

# The Essential Report

10 August 2020



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Prepared By: Essential Research

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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 6<sup>th</sup> to 9<sup>th</sup> August 2020 and is based on 1,010 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.

## Performance of Scott Morrison

Q Do you approve or disapprove of the job Scott Morrison is doing as Prime Minister?

	Aug'20	Jul'20	Jun'20	May'20	Apr'20	Mar'20	Feb'20	Jan'20	Dec'19	Nov'19	Oct'19	Sep'19
TOTAL: Approve	<b>66%</b>	63%	65%	64%	59%	41%	39%	40%	45%	45%	47%	49%
TOTAL: Disapprove	<b>23%</b>	27%	26%	27%	31%	49%	52%	52%	43%	41%	38%	36%
Don't know	<b>11%</b>	10%	8%	9%	10%	10%	9%	8%	13%	13%	15%	15%
Base (n)	<b>1,010</b>	1,054	1,059	1,093	1,069	1,096	1,056	1,081	1,035	1,075	1,088	1,093

	Total	Federal Voting Intention			TOTAL: Other
		Labor	Coalition	Greens	
Strongly approve	<b>24%</b>	15%	46%	2%	14%
Approve	<b>42%</b>	40%	45%	39%	47%
Disapprove	<b>14%</b>	20%	4%	37%	16%
Strongly disapprove	<b>9%</b>	15%	2%	17%	10%
Don't know	<b>11%</b>	10%	4%	5%	14%
TOTAL: Approve	<b>66%</b>	56%	91%	40%	61%
TOTAL: Disapprove	<b>23%</b>	35%	6%	54%	26%
Base (n)	<b>1,010</b>	311	413	78	94

- The Prime Minister's approval rating is on par with the previous month, now at 66% compared to 63% in July.
- Approval of the Prime Minister among is at 91% among Coalition supporters, over half among Labor voters (56%) but lower among Greens voters (40%). 61% of those intending to vote for a minor party or independent candidate approve of the PM.



## Performance of Anthony Albanese

Q Do you approve or disapprove of the job Anthony Albanese is doing as Opposition Leader?

	Aug'20	Jul'20	Jun'20	May'20	Apr'20	Mar'20	Feb'20	Jan'20	Dec'19	Nov'19	Oct'19	Sep'19
TOTAL: Approve	<b>44%</b>	44%	43%	42%	44%	41%	41%	43%	39%	37%	40%	36%
TOTAL: Disapprove	<b>30%</b>	28%	30%	27%	29%	33%	31%	30%	28%	34%	29%	31%
Don't know	<b>25%</b>	28%	26%	31%	27%	26%	28%	27%	33%	29%	31%	33%
Base (n)	<b>1,010</b>	1,054	1,059	1,093	1,069	1,096	1,056	1,081	1,035	1,075	1,088	1,093

	Total	Labor	Federal Voting Intention			TOTAL: Other
			Coalition	Greens		
Strongly approve	<b>11%</b>	22%	6%	8%	2%	
Approve	<b>33%</b>	47%	31%	46%	15%	
Disapprove	<b>20%</b>	13%	28%	15%	26%	
Strongly disapprove	<b>10%</b>	2%	18%	8%	21%	
Don't know	<b>25%</b>	15%	18%	23%	36%	
TOTAL: Approve	<b>44%</b>	70%	36%	53%	17%	
TOTAL: Disapprove	<b>30%</b>	15%	46%	24%	47%	
Base (n)	<b>1,010</b>	311	413	78	94	

- The Opposition Leader's approval rating is consistent this month, at 44%, the same in July (44%).
- Albanese's approval among Labor voters remains relatively low at 70%, compared to Morrison's approval among Coalition voters (91%).



## Preferred Prime Minister

Q Who do you think would make the better Prime Minister out of Scott Morrison and Anthony Albanese?

