

The Essential Report

11 May 2020



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Date: 11/05/2020

Prepared By: Essential Research

Data Supplied by:



AMSRS 

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



About this poll

This report summarises the results of a fortnightly omnibus conducted by Essential Research with data provided by Qualtrics. The survey was conducted online from 7th May to 10th May 2020 and is based on 1,067 respondents.

The methodology used to carry out this research is described in the appendix at the end of the report.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

Coronavirus concerns

Q To what extent are you concerned about the threat of Covid-19 (coronavirus) in Australia?

| | 11/05 | 04/05 | 27/04 | 20/04 | 13/04 | 06/04 | 29/03 | 22/03 | 09/03 | 10/02 |
|----------------------|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Very concerned | 34% | 32% | 39% | 44% | 45% | 51% | 53% | 39% | 27% | 25% |
| Quite concerned | 49% | 46% | 44% | 43% | 43% | 37% | 35% | 43% | 36% | 43% |
| Not that concerned | 14% | 18% | 13% | 11% | 9% | 10% | 10% | 14% | 28% | 26% |
| Not at all concerned | 3% | 4% | 3% | 2% | 3% | 2% | 3% | 4% | 9% | 6% |
| Base (n) | 1,067 | 1,093 | 1,054 | 1,051 | 1,068 | 1,069 | 1,086 | 1,034 | 1,096 | 1,057 |

| | Total | Age group | | | Location | |
|----------------------|--------------|-----------|-------|-----|----------|-------------|
| | | 18-34 | 35-54 | 55+ | Capital | Non-Capital |
| Very concerned | 34% | 31% | 39% | 31% | 36% | 29% |
| Quite concerned | 49% | 52% | 47% | 48% | 48% | 50% |
| Not that concerned | 14% | 15% | 11% | 16% | 13% | 18% |
| Not at all concerned | 3% | 2% | 3% | 4% | 3% | 4% |
| Base (n) | 1,067 | 341 | 341 | 385 | 718 | 349 |

- Concern about the threat of Covid-19 increased this week with 34% saying they are very concerned and 49% saying they are quite concerned.

Likelihood of developing Coronavirus

Q How likely do you think it is, that you will develop Covid-19?

| | 11/05 | 04/05 | 27/04 | 20/04 | 13/04 | 06/04 | 29/03 | 22/03 | 09/03 |
|-------------------|--------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Very likely | 6% | 5% | 5% | 7% | 5% | 8% | 8% | 8% | 7% |
| Somewhat likely | 24% | 26% | 21% | 25% | 28% | 33% | 36% | 34% | 24% |
| Somewhat unlikely | 48% | 46% | 50% | 52% | 49% | 45% | 45% | 45% | 43% |
| Very unlikely | 21% | 23% | 23% | 17% | 18% | 14% | 12% | 13% | 26% |
| Base (n) | 1,067 | 1,093 | 1,054 | 1,051 | 1,068 | 1,069 | 1,086 | 1,034 | 1,096 |

| | Total | Age group | | | Location | |
|-------------------|--------------|-----------|-------|-----|----------|-------------|
| | | 18-34 | 35-54 | 55+ | Capital | Non-Capital |
| Very likely | 6% | 7% | 11% | 2% | 7% | 5% |
| Somewhat likely | 24% | 27% | 28% | 18% | 26% | 20% |
| Somewhat unlikely | 48% | 43% | 42% | 58% | 46% | 52% |
| Very unlikely | 21% | 23% | 19% | 23% | 20% | 23% |
| Base (n) | 1,067 | 341 | 341 | 385 | 718 | 349 |



Government response to Covid-19

Q Overall, how would you rate the Government's response to the Covid-19 outbreak?

