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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	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. 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. To identify which questions are randomised look for the **RANDOMISE** instruction the questionnaire below.

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%

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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%

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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-Dec22	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%

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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%
30-Jan-24	24-Jan-24	28-Jan-24	National	1,201	78%	942	±3.2%
13-Feb-24	07-Feb-24	11-Feb-24	National	1,148	84%	959	±3.2%
27-Feb-24	21-Feb-24	25-Feb-24	National	1,145	82%	945	±3.2%
12-Mar-24	05-Mar-24	09-Mar-24	National	1,126	83%	935	±3.2%
26-Mar-24	20-Mar-24	24-Mar-24	National	1,150	83%	955	±3.2%
09-Apr-24	03-Apr-24	07-Apr-24	National	1,165	81%	948	±3.2%
23-Apr-24	17-Apr-24	21-Apr-24	National	1,145	83%	946	±3.2%
07-May-24	01-May-24	05-May-24	National	1,150	84%	972	±3.1%
21-May-24	16-May-24	19-May-24	National	1,149	82%	937	±3.2%

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Publication Date	Fieldwork Start Date	Fieldwork End Date	Target sample	Sample Size	Weighting efficiency	Effective Sample Size	Margin of Error
04-Jun-24	29-May-24	02-Jun-24	National	1,160	85%	987	±3.1%
18-Jun-24	12-Jun-24	16-Jun-24	National	1,181	81%	957	±3.2%
02-Jul-24	26-Jun-24	30-Jun-24	National	1,141	83%	948	±3.2%
16-Jul-24	10-Jul-24	14-Jul-24	National	1,122	80%	892	±3.3%
30-Jul-24	24-Jul-24	28-Jul-24	National	1,137	83%	943	±3.2%
13-Aug-24	08-Aug-24	11-Aug-24	National	1,132	83%	940	±3.2%
27-Aug-24	20-Aug-24	24-Aug-24	National	1,129	80%	898	±3.3%
10-Sep-24	03-Sep-24	07-Sep-24	National	1,132	81%	919	±3.2%
24-Sep-24	18-Sep-24	22-Sep-24	National	1,117	83%	927	±3.2%
08-Oct-24	02-Oct-24	06-Oct-24	National	1,139	80%	909	±3.3%
22-Oct-24	16-Oct-24	20-Oct-24	National	1,140	85%	972	±3.1%
05-Nov-24	30-Oct-24	03-Nov-24	National	1,131	86%	970	±3.1%
19-Nov-24	13-Nov-24	18-Nov-24	National	1,206	78%	944	±3.2%
03-Dec-24	27-Dec-24	01-Dec-24	National	1,123	80%	895	±3.3%
17-Dec-24	12-Dec-24	15-Dec-24	National	1,151	83%	951	±3.2%

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Questionnaire Content (17 December 2024)

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

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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

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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)**

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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

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

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E639.   In one word, how would you describe 2024?

OPEN ENDED TEXT BOX. ONE WORD RESPONSE ONLY

ASK ALL. RANDOMISE Q37 and Q47
Q37.   Do you approve or disapprove of the job Anthony Albanese is doing as Prime Minister?

SINGLE RESPONSE

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

Q47.   Do you approve or disapprove of the job Peter Dutton is doing as Opposition Leader?

SINGLE RESPONSE

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

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
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

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6. The planet
7. Australia in general
8. Workers

E551. Thinking back to how you felt at the beginning of 2024, which of the following is closest to your view:

1. 2024 ended up being better than I expected
2. 2024 ended up being worse than I expected
3. 2024 ended up as I expected
4. Prefer not to say

E663. Overall, do you think that 2025 will be a better or worse year for Australia than 2024?

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**

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)

E1040. How many books have you read in the last 12 months?

1. I have not read a book
2. I have read a few books (1-3)
3. I have read several books (4-10)
4. I have read many books (more than 10)

E1042. Which of the following apply to you when it comes to reading?

a. **Yes**

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b. No

1. I read less but listen to more audio books
2. I struggle to find the time to read
3. Reading before bed helps me sleep
4. I prefer to get shorter amounts of information via feeds

E1044. Which of the following are you likely to do over the summer?

1. Go to the beach
2. Read a book
3. Watch/go to the cricket
4. Catch up with friends and family
5. None of these

E378. When considering your Christmas gift spending this year compared with previous years are you likely to:

1. Spend more than usual
2. Spend roughly the same as usual
3. Spend less than usual
4. Not sure

E1045. Are you better or worse off than you were 3 years ago?

1. Better off
2. About the same
3. Worse off

E1047. Which of the following is more important when considering your vote in the upcoming federal election next year?

1. Considering whether I am better off than I was three years ago
2. Considering who will make me better off in three years

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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

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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. Live with family or friends
4. Other

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

SINGLE RESPONSE

1. Yes
2. No

D33. Do you currently own any investment properties (i.e. an additional property to the home you live in, that you rent out full/part time)?

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

D32. Do you have a disability or long-term health condition (lasting more than 6 months)?

SINGLE RESPONSE

1. Yes
2. No
3. Prefer not to say

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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

Essential.
RESEARCH