	Aug'20	Jul'20	Jun'20	May'20	Apr'20	Mar'20	Feb'20	Jan'20	Nov'19	Oct'19	Sep'19	Aug'19
Scott Morrison	<b>52%</b>	50%	53%	50%	46%	40%	36%	36%	44%	43%	46%	44%
Anthony Albanese	<b>22%</b>	27%	23%	25%	27%	35%	36%	39%	28%	28%	25%	28%
Don't know	<b>26%</b>	23%	24%	25%	27%	25%	28%	25%	29%	29%	29%	28%
Base (n)	<b>1,010</b>	1,054	1,059	1,093	1,069	1,096	1,056	1,081	1,075	1,088	1,093	1,096

	Total	Labor	Federal Voting Intention		
			Coalition	Greens	TOTAL: Other
Scott Morrison	<b>52%</b>	29%	84%	32%	59%
Anthony Albanese	<b>22%</b>	45%	7%	37%	9%
Don't know	<b>26%</b>	26%	9%	30%	31%
Base (n)	<b>1,010</b>	311	413	78	94

- Half of participants believe that Scott Morrison would make a better PM than Anthony Albanese (52% to 22%). Still a quarter (26%) of participants don't know who would make the better PM.
- Morrison is strongly favoured by Coalition voters, with 84% believing Morrison makes the better PM, compared to Albanese (7%).
- Less than half of Labor voters believe Albanese would make the better PM (45%) compared to Morrison (29%). 26% said they didn't know who would make the better leader.



## Most important issues when voting

Q If a federal election were held today, how important would the following issues be in deciding which party you vote for?

	Very important	Quite important	A little important	Neither important nor unimportant	A little unimportant	Quite unimportant	Very unimportant
Stop community transmission of Covid-19 as soon as possible	62%	18%	7%	7%	2%	1%	4%
Manage the economy	54%	25%	10%	7%	1%	2%	3%
Create jobs	51%	27%	10%	7%	1%	2%	3%
Provide support for those in financial need	42%	31%	14%	7%	2%	2%	2%
Reduce national debt	34%	28%	17%	12%	3%	3%	3%
Work with other countries' leaders appropriately	34%	32%	16%	11%	2%	2%	2%
Improve the education system	33%	31%	19%	11%	3%	2%	2%



	VERY IMPORTANT	Federal Voting Intention				TOTAL: Other
		Total	Labor	Coalition	Greens	
Stop community transmission of Covid-19 as soon as possible	<b>62%</b>	64%	64%	49%	64%	
Manage the economy	<b>54%</b>	54%	66%	29%	63%	
Create jobs	<b>51%</b>	53%	54%	33%	57%	
Provide support for those in financial need	<b>42%</b>	49%	39%	38%	45%	
Reduce national debt	<b>34%</b>	31%	41%	19%	45%	
Work with other countries' leaders appropriately	<b>34%</b>	39%	35%	23%	31%	
Improve the education system	<b>33%</b>	39%	28%	28%	27%	
Base (n)	<b>1,010</b>	311	413	78	94	

- Stopping community transmission of Covid-19 as soon as possible is the most important issue at present with 62% of participants saying it's 'very important' compared to more than half who said 'manage the economy' (54%).
- At this time, reducing the national debt (34%), working with international leaders (34%) and improving the education system (33%) were seen of lesser importance.





## Federal government better at

Q Do you think a Federal Government led by Labor or the Coalition would be better at...?

	Coalition	Labor	Neither
Reducing national debt	45%	27%	28%
Managing the economy	45%	32%	24%
Stopping community transmission of Covid-19 as soon as possible	39%	31%	30%
Working with other countries' leaders appropriately	38%	34%	28%
Creating jobs	37%	40%	23%
Supporting those in financial need	35%	43%	22%
Improving the education system	32%	41%	27%

- A Coalition government is thought to be better than Labor at governance issues such as recovering the economy from Covid-19 (46% Coalition), reducing national debt (45%) and managing the economy (44%).
- Elements where Labor is seen to do a better job than the Coalition is in improving the education system (41%), supporting those in financial need (43%) and creating jobs (40%).
- Across all issues between one-fifth (22%) and almost a third (30%) of participants believe that neither party would be better at any of the listed elements.

