

# The Essential Report

2 August 2021



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Date: 02/08/2021

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Prepared By: Essential Research

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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 28<sup>th</sup> July to 1<sup>st</sup> August 2021 and is based on 1,098 respondents.

The weighting efficiency applied to the results at a national level is 96%, which gives an effective sample size of 1,057. 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.



## Performance of Scott Morrison

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

	Aug'21	Jul'21	Jun'21	May'21	Apr'21	End Mar'21	Mid Mar'21	Feb'21	Jan'21	Dec'20	Nov'20	Oct'20	Sep'20
TOTAL: Approve	<b>50%</b>	51%	57%	58%	54%	57%	62%	65%	61%	62%	66%	63%	64%
TOTAL: Disapprove	<b>40%</b>	40%	36%	32%	37%	35%	29%	28%	30%	28%	25%	27%	28%
Don't know	<b>10%</b>	9%	8%	10%	9%	8%	8%	7%	9%	11%	9%	10%	8%
Base (n)	<b>1,098</b>	1,099	1,104	1,092	1,368	1,100	1,124	1,109	1,084	1,071	1,010	1,082	1,076

TOTAL: Approve	Aug'21	Jul'21	Jun'21	May'21	Apr'21
NSW	<b>50%</b>	53%	59%	64%	55%
VIC	<b>45%</b>	49%	52%	51%	51%
QLD	<b>54%</b>	49%	60%	60%	57%
SA	<b>53%</b>	50%	56%	52%	50%
WA	<b>53%</b>	50%	50%	63%	56%

- The Prime Minister's approval rating is now at 50% - this is the lowest approval rating in the last 12 months.
- Disapproval remains the same as last month at 40%. This continues to be the highest disapproval rating in the last 12 months.
- The PM's approval rating has decreased in NSW (50%, from 53% last month) and VIC (45% this month, from 49% last month).



## Performance of Anthony Albanese

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

	Aug'21	Jul'21	Jun'21	May'21	Apr'21	Mar'21	Feb'21	Jan'21	Dec'20	Nov'20	Oct'20	Sep'20
TOTAL: Approve	<b>34%</b>	41%	39%	39%	39%	41%	40%	42%	43%	40%	44%	44%
TOTAL: Disapprove	<b>38%</b>	35%	36%	35%	34%	32%	33%	33%	29%	33%	29%	29%
Don't know	<b>28%</b>	24%	24%	25%	27%	27%	27%	25%	28%	27%	27%	27%
Base (n)	<b>1,098</b>	1,099	1,104	1,092	1,368	1,124	1,109	1,084	1,071	1,010	1,082	1,076

- The Opposition Leader's approval rating has decreased to 34%, down from 41% last month.
- The proportion of people disapproving of Albanese has increased since last month, now at 38% (from 35%). 28% say they are unsure of his performance.

## Preferred Prime Minister

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

	Aug'21	Jul'21	Jun'21	May'21	Apr'21	Mar'21	Feb'21	Jan'21	Dec'20	Nov'20	Oct'20	Sep'20
Scott Morrison	<b>45%</b>	46%	48%	50%	47%	52%	52%	51%	50%	53%	50%	49%
Anthony Albanese	<b>26%</b>	28%	28%	24%	28%	26%	24%	25%	24%	24%	25%	26%
Don't know	<b>29%</b>	26%	24%	26%	25%	22%	24%	25%	26%	24%	25%	25%
Base (n)	<b>1,098</b>	1,099	1,104	1,092	1,368	1,124	1,109	1,084	1,071	1,010	1,082	1,076

- Less than half (45%) of Australians now think that Scott Morrison would make a better PM than Anthony Albanese (46% last month).
- Just over a quarter (26%) think the opposition leader would make the better Prime Minister (28% in June). 29% of participants don't know who would make the better PM.



