

VOTER ATTITUDES TO LABOR'S POLICIES

POST-ELECTION COMMUNITY
RESEARCH REPORT

June 2019



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REPORT PREPARED FOR

Ken Morrison and Matt Francis

E mfrancis@propertycouncil.com.au

T 02 9033 1969



REPORT PREPARED BY

David Stolper, Senior Director

david.stolper@newgateresearch.com.au

Kate Toner, Research Executive

kate.toner@newgateresearch.com.au

DISCLAIMER

In preparing this report we have presented and interpreted information that we believe to be relevant for completing the agreed task in a professional manner. It is important to understand that we have sought to ensure the accuracy of all the information incorporated into this report.

Where we have made assumptions as a part of interpreting the data in this report, we have sought to make those assumptions clear. Similarly, we have sought to make clear where we are expressing our professional opinion rather than reporting findings. Please ensure that you take these assumptions into account when using this report as the basis for any decision-making.

For the quantitative research results, the base (number and type of respondents asked each question) and the actual survey questions are shown at the bottom of each page. Results may not always total 100% due to rounding errors.

This project was conducted in accordance with AS: ISO20252:2012 guidelines, to which Newgate Research is accredited.

Project reference number: NGR 1905016.

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EXECUTIVE SUMMARY

This report presents findings from a quantitative research study exploring voting influences on the 2019 federal election in 16 marginal electorates across Australia. Results are based on an online survey of n=1,604 voters (99-101 per electorate) and was conducted between June 12th and 27th 2019.

Results show that Labor's tax policies were the main policy-related reasons why people didn't vote Labor at the last election. **The most important specific reasons people didn't vote Labor were:**

- 1. Its plan to restrict negative gearing and increase capital gains tax (34% of non-Labor voters said this was a "very important reason" they didn't vote Labor); and**
- 2. Its proposed change to franking credits on shares for self-funded retirees (34% also said this was a "very important reason" they didn't vote Labor).**

These two policies had a bigger negative impact on Labor's vote than all other Labor policies including those related to income tax, climate change and industrial relations.

Conversely, only 25% of Labor voters said that Labor's proposed property tax changes were a "very important reason" they voted Labor and this was the second lowest vote driver of the 9 specific policy areas we examined.

Instead, those who did vote Labor did so because of its policies on other issues like health, education and climate change (with 47%, 42% and 40% saying these were "very important reasons they voted Labor" respectively).

There was widespread awareness of Labor's plan to restrict negative gearing and increase capital gains tax for investment properties with 77% of voters having heard of it. **Amongst, aware, non-Labor voters:**

- **6% said they would have voted for Labor if they weren't going to change property tax laws; and**
- **A further 22% said they would have considered voting Labor if it wasn't for their property taxation laws.**

These results reflect widespread personal aspiration to invest in property and an expectation that the Government should support this. Specifically

- 15% currently own an investment property;
- 44% of the rest agree they would like to own an investment property (only 31% disagree); and
- 55% agree that "The Government should encourage people to save for their future by investing in property" with only 11% disagreeing.

When asked what Labor should do now:

- **Around two thirds (62%) think "The Labor Party should get rid of their policy to restrict negative gearing and increase capital gains tax for investment properties"; and**
- Only around one third (38%) think "The Labor Party should keep their policy to restrict negative gearing and increase capital gains tax for investment properties".

This clear majority desire for Labor to change its property tax policies is consistent across all ages, genders and locations. Although current Labor voters support the current policy it is significant that 68% of previous Labor voters think that Labor should get rid of its property tax policies.

PROJECT INTRODUCTION

Background, Objectives & Methodology



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BACKGROUND AND OBJECTIVES

This report presents findings from a quantitative research study exploring voting influences in the 2019 federal election in 16 marginal electorates.

Specific research objectives were to understand:

- ❖ The voting impact of specific Labor policies;
- ❖ Awareness of Labor's tax plans for investment properties;
- ❖ Whether people would have been more likely to have voted Labor if it didn't plan to change property tax laws;
- ❖ What voters want Labor to do with its current property tax policies; and
- ❖ Broader sentiment towards the property market, aspirations to invest in property and expectations for the Government in promoting property investment.

