

The Essential Report

7 February 2017



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Date: 7/02/2017

Prepared By: Essential Research

Data Supplied by:



Essential Media Communications is a member of the Association of Market and Social Research Organisations



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 the 2nd to 5th February 2017 and is based on 1,014 respondents.

Aside from the standard question on voting intention, this week's report includes questions on Muslim immigration, technology and privacy on the internet.

The methodology used to carry out this research is described in the appendix on page 13.

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



Federal voting intention

Q If a Federal Election was held today to which party will you probably give your first preference vote? If not sure, which party are you currently leaning toward? If don't know - Well which party are you currently leaning to?

	Total	Last week 31/2/17	2 weeks ago 24/1/17	Election 2 Jul 16
Liberal	33%	32%	33%	
National	2%	3%	3%	
Total Liberal/National	36%	35%	35%	42.0%
Labor	37%	37%	37%	34.7%
Greens	8%	9%	10%	10.2%
Nick Xenophon Team	3%	3%	3%	
Pauline Hanson's One Nation	10%	10%	9%	
Other/Independent	6%	6%	6%	13.1%
2 party preferred				
Liberal National	47%	46%	46%	50.4%
Labor	53%	54%	54%	49.6%

NB. Sample = 1,785. The data in the above tables comprise 2-week averages derived from the first preference/leaning to voting questions. Respondents who select 'don't know' are not included in the results. The two-party preferred estimate is calculated by distributing the votes of the other parties according to their preferences at the 2016 election.

Ban on Muslims entering US

Q The US President Donald Trump has temporarily banned people from 7 Muslim countries from entering the United States. Do you approve or disapprove of this ban?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total approve	36%	28%	43%	10%	66%
Total disapprove	49%	63%	42%	78%	25%
Strongly approve	13%	9%	14%	5%	31%
Approve	23%	19%	29%	5%	35%
Disapprove	20%	22%	23%	20%	12%
Strongly disapprove	29%	41%	19%	58%	13%
Don't know	14%	9%	15%	13%	10%

36% approve of Donald Trump temporarily banning people from 7 Muslim countries from entering the United States and 49% disapprove.

Those most likely to approve were Liberal/National voters and other/independent voters (66%)

Those most likely to disapprove were Greens voters (78%), Labor voters (63%), aged 18-24 (63%) and university educated (60%).



Agreement with Australian response to US ban on Muslim countries

Q When asked his opinion of the US ban the Australian Prime Minister, Malcolm Turnbull, said it is not his job to comment on the domestic policies of other countries. Do you agree or disagree with this position taken by Malcolm Turnbull?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total agree	53%	37%	73%	31%	62%
Total disagree	36%	53%	17%	61%	30%
Strongly agree	16%	9%	21%	4%	25%
Agree	37%	28%	52%	27%	37%
Disagree	19%	26%	13%	26%	17%
Strongly disagree	17%	27%	4%	35%	13%
Don't know	12%	10%	9%	8%	9%

53% agree with the position taken by Malcolm Turnbull when he said it was not his job to comment on the domestic policies of other countries and 36% disagree.

Those most likely to agree with Malcolm Turnbull were Liberal National voters (73%), other voters (62%) and agedn65+ (69%).

Those most likely to disagree with Malcolm Turnbull were Greens voters (61%) and Labor voters (53%).

Australian ban on Muslim countries

Q Would you support or oppose the Australian Government instituting a similar ban on people from Muslim countries from entering Australia?

	Total	Vote Labor	Vote Lib/Nat	Vote Greens	Vote other
Total support	41%	31%	48%	15%	66%
Total oppose	46%	59%	38%	75%	25%
Strongly support	19%	13%	20%	4%	41%
Support	22%	18%	28%	11%	25%
Oppose	19%	22%	21%	14%	14%
Strongly oppose	27%	37%	17%	61%	11%
Don't know	14%	11%	14%	9%	9%

41% said they would support Australian Government instituting a similar ban on people from Muslim countries from entering Australia and 46% would oppose.

Those most likely to support were Liberal National voters (48%), other voters (66%), and aged 65+ (52%).