| | 11/05 | 04/05 | 27/04 | 20/04 | 13/04 | 06/04 | 29/03 | 22/03 |
|------------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Very poor | 4% | 4% | 4% | 5% | 6% | 6% | 11% | 9% |
| Quite poor | 9% | 9% | 9% | 10% | 12% | 15% | 21% | 20% |
| Neither good, nor poor | 16% | 20% | 17% | 21% | 20% | 21% | 24% | 26% |
| Quite good | 39% | 38% | 44% | 42% | 40% | 37% | 34% | 33% |
| Very good | 32% | 28% | 26% | 23% | 23% | 21% | 11% | 12% |
| TOTAL: Poor | 13% | 14% | 13% | 15% | 17% | 21% | 31% | 29% |
| TOTAL: Good | 71% | 66% | 70% | 65% | 63% | 58% | 45% | 45% |
| Base (n) | 1,067 | 1,093 | 1,054 | 1,051 | 1,068 | 1,069 | 1,086 | 1,034 |

| | Total | Gender | | Age Group | | | Location | |
|------------------------|-------|--------|--------|-----------|-------|-----|----------|-------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Capital | Non-Capital |
| Very poor | 4% | 5% | 3% | 5% | 4% | 2% | 4% | 3% |
| Quite poor | 9% | 9% | 8% | 12% | 11% | 4% | 9% | 7% |
| Neither good, nor poor | 16% | 16% | 17% | 25% | 15% | 10% | 15% | 18% |
| Quite good | 39% | 38% | 40% | 43% | 38% | 37% | 41% | 35% |
| Very good | 32% | 31% | 32% | 14% | 31% | 47% | 29% | 36% |
| TOTAL: Poor | 13% | 15% | 11% | 17% | 15% | 6% | 14% | 11% |
| TOTAL: Good | 71% | 69% | 73% | 57% | 70% | 84% | 71% | 71% |
| Base (n) | 1,067 | 532 | 535 | 341 | 341 | 385 | 718 | 349 |



State Government response to Covid-19

Q How would you rate your state government's response to the Covid-19 outbreak?

| | 11/05 | 04/05 | 27/04 | 20/04 | 13/04 |
|------------------------|-------|-------|-------|-------|-------|
| Very poor | 4% | 4% | 4% | 5% | 5% |
| Quite poor | 8% | 8% | 9% | 9% | 11% |
| Neither good, nor poor | 16% | 18% | 17% | 20% | 20% |
| Quite good | 39% | 38% | 41% | 39% | 38% |
| Very good | 34% | 31% | 30% | 26% | 26% |
| TOTAL: Poor | 12% | 12% | 13% | 14% | 16% |
| TOTAL: Good | 73% | 70% | 70% | 66% | 64% |
| Base (n) | 1,067 | 1,093 | 1,054 | 1,051 | 1,068 |

| | Total | NSW | VIC | State QLD | SA | WA |
|------------------------|-------|-----|-----|--------------|-----|-----|
| Very poor | 4% | 5% | 4% | 3% | 1% | 1% |
| Quite poor | 8% | 7% | 11% | 9% | 3% | 4% |
| Neither good, nor poor | 16% | 18% | 15% | 18% | 19% | 12% |
| Quite good | 39% | 42% | 34% | 44% | 36% | 30% |
| Very good | 34% | 28% | 37% | 26% | 42% | 54% |
| TOTAL: Poor | 12% | 12% | 14% | 12% | 4% | 5% |
| TOTAL: Good | 73% | 70% | 71% | 70% | 78% | 83% |
| Base (n) | 1,067 | 337 | 275 | 215 | 88 | 103 |



Easing restrictions

- Q When do you think governments should start to ease the restrictions on travel and gatherings to allow offices, shops, restaurants, other workplaces, and public spaces to start operating again?

| | 11/05 | 04/05 | 27/04 | 20/04 |
|------------------------------------------------|-------|-------|-------|-------|
| As soon as possible | 13% | 10% | 10% | 9% |
| Within the next 1 to 2 weeks | 12% | 9% | 7% | 6% |
| Within the next month | 22% | 21% | 18% | 14% |
| By the end of next month | 20% | 15% | 15% | 13% |
| It is too soon to consider easing restrictions | 27% | 37% | 42% | 49% |
| Unsure | 6% | 8% | 8% | 10% |
| Base (n) | 1,067 | 1,093 | 1,054 | 1,051 |

| | Federal Voting Intention | | | |
|------------------------------------------------|--------------------------|-----------|--------|--------------|
| | Labor | Coalition | Greens | TOTAL: Other |
| As soon as possible | 11% | 15% | 4% | 17% |
| Within the next 1 to 2 weeks | 10% | 15% | 4% | 18% |
| Within the next month | 17% | 25% | 35% | 17% |
| By the end of next month | 24% | 17% | 15% | 17% |
| It is too soon to consider easing restrictions | 33% | 23% | 35% | 20% |
| Unsure | 5% | 4% | 6% | 10% |
| Base (n) | 306 | 418 | 86 | 143 |

