

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 and cell weighting |
| Weighting variables | Age/Gender/Location/Previous Vote (May 2022 Federal Election) |
| Weighting target source | ABS, AEC |
| Effective sample size | See below |
| Weighting efficiency | See below |
| Margin of Error (Effective sample size) | See below |

Question information

| | |
|-------------------------|---|
| Statement randomisation | <p>Where respondents are required to provide ratings to a list of statements (or select from a list of other items) the statements (or other items) are randomised.</p> <p>For some surveys the statements/items are presented in 'carousel' format this means that the respondents can only see one statement/item at a time.</p> <p>To identify which questions are randomised look for the RANDOMISE instruction the questionnaire below.</p> |
|-------------------------|---|

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% |
| 22-Nov-21 | 17-Nov-21 | 21-Nov-21 | National | 1,095 | 92% | 1,002 | ±3.1% |
| 06-Dec-21 | 01-Dec-21 | 05-Dec-21 | National | 1,094 | 92% | 1,010 | ±3.1% |
| 13-Dec-21 | 08-Dec-21 | 13-Dec-21 | National | 1,095 | 90% | 988 | ±3.1% |



| Publication Date | Fieldwork Start Date | Fieldwork End Date | Target sample | Sample Size | Weighting efficiency | Effective Sample Size | Margin of Error |
|------------------|----------------------|--------------------|---------------|-------------|----------------------|-----------------------|-----------------|
| 25-Jan-22 | 20-Jan-22 | 23-Jan-22 | National | 1,062 | 94% | 1,001 | ±3.1% |
| 08-Feb-22 | 02-Feb-22 | 06-Feb-22 | National | 1,069 | 92% | 985 | ±3.1% |
| 22-Feb-22 | 16-Feb-22 | 21-Feb-22 | National | 1,089 | 93% | 1,013 | ±3.1% |
| 08-Mar-22 | 02-Mar-22 | 06-Mar-22 | National | 1,093 | 93% | 1,020 | ±3.1% |
| 22-Mar-22 | 17-Mar-22 | 20-Mar-22 | National | 1,091 | 92% | 1,000 | ±3.1% |
| 05-Apr-22 | 30-Mar-22 | 02-Apr-22 | National | 1,086 | 91% | 984 | ±3.1% |
| 20-Apr-22 | 14-Apr-22 | 19-Apr-22 | National | 1,052 | 92% | 971 | ±3.1% |
| 03-May-22 | 27-Apr-22 | 02-May-22 | National | 1,630 | 93% | 1,508 | ±2.5% |
| 18-May-22 | 11-May-22 | 17-May-22 | National | 1,599 | 91% | 1,459 | ±2.6% |
| 31-May-22 | 25-May-22 | 30-May-22 | National | 1,089 | 88% | 958 | ±3.2% |
| 15-Jun-22 | 08-Jun-22 | 12-Jun-22 | National | 1,087 | 88% | 957 | ±3.2% |
| 28-Jun-22 | 23-Jun-22 | 27-Jun-22 | National | 1,087 | 90% | 974 | ±3.1% |
| | | | NSW | 700 | 92% | 641 | ±3.9% |
| 12-Jul-22 | 07-Jul-22 | 11-Jul-22 | National | 1,097 | 94% | 1,028 | ±3.1% |
| 26-Jul-22 | 20-Jul-22 | 25-Jul-22 | National | 1,082 | 89% | 961 | ±3.2% |
| 09-Aug-22 | 03-Aug-22 | 07-Aug-22 | National | 1,075 | 87% | 932 | ±3.2% |
| 23-Aug-22 | 17-Aug-22 | 21-Aug-22 | National | 1,065 | 89% | 947 | ±3.2% |
| 06-Sep-22 | 31-Aug-22 | 04-Sep-22 | National | 1,070 | 90% | 962 | ±3.2% |
| 20-Sep-22 | 14-Sep-22 | 19-Sep-22 | National | 1,075 | 91% | 982 | ±3.1% |



