

The Essential Report

19 July 2021



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Prepared By: Essential Research

Data Supplied by:



Our researchers are members of the 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 14th to 18th July 2021 and is based on 1,100 respondents.

The weighting efficiency applied to the results at a national level is 91%, which gives an effective sample size of 1,004. The margin of error at this effective sample size is $\pm 3.0\%$ (95% confidence level).

The full 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.

Federal voting intention

Q If a federal election was held tomorrow, to which party would you give your first preference vote in the House of Representatives (Lower House)?

[If don't know] Well which party are you currently leaning towards?

	This week 19/07	Two weeks ago 05/07	21/06	07/06	24/05	10/05	26/04	12/04	29/03	15/03	01/03	15/02
Liberal / Liberal Nationals / Country Liberals	34%	35%	35%	35%	35%	36%	36%	34%	36%	35%	35%	36%
Nationals	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	2%	3%
Total: Coalition	37%	37%	38%	38%	37%	38%	39%	37%	39%	38%	37%	39%
Labor	36%	36%	36%	35%	35%	36%	34%	36%	36%	34%	34%	35%
Greens	10%	8%	10%	10%	10%	9%	10%	10%	8%	9%	9%	8%
Pauline Hanson's One Nation	4%	4%	4%	4%	3%	3%	4%	3%	3%	3%	4%	4%
Other/Independent	6%	5%	5%	7%	6%	6%	6%	7%	7%	8%	8%	7%
Undecided	8%	8%	7%	7%	8%	8%	7%	7%	7%	7%	7%	6%
2 Party Preferred (2PP*)												
TOTAL: Coalition	45%	44%	45%	44%	44%	44%	46%	45%	46%	47%	45%	47%
Labor	47%	48%	47%	48%	48%	48%	46%	48%	47%	47%	48%	47%
Undecided	8%	8%	7%	7%	8%	8%	7%	7%	7%	7%	7%	6%

Leader attributes: Scott Morrison

Q Which of the following describe your opinion of the Prime Minister, Scott Morrison?

	Jul'21	Change from Mid Mar'21	Mid Mar'21	Early Mar'21	May'20	Jan'20	Oct'19	Dec'18
Plays politics	73%	-	-	-	-	-	-	-
Out of touch with ordinary people	59%	+8%	51%	56%	47%	62%	56%	54%
Avoids responsibility	54%	+6%	48%	49%	-	-	-	-
In control of their team	53%	-9%	62%	56%	-	-	-	-
Good in a crisis	49%	-15%	64%	59%	66%	32%	51%	41%
Trustworthy	47%	-8%	55%	52%	56%	40%	43%	39%
More honest than most politicians	45%	-8%	53%	50%	51%	39%	44%	39%
Visionary	39%	-9%	48%	41%	48%	30%	42%	38%
Base (n)	1,100	-	1,124	1,074	1,059	1,081	1,088	1,026

- The majority of Australians (73%) think Scott Morrison 'plays politics'.
- Compared to mid-March, more Australians now think Scott Morrison is 'out of touch with ordinary people' (up 8 percentage points to 59%). More also now think the PM 'avoids responsibility' (up 6 percentage points to 54%).
- Just under half of people now think Scott Morrison is 'good in a crisis' (down 15 percentage points since mid-March to 49%).
- Compared to mid-March, fewer people also now think the PM is 'in control of their team' and 'visionary' (down 9 percentage points to 53% and 39% respectively), and less than half now think he is 'trustworthy' and 'more honest than most politicians' (down 8 percentage points to 47% and 45% respectively).