## Federal government response to Covid-19

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

	02/08	19/07	05/07	07/06	24/05	12/04	15/03	01/03	15/02	01/02	30/11	16/11	02/11
Very poor	<b>16%</b>	13%	12%	10%	6%	7%	5%	6%	5%	4%	6%	5%	5%
Quite poor	<b>19%</b>	19%	17%	14%	12%	10%	7%	8%	7%	11%	8%	9%	10%
Neither good nor poor	<b>28%</b>	23%	26%	22%	25%	21%	18%	24%	19%	19%	19%	18%	24%
Quite good	<b>28%</b>	32%	33%	38%	40%	40%	39%	39%	42%	42%	41%	41%	39%
Very good	<b>10%</b>	14%	11%	15%	18%	22%	31%	23%	27%	25%	26%	26%	22%
TOTAL: Poor	<b>35%</b>	31%	30%	24%	18%	17%	12%	14%	12%	14%	13%	15%	15%
TOTAL: Good	<b>38%</b>	46%	44%	53%	58%	62%	70%	62%	69%	67%	67%	67%	61%
Base (n)	<b>1,098</b>	1,100	1,099	1,104	1,100	1,368	1,124	1,074	1,109	1,092	1,034	1,010	1,063

TOTAL: Good	02/08	19/07	05/07	07/06	24/05	12/04	15/03	01/03
NSW	<b>39%</b>	49%	44%	62%	56%	66%	69%	64%
VIC	<b>33%</b>	39%	40%	42%	57%	55%	65%	51%
QLD	<b>40%</b>	46%	48%	54%	56%	63%	69%	66%
SA	<b>48%</b>	51%	48%	58%	66%	62%	78%	68%
WA	<b>37%</b>	51%	42%	49%	56%	65%	75%	66%

- 38% of people rate the federal government's response to the Covid-19 outbreak as quite good or very good, with 35% rating it as quite poor or very poor. This is the worst 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 dropped to its lowest recorded level in almost all states this month; most notably in WA (down from 51% last month, to 37%), NSW (39%, down from 49% in July), VIC (33% - the lowest rating of all states), and QLD (40%).



## State government response to Covid-19

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

TOTAL: Good	02/08	19/07	05/07	07/06	24/05	12/04	15/03	01/03	15/02	01/02	30/11	16/11	02/11
NSW	<b>47%</b>	54%	57%	69%	68%	73%	75%	72%	72%	71%	76%	75%	68%
VIC	<b>54%</b>	49%	50%	48%	63%	58%	62%	49%	59%	61%	60%	59%	55%
QLD	<b>60%</b>	62%	61%	65%	68%	72%	75%	73%	76%	78%	72%	71%	69%
SA	<b>73%</b>	68%	67%	67%	71%	75%	85%	78%	79%	80%	70%	76%	77%
WA	<b>82%</b>	77%	86%	75%	77%	84%	91%	85%	88%	80%	83%	82%	81%

- Amid 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 47% from 57% a month ago.
- Coinciding with the eased restrictions in VIC, rating of the state government has improved (now at 54%, 50% last month).
- Positive rating of the SA government's handling of Covid-19 has increased to 73%, an improvement from last month (67%).
- Positive rating of the WA government's handling of Covid-19 has increased to 82%, an improvement from mid-July (77%).
- In QLD, positive rating of the state government's handling of Covid-19 is at 60%, consistent with a month ago (61%).



## State government handling of latest Covid-19 outbreaks

Q How well do you think your state government has handled the latest Covid-19 outbreak in your state?

[Asked only to those in NSW, VIC, QLD, SA, and WA]

	NSW	VIC	State QLD	SA	WA
Extremely well	9%	24%	20%	40%	50%
Very well	15%	23%	27%	29%	24%
Fairly well	36%	30%	34%	24%	21%
Not that well	25%	13%	11%	4%	3%
Not well at all	15%	10%	8%	3%	3%
TOTAL: Extremely well + Very well	24%	47%	47%	69%	74%
TOTAL: Not that well + Not well at all	41%	23%	19%	7%	5%
Base (n)	352	276	220	86	111

- Of people in states which were recently affected by Covid-19 outbreaks, NSW residents are the least likely to think their state government has handled the outbreak well.
- About a quarter (24%) of those in NSW think their state government handled the outbreak extremely well or very well, compared to 47% of Victorians and Queenslanders respectively, 69% of South Australians, and 74% of Western Australians.



