

# The Essential Report

14 November 2017



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**Prepared By:** Essential Research

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**Data Supplied by:**



**AMSRS** 

Our researchers are members of the Australian Market and Social Research Society.

## About this poll

This report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The survey was conducted online from 10<sup>th</sup> to 13<sup>th</sup> November 2017 and is based on 1,028 respondents.

This report includes questions on access to codeine.

The methodology used to carry out this research is described in the appendix on page 6.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

## Access to codeine - unprompted

Q Codeine is currently available over the counter at pharmacies. But from next year, a doctor's prescription will be required to obtain codeine. Do you approve or disapprove of this change?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
<b>Total approve</b>	<b>49%</b>	<b>52%</b>	<b>47%</b>	<b>56%</b>	<b>41%</b>	<b>51%</b>
<b>Total disapprove</b>	<b>36%</b>	<b>34%</b>	<b>40%</b>	<b>28%</b>	<b>42%</b>	<b>42%</b>
Strongly approve	16%	17%	15%	21%	12%	15%
Approve	33%	35%	32%	35%	29%	36%
Disapprove	23%	20%	27%	18%	25%	29%
Strongly disapprove	13%	14%	13%	10%	17%	13%
Don't know	14%	14%	14%	17%	16%	7%

## Access to codeine - prompted

- Q Codeine is an addictive opioid that is only available by doctors' prescription in many countries including the US, UK, Japan, Sweden and Germany. In Australia, codeine is freely available over the counter in products such as Neurofen plus, Mersyndol, Codral, Panadeine and Panadeine Forte. Would you support or oppose making codeine a prescription-only medication?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
<b>Total support</b>	<b>52%</b>	<b>54%</b>	<b>50%</b>	<b>54%</b>	<b>47%</b>	<b>55%</b>
<b>Total oppose</b>	<b>36%</b>	<b>34%</b>	<b>37%</b>	<b>32%</b>	<b>38%</b>	<b>37%</b>
Strongly support	16%	15%	17%	20%	13%	16%
Support	36%	39%	33%	34%	34%	39%
Oppose	23%	22%	24%	21%	23%	26%
Strongly oppose	13%	12%	13%	11%	15%	11%
Don't know	12%	11%	13%	14%	14%	7%

## Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a weekly online omnibus conducted by Your Source. Essential Research has been utilizing the Your Source online panel to conduct research on a week-by-week basis since November 2007.

Each week, 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 media and social issues that are present at the time.

Your Source has a self-managed consumer online panel of over 100,000 members. The majority of panel members have been recruited using off line methodologies, effectively ruling out concerns associated with online self-selection.

Your Source has validation methods in place that prevent panelist over use and ensure member authenticity. Your Source randomly selects 18+ males and females (with the aim of targeting 50/50 males/females) from its Australia wide panel. An invitation is sent out to approximately 7000 – 8000 of their panel members.

The response rate varies each week, but usually delivers 1000+ interviews. In theory, with a sample of this size, there is 95 per cent certainty that the results are within 3 percentage points of what they would be if the entire population had been polled. However, this assumes random sampling, which, because of non-response and less than 100% population coverage cannot be achieved in practice. Furthermore, there are other possible sources of error in all polls including question wording and question order, interviewer bias (for telephone and face-to-face polls), response errors and weighting. The best guide to a poll's accuracy is to look at the record of the polling company - how have they performed at previous elections or other occasions where their estimates can be compared with known population figures. In the last poll before the 2016 election, the Essential Report estimates of first preference votes averaged less than 1% difference from the election results and the two-party preferred difference was only 0.1%.

The Your Source online omnibus is live from the Wednesday night of each week and closed on the following Sunday. Incentives are offered to participants in the form of points. Essential Research uses the Statistical Package for the Social Sciences (SPSS) software to analyse the data. The data is weighted against Australian Bureau of Statistics (ABS) data.

All Essential Research and senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. Essential Research is a member of the Association Market and Social Research Organisations (AMSRO). Your Source holds Interviewer Quality Control Australia (IQCA) accreditation, Association Market and Social Research Organisations (AMSRO) membership and World Association of Opinion and Marketing Research Professionals (ESOMAR) membership.

