

# The Essential Report

11 October 2021



## The Essential Report

**Date:** 11/10/2021

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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 6<sup>th</sup> October to 10<sup>th</sup> October 2021 and is based on 1,097 respondents.

The weighting efficiency applied to the results at a national level is 90%, which gives an effective sample size of 987. The maximal margin of error at this effective sample size is  $\pm 3.1\%$  (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?

	Oct'21	Sep'21	Aug'21	Jul'21	Jun'21	May'21	Apr'21	End Mar'21	Mid Mar'21	Feb'21	Jan'21	Dec'20	Nov'20
TOTAL: Approve	<b>54%</b>	50%	50%	51%	57%	58%	54%	57%	62%	65%	61%	62%	66%
TOTAL: Disapprove	<b>37%</b>	41%	40%	40%	36%	32%	37%	35%	29%	28%	30%	28%	25%
Don't know	<b>9%</b>	9%	10%	9%	8%	10%	9%	8%	8%	7%	9%	11%	9%
Base (n)	<b>1,097</b>	1,100	1,098	1,099	1,104	1,092	1,368	1,100	1,124	1,109	1,084	1,071	1,010

TOTAL: Approve	Oct'21	Sep'21	Aug'21	Jul'21	Jun'21	May'21	Apr'21
NSW	<b>54%</b>	48%	50%	53%	59%	64%	55%
VIC	<b>52%</b>	47%	45%	49%	52%	51%	51%
QLD	<b>60%</b>	56%	54%	49%	60%	60%	57%
SA	<b>43%</b>	47%	53%	50%	56%	52%	50%
WA	<b>51%</b>	58%	53%	50%	50%	63%	56%

- The Prime Minister's approval rating is now at 54% (from 50% last month), with disapproval at 37% (41% in September).
- While approval has increased in NSW (48% to 54%), Victoria (47% to 52%) and Queensland (56% to 60%), these have been drops in SA (47% to 43%) and WA (58% to 51%).



## Performance of Anthony Albanese

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

	Oct'21	Sep'21	Aug'21	Jul'21	Jun'21	May'21	Apr'21	Mar'21	Feb'21	Jan'21	Dec'20	Nov'20
TOTAL: Approve	<b>41%</b>	37%	34%	41%	39%	39%	39%	41%	40%	42%	43%	40%
TOTAL: Disapprove	<b>34%</b>	36%	38%	35%	36%	35%	34%	32%	33%	33%	29%	33%
Don't know	<b>25%</b>	27%	28%	24%	24%	25%	27%	27%	27%	25%	28%	27%
Base (n)	<b>1,097</b>	1,100	1,098	1,099	1,104	1,092	1,368	1,124	1,109	1,084	1,071	1,010

- The Opposition Leader's approval rating is now at 41% (37% last month).
- The proportion of people disapproving of Albanese is now at 34% (36% last month) with a further 25% who 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?

	Oct'21	Sep'21	Aug'21	Jul'21	Jun'21	May'21	Apr'21	Mar'21	Feb'21	Jan'21	Dec'20	Nov'20
Scott Morrison	<b>45%</b>	47%	45%	46%	48%	50%	47%	52%	52%	51%	50%	53%
Anthony Albanese	<b>29%</b>	26%	26%	28%	28%	24%	28%	26%	24%	25%	24%	24%
Don't know	<b>26%</b>	27%	29%	26%	24%	26%	25%	22%	24%	25%	26%	24%
Base (n)	<b>1,097</b>	1,100	1,098	1,099	1,104	1,092	1,368	1,124	1,109	1,084	1,071	1,010

- 45% of Australians continue to think that Scott Morrison would make a better PM than Anthony Albanese (47% last month).
- 29% think the opposition leader would make the better Prime Minister (26% last month). 27% 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?