SURVEY METHODOLOGY

The fieldwork for this study involved a 5-minute online survey with n=1,604 participants drawn from 16 marginal electorates (approximately n=100 in each as shown to the right).

In each electorate we set representative age and gender quotas and we also included a slight weighting factor to ensure the voting profile exactly matched the primary vote result at the 2019 federal election.

The main purpose of the this study was to explore voter attitudes across the 16 marginal seats in aggregate. The overall sample size of n=1,604 has a maximum error margin of +/- 2.4% at the 95% confidence level.

Each individual electorate has a margin of error of +/- 9.8% and results at this level should be considered indicative. However, results at state level (especially in NSW and Victoria) are more robust as shown on the right .

Fieldwork was conducted online by ISO-accredited panel provider Dynata between June 12th and 27th 2019.

Results are presented as percentages and these may not total 100% due to rounding.

SAMPLE COMPOSITION

ELECTORATE AND SAMPLE SIZE	STATE SAMPLE SIZE	MARGIN OF ERROR (95% CONFIDENCE INTERVAL)
Macquarie (100)	NSW 701	+/- 3.7%
Dobell (100)		
Eden-Monaro (101)		
Greenway (100)		
Robertson (100)		
Lindsay (100)		
Gilmore (100)	Vic 201	+/- 6.9%
Chisholm (100)		
Corangamite (101)		
Bass (100)	Tas 201	+/- 6.9%
Braddon (101)		
Lilley (99)	Qld 401	+/- 4.9%
Blair (100)		
Moreton (101)		
Longman (101)		
Cowan (100)	WA 100	+/- 9.8%

