

The Essential Report – Quarterly 2PP+ update

28 October 2021

The Essential Report

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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 20th October to 24th October 2021 and is based on 1,781 respondents.

This wave included a boosted sample size of respondents in SA and WA to examine these states more closely. The total number of respondents this wave in SA is n=443, and n=441 in WA. The weighting efficiency applied to the results at a national level is 63%, which gives an effective sample size of 1,120. The maximal margin of error at this effective sample size is $\pm 2.9\%$ (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 25/10	Two weeks ago 11/10	27/09	13/09	30/08	16/08	02/08	19/07	05/07
Liberal / Liberal Nationals / Country Liberals	35%	34%	35%	35%	35%	35%	35%	34%	35%
Nationals	2%	3%	3%	3%	3%	2%	3%	3%	2%
Total: Coalition	37%	36%	38%	38%	38%	37%	38%	37%	37%
Labor	36%	34%	36%	34%	36%	36%	35%	36%	36%
Greens	10%	9%	9%	8%	10%	9%	9%	10%	8%
Pauline Hanson's One Nation	3%	4%	3%	4%	4%	3%	4%	4%	4%
Other/Independent	8%	8%	6%	8%	6%	6%	6%	6%	5%
Undecided	6%	9%	6%	8%	7%	8%	8%	8%	8%
2 Party Preferred (2PP*)									
TOTAL: Coalition	44%	45%	46%	46%	45%	45%	45%	45%	44%
Labor	49%	46%	48%	46%	48%	47%	47%	47%	48%
Undecided	6%	9%	6%	8%	7%	8%	8%	8%	8%



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.