| Publication Date | Fieldwork Start Date | Fieldwork End Date | Target sample | Sample Size | Weighting efficiency | Effective Sample Size | Margin of Error |
|------------------|----------------------|--------------------|---------------|-------------|----------------------|-----------------------|-----------------|
| 04-Oct-22 | 28-Sep-22 | 02-Oct-22 | National | 1,050 | 89% | 929 | ±3.2% |
| 18-Oct-22 | 11-Oct-22 | 16-Oct-22 | National | 1,122 | 88% | 985 | ±3.1% |
| 01-Nov-22 | 26-Oct-22 | 30-Oct-22 | National | 1,038 | 87% | 907 | ±3.3% |
| 15-Nov-22 | 09-Nov-22 | 14-Nov-22 | National | 1,035 | 87% | 898 | ±3.3% |
| 29-Nov-22 | 23-Nov-22 | 27-Nov-22 | National | 1,042 | 90% | 934 | ±3.2% |
| 13-Dec-22 | 07-Dec-22 | 11-Dec-22 | National | 1,042 | 87% | 906 | ±3.3% |
| 24-Jan-23 | 18-Jan-23 | 22-Jan-23 | National | 1,050 | 87% | 911 | ±3.2% |
| 07-Feb-23 | 01-Feb-23 | 06-Feb-23 | National | 1,000 | 87% | 866 | ±3.3% |
| 21-Feb-23 | 15-Feb-23 | 19-Feb-23 | National | 1,044 | 84% | 877 | ±3.3% |
| 07-Mar-23 | 01-Mar-23 | 05-Mar-23 | National | 1,141 | 88% | 1005 | ±3.1% |
| 21-Mar-23 | 15-Mar-23 | 20-Mar-23 | National | 1,124 | 89% | 1004 | ±3.1% |
| | | | NSW | 708 | 97% | 686 | ±3.7% |
| 04-Apr-23 | 29-Mar-23 | 02-Apr-23 | National | 1,133 | 86% | 977 | ±3.1% |
| 18-Apr-23 | 12-Apr-23 | 16-Apr-23 | National | 1,136 | 86% | 983 | ±3.1% |
| 02-May-23 | 26-Apr-23 | 30-Apr-23 | National | 1,130 | 88% | 992 | ±3.1% |
| 16-May-23 | 10-May-23 | 14-May-23 | National | 1,125 | 90% | 1011 | ±3.1% |
| 30-May-23 | 24-May-23 | 28-May-23 | National | 1,138 | 85% | 970 | ±3.1% |
| 13-Jun-23 | 07-Jun-23 | 11-Jun-23 | National | 1,123 | 86% | 961 | ±3.2% |
| 27-Jun-23 | 21-Jun-23 | 25-Jun-23 | National | 1,148 | 85% | 972 | ±3.1% |
| 11-Jul-23 | 05-Jul-23 | 09-Jul-23 | National | 2,248 | 86% | 1,941 | ±2.1% |



| Publication Date | Fieldwork Start Date | Fieldwork End Date | Target sample | Sample Size | Weighting efficiency | Effective Sample Size | Margin of Error |
|------------------|----------------------|--------------------|---------------|-------------|----------------------|-----------------------|-----------------|
| 25-Jul-23 | 19-Jul-23 | 23-Jul-23 | National | 1,150 | 86% | 995 | ±3.1% |
| 08-Aug-23 | 02-Aug-23 | 06-Aug-23 | National | 1,150 | 87% | 1,004 | ±3.1% |
| 22-Aug-23 | 16-Aug-23 | 20-Aug-23 | National | 1,151 | 89% | 1,027 | ±3.1% |
| 05-Sep-23 | 30-Aug-23 | 03-Sep-23 | National | 1,151 | 86% | 985 | ±3.1% |
| 19-Sep-23 | 13-Sep-23 | 17-Sep-23 | National | 1,135 | 83% | 944 | ±3.2% |
| 03-Oct-23 | 27-Sep-23 | 01-Oct-23 | National | 1,125 | 87% | 975 | ±3.1% |
| 17-Oct-23 | 11-Oct-23 | 14-Oct-23 | National | 1,125 | 86% | 970 | ±3.1% |
| 31-Oct-23 | 25-Oct-23 | 29-Oct-23 | National | 1,149 | 85% | 979 | ±3.1% |
| 14-Nov-23 | 08-Nov-23 | 12-Nov-23 | National | 1,150 | 81% | 936 | ±3.2% |
| 28-Nov-23 | 22-Nov-23 | 26-Nov-23 | National | 1,151 | 81% | 937 | ±3.2% |
| 12-Dec-23 | 06-Dec-23 | 11-Dec-23 | National | 1,102 | 85% | 934 | ±3.2% |