RESEARCH RESULTS

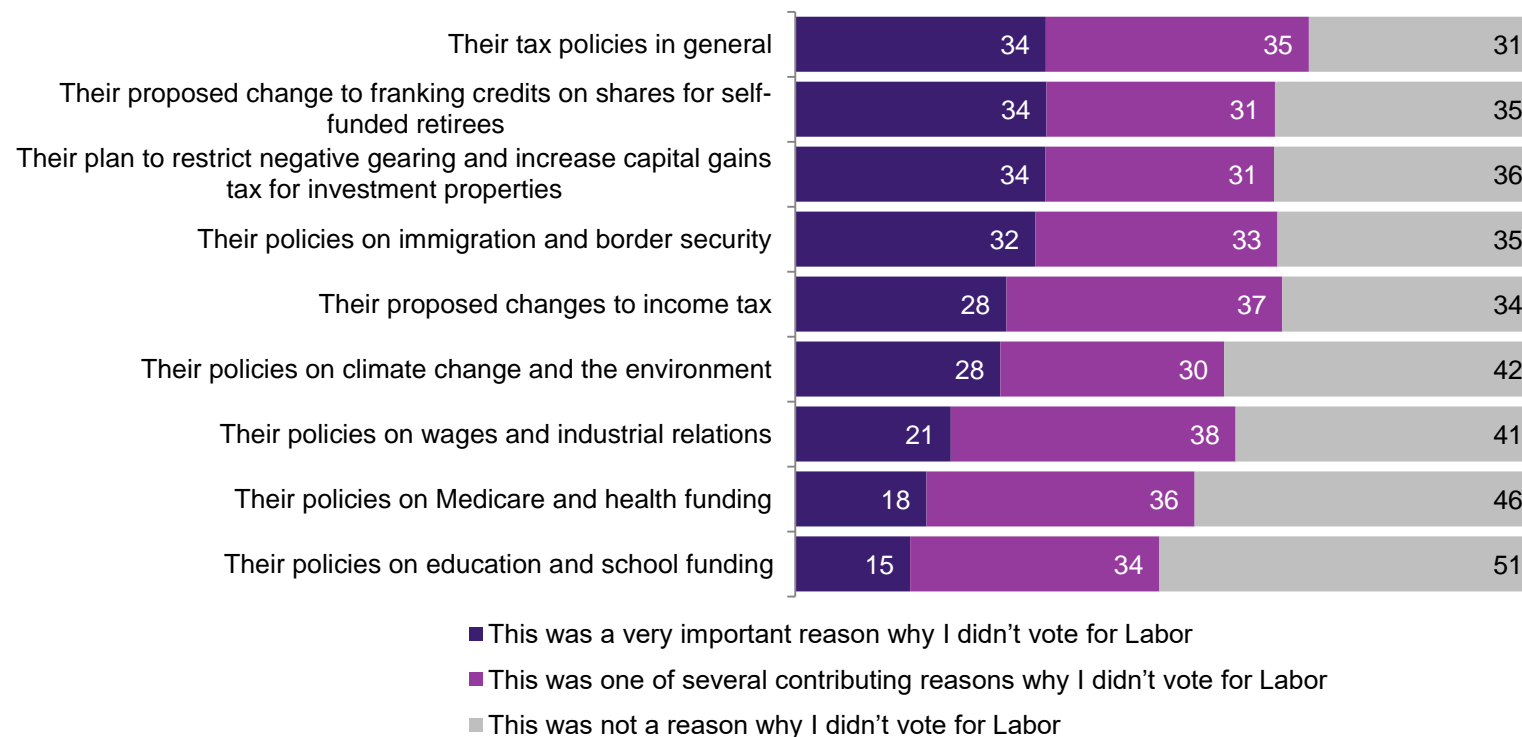


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WHY PEOPLE DIDN'T VOTE LABOR – POLICY IMPACT

Labor's tax policies, including proposed changes to franking credits and negative gearing, were the most important policy reasons why people didn't vote Labor.

Influence of Labor policies on decisions not to vote Labor



Q7. The following are a list of some of the policies that the Labor Party took to the recent Federal election. How important were these in your decision not to vote for Labor?

Base: Participants who did not vote Labor (n=984).

WHY PEOPLE DIDN'T VOTE LABOR – VOTER SEGMENTS

% saying this was a very important reason they didn't vote Labor	N=	Their plan to restrict negative gearing and increase capital gains tax for investment properties	Their proposed changes to income tax	Their tax policies in general	Their policies on climate change and the environment	Their policies on education and school funding	Their policies on Medicare and health funding	Their policies on immigration and border security	Their policies on wages and industrial relations	Their proposed change to franking credits on shares for self-funded retirees
All	984	34	28	34	28	15	18	32	21	34
NSW	420	36	29	33	30	14	17	33	21	32
Qld	261	30	28	35	33	18	21	36	22	33
Vic	126	39	34	42	21	11	13	23	17	44
Tas	119	29	22	26	16	22	18	32	21	27
WA	58	34	30	34	25	12	18	32	21	38
Men	473	39	35	42	33	16	20	39	25	40
Women	511	28	22	26	23	15	15	26	17	28
18-39 yrs.	343	25	20	24	20	17	17	23	17	15
40-59 yrs.	323	33	30	34	28	14	17	32	19	33
60+ yrs.	318	44	36	43	36	16	19	43	28	55
Coalition voters	607	41	34	41	29	17	20	37	24	42
Greens voters	136	15	10	12	22	8	11	17	10	13
Other voters	241	23	23	26	27	17	16	27	18	23
Previous Labor voters	524	31	24	27	25	15	16	29	19	31
Property owners	654	39	34	39	31	15	19	36	24	41
Property investors	157	54	37	45	30	17	22	40	26	41