## Trust in institutions

Q How much trust do you have in the following institutions and organisations?

	TOTAL: Trust	TOTAL: Low trust	Have a lot of trust	Have some trust	Have little trust	Have no trust at all	Unsure
State & federal health authorities	<b>69%</b>	<b>25%</b>	28%	41%	18%	7%	6%
Australia's border security agencies	<b>67%</b>	<b>26%</b>	21%	46%	17%	8%	7%
Police, courts and the justice system	<b>64%</b>	<b>30%</b>	22%	42%	20%	9%	6%
State or territory government	<b>60%</b>	<b>34%</b>	23%	37%	23%	11%	6%
The ABC	<b>58%</b>	<b>34%</b>	24%	34%	23%	11%	8%
The Commonwealth public service	<b>56%</b>	<b>36%</b>	14%	41%	29%	7%	8%
Federal parliament	<b>55%</b>	<b>37%</b>	17%	38%	26%	11%	8%
News on commercial TV & radio	<b>45%</b>	<b>49%</b>	10%	35%	35%	14%	6%
Print media	<b>39%</b>	<b>55%</b>	7%	31%	36%	18%	7%

- Participants have most trust in state & federal health authorities (69%) and Australia's border security agencies (67%).
- News on commercial TV & radio (45%) and print media (39%) are trusted by less than half of participants.



## Government response to Covid-19

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

	10/08	27/07	13/07	22/06	15/06	08/06	01/06	25/05	18/05	11/05	04/05
Very poor	<b>7%</b>	6%	6%	4%	3%	4%	5%	4%	3%	4%	4%
Quite poor	<b>8%</b>	11%	10%	8%	8%	8%	7%	6%	7%	9%	9%
Neither good, nor poor	<b>21%</b>	20%	20%	17%	16%	18%	20%	16%	17%	16%	20%
Quite good	<b>40%</b>	40%	40%	43%	42%	40%	39%	43%	41%	39%	38%
Very good	<b>24%</b>	24%	24%	27%	30%	30%	28%	30%	32%	32%	28%
TOTAL: Poor	<b>16%</b>	16%	16%	12%	11%	12%	12%	11%	11%	13%	14%
TOTAL: Good	<b>63%</b>	64%	64%	71%	72%	70%	68%	73%	73%	71%	66%
Base (n)	<b>1,010</b>	1,058	1,054	1,079	1,087	1,073	1,059	1,087	1,073	1,067	1,093

- Participants' rating of the Federal Government's handling of the crisis remains stable with 63% rating their response as very or quite good.

## State Government response to Covid-19

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

TOTAL: Good	10/08	27/07	13/07	22/06	15/06	08/06	01/06	25/05	18/05	11/05	04/05
NSW	<b>61%</b>	62%	63%	70%	65%	67%	62%	65%	70%	70%	68%
VIC	<b>49%</b>	53%	49%	65%	75%	72%	71%	73%	71%	71%	72%
QLD	<b>68%</b>	67%	69%	64%	67%	68%	69%	74%	66%	70%	65%
SA	<b>72%</b>	76%	79%	79%	76%	79%	70%	84%	80%	78%	76%
WA	<b>86%</b>	82%	77%	75%	77%	84%	79%	83%	86%	83%	79%

- Since the start of the outbreak in Victoria last month, the Victorian state government rating has been the lowest of the three most populous states with around half (49% this week) saying the Victorian Government is doing a Very good, or quite good job responding to Covid-19.
- New South Wales has also seen a decrease in rating, moving from 70% in June to 61% this week.
- Western Australia (86%) have the highest state government ratings for handling the crisis.