	11/10	27/09	13/09	30/08	16/08	02/08	19/07	05/07	07/06	24/05	12/04	15/03	01/03
Very poor	<b>12%</b>	12%	16%	16%	13%	16%	13%	12%	10%	6%	7%	5%	6%
Quite poor	<b>18%</b>	18%	20%	20%	22%	19%	19%	17%	14%	12%	10%	7%	8%
Neither good nor poor	<b>25%</b>	25%	21%	24%	24%	28%	23%	26%	22%	25%	21%	18%	24%
Quite good	<b>32%</b>	34%	28%	29%	32%	28%	32%	33%	38%	40%	40%	39%	39%
Very good	<b>13%</b>	11%	15%	10%	9%	10%	14%	11%	15%	18%	22%	31%	23%
TOTAL: Poor	<b>30%</b>	30%	35%	36%	35%	35%	31%	30%	24%	18%	17%	12%	14%
TOTAL: Good	<b>45%</b>	45%	43%	39%	41%	38%	46%	44%	53%	58%	62%	70%	62%
Base (n)	<b>1,097</b>	1,094	1,100	1,100	1,100	1,098	1,100	1,099	1,104	1,100	1,368	1,124	1,074

TOTAL: Good	11/10	27/09	13/09	30/08	16/08	02/08	19/07	05/07	07/06	24/05	12/04	15/03	01/03
NSW	<b>48%</b>	48%	41%	34%	34%	39%	49%	44%	62%	56%	66%	69%	64%
VIC	<b>37%</b>	39%	39%	35%	37%	33%	39%	40%	42%	57%	55%	65%	51%
QLD	<b>50%</b>	44%	43%	45%	44%	40%	46%	48%	54%	56%	63%	69%	66%
SA	<b>46%</b>	42%	54%	48%	45%	48%	51%	48%	58%	66%	62%	78%	68%
WA	<b>49%</b>	48%	51%	51%	53%	37%	51%	42%	49%	56%	65%	75%	66%

- 45% of people rate the federal government's response to the Covid-19 outbreak as quite good or very good (same as last month), with 30% rating it as quite poor or very poor.
- Positive rating of the federal government's handling of Covid-19 has stayed the same in NSW (48%), but increased in Queensland (44% to 50%) and SA (42% to 46%).



## State government response to Covid-19

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

TOTAL: Good	11/10	27/09	13/09	30/08	16/08	02/08	19/07	05/07	07/06	24/05	12/04	15/03	01/03
NSW	<b>55%</b>	53%	46%	40%	42%	47%	54%	57%	69%	68%	73%	75%	72%
VIC	<b>46%</b>	44%	50%	44%	56%	54%	49%	50%	48%	63%	58%	62%	49%
QLD	<b>68%</b>	62%	65%	67%	66%	60%	62%	61%	65%	68%	72%	75%	73%
SA	<b>67%</b>	55%	67%	76%	68%	73%	68%	67%	67%	71%	75%	85%	78%
WA	<b>80%</b>	82%	87%	78%	87%	82%	77%	86%	75%	77%	84%	91%	85%

- Positive rating of the state government's response to Covid-19 in NSW continues to increase (now 55%, up from 40% in August).
- Rating of state governments has improved in Queensland (62% to 68%), and South Australia (55% to 67%).





## Uptake of a Covid-19 vaccine

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

Which of the following best describes your situation?

	11/10	27/09	13/09
I've already had the first dose of a Covid-19 vaccine / I've already had both doses of a Covid-19 vaccine	81%	75%	69%
I've booked my vaccination and am waiting to get my first dose of a Covid-19 vaccine	6%	9%	11%
I will get vaccinated but haven't booked my vaccination yet	7%	10%	14%
I'd never get vaccinated	7%	7%	6%
Base (n)	1,097	1,094	1,100

	NSW	VIC	State QLD	SA	WA
I've already had the first dose of a Covid-19 vaccine / I've already had both doses of a Covid-19 vaccine	90%	82%	74%	74%	76%
I've booked my vaccination and am waiting to get my first dose of a Covid-19 vaccine	5%	4%	5%	10%	6%
I will get vaccinated but haven't booked my vaccination yet	2%	7%	11%	9%	11%
I'd never get vaccinated	3%	7%	10%	7%	7%
Base (n)	352	276	215	89	111