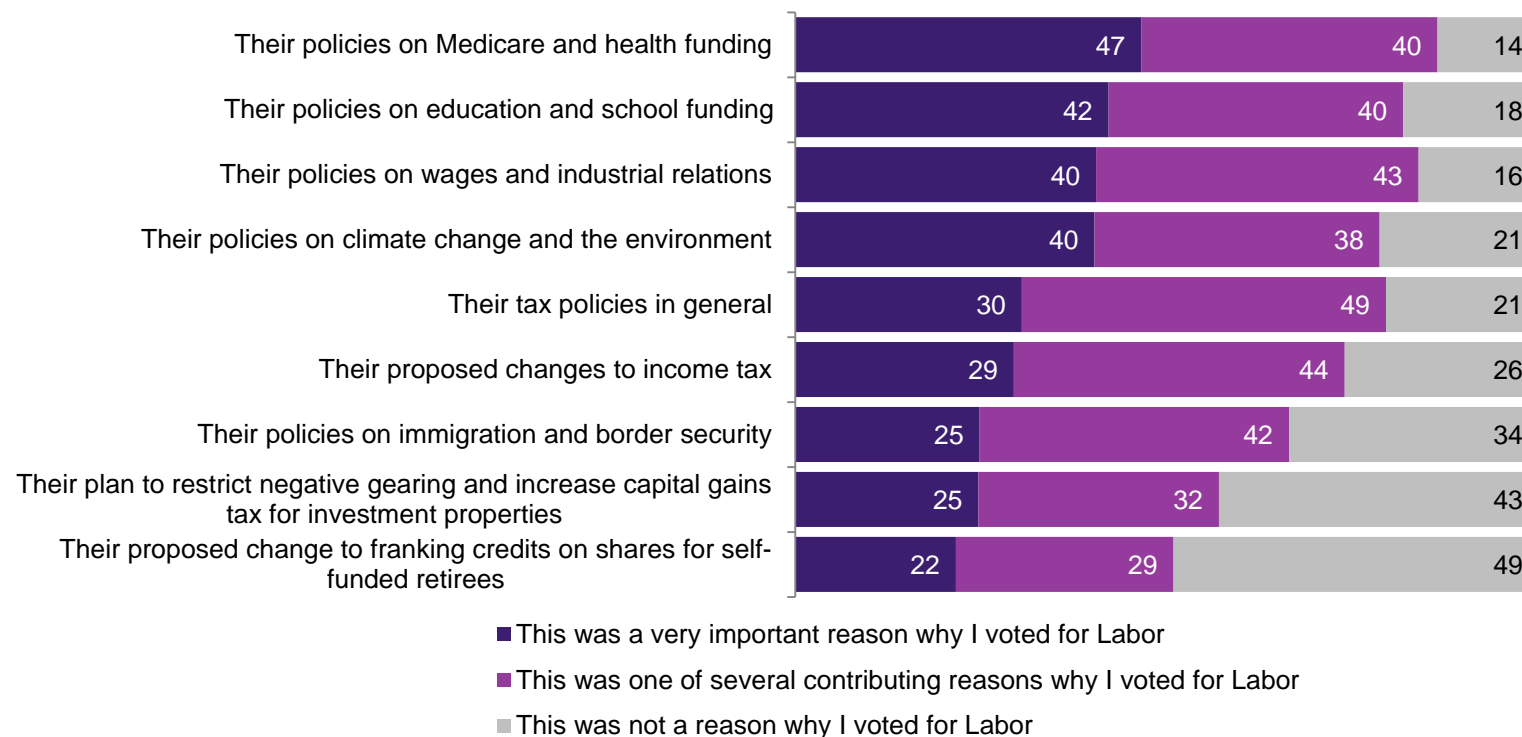
Q7. The following are a list of some of the policies that the Labor Party took to the recent Federal election. How important were these in your decision not to vote for Labor?

Base: Participants who did not vote Labor (n=984).

WHY PEOPLE VOTED LABOR – POLICY IMPACT

People voted for Labor because of their policies on health, education, industrial relations and climate change. The plans for property tax changes were the second least impactful vote driver.

Influence of policies on Labor voters



Q8. The following are a list of some of the policies that the Labor Party took to the recent Federal election. How important were these in your decision to vote for Labor?
Base: Labor voters (n=620).

WHY PEOPLE VOTED LABOR – VOTER SEGMENTS

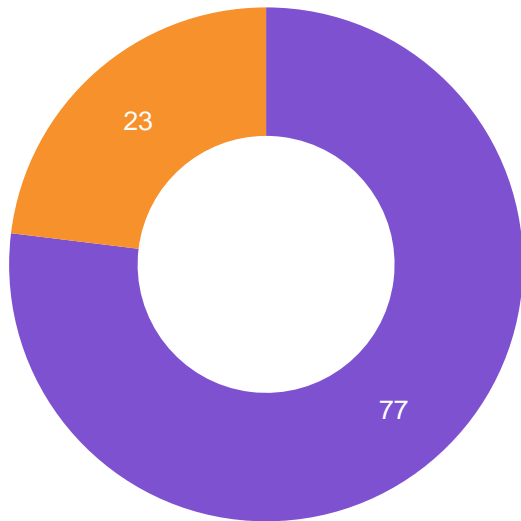
% saying this was a very important reason they voted Labor	N=	Their plan to restrict negative gearing and increase capital gains tax for investment properties	Their proposed changes to income tax	Their tax policies in general	Their policies on climate change and the environment	Their policies on education and school funding	Their policies on Medicare and health funding	Their policies on immigration and border security	Their policies on wages and industrial relations	Their proposed change to franking credits on shares for self-funded retirees
All	620	25	29	30	40	42	47	25	40	22
NSW	281	24	31	31	45	46	52	28	39	21
Qld	140	26	33	34	33	32	39	21	43	23
Vic	75	28	32	29	42	44	45	27	36	26
Tas	82	25	21	23	39	46	44	22	42	24
WA	42	14	21	28	28	38	40	14	46	8
Men	304	30	33	35	42	43	47	26	45	26
Women	316	19	25	26	38	41	46	23	36	17
18-39 yrs.	237	26	33	34	42	50	48	31	46	25
40-59 yrs.	216	22	31	30	41	36	45	25	39	19
60+ yrs.	167	25	21	25	37	39	47	16	34	20
Property investors	75	30	31	37	45	46	43	36	34	26
Property owners	366	23	27	29	42	42	44	24	38	21

