

Project Name		Essential Report Omnibus Poll
General Project Details		
Research Company	Essential Research	
End client/Commissioned by	n/a	
Project dates	See below	
Australia Polling Council compliant	Yes	
Sample Details		
Sample source	Online panel sample supplied by Qualtrics	
Data collection	100% online	
Sample size	See below	
Target population	Australian residents aged 18+	
Quotas	Representative of target population. Quotas applied for age, gender and location	
Weighting information		
Weighting applied to final/published results	Yes	
Weighting methodology	RIM weighting	
Weighting variables	Age/Gender/Location/Party ID	
Weighting target source	ABS, AEC	
Effective sample size	See below	
Weighting efficiency	See below	
Margin of Error (Effective sample size)	See below	
Question information		
Question content	Regular voting intention questions shown below Q24/Q25/Q3/Q4/Q5 not asked in every survey	
Where any questions asked prior to the polling/voting questions which may have materially influenced results	Voting questions asked immediately following screener questions. No material influence Q14 (Party ID) asked towards end of survey following all published and client proprietary content.	



Individual Survey Details

Publication Date	Fieldwork Start Date	Fieldwork End Date	Target sample	Sample Size	Weighting efficiency	Effective Sample Size	Margin of Error
24-May-21	19-May-21	23-May-21	National	1,100	91%	1,006	±3.1%
07-Jun-21	02-Jun-21	06-Jun-21	National	1,104	92%	1,019	±3.1%
21-Jun-21	16-Jun-21	20-Jun-21	National	1,087	94%	1,017	±3.1%
06-Jul-21	30-Jun-21	04-Jul-21	National	1,099	90%	987	±3.1%
			NSW	553	98%	541	±4.2%
19-Jul-21	14-Jul-21	18-Jul-21	National	1,100	91%	1,004	±3.1%
03-Aug-21	28-Jul-21	01-Aug-21	National	1,098	96%	1,057	±3.0%
16-Aug-21	11-Aug-21	15-Aug-21	National	1,100	95%	1,049	±3.0%
30-Aug-21	25-Aug-21	29-Aug-21	National	1,100	93%	1,026	±3.1%
13-Sep-21	08-Sep-21	12-Sep-21	National	1,100	93%	1,023	±3.1%
27-Sep-21	22-Sep-21	26-Sep-21	National	1,094	94%	1,024	±3.1%
11-Oct-21	06-Oct-21	10-Oct-21	National	1,097	90%	987	±3.1%
25-Oct-21	20-Oct-21	24-Oct-21	National (with WA and SA boost)	1,781	63%	1,120	±2.9%
08-Nov-21	03-Nov-21	07-Nov-21	National	1,089	91%	991	±3.1%



Questionnaire Content (June 2021)

Q21. If a federal election was held tomorrow, to which party would you give your first preference vote in the House of Representatives (Lower House)?

**SINGLE RESPONSE. OPTIONS 7, 8 & 9 TO REMAIN AT BOTTOM OF LIST RANDOMISE
OPTIONS 1 & 2/11/12**

1. Labor
2. Liberal (**Do not show in QLD or NT**)
3. National (**Do not show in QLD or NT**)
11. Liberal National Party (**Only show in QLD**)
12. Country Liberals (**Only show in NT**)
4. Greens
5. Pauline Hanson's One Nation
10. United Australia Party
7. Independent or other party
8. Don't know
9. I am not enrolled to vote at federal elections

ASK IF Q21=1-7 or 10-12

Q22. And how likely are you to change your vote between now and the next federal election?

SINGLE RESPONSE

1. Not at all likely to change
2. Not that likely to change
3. Quite likely to change
4. Very likely to change

ASK IF Q21=8

Q23. Well which party are you currently leaning towards?

