

The Essential Report

11 April 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 6th to 9th April 2017 and is based on 1,015 respondents.

Aside from the standard question on voting intention, this week's report includes questions on party leaders, tax cuts for business and whether things are getting better or worse.

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 4/4/17	2 weeks ago 28/3/17	4 weeks ago 14/3/17	Election 2 Jul 16
Liberal	35%	35%	32%	32%	
National	3%	2%	3%	3%	
Total Liberal/National	37%	37%	35%	35%	42.0%
Labor	36%	36%	37%	36%	34.7%
Greens	10%	10%	10%	9%	10.2%
Nick Xenophon Team	3%	3%	4%	3%	
Pauline Hanson's One Nation	8%	8%	8%	11%	
Other/Independent	6%	6%	7%	6%	13.1%
2 party preferred					
Liberal National	47%	47%	46%	47%	50.4%
Labor	53%	53%	54%	53%	49.6%

NB. Sample = 1,785. 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.

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	Dec 2015	Mar 2016	Jun 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017
Total approve	35%	20%	74%	15%	19%	56%	45%	38%	34%	37%	34%	33%
Total disapprove	47%	65%	18%	75%	68%	23%	35%	40%	46%	48%	49%	50%
Strongly approve	5%	4%	11%	-	1%	13%	6%	6%	5%	6%	5%	5%
Approve	30%	16%	63%	15%	18%	43%	39%	32%	29%	31%	29%	28%
Disapprove	29%	36%	16%	41%	41%	16%	24%	24%	30%	30%	28%	30%
Strongly disapprove	18%	29%	2%	34%	27%	7%	11%	16%	16%	18%	21%	20%
Don't know	17%	15%	7%	9%	13%	21%	21%	21%	20%	16%	16%	18%

35% (up 2% from 4 weeks ago) of respondents approve of the job Malcolm Turnbull is doing as Prime Minister and 47% (down 3%) disapprove – a change in net approval rating from -17 to -12.

74% (up 7%) of Liberal/National voters approve of Malcolm Turnbull's performance with 18% (down 3%) disapproving. 20% (down 4%) of Labor voters and 15% (down 2%) of Greens voters approve of Malcolm Turnbull's performance.

By gender, men were 40% approve/51% disapprove and women 32% approve/44% 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	Dec 2014	Dec 2015	Dec 2016	Jan 2017	Feb 2017	Mar 2017
Total approve	33%	64%	20%	31%	14%	31%	35%	27%	35%	37%	30%	30%
Total disapprove	46%	17%	67%	54%	68%	27%	39%	47%	38%	44%	47%	49%
Strongly approve	5%	13%	2%	1%	-	5%	7%	4%	6%	7%	5%	4%
Approve	28%	51%	18%	30%	14%	26%	28%	23%	29%	30%	25%	26%
Disapprove	26%	13%	32%	51%	31%	17%	23%	26%	21%	25%	27%	26%
Strongly disapprove	20%	4%	35%	3%	37%	10%	16%	21%	17%	19%	20%	23%
Don't know	22%	19%	13%	14%	18%	43%	26%	25%	25%	20%	22%	22%

33% (up 3% in last 4 weeks) of respondents approve of the job Bill Shorten is doing as opposition leader and 46% (down 3%) disapprove – a change in his net rating from -19 to -13.

64% (up 4%) of Labor voters approve of the job Bill Shorten is doing and 17% (down 6%) disapprove.

33% of men and 33% of women approve of Bill Shorten. 53% of men and 39% 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	Dec 2015	Mar 2016	Jun 2016	Sep 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017
Malcolm Turnbull	39%	13%	83%	9%	39%	53%	54%	48%	40%	41%	39%	39%	39%	38%
Bill Shorten	28%	60%	4%	56%	16%	17%	15%	19%	29%	26%	28%	28%	25%	26%
Don't know	32%	27%	13%	36%	46%	30%	31%	33%	32%	33%	33%	33%	36%	36%

39% (up 1% in last 4 weeks) of respondents think Malcolm Turnbull would make the better Prime Minister and 28% (up 2%) think Bill Shorten would make the better Prime Minister.

46% of men prefer Malcolm Turnbull and 29% prefer Bill Shorten.

32% of women prefer Malcolm Turnbull and 28% prefer Bill Shorten.



Tax cuts for business

Q Do you approve or disapprove of the Government’s decision to give \$24 billion worth of tax cuts to businesses with annual turnover of up to \$50 million?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	31%	19%	59%	11%	34%
Total disapprove	50%	68%	27%	72%	52%
Strongly approve	7%	2%	17%	2%	5%
Approve	24%	17%	42%	9%	29%
Disapprove	26%	31%	20%	28%	27%
Strongly disapprove	24%	37%	7%	44%	25%
Don't know	19%	14%	15%	17%	13%

31% approve of the Government’s decision to give tax cuts to businesses with turnover less than \$50 million and 50% disapprove.

Liberal/National voters were the only voter or demographic group showing majority approval (59%).

Those most likely to disapprove were Greens voters (72%), Labor voters (68%) and aged 45-64 (60%).



Tax cuts for large businesses

Q Would you approve or disapprove of giving a similar tax cut to businesses with annual turnover of more than \$50 million?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	20%	17%	35%	8%	18%
Total disapprove	60%	70%	46%	78%	68%
Strongly approve	4%	3%	8%	2%	1%
Approve	16%	14%	27%	6%	17%
Disapprove	26%	24%	33%	22%	24%
Strongly disapprove	34%	46%	13%	56%	44%
Don't know	20%	14%	19%	15%	13%

20% would approve of giving similar tax cuts to businesses with turnover more than \$50 million and 60% would disapprove.

On this issue Liberal/National voters were more likely to disapprove (35% approve/46% disapprove).

Those most likely to disapprove were Greens voters (78%), Labor voters (70%) and aged 45+ (67%).



Impact of tax cuts

Q What do you think will be the more likely result of tax cuts for businesses?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Businesses will make bigger profits	57%	73%	41%	78%	61%
Businesses will employ more workers	26%	14%	49%	8%	25%
Don't know	17%	13%	10%	14%	14%

57% think that tax cuts for businesses will be more likely to lead to bigger profits and 26% think it is more likely to result in more workers employed.

Those most likely to think it will lead to bigger profits were Greens voters (78%), Labor voters (73%), aged 45-64 (63%) and university educated (63%).

Getting better or worse

Q Do you think things are getting better or worse for you and you family in terms of the following?

	Total better	Total worse	Getting a lot better	Getting a little better	Staying much the same	Getting a little worse	Getting a lot worse	Don't know
Housing affordability	9%	62%	4%	5%	21%	22%	40%	9%
Cost of electricity and gas	6%	74%	2%	4%	17%	32%	42%	3%
Your general standard of living	13%	49%	3%	10%	36%	32%	17%	2%
Your income	13%	36%	2%	11%	47%	19%	17%	4%
Your job security *	14%	31%	3%	11%	52%	17%	14%	3%
Work-family balance *	17%	32%	4%	13%	48%	19%	13%	3%
Your overall quality of life	17%	34%	3%	14%	46%	22%	12%	2%
The quality of political representation	7%	60%	2%	5%	26%	27%	33%	8%

* based on people working

Respondents tended to be pessimistic about all items measured. They were particularly negative about the cost of electricity and gas (74% getting worse), housing affordability (62%) and their general standard of living (49%). Income, job security, work-family balance and overall quality of life were more likely to be staying much the same.



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.