Q8 How important were these in your decision to vote for Labor? Base: Labor voters (n=620).

AWARENESS OF LABOR'S INVESTMENT PROPERTY TAXATION POLICIES AND THEIR IMPACT ON PEOPLE'S VOTE

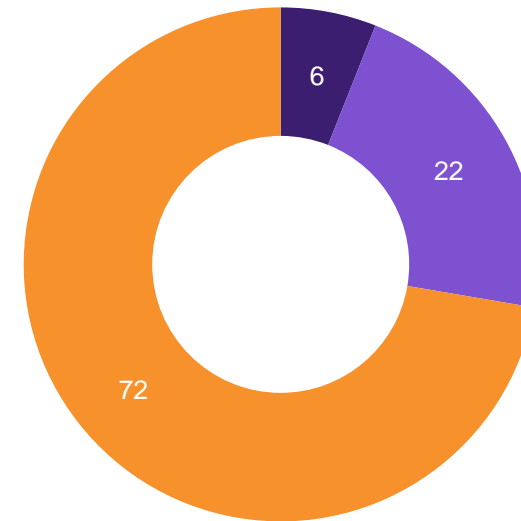
Most voters (77%) were aware of Labor's investment property taxation plans. 6% said they would have voted for Labor if they weren't proposing to change property tax laws and another 22% would have considered voting Labor if they weren't proposing these changes.

Awareness



■ Aware ■ Not aware

Impact on voting behaviour



- I would have voted for Labor if they weren't going to change these property tax laws
- I would have considered voting for Labor if they weren't going to change these property tax laws
- I still wouldn't have considered voting for Labor even if they weren't going to change these property tax laws

Q9 Before today, were you aware that the Labor Party wanted to make these changes to investment property taxation?, Q10 Would you have been more likely to vote for the Labor Party at the last Federal election if they weren't proposing to restrict negative gearing and increase capital gains tax for investment properties?

Base: Total (n=1604), Aware of negative gearing/capital gains policy changes (n=752)

IMPACT ON VOTE – VOTER SEGMENTS

Investors and young people were the groups most likely to have voted Labor if they weren't proposing to change property investment tax laws.

%	N=	I would have voted for Labor if they weren't going to change these property tax laws	I would have considered voting for Labor if they weren't going to change these property tax laws	I still wouldn't have considered voting for Labor even if they weren't going to change these property tax laws
All	752	6	22	72
NSW	316	7	22	72
Qld	197	3	19	78
Vic	108	9	34	57
Tas	85	4	14	82
WA	46	11	16	73
Men	399	8	22	70
Women	353	4	21	75
18-39 yrs.	215	15	29	56
40-59 yrs.	253	3	20	77
60+ yrs.	284	2	17	82
Coalition voters	491	6	21	73
Greens voters	100	10	24	66
Other voters	161	4	20	76
Previous Labor voters	408	9	29	63
Property investors	141	14	31	55
Property Owners	539	6	23	72