Questionnaire Content (12 December 2023)

SCREENERS

D1. What is your gender?

SINGLE RESPONSE

1. Male
2. Female

D2. What is your age?

SINGLE RESPONSE

1. Under 18 [TERMINATE]
2. 18-19
3. 20-24
4. 25-29
5. 30-34
6. 35-39
7. 40-44
8. 45-49
9. 50-54
10. 55-59
11. 60-64
12. 65-69
13. 70-74
14. 75 and over

D3. In which one of the following areas do you live?

SINGLE RESPONSE

1. Brisbane
2. Queensland other than Brisbane
3. Sydney
4. NSW other than Sydney
5. Melbourne
6. Victoria other than Melbourne
7. Adelaide
8. South Australia other than Adelaide
9. Perth
10. Western Australia other than Perth
11. Hobart
12. Tasmania other than Hobart
13. Darwin
14. Northern Territory other than Darwin
15. Australian Capital Territory
16. Other



D4. What is your postcode?

4-DIGIT OPEN-BOX

Q41. Are you enrolled to vote in the next Australian federal election?

SINGLE RESPONSE

1. Yes
2. No, but will be come 2025
3. No, and won't be come 2025

ASK IF Q41=1

Q43. Did you vote in the May 2022 federal election, or were you unable to do so for some reason?

SINGLE RESPONSE

1. Yes, voted
2. No, unable to
3. Not enrolled to vote

ASK IF Q41=1 or 2

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. STATEMENTS 7 & 8 TO REMAIN AT BOTTOM OF LIST RANDOMISE STATEMENTS 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=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. STATEMENTS 7 & 8 TO REMAIN AT BOTTOM OF LIST RANDOMISE STATEMENTS 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
9. 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. RANDOMISE 1 & 2

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

ASK IF Q23≠8

Q46. How seriously would you consider voting for each of the following parties in the House of Representatives (Lower House)?

- a. **Very seriously**
- b. **Fairly seriously**
- c. **Not that seriously**
- d. **Would not consider voting for this party**

SINGLE RESPONSE FOR EACH OPTION. RANDOMISE STATEMENTS

1. Labor (**Do not show if Q21=1 or if Q23=1**)
2. Liberal/National Coalition (**Do not show if Q21=2, 3, 11 or 12 or if Q23=2, 3, 11 or 12**)
3. Greens (**Do not show if Q21=4 or if Q23=4**)
4. Pauline Hanson's One Nation (**Do not show if Q21=5 or if Q23=5**)
5. United Australia Party (**Do not show if Q21=10 or if Q23=10**)
6. Independent or other party (**Do not show if Q21=7 or if Q23=7**)



ASK IF Q41=1 or 2

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. STATEMENTS 14 & 15 TO REMAIN AT BOTTOM OF LIST. RANDOMISE STATEMENTS 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**)
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 IF Q43=1

Q17. At the most recent Federal election (held on 21 May 2022), to which party did you give your first preference vote in the House of Representatives (Lower House)?

SINGLE RESPONSE. OPTIONS 7 & 8 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 ALL

Q39. On a scale of 0 to 10, where 0 is strongly negative and 10 is strongly positive, please indicate how you feel about each of the following people.

