

Essential has changed the way it is reporting on the upcoming referendum question to better reflect the current public attitudes.

As with our party polling, we have made the decision to include an 'unsure' option into our reporting to ensure people who have yet to form a view are accurately reflecting in the report.

The decision followed a significant sampling and question design review conducted over the past month.

We trialled this new approach in the previous Essential Report (June 21-25 2023) by dividing the sample into two waves of approximately n=500. Half the sample were asked the old question, and half were asked the first-ask-plus-leaner approach we are now using.

The original question was:

E696. As you may be aware, there will be a referendum held later this year on whether a Voice to Parliament for Aboriginal and Torres Strait Islander people should be enshrined in the constitution. This is the question that will be asked:

A Proposed Law: to alter the Constitution to recognise the First Peoples of Australia by establishing an Aboriginal and Torres Strait Islander Voice.

Do you approve this proposed alteration? [Yes / No]

The new questions are:

E740. As you may be aware, there will be a referendum held later this year on whether a Voice to Parliament for Aboriginal and Torres Strait Islander people should be enshrined in the constitution. This is the question that will be asked:

A Proposed Law: to alter the Constitution to recognise the First Peoples of Australia by establishing an Aboriginal and Torres Strait Islander Voice.

Do you approve this proposed alteration? [Yes / No / Unsure]

ASK IF E740=3



E741. Well which way are you currently leaning towards voting? [Yes / No/Unsure]

The trial results were:

	Old method (n=574)	New method Combined first ask & leaner (n=574)
Yes	56%	46%
No	44%	42%
Unsure	-	12%