	Federal Voting Intention			
	Labor	TOTAL: Coalition	Greens	TOTAL: Other
I've already had the first dose of a Covid-19 vaccine / I've already had both doses of a Covid-19 vaccine	83%	87%	79%	68%
I've booked my vaccination and am waiting to get my first dose of a Covid-19 vaccine	7%	5%	6%	6%
I will get vaccinated but haven't booked my vaccination yet	7%	5%	12%	9%
I'd never get vaccinated	4%	3%	4%	17%
Base (n)	362	414	94	138

- Uptake of the Covid-19 vaccine continues to increase, with 81% who have received at least a first dose. A further 6% are waiting to receive a first dose, even though they have already booked in.
- Overall, 7% of people say they do not intend to get a vaccine, but this is highest among those intending to vote for a minor party at 17% (e.g. One Nation or UAP) or an independent candidate at the next federal election. Just 3% of those in NSW say they would never get vaccinated – the lowest of all states.



## Support for Federal ICAC

Q To what extent would you support or oppose the establishment of an independent federal anti-corruption body to monitor the behaviour of our politicians and public servants?

	Oct'21	Nov'20	Jan'20	Dec'19	Sep'18
Strongly support	<b>46%</b>	45%	49%	42%	46%
Somewhat support	<b>32%</b>	36%	31%	33%	36%
Somewhat oppose	<b>8%</b>	5%	5%	7%	4%
Strongly oppose	<b>3%</b>	1%	2%	2%	1%
Unsure	<b>11%</b>	13%	13%	17%	14%
TOTAL: Support	<b>78%</b>	81%	80%	75%	82%
TOTAL: Oppose	<b>11%</b>	6%	7%	8%	5%
Base (n)	<b>1,097</b>	1,063	1,080	1,035	1,030

	Total	Gender		Age Group			Federal Voting Intention			
		Male	Female	18-34	35-54	55+	Labor	TOTAL: Coalition	Greens	TOTAL: Other
Strongly support	<b>46%</b>	49%	43%	38%	46%	52%	52%	40%	54%	51%
Somewhat support	<b>32%</b>	30%	35%	34%	32%	31%	31%	37%	24%	28%
Somewhat oppose	<b>8%</b>	10%	6%	12%	8%	5%	6%	10%	8%	7%
Strongly oppose	<b>3%</b>	4%	2%	4%	4%	2%	3%	2%	2%	6%
Unsure	<b>11%</b>	7%	15%	12%	11%	10%	8%	10%	13%	8%
TOTAL: Support	<b>78%</b>	79%	77%	72%	78%	83%	84%	77%	78%	79%
TOTAL: Oppose	<b>11%</b>	14%	8%	16%	11%	7%	9%	13%	9%	13%
Base (n)	<b>1,097</b>	540	557	342	366	389	362	414	94	138



- Support for the establishment of a federal ICAC remains high at 78%, with 46% strongly supporting this. This is consistent with previous years.
- A large majority of all demographics would support a federal ICAC.
- There is strongest support among those aged over 55 (52% strongly support, Labor voters (52%) and Greens voters (54%). Coalition voters were most likely to oppose a federal ICAC (13%).



## Resignation of Berejiklian and need for ICAC

Q Thinking about Gladys Berejiklian’s resignation as NSW Premier, which is closer to your view?

	Total	Gender		Age Group			Federal Voting Intention			
		Male	Female	18-34	35-54	55+	Labor	TOTAL: Coalition	Greens	TOTAL: Other
Gladys Berejiklian’s resignation as NSW Premier makes me more supportive of an independent federal anti-corruption body	<b>47%</b>	54%	40%	46%	44%	50%	59%	41%	56%	46%
Gladys Berejiklian’s resignation as NSW Premier makes me less supportive of an independent federal anti-corruption body	<b>21%</b>	21%	21%	25%	21%	18%	16%	31%	14%	26%
Unsure	<b>32%</b>	25%	39%	29%	35%	32%	25%	28%	30%	28%
Base (n)	<b>1,097</b>	540	557	342	366	389	362	414	94	138

- Overall, the resignation of Gladys Berejiklian has strengthened the support for a federal ICAC. 47% say they are now more supportive, with 21% less supportive and 32% unsure.