SINGLE RESPONSE. RANDOMISE ANSWER OPTIONS. 11-POINT SCALE. LABEL END POINTS ONLY “0 – Strongly negative”, “10 – Strongly positive”. NUMBER ALL OTHER POINTS. INCLUDE “Unsure” and “Never heard of” AFTER 10.

1. Prime Minister Anthony Albanese
2. Leader of the Opposition Peter Dutton

E563. In general, would you say that Australia is heading in the right direction or on the wrong track?

SINGLE RESPONSE. RANDOMISE 1 & 2.

1. Right direction
2. Wrong track
3. Unsure

ASK ALL

E829. Do you think the following groups have too much, not enough or about the right amount of power?

- a. **Not enough power**
- b. **About the right amount of power**
- c. **Too much power**

SINGLE RESPONSE PER STATEMENT. RANDOMISE STATEMENTS

1. The government
2. Big businesses
3. Small businesses
4. Unions
5. Workers
6. Local communities
7. Individuals
8. Charities and advocacy organisations

E830. Do you want the government to do more, less or continue doing the same amount to address the following issues?

- a. **The government should do less**
- b. **The government should do the same amount**
- c. **The government should do more**

SINGLE RESPONSE PER STATEMENT. RANDOMISE STATEMENTS

1. Housing affordability
2. Energy prices
3. Grocery prices
4. Wages
5. Climate change



E309. How much trust do you have in the following institutions and organisations?

- a. **Have a lot of trust**
- b. **Have some trust**
- c. **Have little trust**
- d. **Have no trust at all**
- e. **Unsure**

SINGLE RESPONSE FOR EACH ROW. RANDOMISE STATEMENTS

- 1. The Commonwealth public service
- 2. Your state or territory parliament
- 3. Federal parliament
- 4. State & federal health authorities
- 5. Police, courts and the justice system
- 6. Scientific bodies (e.g. CSRIO)
- 7. Universities

E7. Thinking about the last 12 months, has it been a good or bad year for each of the following?

- a. **Very good**
- b. **Good**
- c. **Neither good, nor bad**
- d. **Bad**
- e. **Very bad**
- f. **Don't know**

SINGLE RESPONSE PER STATEMENT. RANDOMISE STATEMENTS

- 1. The Australian economy
- 2. Large companies and corporations
- 3. Small businesses
- 4. Your personal financial situation
- 5. You and your family overall
- 6. The planet
- 7. Australia in general
- 8. Workers

E551. Thinking back to how you felt at the beginning of 2023, which of the following is closest to your view:

SINGLE RESPONSE. RANDOMISE 1 & 2

- 1. 2023 ended up being better than I expected
- 2. 2023 ended up being worse than I expected
- 3. 2023 ended up as I expected
- 4. Prefer not to say

E663. Overall, do you think that 2024 will be a better or worse year for Australia than 2023?

SINGLE RESPONSE. RANDOMISE 1 & 2

- 1. Better



2. Worse
3. No difference
4. Unsure

E664. Do you expect the following to go up, down or stay about the same in the year ahead?

- a. **Up**
- b. **Down**
- c. **Stay about the same**
- d. **Unsure**

SINGLE RESPONSE PER STATEMENT. RANDOMISE STATEMENTS

1. Unemployment
2. Interest rates
3. Grocery prices
4. Energy prices (i.e. electricity and gas)
5. Wages
6. Housing prices (i.e. rent and mortgage)



DEMOGRAPHICS

Thank you for your time so far, we only have a few more questions.

D23. In what year were you born?

FOUR DIGIT TEXT BOX. RANGE BETWEEN 1920-2005

D6. What is the total of all wages/salaries, government benefits, pensions, allowances, and other income that your household usually receives (GROSS – before tax and superannuation deductions)?