Federal government response to Covid-19

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

	19/07	05/07	07/06	24/05	12/04	15/03	01/03	15/02	01/02	30/11	16/11	02/11	05/10
Very poor	13%	12%	10%	6%	7%	5%	6%	5%	4%	6%	5%	5%	5%
Quite poor	19%	17%	14%	12%	10%	7%	8%	7%	11%	8%	9%	10%	12%
Neither good nor poor	23%	26%	22%	25%	21%	18%	24%	19%	19%	19%	18%	24%	22%
Quite good	32%	33%	38%	40%	40%	39%	39%	42%	42%	41%	41%	39%	39%
Very good	14%	11%	15%	18%	22%	31%	23%	27%	25%	26%	26%	22%	21%
TOTAL: Poor	31%	30%	24%	18%	17%	12%	14%	12%	14%	13%	15%	15%	18%
TOTAL: Good	46%	44%	53%	58%	62%	70%	62%	69%	67%	67%	67%	61%	60%
Base (n)	1,100	1,099	1,104	1,100	1,368	1,124	1,074	1,109	1,092	1,034	1,010	1,063	1,066

TOTAL: Good	19/07	05/07	07/06	24/05	12/04	15/03	01/03
NSW	49%	44%	62%	56%	66%	69%	64%
VIC	39%	40%	42%	57%	55%	65%	51%
QLD	46%	48%	54%	56%	63%	69%	66%
SA	51%	48%	58%	66%	62%	78%	68%
WA	51%	42%	49%	56%	65%	75%	66%

- 46% of people rate the federal government's response to the Covid-19 outbreak as quite good or very good, with 31% rating it as poor.
- Since peaking at 70% in March, positive rating of the federal government's handling of Covid-19 has dropped off, falling to 44% earlier this month, the lowest rating recorded to date for this question which was first asked in March 2020.



- Positive rating of the federal government's handling of Covid-19 has improved in WA (up 9 percentage points to 51%), NSW (up 5 percentage points to 49%) and SA (up 3 percentage points to 48%).
- In Victoria, positive rating is now at 39%, down from 65% in March. This positive rating also continues to drop in QLD, now 46% (from 69% in March).



State government response to Covid-19

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

TOTAL: Good	19/07	05/07	07/06	24/05	12/04	15/03	01/03	15/02	01/02	30/11	16/11	02/11	05/10
NSW	54%	57%	69%	68%	73%	75%	72%	72%	71%	76%	75%	68%	65%
VIC	49%	50%	48%	63%	58%	62%	49%	59%	61%	60%	59%	55%	45%
QLD	62%	61%	65%	68%	72%	75%	73%	76%	78%	72%	71%	69%	69%
SA	68%	67%	67%	71%	75%	85%	78%	79%	80%	70%	76%	77%	81%
WA	77%	86%	75%	77%	84%	91%	85%	88%	80%	83%	82%	81%	83%

- Amidst the ongoing Covid-19 outbreak and lockdown in NSW, positive rating of the state government's response to Covid-19 continues to drop, now at 54% from 57% earlier this month and 69% in June.
- With the current outbreak and lockdown in VIC, rating of the state government remains the lowest of all states at 49%, a similar level to earlier this month and last month (50% and 48% respectively).
- While still the highest rating among all states, rating of the WA government has dropped to 77% from 86% earlier this month. This is similar to the level in June (75%).
- Rating of the QLD and SA governments' handling of Covid-19 remains high at 62% and 68% respectively (65% and 67% last month).



Uptake of a Covid-19 vaccine

Q The Covid-19 vaccine rollout is underway in Australia.

Once a vaccine becomes available to you, how long would you wait before taking it?

	19/07	05/07	07/06	10/05	26/04	15/03	01/03	18/01	14/12	10/08
I'd get vaccinated as soon as possible / I've already been vaccinated / I've already had the first dose of a Covid-19 vaccine / I've already had both doses of a Covid-19 vaccine	63%	51%	52%	44%	42%	49%	50%	42%	43%	56%
I'd get vaccinated, but wouldn't do it straight away	27%	33%	36%	42%	42%	40%	40%	47%	46%	35%
I'd never get vaccinated	11%	16%	13%	14%	16%	12%	10%	11%	10%	8%
Base (n)	1,100	1,099	1,104	1,092	1,090	1,124	1,074	1,084	1,071	1,008

- Most Australians (63%) now say they would get vaccinated as soon as possible, already have been vaccinated, or already have had the first dose or both doses of a Covid-19 vaccine, an increase from earlier this month (51%). Less than a third of people now say they would get vaccinated but not straight away (27% from 33% earlier this month). This is the lowest proportion recorded since this question was first asked in August last year.
- 11% now say they would never get vaccinated, fewer than earlier this month (16%).