	Total	State	
		NSW	All other states
Gladys Berejiklian's resignation as NSW Premier makes me more supportive of an independent federal anti-corruption body	<b>47%</b>	48%	45%
Gladys Berejiklian's resignation as NSW Premier makes me less supportive of an independent federal anti-corruption body	<b>21%</b>	29%	16%
Unsure	<b>32%</b>	23%	38%
Base (n)	<b>1,097</b>	352	691

- While greater support for a federal ICAC due to Berejiklian's resignation is consistent between NSW and other states (48% to 45%), opposition is higher in NSW (29% to 16%).

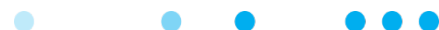


## Trust in institutions

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

TOTAL: Trust	Oct'21	Change since Mar'21	Mar'21	Aug'20
Scientific bodies (e.g. CSRIO)	68%		n/a	n/a
State & federal health authorities	64%	-4%	70%	69%
Police, courts and the justice system	61%	-3%	64%	64%
Universities	59%		n/a	n/a
State or territory government	55%	-11%	66%	60%
The Commonwealth public service	52%	-5%	57%	56%
Federal government	48%	-6%	54%	55%

	TOTAL: Trust	TOTAL: Don't trust	Have a lot of trust	Have some trust	Have little trust	Have no trust at all	Unsure
Scientific bodies (e.g. CSRIO)	68%	25%	30%	38%	18%	7%	7%
State & federal health authorities	64%	31%	21%	43%	21%	11%	5%
Police, courts and the justice system	61%	35%	18%	43%	23%	12%	4%
Universities	59%	34%	19%	41%	26%	9%	7%
State or territory government	55%	41%	16%	39%	25%	16%	4%
The Commonwealth public service	52%	41%	12%	40%	29%	12%	7%
Federal government	48%	47%	13%	35%	29%	18%	5%



- Trust in the state/territory government and federal government has decreased since Mar'21. Trust in state/territory government has dropped from 66% to 55%, and trust in the federal government from 54% to 48%.
- People have the most trust in scientific bodies (68%) and health authorities (64%).





## Importance of action on climate change

Q Which of the following best describes your attitude towards the issue of climate change and global warming?

	Total	Gender		Age Group			Federal Voting Intention			
		Male	Female	18-34	35-54	55+	Labor	TOTAL: Coalition	Greens	TOTAL: Other
It is the most important issue and there is no other issue I am more concerned about	<b>22%</b>	23%	20%	29%	23%	15%	25%	18%	36%	21%
It is a very important issue, but there are other issues that equally concern me	<b>45%</b>	41%	48%	48%	45%	42%	53%	41%	52%	34%
It is somewhat an important issue, but there are other issues that I am more concerned about	<b>20%</b>	20%	20%	18%	19%	23%	14%	26%	10%	23%
It is not a very important issue, there are other issues that I am much more concerned about	<b>7%</b>	8%	6%	2%	6%	12%	5%	9%	2%	11%
It is not an important issue at all	<b>6%</b>	7%	6%	4%	7%	8%	2%	6%	0%	12%
Base (n)	<b>1,097</b>	540	557	342	366	389	362	414	94	138

- 22% say climate change is the most important issue to them, with a further 45% saying it is important, along with other issues.
- 7% said they were more concerned with issues other than climate change and just 6% said climate change isn't an important issue.



## Climate change acceptance

Q Do you believe that there is fairly conclusive evidence that climate change is happening and caused by human activity or do you believe that the evidence is still not in and we may just be witnessing a normal fluctuation in the earth's climate which happens from time to time?