- People are becoming increasingly open to easing the lockdown restrictions – now just over a quarter (27%) believe it's too soon to consider easing restrictions and 20% say that the government could ease restrictions by the end of June.



- Labor and Greens voters (33% and 35% respectively) are more likely to say it's too soon to consider easing restrictions than Coalition and other voters (23% and 20%).



Attitudes towards the tracing app

Q To what extent do you agree or disagree with these statements about the suggested COVIDSafe app?

| | TOTAL: Agree | TOTAL: Disagree | Strongly agree | Somewhat agree | Neither agree, nor disagree | Somewhat disagree | Strongly disagree |
|------------------------------------------------------------------------------------------------|-----------------|--------------------|-------------------|-------------------|-----------------------------------|----------------------|----------------------|
| This app would help limit the spread of Covid-19 | 55% | 20% | 20% | 34% | 25% | 11% | 9% |
| This app would speed up the removal of physical distancing restrictions | 48% | 21% | 15% | 33% | 31% | 14% | 7% |
| I would be concerned with the security of my personal data if this app was on my phone | 47% | 29% | 23% | 24% | 24% | 17% | 12% |
| I'm confident the government will adequately protect any data it collects about me via the app | 45% | 31% | 18% | 27% | 24% | 17% | 13% |
| I'm confident the government will not misuse any data it collects about me via the app | 44% | 29% | 18% | 27% | 26% | 16% | 13% |
| I would be comfortable being in close contact with others who didn't have the app | 39% | 25% | 13% | 26% | 37% | 16% | 9% |

| TOTAL: Agree | Gender | | | Age Group | | |
|------------------------------------------------------------------------------------------------|--------|------|--------|-----------|-------|-----|
| | Total | Male | Female | 18-34 | 35-54 | 55+ |
| This app would help limit the spread of Covid-19 | 55% | 55% | 54% | 49% | 51% | 63% |
| This app would speed up the removal of physical distancing restrictions | 48% | 50% | 47% | 45% | 48% | 51% |
| I would be concerned with the security of my personal data if this app was on my phone | 47% | 47% | 47% | 49% | 54% | 39% |
| I'm confident the government will adequately protect any data it collects about me via the app | 45% | 47% | 44% | 42% | 44% | 49% |
| I'm confident the government will not misuse any data it collects about me via the app | 44% | 45% | 43% | 39% | 42% | 51% |
| I would be comfortable being in close contact with others who didn't have the app | 39% | 42% | 36% | 40% | 41% | 35% |
| Base (n) | 1,067 | 532 | 535 | 341 | 341 | 385 |

| TOTAL: Agree | Federal Voting Intention | | | |
|------------------------------------------------------------------------------------------------|--------------------------|-----------|--------|--------------|
| | Labor | Coalition | Greens | TOTAL: Other |
| This app would help limit the spread of Covid-19 | 55% | 64% | 44% | 44% |
| This app would speed up the removal of physical distancing restrictions | 47% | 57% | 40% | 37% |
| I would be concerned with the security of my personal data if this app was on my phone | 54% | 38% | 53% | 57% |
| I'm confident the government will adequately protect any data it collects about me via the app | 43% | 58% | 25% | 35% |
| I'm confident the government will not misuse any data it collects about me via the app | 40% | 56% | 33% | 33% |
| I would be comfortable being in close contact with others who didn't have the app | 43% | 40% | 31% | 44% |
| Base (n) | 306 | 418 | 86 | 143 |



- Less than half agree that they are confident the government will adequately protect any data it collects (45%) and not misuse that data (44%).
- 55% agree the app would help limit the spread of Covid-19, 48% agree it would speed up the removal of physical distancing restrictions and 39% would be comfortable being in close contact with others who don't have the app.
- 47% are concerned with the security of their personal data if this app was on their phone.