18-34 19/07 05/07 07/06 10/05



	NSW	19/07	05/07	07/06	10/05
I'd get vaccinated as soon as possible / I've already been vaccinated / I've already had the first dose of a Covid-19 vaccine / I've already had both doses of a Covid-19 vaccine	65%	56%	56%	48%	
I'd get vaccinated, but wouldn't do it straight away	24%	30%	34%	40%	
I'd never get vaccinated	11%	14%	10%	12%	
Base (n)	354	553	349	349	

I'd get vaccinated as soon as possible / I've already been vaccinated / I've already had the first dose of a Covid-19 vaccine / I've already had both doses of a Covid-19 vaccine	50%	35%	45%	32%
I'd get vaccinated, but wouldn't do it straight away	35%	39%	41%	48%
I'd never get vaccinated	15%	26%	15%	20%
Base (n)	341	341	347	340

- With the ongoing Covid-19 outbreak and lockdown in NSW, more people in NSW now say they would get vaccinated as soon as possible, already have been vaccinated, or already have had the first dose or both doses of a Covid-19 vaccine compared to earlier this month (65% to 56% respectively). This is the highest proportion recorded since this question was first asked in August last year.
- Consequently, fewer of those in NSW now say they would get vaccinated but not straight away (24% from 30% earlier this month). Fewer also now say they would never get vaccinated (11% from 14% earlier this month).
- Half (50%) of those aged 18-34 now say they would get vaccinated as soon as possible, already have been vaccinated, or already have had the first dose or both doses of a Covid-19 vaccine, a significant increase from earlier this month (35%).



Reason those who would get vaccinated against Covid-19 have not been vaccinated yet

Q Thinking about why you haven't been vaccinated against Covid-19 yet, which of the following applies to you? Select all that apply.

[ASKED ONLY TO THOSE WHO SAY THEY WOULD GET VACCINATED AS SOON AS POSSIBLE / WOULD GET VACCINATED BUT NOT STRAIGHT AWAY]

	Total	Gender		Age Group		
		Male	Female	18-34	35-54	55+
I'm waiting for the Pfizer vaccine to be available to me	41%	39%	42%	47%	41%	30%
I'm waiting to see how others react to the vaccine first	29%	28%	29%	33%	31%	17%
I haven't tried to book an appointment because I assume it will be too hard to get one	13%	14%	13%	20%	12%	4%
I can't take time off work if I need to after getting vaccinated (e.g. if I feel unwell)	6%	8%	5%	10%	6%	1%
I can't take time off work for the vaccine appointment	4%	5%	4%	6%	5%	1%
Other (please specify)	13%	10%	15%	7%	14%	19%
None of these	15%	16%	14%	4%	14%	34%
Base (n)	600	272	328	243	223	134

- Once a vaccine becomes available to them, of those who say they would get vaccinated as soon as possible, or they would get vaccinated but not straight away, the most common reason out of those listed for not being vaccinated yet is 'I'm waiting for the Pfizer vaccine to be available to me' (41%).
- Despite the AstraZeneca vaccine now being technically available to all adults, 47% of those aged 18-34 state waiting for Pfizer to be available to them as their top reason for not getting vaccinated yet, followed by 41% of those aged 35-54 and 30% of those over 55.



- The second most common reason out of those listed is 'I'm waiting to see how others react to the vaccine first' (29%). Those aged 18-34 and 35-54 are more likely to state this than those over 55 (33% and 31% to 17% respectively).
- 13% say the reason they haven't been vaccinated yet is because they 'haven't tried to book an appointment because they assume it will be too hard to get one'. Those aged 18-34 are more likely to state this as their reason compared to older cohorts (20% to 12% of those aged 35-54 and 4% of those over 55).