	Oct'21	Jun'21	Jan'21	Jan'20	Nov'19	Mar'19	Oct'18	Sep'17	Aug'16
Climate change is happening and is caused by human activity	<b>59%</b>	56%	58%	56%	61%	62%	63%	64%	57%
We are just witnessing a normal fluctuation in the earth's climate	<b>30%</b>	27%	32%	32%	28%	27%	25%	24%	26%
Don't know	<b>11%</b>	16%	10%	13%	11%	12%	13%	12%	17%
Base (n)	<b>1,097</b>	1,087	1,084	1,081	1,083	1,089	1,027	1,011	1,022

	Total	Gender		Age Group			Federal Voting Intention			
		Male	Female	18-34	35-54	55+	Labor	TOTAL: Coalition	Greens	TOTAL: Other
Climate change is happening and is caused by human activity	<b>59%</b>	60%	58%	62%	60%	55%	70%	49%	77%	48%
We are just witnessing a normal fluctuation in the earth's climate	<b>30%</b>	31%	29%	28%	27%	36%	23%	39%	15%	47%
Don't know	<b>11%</b>	9%	12%	10%	13%	9%	7%	12%	7%	6%
Base (n)	<b>1,097</b>	540	557	342	366	389	362	414	94	138



- The majority of people accept that climate change is happening and caused by human activity (59%). This is consistent with previous years.
- 30% think the changes in climate are part of a natural cycle and 11% are unsure. Those most likely to think we are witnessing a natural cycle include those aged over 55 (36%), Coalition voters (39%) and those voting for an independent or minor party (47%).



## Addressing climate change

Q As far as you know, do you think Australia is doing enough, not enough or too much to address climate change?

	Oct'21	Jun'21	Jan'21	Jun'20	Mar'20	Jan'20	Nov'19	Mar'19	Dec'18	Oct'18	Sep'17	Aug'16
Not doing enough	<b>42%</b>	45%	42%	52%	55%	62%	60%	51%	53%	56%	56%	52%
Doing enough	<b>31%</b>	30%	35%	25%	23%	19%	22%	27%	24%	23%	20%	22%
Doing too much	<b>15%</b>	12%	10%	10%	9%	8%	8%	11%	9%	7%	8%	8%
Don't know	<b>11%</b>	13%	13%	13%	13%	11%	10%	12%	14%	13%	16%	18%
Base (n)	<b>1,097</b>	1,087	1,084	1,079	1,090	1,081	1,083	1,089	1,032	1,027	1,011	1,022

	Total	Gender		Age Group			Federal Voting Intention			
		Male	Female	18-34	35-54	55+	Labor	TOTAL: Coalition	Greens	TOTAL: Other
Not doing enough	42%	41%	43%	38%	44%	44%	56%	26%	58%	39%
Doing enough	31%	31%	32%	33%	25%	36%	27%	47%	17%	23%
Doing too much	15%	18%	12%	19%	17%	9%	8%	18%	18%	29%
Don't know	11%	10%	13%	10%	14%	11%	9%	9%	7%	9%
Base (n)	1,097	540	557	342	366	389	362	414	94	138



- Most people think Australia is not doing enough to address climate change (42%), with 31% who think we are doing enough and 15% who think Australia is doing too much to address climate change. Consistent with previous years, 11% don't know.
- Since June 2021, there has been a shift among women, those aged 18-34 and Labor voters - all of whom are less likely to think Australia is not doing enough to address climate change.
- 43% of women say Australia is not doing enough (down from 49% in Jun'21), while 32% say we are doing enough (up from 27%).
- 38% of women say Australia is not doing enough (down from 47% in Jun'21), while those saying Australia is doing too much has increased from 7% to 12%.
- 56% of Labor voters say Australia is not doing enough (down from 64% in Jun'21), while 27% say we are doing enough (up from 19%).



## Preferred emissions targets

Q The federal government plans to reduce greenhouse gas emissions to 26–28 per cent below 2005 levels by 2030. Which of the following would you prefer the federal government pursued?