Support for Government reactions to new clusters

Q To what extent do you support or oppose the following actions the government could take if future clusters of new infections appear?

| | TOTAL: Support | TOTAL: Oppose | Strongly support | Somewhat support | Neither support, nor oppose | Somewhat oppose | Strongly oppose |
|----------------------------------------------------------------------------------|-------------------|------------------|---------------------|---------------------|-----------------------------------|--------------------|--------------------|
| Restrict any travel to or from geographic areas with infection clusters | 77% | 9% | 48% | 29% | 14% | 5% | 4% |
| Increase fines for people found to be breaching the existing restrictions | 67% | 14% | 37% | 30% | 19% | 8% | 6% |
| Return to restrictions on physical distance, movement and work types nation-wide | 63% | 14% | 31% | 33% | 22% | 9% | 5% |
| Make downloading the COVIDSafe app mandatory | 38% | 38% | 16% | 21% | 24% | 17% | 22% |



| TOTAL: Support | Total | Age Group | | | Federal Voting Intention | | | TOTAL: Other |
|----------------------------------------------------------------------------------|--------------|-----------|-------|-----|--------------------------|-----------|--------|--------------|
| | | 18-34 | 35-54 | 55+ | Labor | Coalition | Greens | |
| Restrict any travel to or from geographic areas with infection clusters | 77% | 64% | 74% | 90% | 80% | 83% | 65% | 70% |
| Increase fines for people found to be breaching the existing restrictions | 67% | 60% | 64% | 76% | 71% | 73% | 52% | 53% |
| Return to restrictions on physical distance, movement and work types nation-wide | 63% | 55% | 62% | 72% | 67% | 67% | 55% | 53% |
| Make downloading the COVIDSafe app mandatory | 38% | 38% | 36% | 39% | 35% | 47% | 27% | 26% |
| Base (n) | 1,067 | 341 | 341 | 385 | 306 | 418 | 86 | 143 |

- Three-quarters of participants (77%) support restricting any travel to or from geographic areas with infection clusters, another 67% support increasing fines for people found to be breaching the existing restrictions and 63% support returning to restrictions on physical distance, movement and work types nation-wide.
- Participants over 55 are more likely to support geographic restrictions around infection clusters (90%), increasing fines (76%) and returning to previous restrictions (72%), than those aged 18-34 (64%, 60% and 55% respectively).
- Labor and Coalition voters are more in favour of the government implementing these measures (aside from making downloading the COVIDSafe app mandatory), than Greens or other party voters.
- Participants are polarised in their support of mandatory downloading the COVIDSafe app if new clusters appear (38% support, 38% oppose) – Coalition voters are most likely to support this measure (47%) than all other voters (31%).



Responsibility for the Ruby Princess

Q You may be aware that there is a special commission of inquiry into the docking of the Ruby Princess cruise ship during the Covid-19 outbreak. Many people were involved during the decision-making process, to varying degrees.

At the end of the day, who do you think is most responsible for the decision to dock the Ruby Princess?

| | Total | Gender | | Age Group | | |
|-----------------------------------------|--------------|--------|--------|-----------|-------|-----|
| | | Male | Female | 18-34 | 35-54 | 55+ |
| New South Wales Health public officials | 25% | 29% | 22% | 21% | 26% | 29% |
| The ship's captain and medical officers | 18% | 18% | 17% | 12% | 17% | 23% |
| New South Wales Port Authority | 13% | 12% | 14% | 14% | 14% | 11% |
| Border Force officials | 13% | 14% | 12% | 14% | 15% | 10% |
| The individual passengers | 5% | 6% | 5% | 10% | 4% | 2% |
| No one person or group is to blame | 26% | 22% | 29% | 29% | 24% | 25% |
| Base (n) | 1,067 | 532 | 535 | 341 | 341 | 385 |