Speed of NSW lockdown

Q Overall, do you think NSW moved too quickly, too slowly or at about the right speed in terms of enforcing lockdown restrictions?

NSW	This week 19/07	Two weeks ago 05/07
Moved too quickly	12%	10%
About the right speed	44%	51%
Moved too slowly	44%	39%
Base (n)	354	553

- Compared to two weeks ago, more NSW residents now think NSW moved too slowly when enforcing lockdown restrictions (44% from 39%).
- Fewer now think NSW moved at about the right speed (44% from 51% two weeks ago), and about the same proportion think NSW moved too quickly (12% from 10%).

	State				
	NSW	VIC	QLD	SA	WA
Moved too quickly	12%	8%	7%	20%	13%
About the right speed	44%	31%	34%	28%	19%
Moved too slowly	44%	62%	60%	53%	68%
Base (n)	354	277	217	89	108

- People from other states mostly think NSW moved too slowly with lockdown. Western Australians are most likely to think this (68%), followed by Victorians (62%), Queenslanders (60%) and South Australians (53%).



	Total	Gender		Age Group			Federal Voting Intention			
		Male	Female	18-34	35-54	55+	Labor	TOTAL: Coalition	Greens	TOTAL: Other
Moved too quickly	10%	13%	7%	14%	13%	4%	9%	10%	10%	13%
About the right speed	34%	37%	32%	39%	31%	34%	25%	44%	39%	33%
Moved too slowly	56%	50%	61%	47%	56%	63%	66%	46%	51%	54%
Base (n)	1,100	539	561	341	373	386	375	414	100	117

	State				
	NSW	VIC	QLD	SA	WA
Moved too quickly	12%	8%	7%	20%	13%
About the right speed	44%	31%	34%	28%	19%
Moved too slowly	44%	62%	60%	53%	68%
Base (n)	354	277	217	89	108

- Women are more likely than men to think NSW moved too slowly with lockdown (61% to 50% respectively).
- The sentiment that NSW moved too slowly increases with age – 47% of those aged 18-34 hold this view, compared to 56% of those aged 35-54 and 63% of those over 55.
- Labor voters are the most likely to think NSW moved too slowly with lockdown (66%), followed by minor/independent party voters (54%) and Greens voters (51%). Coalition voters are the least likely to think this (46%).



Time for Covid-19 milestones to occur for NSW

Q How long do you think it will take for the following to occur in NSW?

	This week 19/07	Two weeks up to one month	One month up to six months	Seven months up to one year	One to two years	More than two years	Never
The Covid-19 outbreak in NSW is controlled	46%	33%	10%	5%	2%	4%	
The lockdown in Greater Sydney is lifted	62%	28%	5%	2%	0%	2%	
The lockdown in other affected areas in NSW is lifted (e.g. Blue Mountains, Central Coast, Wollongong and Shellharbour)	71%	20%	4%	2%	1%	3%	

- 46% of people think the Covid-19 outbreak in NSW will be controlled within a month. A further third (33%) think this will most likely happen within six months.
- Most Australians are optimistic the NSW lockdown will be lifted within a month (62% in Greater Sydney and 71% in other affected areas of NSW).

NSW	Two weeks up to one month	
	19/07	05/07
The Covid-19 outbreak in NSW is controlled	47%	50%
The lockdown in Greater Sydney is lifted	62%	76%
The lockdown in other affected areas in NSW is lifted (e.g. Blue Mountains, Central Coast, Wollongong and Shellharbour)	69%	77%
Base (n)	354	553

- Most of those in NSW still expect the lockdown to be lifted within a month (62% in Greater Sydney and 69% in other affected areas of NSW), however this is less compared to the proportion who thought this two weeks ago (76% and 77% respectively).