VICTORIA ONLY	10/08	27/07	13/07	22/06	15/06	08/06	01/06	25/05	18/05	11/05	04/05
Very poor	<b>16%</b>	13%	14%	8%	6%	6%	4%	3%	3%	4%	3%
Quite poor	<b>14%</b>	17%	12%	5%	5%	6%	7%	9%	10%	11%	8%
Neither good, nor poor	<b>21%</b>	17%	25%	22%	13%	16%	17%	16%	15%	15%	17%
Quite good	<b>28%</b>	34%	32%	38%	39%	38%	39%	37%	38%	34%	32%
Very good	<b>21%</b>	19%	17%	26%	36%	34%	33%	36%	33%	37%	40%
TOTAL: Poor	<b>30%</b>	30%	26%	13%	11%	12%	11%	11%	14%	14%	11%
TOTAL: Good	<b>49%</b>	53%	49%	65%	75%	72%	71%	73%	71%	71%	72%
Base (n)	<b>499</b>	239	281	261	275	275	275	275	267	275	275



## Coronavirus concerns

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

	10/08	27/07	13/07	22/06	15/06	08/06	01/06	25/05	18/05	11/05	04/05
Very concerned	<b>50%</b>	43%	36%	25%	28%	27%	32%	30%	33%	34%	32%
Quite concerned	<b>40%</b>	44%	48%	50%	45%	48%	49%	49%	47%	49%	46%
Not that concerned	<b>7%</b>	9%	12%	21%	23%	21%	15%	16%	16%	14%	18%
Not at all concerned	<b>3%</b>	4%	3%	4%	4%	5%	4%	5%	4%	3%	4%
Base (n)	<b>1,010</b>	1,058	1,054	1,079	1,087	1,073	1,059	1,087	1,073	1,067	1,093

- Concern about Covid-19 has further increased with 50% of Australians 'very concerned', up from 43% last month.
- Concern is higher among capital city residents (92%) compared to non-capital city residents (84%), and lower among those likely to vote for an independent or other party at an election (81%) than all other voters (91%).

## Information about Covid-19

Q To what extent do you agree or disagree with the following statements about the information you've received about the Covid-19 outbreak?

NET: Agree	10/08	20/04	13/04	06/04	29/03	22/03
I feel informed about the situation and the impact on me and my family	<b>69%</b>	66%	71%	70%	63%	64%
I trust the Government to provide honest and objective information about the Covid-19 outbreak	<b>66%</b>	62%	65%	63%	56%	56%
The information I've received has been clear and consistent	<b>62%</b>	55%	58%	52%	47%	51%
I trust the media to provide honest and objective information about the Covid-19 outbreak	<b>50%</b>	41%	42%	51%	42%	35%
Base (n)	<b>1,010</b>	1,051	1,068	1,069	1,086	1,034

	NET: Agree	NET: Disagree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I feel informed about the situation and the impact on me and my family	<b>69%</b>	<b>10%</b>	29%	40%	21%	6%	4%
I trust the Government to provide honest and objective information about the Covid-19 outbreak	<b>66%</b>	<b>14%</b>	28%	38%	20%	8%	8%
The information I've received has been clear and consistent	<b>62%</b>	<b>16%</b>	22%	40%	22%	11%	5%
I trust the media to provide honest and objective information about the Covid-19 outbreak	<b>50%</b>	<b>23%</b>	15%	35%	27%	14%	8%



- Agreement with these statements has increased since April, with the greatest increase in trust in the media (was 41% now 50%).
- Broadly, participants over 55 are more likely to agree with these statements than those aged 18-34 years old.
- Men are more likely than women to disagree that they trust the Government to provide honest and objective information (18% compared to 10% disagree).



## Uptake of Covid-19 vaccine

Q If and when a vaccine for Covid-19 becomes available, how long would you wait before taking it?