| | Labor | Federal Voting Intention | | |
|-----------------------------------------|-------|--------------------------|--------|--------------|
| | | Coalition | Greens | TOTAL: Other |
| New South Wales Health public officials | 26% | 27% | 22% | 25% |
| The ship's captain and medical officers | 14% | 22% | 16% | 19% |
| New South Wales Port Authority | 12% | 14% | 11% | 16% |
| Border Force officials | 15% | 11% | 15% | 15% |
| The individual passengers | 4% | 6% | 8% | 4% |
| No one person or group is to blame | 29% | 20% | 28% | 21% |
| Base (n) | 306 | 418 | 86 | 143 |



- A quarter of participants say no one person or group is most responsible for the decision to dock the Ruby Princess (26%) but an equal amount (25%) say the New South Wales Health public officials are most responsible. One-fifth (18%) believe that the ship's captain and medical officers are most responsible.
- Men (29%) and those over 55 years old (29%) are more likely to say New South Wales Health public officials are most responsible, compared to women (22%) and 18-34 (21%).
- Coalition voters are most likely to say the ship's captain and medical officers are most responsible (22%) compared to other voters (16%).



Attitude towards Australia first hiring

- Q Last weekend Kristina Kenneally, a NSW senator, called for the federal government to reduce the number of temporary migrant worker visas permitted after the Covid-19 outbreak. She argues that Australian businesses should prioritise training and hiring Australians for roles, rather than seeking temporary workers to fill skill-shortages.

To what extent, do you support or oppose this idea of “Australia first” hiring?

| | Total | Gender | | Age Group | | |
|-----------------------------|--------------|--------|--------|-----------|-------|-----|
| | | Male | Female | 18-34 | 35-54 | 55+ |
| Strongly support | 41% | 36% | 46% | 27% | 42% | 53% |
| Somewhat support | 26% | 28% | 23% | 25% | 26% | 25% |
| Neither support, nor oppose | 21% | 21% | 21% | 30% | 24% | 10% |
| Somewhat oppose | 6% | 7% | 4% | 10% | 3% | 5% |
| Strongly oppose | 6% | 8% | 5% | 9% | 5% | 6% |
| TOTAL: Support | 67% | 64% | 70% | 52% | 68% | 78% |
| TOTAL: Oppose | 12% | 15% | 9% | 18% | 8% | 12% |
| Base (n) | 1,067 | 532 | 535 | 341 | 341 | 385 |

| | Federal Voting Intention | | | |
|-----------------------------|--------------------------|-----------|--------|--------------|
| | Labor | Coalition | Greens | TOTAL: Other |
| Strongly support | 41% | 44% | 23% | 61% |
| Somewhat support | 22% | 31% | 26% | 21% |
| Neither support, nor oppose | 24% | 15% | 34% | 12% |
| Somewhat oppose | 7% | 4% | 7% | 4% |
| Strongly oppose | 6% | 5% | 10% | 2% |
| TOTAL: Support | 63% | 75% | 50% | 82% |
| TOTAL: Oppose | 13% | 10% | 17% | 7% |
| Base (n) | 306 | 418 | 86 | 143 |

- Kristina Kenneally's "Australia first" hiring approach is supported by 67% of participants; women (70%), those over 55 (78%), Coalition (75%) and other party voters (82%) are more likely to support this approach than men (64%), 18-34 year olds (52%) and Greens voters (50%).



Attitudes towards Temporary Migrants

Q Temporary migrants include people on skilled worker visas (which are used to cover jobs where there are skill shortages including engineers, nurses and scientists), most New Zealand citizens living in Australia, and international students.