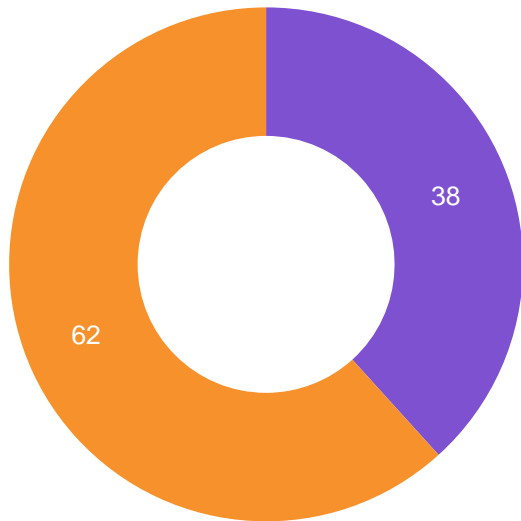
Q10 Would you have been more likely to vote for the Labor Party at the last Federal election if they weren't proposing to restrict negative gearing and increase capital gains tax for investment properties?

Base: Participants who did not vote Labor (n=752).

WHAT VOTERS WANT LABOR TO DO WITH ITS CURRENT PROPERTY INVESTMENT POLICIES

Nearly two thirds (62%) want Labor to get rid of its investment property tax policies and this rises to 68% amongst previous Labor voters.

Preferences for Labor's future property policy agenda



- The Labor Party should keep their policy to restrict negative gearing and increase capital gains tax for investment properties
- The Labor Party should get rid of their policy to restrict negative gearing and increase capital gains tax for investment properties

	%	N=	Keep policies to restrict negative gearing and increase capital gains tax	Get rid of policies to restrict negative gearing and capital gains tax
All		1604	38	62
NSW		701	39	61
Qld		401	35	65
Vic		201	37	63
Tas		201	46	54
WA		100	33	67
Men		777	38	62
Women		827	39	61
18-39 yrs.		580	45	55
40-59 yrs.		539	37	63
60+ yrs.		485	31	69
Coalition voters		607	18	82
Labor voters		620	62	38
Greens voters		136	54	46
Other voters		241	28	72
Previous Labor voters		524	32	68
Property investors		232	24	76
Property owners		1020	33	67

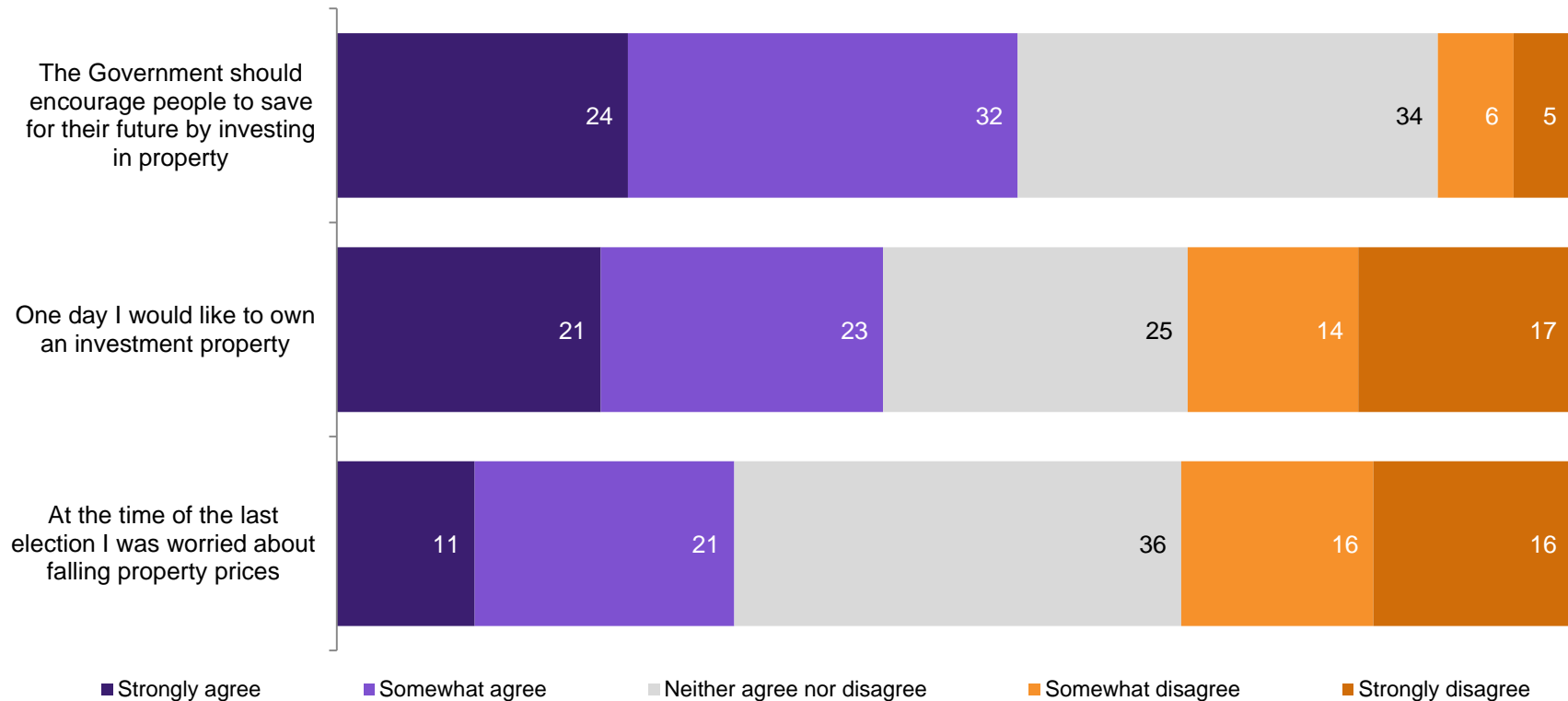
Q11 What do you think the Labor Party should do about its policy on negative gearing and capital gains tax before the next Federal Election?