## Views towards level of lockdown

Q Thinking about the latest Covid-19 lockdown in your state, do you think your state government...?

[Asked only to those in NSW, VIC, and SA]

	NSW	State VIC	SA
locked down too harshly	11%	23%	6%
locked down at about the right level	39%	71%	85%
did not lock down hard enough	50%	6%	9%
Base (n)	352	276	86

- Half (50%) of those in NSW think their state government did not lock down hard enough. 39% think their state government locked down at about the right level, and 11% think they locked down too harshly.
- In contrast, the majority of Victorians (71%) and South Australians (85%) think their state governments locked down at about the right level.
- 23% of Victorians think their state government locked down too harshly.

## Views towards sufficiency of lockdown support

Q As far as you know, is the Australian Government doing enough, not enough or too much to support people affected by lockdowns?

	Total	Federal Voting Intention				State				
		Labor	TOTAL: Coalition	Greens	TOTAL: Other	NSW	VIC	QLD	SA	WA
Not doing enough	<b>37%</b>	49%	19%	63%	45%	33%	43%	36%	42%	33%
Doing enough	<b>47%</b>	39%	66%	29%	36%	50%	45%	47%	44%	50%
Doing too much	<b>6%</b>	5%	7%	2%	12%	6%	6%	7%	5%	6%
Unsure	<b>9%</b>	8%	8%	6%	8%	11%	6%	11%	9%	11%
Base (n)	<b>1,098</b>	371	402	90	128	352	276	220	86	111

- Just over a third of people (37%) think the government is not doing enough to support people affected by lockdowns, while just under half (47%) think the government is doing enough about this. 6% think they are doing too much and 9% are unsure.
- Greens, Labor and minor/independent party voters are more likely than Coalition voters to think the government is not doing enough to support those affected by lockdowns (63%, 49% and 45% to 19% respectively).
- In all states, around half of people think the government is doing enough to support those affected by the lockdowns. However, Victorians and South Australians are more likely than other states to think the government is not doing enough to support people affected by lockdowns (43% and 42% respectively).



## Views towards government support during lockdowns

**Q [Jun'21]** As you may be aware, because support such as JobKeeper ended in April, people and businesses affected by the lockdown in Victoria have not been able to get financial support from the federal government.

The Victorian government has offered its own support package but has said the federal government should be helping out too, as support for people out of work is usually the responsibility of the federal government.

Which of the following is closer to your view?

**Q [Aug'21]** As you may be aware, because support such as JobKeeper ended in April, people and businesses affected by the lockdowns across the country have not been able to get financial support from the federal government.

Some state governments have offered their own support packages but have said the federal government should be helping out too, as support for people out of work is usually the responsibility of the federal government.

Which of the following is closer to your view?

	Aug'21	Jun'21
The federal government should provide financial support to people and businesses affected by future lockdowns	59%	55%
If state governments choose to lockdown their populations, state governments should be the ones providing financial support to people and businesses affected	41%	45%
Base (n)	1,098	1,104

	Total	Federal Voting Intention				State				
		Labor	TOTAL: Coalition	Greens	TOTAL: Other	NSW	VIC	QLD	SA	WA
The federal government should provide financial support to people and businesses affected by future lockdowns	<b>59%</b>	68%	49%	72%	52%	62%	56%	55%	62%	60%
If state governments choose to lockdown their populations, state governments should be the ones providing financial support to people and businesses affected	<b>41%</b>	32%	51%	28%	48%	38%	44%	45%	38%	40%
Base (n)	<b>1,098</b>	371	402	90	128	352	276	220	86	111

- 59% now think the federal government should provide financial support to people and businesses affected by future lockdowns (55% in June). 41% now think if state governments choose to lockdown their populations, state governments should be the ones providing financial support to people and businesses affected (45% in June).
- The view that the federal government should provide financial support to people and businesses affected by future lockdowns remains the majority view across all states.
- Labor and Greens voters are the most likely voters to hold this view (68% and 72% respectively).
- Of all voters, Coalition voters are the most likely to think if state governments choose to lockdown their populations, state governments should be the ones providing financial support to people and businesses affected (51% to 34% all other voters).