	Total	Gender		Age group		
		Male	Female	18-34	35-54	55+
I'd get vaccinated as soon as possible	<b>56%</b>	60%	53%	50%	54%	64%
I'd get vaccinated, but wouldn't do it straight away	<b>35%</b>	33%	37%	38%	37%	30%
I'd never get vaccinated	<b>8%</b>	7%	10%	11%	9%	6%
Base (n)	<b>1,010</b>	505	505	302	331	377

	Labor	Federal Voting Intention		
		Coalition	Greens	TOTAL: Other
I'd get vaccinated as soon as possible	66%	57%	43%	44%
I'd get vaccinated, but wouldn't do it straight away	29%	36%	45%	34%
I'd never get vaccinated	5%	7%	10%	21%
Base (n)	311	413	78	94





## Truth in statements about Covid-19

Q How confident are you that the following statements about Covid-19 are true?

	TOTAL: True	TOTAL: Not true	Definitely true	Probably true	Probably not true	Definitely not true	Unsure
It's possible for people to have the virus and be contagious even if they don't feel sick in any way	<b>81%</b>	<b>12%</b>	54%	27%	9%	3%	7%
Masks trap the carbon dioxide people exhale close to their faces and make it harder to breathe in oxygen	<b>33%</b>	<b>51%</b>	11%	22%	23%	28%	16%
It's no more dangerous than a typical winter flu	<b>32%</b>	<b>60%</b>	15%	17%	15%	45%	9%
You don't need to wear a mask if you are physically distancing	<b>29%</b>	<b>61%</b>	8%	21%	26%	35%	10%
The malaria drug, Hydroxychloroquine, has been shown to be a safe and effective treatment for Covid-19	<b>20%</b>	<b>55%</b>	7%	13%	21%	33%	26%





## Covid-19 outbreak impact on favourability

Q How has the Covid-19 outbreak affected your views of the following people...?

VICTORIA ONLY	Daniel Andrews	Scott Morrison
Much more favourable	24%	25%
A little more favourable	20%	33%
No difference	26%	27%
A little less favourable	10%	7%
Much less favourable	19%	8%
TOTAL: More favourable	44%	58%
TOTAL: Less favourable	29%	15%
Base (n)	499	499

- 58% of Victorians say they now have a more favourable opinion of Scott Morrison due to the Covid-19 outbreak, while 44% say the same for Daniel Andrews.
- Victorians over 55 years old and capital city residents are more likely to say their opinion of Scott Morrison has become more favourable (65% and 60% respectively) than 18-34 year olds and non-capital city residents (51% and 49%).
- Victorians over 55 years old are more likely to have a less favourable opinion of Daniel Andrews (40%) than 18-34 year olds (19%).
- Perception of the State Government's response to the Covid-19 outbreak is tied to perceptions of Daniel Andrews – those who say their state's response is poor are more likely to say their opinion of Daniel Andrews is now less favourable, and vice versa.

## Attitudes to latest Victorian restrictions

Q Victorian Premier Daniel Andrews has announced new restrictions for the state designed to stop the spread of Covid-19. To what extent do you agree or disagree that with the following statements about the new restrictions?

VICTORIA ONLY	TOTAL: Agree	TOTAL: Disagree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I have a good understanding of what I am and am not allowed to do under the current restrictions	<b>79%</b>	<b>7%</b>	46%	34%	13%	5%	2%
The restrictions affecting my area seem appropriate	<b>67%</b>	<b>15%</b>	35%	32%	18%	9%	7%
The restrictions affecting my area will be effective at stopping the spread of Covid-19	<b>60%</b>	<b>13%</b>	25%	35%	27%	8%	5%
State & federal governments are doing enough to help people and businesses that are negatively affected by the restrictions	<b>55%</b>	<b>19%</b>	18%	37%	26%	14%	5%
The changes won't have much impact on my own lifestyle	<b>43%</b>	<b>38%</b>	15%	28%	19%	19%	19%
<b>[THOSE IN PAID WORK]</b> The restrictions will have a negative effect on my work	<b>41%</b>	<b>32%</b>	16%	25%	27%	19%	13%

- 79% of Victorians agree they have a good understanding of what they are (and are not) allowed to do under the current restrictions, while 67% agree that the restrictions are appropriate and 60% agree they will be effective at stopping the spread of Covid-19.
- Only 43% of Victorians agree that the changes won't have much impact on their lifestyle, while 41% of those in paid work agree that the restrictions will have a negative effect on their work.



