

The Essential Report

31 January 2017



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Prepared By: Essential Research

Data Supplied by:



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.



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 20th to 30th January 2017 and is based on 1,005 respondents.

Aside from the standard question on voting intention, this week's report includes questions on our political and economic system, free trade and taxation.

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	Last week 24/1/17	Election 2 Jul 16
Liberal	32%	33%	
National	3%	3%	
Total Liberal/National	35%	35%	42.0%
Labor	37%	37%	34.7%
Greens	9%	10%	10.2%
Nick Xenophon Team	3%	3%	
Pauline Hanson's One Nation	10%	9%	
Other/Independent	6%	6%	13.1%
2 party preferred			
Liberal National	46%	46%	50.4%
Labor	54%	54%	49.6%

NB. Sample = 1,790. 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.

Australian society

Q Thinking about our current political and economic system - that is, the structures that set the rules for the way Australian society operates - which of the following best describes your view?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
The system needs to be fundamentally changed	40%	44%	31%	43%	52%
The system is fundamentally sound but needs to be refined	44%	43%	52%	54%	38%
The system works well as it is and should not be changed in any substantial way	6%	3%	10%	1%	5%
Don't know	11%	9%	7%	2%	5%

44% think Australia's political and economic system is fundamentally sound but needs to be refined and 40% think the system needs to be fundamentally changed. Only 6% think it should not be changed in any way.

Those most likely to think it needs fundamental change were "other" voters (52%) and those on incomes under \$1,000 pw (47%).

Those most likely to think the system just needs to be refined were LNP voters (52%), Greens voters (54%) and incomes over \$2,000 pw (52%).



Free Trade Agreements generally

Q Generally, do you think making Free Trade Agreements with other countries is good for Australia or bad for Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Apr 2014
Total good	47%	46%	61%	39%	36%	49%
Total bad	15%	15%	10%	24%	27%	11%
Very good	10%	10%	12%	7%	8%	13%
Good	37%	36%	49%	32%	28%	36%
Neither good nor bad	21%	23%	17%	17%	22%	18%
Bad	11%	10%	8%	18%	18%	7%
Very bad	4%	5%	2%	6%	9%	4%
Don't know	17%	16%	12%	21%	15%	22%

47% think that free trade agreements are generally good for Australia and 15% think they are bad. 21% think they are neither and 17% could not give an opinion. These results are similar to those when this question was last asked in April 2014.

Those most likely to think they were good were Liberal/National voters (61%), full-time workers (52%), incomes over \$2,000 pw (55%) and those with university education (54%).

TPP

- Q The new US President, Donald Trump, has announced the US will pull out of the proposed Trans-Pacific Partnership (TPP) free trade agreement between 12 Asia Pacific countries. Do you think Australia should pull out of the TPP or continue to negotiate an agreement without the US?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Australia should pull out of TPP	19%	22%	15%	30%	23%
Australia should negotiate an agreement without US	52%	52%	57%	53%	51%
Don't know	29%	25%	28%	17%	26%

52% think that now that the US has pulled out of the TPP, Australia should continue to negotiate an agreement. 19% think Australia should now pull out of the TPP.

There was very little difference in views across demographics and voter groups.



Groups that benefit from free trade agreements

Q How much do you think the following benefit from Free Trade agreements with other countries?

	Total some/a lot	A lot of benefit	Some benefit	Little benefit	No benefit	Don't know	Nov 2014 some/ a lot
The Australian Government	59%	20%	39%	14%	5%	22%	52%
Australian businesses overall	59%	19%	40%	14%	5%	22%	44%
Mining companies	58%	26%	32%	12%	6%	24%	48%
The Australian economy in general	51%	13%	38%	20%	7%	21%	37%
Manufacturing firms	50%	16%	34%	18%	10%	23%	34%
Tourism operators	48%	17%	31%	19%	9%	25%	41%
Farmers	45%	16%	29%	19%	13%	22%	37%
Working people	41%	11%	30%	22%	16%	22%	25%

A majority think that there are some or a lot of benefit from free trade for the Australian Government (59%), businesses overall (59%), mining companies (58%), the Australian economy in general (51%) and manufacturing companies (50%).

There was least benefit for working people (41% benefit/38% little or no benefit).

There have been substantial increases in perceptions of benefit from free trade for all groups since this question was asked in November 2014.



Level of taxation

Q Do you think the following pay too much tax, not enough tax or about the right amount?

	Pay too much	Don't pay enough	Pay about right amount	Don't know	Mar 2015 Pay too much	Mar 2015 Don't pay enough	Mar 2015 Pay about right amount	Mar 2015 Don't know
Large businesses	6%	65%	13%	16%	3%	64%	14%	19%
Small businesses	37%	8%	39%	17%	41%	6%	34%	19%
People on low incomes	46%	7%	34%	13%	47%	5%	36%	13%
People on average incomes	43%	6%	39%	12%	43%	5%	41%	11%
People on high incomes	11%	59%	18%	12%	10%	59%	19%	12%
You personally	39%	5%	42%	14%	36%	4%	47%	13%
Mining companies	5%	61%	13%	21%	4%	67%	12%	17%
Retirees on large incomes	13%	31%	31%	24%	15%	29%	30%	26%
Large international companies (such as Google and Apple)	2%	72%	9%	17%	2%	73%	8%	18%
Religious organisations	3%	58%	18%	21%	5%	53%	16%	26%



From the groups listed, people on low income (46%), people on average incomes (43%), you personally (39%) and small businesses (37%) and were the groups respondents were most likely to think pay too much tax.

More than half of respondents believe that large international companies (72%), large businesses (65%), mining companies (61%), people on high incomes (59%) and religious organisations (58%) do not pay enough tax.

Overall, Labor voters were more likely than Liberal voters to think the following groups pay too much tax – low incomes (Labor 55%/LNP37%) and average incomes (48%/39%).

Labor voters were also more likely to think the following don't pay enough tax – large businesses (73%/57%), people on high incomes (66%/50%) and mining companies (68%/55%).

Results were very similar to when this question was asked in March 2015.



Impact of higher tax on multinational corporations

- Q Do you think that making big multinational corporations pay more tax would be good for the economy because it would increase Government revenue or bad for the economy because these companies would stop investing in Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other	Mar 2015
Good for the economy	60%	64%	57%	75%	64%	60%
Bad for the economy	11%	10%	14%	4%	12%	13%
Don't know	29%	27%	29%	22%	23%	27%

60% think that making big multinational corporations pay more tax would be good for the economy because it would increase Government revenue and 11% think it would be bad for the economy because these companies would stop investing in Australia. These results are much the same when this question was asked in March 2015.

A majority of all voter groups believe it would be good for the economy. 67% of respondents aged 55+ and 66% of those with university degrees think it would be good for the economy.

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.