## Support for returning JobKeeper

Q To what extent do you support or oppose the return of JobKeeper to assist people and businesses affected by lockdowns in Australia?

	Total	Gender		Age Group			Federal Voting Intention			
		Male	Female	18-34	35-54	55+	Labor	TOTAL: Coalition	Greens	TOTAL: Other
Strongly support	<b>33%</b>	28%	36%	37%	36%	25%	37%	23%	50%	33%
Somewhat support	<b>33%</b>	34%	32%	31%	32%	36%	39%	35%	26%	27%
Neither support nor oppose	<b>23%</b>	24%	23%	26%	22%	23%	19%	26%	16%	19%
Somewhat oppose	<b>6%</b>	7%	5%	4%	4%	10%	3%	9%	4%	12%
Strongly oppose	<b>5%</b>	6%	4%	1%	6%	7%	2%	7%	4%	8%
TOTAL: Support	<b>66%</b>	62%	69%	69%	68%	61%	77%	58%	76%	60%
TOTAL: Oppose	<b>11%</b>	13%	9%	5%	10%	16%	5%	16%	8%	20%
Base (n)	<b>1,098</b>	537	561	341	372	385	371	402	90	128

	NSW	VIC	State		
			QLD	SA	WA
Strongly support	34%	34%	30%	28%	25%
Somewhat support	34%	35%	28%	42%	33%
Neither support nor oppose	22%	21%	28%	19%	29%
Somewhat oppose	6%	6%	6%	5%	6%
Strongly oppose	5%	3%	6%	5%	7%
TOTAL: Support	68%	69%	59%	70%	58%
TOTAL: Oppose	10%	10%	13%	11%	13%
Base (n)	352	276	220	86	111



- Around two-thirds (66%) of people would support the reintroduction of JobKeeper measures during lockdowns.
- Those with the highest support for the return of JobKeeper measures include women (69%), those aged 18-34 (69%), and Labor and Greens voters (77% and 76% respectively).



## Stance on anti-lockdown protests

Q As you may be aware, there were anti-lockdown protests in Sydney, Melbourne and Brisbane recently. To what extent do you support or oppose these anti-lockdown protests?

	Total	Gender		Age Group			Federal Voting Intention			
		Male	Female	18-34	35-54	55+	Labor	TOTAL: Coalition	Greens	TOTAL: Other
Strongly support	<b>8%</b>	10%	5%	9%	9%	5%	6%	7%	6%	22%
Somewhat support	<b>10%</b>	11%	9%	18%	11%	4%	13%	8%	14%	9%
Neither support nor oppose	<b>15%</b>	15%	15%	23%	16%	7%	14%	12%	17%	14%
Somewhat oppose	<b>10%</b>	10%	10%	9%	12%	10%	9%	10%	15%	7%
Strongly oppose	<b>57%</b>	53%	60%	41%	53%	74%	58%	62%	48%	48%
TOTAL: Support	<b>18%</b>	22%	14%	27%	19%	9%	19%	16%	21%	31%
TOTAL: Oppose	<b>67%</b>	64%	71%	50%	65%	84%	67%	72%	63%	54%
Base (n)	<b>1,098</b>	537	561	341	372	385	371	402	90	128

	State				
	NSW	VIC	QLD	SA	WA
Strongly support	8%	6%	10%	6%	9%
Somewhat support	10%	10%	12%	7%	12%
Neither support nor oppose	15%	15%	19%	14%	7%
Somewhat oppose	11%	10%	9%	13%	10%
Strongly oppose	57%	59%	49%	60%	62%
TOTAL: Support	17%	17%	22%	14%	21%
TOTAL: Oppose	68%	69%	59%	73%	72%
Base (n)	352	276	220	86	111





- Most people (67%) oppose the recent anti-lockdown protests held around the country, with over half (57%) strongly opposing the protests.
- Opposition was highest among women (71%), those aged over 55 (84%), and Coalition voters (72%).