	Total	Gender		Age Group			Federal Voting Intention			
		Male	Female	18-34	35-54	55+	Labor	TOTAL: Coalition	Greens	TOTAL: Other
Set a more ambitious target for 2030	<b>43%</b>	45%	42%	51%	43%	37%	52%	38%	56%	40%
Set a net zero target for 2050	<b>25%</b>	27%	23%	28%	24%	22%	25%	27%	30%	25%
Not set any targets for 2030 or 2050	<b>13%</b>	16%	10%	7%	10%	21%	8%	17%	4%	22%
Unsure	<b>19%</b>	12%	26%	13%	23%	21%	15%	18%	10%	13%
Column n	<b>1,097</b>	540	557	342	366	389	362	414	94	138

- There is a demand for strong commitment to reducing emissions. 43% want to set a more ambitious target for 2030 with a further 25% wanting to aim for net-zero by 2050.
- Over half of those aged 18-34, Labor and greens voters all want more ambitious targets for 2030.
- The majority of Coalition voters at least want net-zero targets for 2050 (65%), with 38% wanting more ambitious targets for 2030.



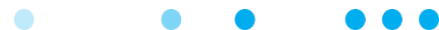
## Attitudes to Climate change and COP26 Summit

Q The UN climate summit (COP26) will start on October 31 in Glasgow, Scotland.

During the summit, world leaders are expected to develop the next emissions standards to slow global warming and keep temperature rise below 1.5C. Australia is one of 200 countries expected to outline their emissions reduction goals for 2030.

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
Australia needs to follow other countries' lead and make climate change a priority, or risk being left behind	57%	17%	28%	29%	27%	10%	6%
Australian businesses have the opportunity to develop expertise in renewable energy and innovative technologies that other countries will demand	64%	9%	26%	39%	26%	7%	3%
Australian manufacturing could benefit from cheap electricity if more solar and wind farms were built	63%	13%	28%	36%	24%	7%	5%
Australia cannot afford to be locked out of the EU or other trade markets for failing to adopt a net zero emissions by 2050 target	57%	12%	25%	32%	31%	8%	4%



TOTAL: Agree	Total	Gender		Age Group			Federal Voting Intention			
		Male	Female	18-34	35-54	55+	Labor	TOTAL: Coalition	Greens	TOTAL: Other
Australia needs to follow other countries' lead and make climate change a priority, or risk being left behind	<b>57%</b>	56%	57%	56%	60%	53%	64%	52%	70%	51%
Australian businesses have the opportunity to develop expertise in renewable energy and innovative technologies that other countries will demand	<b>64%</b>	67%	62%	58%	64%	70%	67%	64%	68%	64%
Australian manufacturing could benefit from cheap electricity if more solar and wind farms were built	<b>63%</b>	63%	64%	56%	67%	66%	68%	61%	71%	58%
Australia cannot afford to be locked out of the EU or other trade markets for failing to adopt a net zero emissions by 2050 target	<b>57%</b>	60%	55%	48%	58%	64%	61%	58%	64%	51%
Column n	<b>1,097</b>	540	557	342	366	389	362	414	94	138

- Most people agree that the expected emissions reduction goals for 2030 are both an opportunity and threat for Australia.
- Just under two-thirds agree that Australia can develop expertise in renewable energy and innovative technologies that other countries will demand (64%) and that manufacturing could benefit from cheap electricity if more solar and wind farms were built (63%).
- There is majority agreement with the threats for Australia if they do not match other countries' commitments with 57% agreeing with both statements - that Australia needs to follow other countries' lead and make climate change a priority, and Australia cannot afford to be locked out of the EU or other trade markets for failing to adopt a net zero emissions by 2050 target.





## 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.

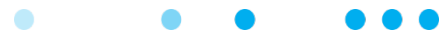
The online omnibus is active from the Wednesday night of each week and closed on the following Sunday. The target population is all Australian residents aged 18+. Participants were invited to participate and completed the survey online without an interviewer present and incentives were offered for participation.

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.

