The Essential Report

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Prepared By: Essential Research

Data Supplied by:

qualtrics

AMSRS

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

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About this poll

This report summarises the results of a fortnightly omnibus conducted by Essential Research with data provided by Qualtrics. The survey was conducted online from 7th November 2019 to 10th November 2019 and is based on 1,075 respondents.

The methodology used to carry out this research is described in the appendix at the end of the report.

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

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Online Terms & Conditions

Which of the following best describes your attitude to the terms and conditions of the websites you use?

	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
I fully read and understand the terms and conditions of websites I use	**19%**	20%	18%	26%	19%	14%
I read the terms and conditions, but don't necessarily understand all the implications	**21%**	19%	23%	19%	21%	22%
I sometimes read the terms and conditions, depending on the website	**38%**	38%	38%	28%	38%	46%
I never read the terms and conditions – I just accept them	**18%**	18%	18%	20%	19%	16%
None of these	**4%**	4%	3%	6%	3%	2%
Base (n)	**1075**	526	549	327	371	377

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	Total	Voting Intention			
		Labor	Coalition	Greens	NET: Other
I fully read and understand the terms and conditions of websites I use	**19%**	20%	21%	15%	16%
I read the terms and conditions, but don't necessarily understand all the implications	**21%**	22%	21%	24%	18%
I sometimes read the terms and conditions, depending on the website	**38%**	40%	38%	41%	38%
I never read the terms and conditions – I just accept them	**18%**	16%	18%	20%	23%
None of these	**4%**	2%	3%	1%	5%
Base (n)	**1075**	325	377	107	155

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Online Personal Details Security

Q Online platforms, whether it is an app on your smartphone or a website on your computer, routinely monitor your behaviour, and collate information about you.

How comfortable are you for government and commercial websites to monitor and store your personal information and behaviour for the following reasons?

	NET: Comfortable	NET: Uncomfortable	Very comfortable	Slightly comfortable	Slightly uncomfortable	Very uncomfortable	Unsure
Commercial online platforms selling my personal information and behaviour to other businesses	**16%**	**76%**	6%	10%	17%	59%	8%
Government online platforms making my personal information and behaviour available to businesses	**17%**	**74%**	6%	12%	17%	57%	9%
Government online platforms offering me products and services based on my personal information and behaviour	**25%**	**66%**	7%	18%	29%	37%	9%
Commercial online platforms offering me products and services based on my personal information and behaviour	**27%**	**65%**	8%	19%	28%	37%	8%
Commercial online platforms providing the government my personal information and behaviour to support national security	**33%**	**58%**	11%	22%	23%	35%	9%
Government online platforms providing other agencies my personal information and behaviour to support national security	**33%**	**58%**	12%	21%	21%	37%	9%
Government providing facial identification data and requiring the use of facial recognition to access content not suitable for children on commercial online platforms	**34%**	**56%**	11%	22%	19%	37%	10%

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Online Personal Details Security

Q Online platforms, whether it is an app on your smartphone or a website on your computer, routinely monitor your behaviour, and collate information about you.

How comfortable are you for government and commercial websites to monitor and store your personal information and behaviour for the following reasons?

NET: UNCOMFORTABLE	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
Commercial online platforms selling my personal information and behaviour to other businesses	76%	74%	77%	63%	77%	86%
Government online platforms making my personal information and behaviour available to businesses	74%	73%	75%	62%	74%	85%
Government online platforms offering me products and services based on my personal information and behaviour	66%	66%	66%	58%	65%	74%
Commercial online platforms offering me products and services based on my personal information and behaviour	65%	64%	66%	52%	66%	74%
Commercial online platforms providing the government my personal information and behaviour to support national security	58%	58%	57%	54%	61%	58%
Government online platforms providing other agencies my personal information and behaviour to support national security	58%	58%	58%	52%	60%	62%
Government providing facial identification data and requiring the use of facial recognition to access content not suitable for children on commercial online platforms	56%	57%	55%	55%	59%	54%
Base (n)	1075	526	549	327	371	377

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NET: UNCOMFORTABLE	Total	Voting Intention			
		Labor	Coalition	Greens	NET: Other
Commercial online platforms selling my personal information and behaviour to other businesses	**76%**	73%	78%	85%	84%
Government online platforms making my personal information and behaviour available to businesses	**74%**	72%	75%	80%	84%
Government online platforms offering me products and services based on my personal information and behaviour	**66%**	67%	64%	70%	72%
Commercial online platforms offering me products and services based on my personal information and behaviour	**65%**	61%	66%	69%	73%
Commercial online platforms providing the government my personal information and behaviour to support national security	**58%**	59%	53%	69%	65%
Government online platforms providing other agencies my personal information and behaviour to support national security	**58%**	57%	55%	65%	70%
Government providing facial identification data and requiring the use of facial recognition to access content not suitable for children on commercial online platforms	**56%**	57%	51%	71%	64%
Base (n)	**1,075**	325	377	107	155

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Appendix: Household income definitions*

NET: Lower Income	Up to $51,999 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions)
NET: Mid Income	$52,000 to $103,999 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions)
NET: High Income	More than $104,000 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions)

Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a fortnightly online omnibus conducted by Qualtrics.

Every two weeks, the team at Essential considers 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 current media and social issues.

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 online omnibus is live from the Wednesday night and closed on the following Sunday. Incentives are offered to participants. 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 staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour.

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