## 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?

	02/08	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	<b>64%</b>	63%	51%	52%	44%	42%	49%	50%	42%	43%	56%
I'd get vaccinated, but wouldn't do it straight away	<b>25%</b>	27%	33%	36%	42%	42%	40%	40%	47%	46%	35%
I'd never get vaccinated	<b>11%</b>	11%	16%	13%	14%	16%	12%	10%	11%	10%	8%
Base (n)	<b>1,098</b>	1,100	1,099	1,104	1,092	1,090	1,124	1,074	1,084	1,071	1,008

- The vaccine rollout continues to progress, with 64% who have either received a vaccine, or would do so as soon as possible.
- A quarter (25%) now would wait to receive a vaccine (down from 47% in January).
- Consistent with last month, 11% say they would never get vaccinated.



## Preference towards Covid-19 vaccines

Q As you may be aware, there are currently two vaccines available in Australia – the Pfizer vaccine and the AstraZeneca (Oxford) vaccine.

Which of the following is closer to your view?

[Asked only to those who selected ‘I’d get vaccinated as soon as possible’, ‘I’d get vaccinated, but wouldn’t do it straight away’ or ‘I’d never get vaccinated’ when asked the question: ‘The Covid-19 vaccine rollout is underway in Australia. Once a vaccine becomes available to you, how long would you wait before taking it?’]

	02/08	05/07	07/06	26/04
I would be willing to get either the AstraZeneca vaccine or the Pfizer vaccine	<b>24%</b>	20%	35%	34%
I would be willing to get the AstraZeneca vaccine but not the Pfizer vaccine	<b>3%</b>	4%	6%	3%
I would be willing to get the Pfizer vaccine but not the AstraZeneca vaccine	<b>47%</b>	42%	30%	28%
I would not be willing to get either the AstraZeneca vaccine or the Pfizer vaccine	<b>14%</b>	18%	14%	15%
Unsure	<b>12%</b>	16%	15%	20%
Base (n)	<b>698</b>	806	913	1,005

- The proportion of Australians who have not yet been vaccinated and are willing to get either the AstraZeneca vaccine or the Pfizer vaccine is now at 24% (20% last month).
- 47% of people have not been vaccinated and would receive the Pfizer vaccine, but not the AstraZeneca vaccine. This unwillingness to receive the AstraZeneca vaccine has increased from 28% in April.

18-39	02/08	05/07	07/06	26/04
I would be willing to get the Pfizer vaccine but not the AstraZeneca vaccine	<b>48%</b>	41%	30%	28%
Base (n)	<b>371</b>	431	445	439

40-49	02/08	05/07	07/06	26/04
I would be willing to get the Pfizer vaccine but not the AstraZeneca vaccine	<b>47%</b>	47%	36%	28%
Base (n)	<b>105</b>	172	174	138

50-59	02/08	05/07	07/06	26/04
I would be willing to get the Pfizer vaccine but not the AstraZeneca vaccine	<b>53%</b>	43%	31%	30%
Base (n)	<b>100</b>	184	168	151

60-69	02/08	05/07	07/06	26/04
I would be willing to get the Pfizer vaccine but not the AstraZeneca vaccine	<b>41%</b>	21%	18%	27%
Base (n)	<b>84</b>	174	171	188

- Unwillingness to receive the AstraZeneca vaccine has increased across all age groups since April.
- Among those aged 50-59, over half (53%) who are unvaccinated would be unwilling to receive the AstraZeneca vaccine (increase from 30% in April).
- Among those aged 60-69, 41% of those who are unvaccinated would be unwilling to receive the AstraZeneca vaccine (increase from 27% in April).