Time to return to normal

Q Thinking about the future, how long do you think it will take for the following to occur? / And how long do you think it will take for the following to occur in Australia?

TOTAL: Within one year	This week 19/07	Last month 07/06	Three months ago 26/04	Last July 27/07/20
Interstate travel will be allowed without restriction	48%	-	-	-
The Covid-19 vaccine rollout will be completed in your state	42%	-	-	-
Unemployment will return to pre-pandemic levels	37%	22%	30%	19%
The Covid-19 vaccine rollout will be completed in Australia	31%	18%	30%	-
The housing market will return pre-pandemic levels	30%	18%	33%	22%
Quarantine will no longer be required after international travel	22%	12%	23%	25%
International travel will be allowed without restriction	21%	12%	20%	21%
Australia will pay off its national debt	16%	7%	13%	11%

- A similar proportion of people as in April think most of the events above will occur within a year.

TOTAL: Within one year	NSW	VIC	QLD	SA	WA
The Covid-19 vaccine rollout will be completed in your state	48%	38%	33%	43%	44%

- Those in NSW are most likely to think the Covid-19 vaccine rollout will be completed in their state within a year (48%), followed by Western Australians (44%) and South Australians (43%). Victorians and Queenslanders are less likely to think this (38% and 33% respectively).

	TOTAL: Within one year	Within the next six months	Seven months up to one year	One to two years	More than two years	Never
Interstate travel will be allowed without restriction	48%	20%	29%	30%	17%	5%
The Covid-19 vaccine rollout will be completed in your state	42%	13%	29%	36%	17%	6%
Unemployment will return to pre-pandemic levels	37%	18%	20%	30%	25%	8%
The Covid-19 vaccine rollout will be completed in Australia	31%	11%	20%	35%	26%	8%
The housing market will return pre-pandemic levels	30%	14%	16%	28%	24%	18%
Quarantine will no longer be required after international travel	22%	8%	14%	33%	35%	10%
International travel will be allowed without restriction	21%	9%	12%	31%	37%	11%
Australia will pay off its national debt	16%	9%	8%	11%	42%	31%

- Out of the events listed, people are most optimistic about interstate travel – just under half (48%) think interstate travel will be allowed without restriction within a year.
- 31% of Australians think the Covid-19 vaccine rollout will be completed nationally within a year. A further 35% think this will take one to two years, and about a quarter (26%) think this will take more than two years.
- 31% think it will take one to two years for international travel to be allowed without restriction, 37% think this will take more than two years.



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 run by Essential Research with sample provided by Qualtrics from online panels.

The online omnibus is active from the Wednesday night of each week and closed on the following Sunday. The target population is all Australian residents aged 18+. Participants were invited to participate and completed the survey online without an interviewer present and incentives were offered for participation.

The response rate varies each week, but usually delivers 1000+ interviews. Quotas are applied to be representative of the target population by age, gender and location.

RIM weighting is applied to the data using information sourced from the Australian Bureau of Statistics (ABS) and the Australian Electoral Commission (AEC). The factors used in the weighting are age, gender, location and party ID.

Information for the weighting efficiency, effective sample size and margin of error for each poll (from June 2021) can be found here: <https://essentialvision.com.au/about-this-poll>

Each fortnight, 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 current media and

social issues. Full text for standard voting and regular political preferences can be found in the link above. No questions were asked prior to these questions which have material influence on results.

Participants not eligible to vote in federal elections (either for age, residency or other reasons) are excluded from voting intention. Eligible participants are able to select 'Unsure' for voting intention. They were then asked a 'leaner' question which also included an 'Unsure' option. Participants answering 'Unsure' are NOT excluded from published results, or any subsequent questions. 2 party preferred (2PP) calculations use stated preference. Preference flows from previous federal and state elections are only used for participants answering 'Unsure' for stated preference.

All Essential Research staff hold Research Society membership and are bound by professional codes of behaviour. This research is compliant with the Australian Polling Council Quality Mark standards.