Base: All respondents (n=1604)

BROADER PERCEPTIONS ON PROPERTY INVESTMENT AND THE ROLE OF THE GOVERNMENT

There is widespread personal aspiration to invest in property and an expectation that the Government should encourage people to save for their future by investing in property.

Investment perceptions and intentions



Q14 Do you agree or disagree with the following statement?

Base: All participants (n=1604).

BROADER PERCEPTIONS ON PROPERTY INVESTMENT AND THE ROLE OF THE GOVERNMENT – VOTER SEGMENTS

% who agree with each statement	N=	The government should encourage people to save for their future by investing in property	One day I would like to own an investment property (amongst the 85% of voters who don't currently have one)	At the time of the last election I was worried about falling property prices
All	1604	56	44	32
NSW	701	59	46	33
Qld	401	52	44	28
Vic	201	61	48	39
Tas	201	47	35	21
WA	100	47	45	55
Men	777	57	45	34
Women	827	54	44	31
18-39 yrs.	580	59	65	34
40-59 yrs.	539	54	48	31
60+ yrs.	485	51	16	32
Coalition voters	607	65	45	39
Greens voters	136	41	44	21
Other voters	241	50	44	26
Previous Labor voters	524	57	47	33
Property investors	232	69	N/a	54
Property owners	1020	57	40	40

Q14 Do you agree or disagree with the following statement?

Base: All participants (n=1604).

APPENDIX

Sample demographics



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APPENDICES

Sample demographics

GENDER	%	n
Male	49	777
Female	51	827
TOTAL SAMPLE	100	1604

STATE	%	n
NSW	44	701
QLD	25	401
VIC	13	201
TAS	12	201
WA	6	100

AGE	%	n
18-34 years	37	580
35-54 years	34	539
55+ years	30	485

VOTING PREFERENCES	%	n
Coalition voters	41	607
Labor voters	36	620
Greens voters	9	136
Other voters	14	241

HOME OWNER/INVESTOR	%	n
Home owner	64	1020
Renter	28	454
Other living arrangement	8	130
Investment property owner (any #)	15	232
Own 1 investment property	10	166
Own 2 investment properties	3	46
Own 3 or more investment property	1	20
Does not own investment property	85	1372

PREVIOUS LABOR VOTERS	%	n
Yes	53	524
No	47	460

CONTACT DETAILS

Sydney

+61 2 9232 9550
Level 18, 167 Macquarie Street
Sydney NSW 2000

Canberra

+61 2 9232 9500
John McEwen House
7 National Circuit
Barton ACT 2600

Melbourne

+61 3 9611 1850
Level 18, 90 Collins Street
Melbourne VIC 3000

Brisbane

+61 7 3009 9000
Level 14, 110 Eagle Street
Brisbane QLD 4000



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