	Total	Gender		Federal Voting Intention			
		Male	Female	Labor	TOTAL: Coalition	Greens	TOTAL: Other
I would be willing to get either the AstraZeneca vaccine or the Pfizer vaccine	<b>24%</b>	29%	20%	23%	30%	29%	16%
I would be willing to get the AstraZeneca vaccine but not the Pfizer vaccine	<b>3%</b>	4%	3%	6%	2%	1%	0%
I would be willing to get the Pfizer vaccine but not the AstraZeneca vaccine	<b>47%</b>	41%	51%	51%	52%	41%	33%
I would not be willing to get either the AstraZeneca vaccine or the Pfizer vaccine	<b>14%</b>	15%	13%	9%	9%	18%	40%
Unsure	<b>12%</b>	11%	13%	12%	8%	10%	12%
Base (n)	<b>698</b>	316	382	250	223	71	83

- Unwillingness to receive the Pfizer vaccine is highest among women (51%).
- 40% of unvaccinated minor/independent party voters are unwilling to receive either vaccine.



## Engagement in 'risky' activities

Q In the last two years, have you engaged in any of the following activities?

	TOTAL: Yes	Total	All respondents who have not been vaccinated and would be willing to get the Pfizer vaccine but not the AstraZeneca vaccine
Smoked cigarettes (manufactured or roll-your-own)		25%	26%
Taken recreational drugs		11%	12%
TOTAL: Drunk more than 10 standard drinks in a week or Drunk more than 4 standard drinks in a day		43%	43%
TOTAL: Read or sent a text message while driving or Driven without wearing a seatbelt or Ridden a bicycle on a road		34%	34%
Base (n)		1,098	323

	TOTAL: Yes	Total	All females who have not been vaccinated and would be willing to get the Pfizer vaccine but not the AstraZeneca vaccine
Taken the birth control pill (oral contraceptive pill)		16%	20%
Base (n): All females		561	194



- A notable proportion of people who are unwilling to receive the AstraZeneca vaccine still engage in 'risky' activities.
- In the past two years, 26% have smoked cigarettes, 43% have drunk alcohol over recommended limits, and 34% have engaged in risky behaviour when driving.
- 20% of women unwilling to receive the AstraZeneca vaccine (but are willing to receive Pfizer) have taken the birth control pill in the past two years.



## Support for Covid-19 measures

Q To what extent would you support or oppose the following measures in relation to Covid-19 vaccines?

	TOTAL: Support	TOTAL: Oppose	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Prioritise Pfizer vaccines for people with high-risk medical conditions or occupations	75%	5%	51%	23%	20%	2%	3%
Require people to prove they are vaccinated before travelling interstate	72%	13%	47%	25%	15%	4%	9%
Require people to prove they are vaccinated before entering public venues (e.g. restaurants, entertainment venues)	63%	19%	36%	27%	18%	8%	10%

TOTAL: Support	Total	Gender		Age Group			Federal Voting Intention				
		Male	Female	18-34	35-54	55+	Labor	TOTAL: Coalition	Greens	TOTAL: Other	
Prioritise Pfizer vaccines for people with high-risk medical conditions or occupations	75%	73%	77%	70%	74%	80%	76%	80%	73%	65%	
Require people to prove they are vaccinated before travelling interstate	72%	74%	70%	65%	68%	82%	76%	80%	62%	53%	
Require people to prove they are vaccinated before entering public venues (e.g. restaurants, entertainment venues)	63%	66%	60%	60%	59%	70%	65%	70%	64%	45%	
	Base (n)	1,098	537	561	341	372	385	371	402	90	128





- Most people support the prioritisation of Pfizer vaccines for people with high-risk medical conditions or occupations (75%).
- 72% would support a requirement for people travelling interstate to prove they are vaccinated, and 63% would support requiring people to prove they are vaccinated before entering public venues.
- Support for all these measures is higher among people aged over 55 than those aged under 55.



## 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.

