and 28% disapprove.

62% of Liberal/National voters approve while other voters are divided. Labor voters (38%) and Greens voters (45%) are a little more likely to disapprove.

There has been little change in opinions about a double dissolution in the last two weeks.

## Most likely to win election

Q Which party do you think is most likely to win the next Federal election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Liberal/National	42%	20%	81%	32%	34%
Labor	28%	58%	6%	33%	16%
Don't know	29%	22%	13%	35%	50%

42% think the Liberal/National Party are most likely to win the next election and 28% think the Labor Party are most likely to win. 29% could not give an opinion.

81% of Liberal/National voters think their party is most likely to win and 58% of Labor voters think Labor is most likely to win.

Greens voters are evenly divided.



## Voting

Q When it comes to voting in the next Federal election, which of the following is closest to your view

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
I will vote for the party that I want to lead Australia	<b>67%</b>	73%	81%	57%	53%
I will vote against the party I don't want to lead Australia	<b>21%</b>	22%	16%	38%	27%
Don't know	<b>13%</b>	5%	3%	5%	20%

67% say that they will vote for the party that they want to lead Australia and 21% will vote against the party they don't want to lead Australia.

38% of Greens voters say they are more likely to be voting against the party they don't want to lead Australia.

## Malcolm Turnbull

Q Has the re-election of Malcolm Turnbull as leader of the Liberal Party made you more or less likely to support the Liberal National Coalition at the next federal election?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Sep 2015
<b>Total more likely</b>	<b>35%</b>	<b>24%</b>	<b>55%</b>	<b>42%</b>	<b>21%</b>	<b>34%</b>
<b>Total less likely</b>	<b>23%</b>	<b>31%</b>	<b>14%</b>	<b>20%</b>	<b>35%</b>	<b>14%</b>
Much more likely	11%	7%	20%	5%	7%	15%
A little more likely	24%	17%	35%	37%	14%	19%
A little less likely	9%	8%	10%	7%	11%	5%
Much less likely	14%	23%	4%	13%	24%	9%
Makes no difference	35%	40%	28%	35%	40%	43%
Don't know	8%	5%	2%	4%	4%	11%

35% say they are more likely to support the Liberal National Coalition since the re-election of Malcolm Turnbull as leaders and 23% say they are less likely. 35% say it makes no difference.

Since this question was asked last year, those saying “less likely” has increased from 14% to 23%.





## United Nations Secretary General

Q The former Prime Minister of New Zealand, Helen Clark, has said she will run for the position of Secretary General of the United Nations. Former Australian Prime Minister, Kevin Rudd, may also run. Who do you think would be the better Secretary General of the UN, Helen Clark or Kevin Rudd?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Helen Clark	45%	36%	55%	56%	52%
Kevin Rudd	21%	34%	17%	12%	14%
Don't know	34%	30%	28%	32%	34%

45% think that Helen Clark would be a better Secretary General of the UN and 21% think Kevin Rudd would be better. Most voter groups strongly supported Helen Clark while Labor voters were divided – 36% preferring Helen Clark and 34% favouring Kevin Rudd.

61% of those aged 55+ prefer Helen Clark.



## Corruption

Q For each of the following Australian industries and organisations, please indicate how affected by corruption you think they are:

	Widespread corruption	Some corruption	Very little corruption	Don't know
Building industry	36%	40%	9%	16%
Unions	35%	40%	11%	14%
Banking and finance sector	25%	40%	20%	15%
Politics	40%	39%	8%	13%
Large corporations	34%	43%	9%	14%
Payment of tax by large corporations	53%	27%	6%	14%

53% think there is widespread corruption concerning payment of tax by large corporations. 40% think there is widespread corruption in politics and the building industry, unions and large corporations are thought to be similarly corrupt.

53% of Liberal/National voters think there is widespread corruption in unions compared to only 19% of Labor voters.

Both Labor voters (55%) and Liberal/National voters (47%) think that there is widespread corruption concerning payment of tax by large corporations.

## Federal Budget

Q In general, do you think the next Federal Budget, to be announced on Tuesday 3rd May will be good or bad for the following?

	Total good	Total bad	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
You personally	10%	30%	3%	7%	42%	23%	7%	18%
Average working people	13%	37%	2%	11%	31%	29%	8%	19%
Australian business	35%	14%	5%	30%	31%	11%	3%	19%
The economy over all	21%	24%	3%	18%	37%	19%	5%	19%
People who are well off	46%	10%	17%	29%	27%	8%	2%	18%
People on lower incomes	12%	46%	2%	10%	23%	29%	17%	18%
Australian families	12%	36%	3%	9%	34%	28%	8%	18%
Older Australians	10%	44%	3%	7%	28%	29%	15%	19%
Younger Australians	11%	35%	3%	8%	34%	26%	9%	20%

46% expect that the budget will be good for people who are well off and 35% think it will be good for business. Otherwise the budget is expected to be bad for most groups – especially people on low incomes (46%) and older Australians (44%).

## Budget measures

Q Would you support or oppose the following measures being included in the Federal Budget??

	Total support	Total oppose	Strongly support	Support	Oppose	Strongly oppose	Don't know
Tighten tax exemptions for capital gains tax	52%	19%	19%	33%	14%	5%	29%
Limit negative gearing	48%	24%	17%	31%	17%	7%	27%
Reduce superannuation tax concessions for high earners	60%	22%	27%	33%	14%	8%	18%
Increase tax on cigarettes	67%	21%	36%	31%	11%	10%	13%
Cut corporate tax	22%	57%	6%	16%	28%	29%	21%
Cut personal income tax	63%	19%	23%	40%	15%	4%	17%
Increase funding to health	83%	7%	47%	36%	5%	2%	10%
Increase funding to education	80%	10%	42%	38%	7%	3%	11%

The most supported budget measures were increasing funding to health (83%), increasing funding to education (80%) and increasing tax on cigarettes (67%). A majority (57%) opposed cutting corporate tax.

Labor voters were more likely to support tightening tax exemptions for capital gains (58%) and limiting negative gearing (55%).

Liberal/National voters were more likely to support increasing tax on cigarettes (75%), cutting corporate taxes (31%) and cutting personal income tax (76%).

## 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.