VICTORIA ONLY AND NET: AGREE	Total	Gender		Age group			Location	
		Male	Female	18-34	35-54	55+	Capital	Non-Capital
I have a good understanding of what I am and am not allowed to do under the current restrictions	<b>79%</b>	76%	82%	64%	81%	89%	78%	83%
The restrictions affecting my area seem appropriate	<b>67%</b>	67%	67%	57%	67%	74%	68%	64%
The restrictions affecting my area will be effective at stopping the spread of Covid-19	<b>60%</b>	61%	59%	56%	62%	61%	61%	57%
State & federal governments are doing enough to help people and businesses that are negatively affected by the restrictions	<b>55%</b>	52%	57%	39%	63%	60%	54%	57%
The changes won't have much impact on my own lifestyle	<b>43%</b>	44%	42%	43%	38%	46%	42%	45%
<b>[IN PAID WORK]</b> The restrictions will have a negative effect on my work	<b>41%</b>	43%	40%	41%	41%	44%	44%	30%
Base (n)	<b>499</b>	238	261	149	154	196	388	111

- Victorians over 55 are more likely to agree that they have a good understanding of the restrictions (89%) and the restrictions are appropriate (74%), than those aged 18-34 years old (64% and 57%).
- 18-34 year olds are least likely to agree that state & federal governments are doing enough to help people and businesses that are negatively affected by the restrictions (39%).
- Melbourne residents are more likely than non-Melbourne residents to agree that the restrictions will have a negative effect on my work (44%, compared to 30%).



## Support for Victorian restrictions

Q How strongly do you support or oppose the following restrictions currently in place in Melbourne?

VICTORIA ONLY	TOTAL: Support	TOTAL: Oppose	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Impose curfew between 8pm & 5am	72%	12%	51%	21%	15%	6%	6%
Allow only 1 person at a time per household to leave and buy groceries	71%	16%	47%	26%	13%	8%	8%
Require most shops close, and restrict the operations of many other businesses	70%	15%	42%	28%	15%	7%	8%
Ban people from travelling more than 5km from their house	70%	15%	47%	23%	15%	7%	8%

VICTORIA ONLY AND NET: SUPPORT	Total	Gender		Age group			Location	
		Male	Female	18-34	35-54	55+	Capital	Non-Capital
Impose curfew between 8pm & 5am	72%	71%	74%	60%	73%	82%	72%	74%
Allow only 1 person at a time per household to leave and buy groceries	71%	70%	72%	61%	73%	77%	69%	78%
Require most shops close, and restrict the operations of many other businesses	70%	68%	72%	62%	72%	76%	70%	71%
Ban people from travelling more than 5km from their house	70%	69%	72%	59%	75%	75%	68%	78%
Base (n)	499	238	261	149	154	196	388	111

- Victorians overwhelmingly support all the current restrictions – and support is strongest among those over 55 years old.



## View on hotel quarantine outbreak

Q Information released by health authorities suggests that Victoria’s Covid-19 outbreak started with breaches in hotel quarantine. Which of the following is closer to your view...?

VICTORIA ONLY	Total	Gender		Age group			Location	
		Male	Female	18-34	35-54	55+	Capital	Non-Capital
This is mostly about individuals being irresponsible, and the focus should be on forcing them to be more responsible	<b>56%</b>	52%	61%	62%	63%	46%	55%	62%
This is mostly about failures in the system, with jobs in the security industry being insecure and workers not being given enough training	<b>44%</b>	48%	39%	38%	37%	54%	45%	38%
Base (n)	<b>499</b>	238	261	149	154	196	388	111

- More than half of Victorians believe the breaches in quarantine are mostly about individuals being irresponsible (56%) than failures in the system (44%).
- Women (61%) and 18-34 year olds (62%) are more likely to think this is about individuals, while men (48%) and those over 55 (54%) believe this is a systemic issue.



## 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.