To what extent do you agree or disagree with the following statements?

| | TOTAL: Agree | TOTAL: Disagree | Strongly agree | Somewhat agree | Neither agree, nor disagree | Somewhat disagree | Strongly disagree | Don't know |
|------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------|-------------------|-------------------|-----------------------------------|----------------------|----------------------|------------|
| Temporary migrants support the economy by spending their money in Australia | 57% | 17% | 19% | 39% | 23% | 12% | 5% | 3% |
| Businesses should hire Australian citizens where they can, even if they're not as skilled as candidates who are temporary migrants | 54% | 21% | 26% | 28% | 22% | 13% | 8% | 3% |
| If temporary migrants pay the same taxes as Australian citizens, they should be entitled to the same government support | 52% | 20% | 21% | 31% | 24% | 11% | 9% | 4% |
| It's realistic to expect temporary residents who lose work in Australia to go back to their home countries | 52% | 20% | 21% | 31% | 24% | 13% | 7% | 4% |
| Without temporary migrants, Australia would face skill shortages | 48% | 23% | 15% | 33% | 24% | 12% | 11% | 5% |
| Australia would be better off if we had fewer temporary migrants | 41% | 27% | 18% | 23% | 28% | 14% | 12% | 4% |



| TOTAL: Agree | Total | Employment Status | | | Federal Voting Intention | | | TOTAL: Other |
|------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------|------------------------|---------|--------------------------|-----------|--------|--------------|
| | | In paid employment | Not in paid employment | Retired | Labor | Coalition | Greens | |
| Temporary migrants support the economy by spending their money in Australia | 57% | 60% | 51% | 64% | 59% | 62% | 56% | 50% |
| Businesses should hire Australian citizens where they can, even if they're not as skilled as candidates who are temporary migrants | 54% | 53% | 46% | 67% | 50% | 61% | 40% | 75% |
| If temporary migrants pay the same taxes as Australian citizens, they should be entitled to the same government support | 52% | 57% | 48% | 52% | 56% | 51% | 55% | 51% |
| It's realistic to expect temporary residents who lose work in Australia to go back to their home countries | 52% | 52% | 44% | 63% | 51% | 59% | 32% | 65% |
| Without temporary migrants, Australia would face skill shortages | 48% | 51% | 47% | 48% | 48% | 57% | 45% | 34% |
| Australia would be better off if we had fewer temporary migrants | 41% | 43% | 31% | 52% | 41% | 46% | 22% | 57% |
| Base (n) | 1,067 | 550 | 254 | 212 | 306 | 418 | 86 | 143 |

- More than half of participants agree with any of the statements about temporary migrants – except without temporary migrants, Australia would face skill shortages (48%) and Australia would be better off if we had fewer temporary migrants (41%).
- Retirees are more likely to agree that businesses should hire Australian citizens where they can, even if they're not as skilled as candidates who are temporary migrants (67%), Australia would be better off if we had fewer temporary migrants (52%) and it's realistic to expect temporary residents who lose work in Australia to go back to their home countries (63%) than other participants (51%, 39% and 49% respectively).
- Similarly other or independent party voters are most likely to agree that businesses should hire Australian citizens where they can, even if they're not as skilled as candidates who are temporary migrants (75% v 55% all other voters) and Australia would be better off if we had fewer temporary migrants (57% v 41% all other voters).



- Coalition most likely to agree without temporary migrants, Australia would face skill shortages (57% v 44% all other voters).
- Greens voters are least likely to agree that businesses should hire Australian citizens where they can, even if they're not as skilled as candidates who are temporary migrants (40% v 59% all other voters), Australia would be better off if we had fewer temporary migrants (22% v 45% all other voters) and it's realistic to expect temporary residents who lose work in Australia to go back to their home countries (32% v 57% all other voters).
- Participants who support Kristina Kenneally's "Australia first" approach more likely to agree that businesses should hire Australian citizens where they can, even if they're not as skilled as candidates who are temporary migrants (68%) and Australia would be better off if we had fewer temporary migrants (52%).



Appendix: Household income definitions*

| | |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TOTAL: Lower Income | Up to \$51,999 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions) |
| TOTAL: Mid Income | \$52,000 to \$103,999 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions) |
| TOTAL: High Income | More than \$104,000 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions) |

Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a fortnightly online omnibus conducted by Qualtrics.

Every two weeks, the team at Essential considers 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 current media and social issues.

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 online omnibus is live from the Wednesday night and closed on the following Sunday. Incentives are offered to participants. 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 staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour.