**SINGLE RESPONSE. OPTIONS 7, 8 & 9 TO REMAIN AT BOTTOM OF LIST RANDOMISE
OPTIONS 1 & 2/11/12**

1. Labor
2. Liberal (**Do not show in QLD or NT**)
3. National (**Do not show in QLD or NT**)
11. Liberal National Party (**Only show in QLD**)
12. Country Liberals (**Only show in NT**)
4. Greens
5. Pauline Hanson's One Nation
10. United Australia Party
7. Independent or other party
8. Don't know

ASK IF Q21=4-7, 10 OR Q23=4-7, 10

Q24. Following your first preference vote, which of the following would you preference higher in the House of Representatives (Lower House)?

SINGLE RESPONSE



1. Labor
2. Liberal/National Coalition
3. Unsure

DO NOT ASK IF Q21=9 [I am not enrolled to vote at federal elections]

Q25. If a federal election was held tomorrow, to which party would you give your first preference vote in the Senate (Upper House)?

SINGLE RESPONSE. OPTIONS 14, & 15 TO REMAIN AT BOTTOM OF LIST. RANDOMISE OPTIONS 1 & 2/3/5

1. Labor
2. Liberal/National (**Only show in NSW, VIC and QLD**)
3. Liberal (**Only show in SA, WA, TAS and ACT**)
4. National (**Only show in SA, WA, TAS and ACT**)
5. Country Liberals (**Only show in NT**)
6. Greens
7. One Nation
8. United Australia Party (**Only show in QLD, SA, WA, TAS and NT**)
9. Shooters, Fishers and Farmers (**Only show in NSW**)
10. Derryn Hinch's Justice Party (**Only show in VIC**)
11. Centre Alliance (**Only show in SA**)
12. Jacqui Lambie Network (**Only show in TAS**)
13. Sustainable Australia (**Only show in ACT**)
14. Independent or other party
15. Don't know

DO NOT ASK IF Q21=9 [I am not enrolled to vote at federal elections]

Q26. If a State election was held tomorrow, to which party would you give your first preference vote in the Legislative Assembly / House of Assembly (Lower House)?

SINGLE RESPONSE. OPTIONS 18 & 19 TO REMAIN AT BOTTOM OF LIST. RANDOMISE OPTIONS 1 & 2/3/4

1. Labor
2. Liberal/National (**Only show in NSW, VIC and QLD**)
3. Liberal (**Only show in SA, WA, TAS and ACT**)
5. Country Liberal (**Only show in NT**)
6. Greens
9. Shooters, Fishers and Farmers (**Only show in NSW, VIC, TAS and NT**)
13. Sustainable Australia (**Only show in NSW**)
16. Animal Justice Party (**Only show in VIC**)
7. One Nation (**Only show in QLD and WA**)
17. Katter's Australian Party (**Only show in QLD**)
18. SA-BEST (**Only show in SA**)
19. Australian Conservatives (**Only show in SA**)
20. National (**Only show in WA**)
12. Jacqui Lambie Network (**Only show in TAS**)
21. 1 Territory (**Only show in NT**)
22. Reason Party (**Only show in ACT**)
23. Liberal Democrats (**Only show in ACT**)
14. Independent or other party



15. Don't know

ASK ALL

Q3. Do you approve or disapprove of the job **Scott Morrison** is doing as Prime Minister?

SINGLE RESPONSE. RANDOMISE ORDER OF Q3 AND Q4.

1. Strongly approve
2. Approve
3. Disapprove
4. Strongly disapprove
5. Don't know

Q4. Do you approve or disapprove of the job **Anthony Albanese** is doing as Opposition Leader?

SINGLE RESPONSE. RANDOMISE ORDER OF Q3 AND Q4.

1. Strongly approve
2. Approve
3. Disapprove
4. Strongly disapprove
5. Don't know

Q5. Who do you think would make the better Prime Minister out of Scott Morrison and Anthony Albanese?

SINGLE RESPONSE. RANDOMISE ORDER OF 1 & 4

1. Scott Morrison
- 2.
3. Don't know
4. Anthony Albanese

Q14. Regardless of which party you intend to vote for or how you currently feel about the parties and their leaders, to which party do you generally feel closest?

SINGLE RESPONSE

1. Labor
2. Liberal
3. National
4. Greens
8. One Nation
5. Independent or other party
6. Don't know
7. None of them