SINGLE RESPONSE

1. \$3,500 or more per week (\$182,000 or more per year)
2. \$3,000-\$3,499 per week (\$156,000-\$181,999 per year)
3. \$2,500-\$2,999 per week (\$130,000-\$155,999 per year)
4. \$2,000-\$2,499 per week (\$104,000-\$129,999 per year)
5. \$1,500-\$1,999 per week (\$78,000-\$103,999 per year)
6. \$1,250-\$1,499 per week (\$65,000-\$77,999 per year)
7. \$1,000-\$1,249 per week (\$52,000-\$64,999 per year)
8. \$800-\$999 per week (\$41,600-\$51,999 per year)
9. \$600-\$799 per week (\$31,200-\$41,599 per year)
10. \$400-\$599 per week (\$20,800-\$31,199 per year)
11. \$300-\$399 per week (\$15,600-\$20,799 per year)
12. \$200-\$299 per week (\$10,400-\$15,599 per year)
13. \$1-\$199 per week (\$1-\$10,399 per year)
14. No income
15. Negative income
16. Prefer not to say

D7. What is your current employment status?

SINGLE RESPONSE

1. Employed, working Full-time (more than 35hours a week)
2. Self Employed, working Full-time (more than 35hours a week)
3. Employed, working Part-time (less than 35hours a week)
4. Unemployed, looking for Full-time work (more than 35hours a week)
5. Unemployed, looking for Part-time work (less than 35hours a week)
6. Not Employed and not looking for work
7. Student
8. Beneficiary/Welfare
9. Retired
10. Look after the house full time
11. Other (please specify)
12. Refuse to answer



ASK IF D7=1 OR 3

D19. On which type of contract are you employed?

SINGLE RESPONSE

1. Permanent contract
2. Short-term contract (more than 6 months)
3. Daily or weekly hire
4. Period trade contract
5. Casual
6. Independent contractor/sub-contractor
7. Labor hire/Employment agency staff
8. Probation
9. Apprentice/Trainee
10. I do not have a formal contract with employer

ASK ALL

D24. Which of the following best describes how you feel about your **current** financial circumstances?

SINGLE RESPONSE

1. Comfortable. I don't have to worry about paying bills, I have savings and enough to buy luxuries
2. Secure. I'm able to pay bills and usually have money spare for savings or buying luxuries
3. Struggling a bit. I have to watch the budget to make sure there's enough money for all the bills
4. In serious difficulty. Being able to pay all the bills is a regular concern

D22. Which of the following best describes your current living situation?

SINGLE RESPONSE

1. Live in your own home
2. Rent
3. Other

D25. Are you currently paying off a mortgage/home loan?

SINGLE RESPONSE

1. Yes
2. No



D14. What is the highest level of education you have attained?

SINGLE RESPONSE

1. Year 9 and below
2. Year 10 and above
3. Certificate levels I-IV
4. Diploma or advanced diploma
5. Graduate diploma or certificate
6. Bachelor or honours degree
7. Post-graduate degree
8. Other (please specify)
9. I prefer not to answer

D21. Which of the following applies to you?

- a. **Yes**
- b. **No**
- c. **Prefer not to say**

SINGLE RESPONSE PER STATEMENT. RANDOMISE ANSWER STATEMENTS.

1. I identify as Aboriginal or Torres Strait Islander
2. I was born in Australia
3. Both my parents were born in Australia
4. I use a language other than English at home or with close family members

D12. And which of the following best describes the type of household you currently live in?

SINGLE RESPONSE

1. Single without children
2. Couple with no children
3. Group household with no children
4. Mix of adults - no children under 18yrs in the household
5. Young family - mainly dependent pre-school kids
6. Middle family - mainly dependent school aged kids
7. Older family - mainly dependent teenagers or older still at home
8. Single or couple whose children have left home
9. Other



ASK IF D12=5,6,7 OR 9

D9. How many **dependent children** are there in your household?

SINGLE RESPONSE

1. One
2. Two
3. Three
4. Four
5. Five
6. Six
7. Seven
8. Eight or more