Those most likely to oppose were Greens voters (75%), Labor voters (59%), university educated (59%) and aged 18-24 (64%).

Using smartphones

Q Thinking about how you use your smartphone (or iPhone), do you agree or disagree with the following statements? (Based on the 936 respondents who own smartphones)

	Total agree	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Agree Jan 2016
I check my phone while driving	20%	3%	17%	25%	53%	2%	20%
I am anxious when I can't check messages	22%	4%	18%	36%	40%	2%	28%
I sometimes send messages/emails before thinking them through	30%	5%	25%	37%	31%	2%	28%
I ignore actual conversations to check my phone	20%	4%	16%	38%	40%	2%	18%
I check my phone before I get out of bed	46%	11%	35%	21%	30%	2%	45%

	Total agree	Men	Women	Aged 18-34	Aged 35-54	Aged 55+
I check my phone while driving	20%	22%	18%	34%	18%	5%
I am anxious when I can't check messages	22%	25%	20%	32%	11%	9%
I sometimes send messages/emails before thinking them through	30%	32%	28%	48%	28%	8%
I ignore actual conversations to check my phone	20%	22%	16%	34%	16%	4%
I check my phone before I get out of bed	46%	45%	48%	75%	42%	16%



46% check their smartphone before they get out of bed, 22% say they are anxious when they can't check messages and 30% sometimes send messages/emails before thinking.

Younger people are much more likely to do these things than older people. 75% of those aged 18-34 check their phone before they get out of bed and 48% send messages/emails without thinking.

There has been little change since this question was asked in 2015, apart from a drop in the proportion who say they are anxious when they can't check messages (down 6% to 22%).



Technological change

Q Overall, do you think that technological change is making people's lives better or worse?

	Total agree	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Nov 2015
Total better	50%	53%	47%	55%	50%	45%	56%
Total worse	25%	20%	29%	18%	26%	32%	22%
A lot better	15%	15%	15%	17%	15%	14%	22%
A little better	35%	38%	32%	38%	35%	31%	34%
Neither better nor worse	22%	24%	20%	22%	22%	21%	18%
A little worse	17%	14%	20%	12%	19%	21%	16%
A lot worse	8%	6%	9%	6%	7%	11%	6%
Don't know	3%	3%	3%	5%	3%	2%	4%

50% think that technological change is making people's lives better and 25% think it is making people's lives worse. 22% think it has made no difference. This is a shift to a slightly more negative view of technology since this question was asked in 2015.

Those most likely to think technology is making people's lives better were aged 18-24 (57%), Labor voters (58%) and university educated (59%).

Developments in technology

Q Do you think developments in technology - that is, the increase in online, smartphones and social media - have been good or bad for the following?

	Total good	Total bad	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
Accessing cultural products (music, video etc)	76%	4%	28%	48%	17%	3%	1%	3%
Purchasing consumer goods	75%	3%	31%	44%	19%	2%	1%	2%
The news media	67%	10%	23%	44%	20%	7%	3%	3%
Quality of education	52%	21%	13%	39%	235	15%	6%	4%
Maintaining relationships	40%	29%	7%	33%	26%	20%	9%	3%
Public safety (e.g. road safety)	34%	31%	9%	25%	30%	17%	14%	4%
Parenting and child safety	33%	30%	8%	25%	31%	22%	8%	5%

76% think that new developments in technology have been good for accessing cultural products, 75% think they have been good for purchasing consumer goods and 67% good for news media.

They were less certain they had been good for public safety (34%) and parenting and child safety (33%).

Privacy on the internet

Q In the last 12 months, have you taken any of the following actions to protect your privacy on the internet?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Aug 2015
Cleared cookies and browser in history	73%	76%	70%	74%	76%	69%	77%
Stopped using a website you think might be using information about you	54%	55%	53%	58%	55%	50%	54%
Set your browser to disable or turned off cookies	46%	48%	45%	50%	46%	43%	51%
Deleted something you posted in the past	46%	45%	47%	58%	46%	33%	48%
Decided not to use a website because they wanted your real name	42%	35%	40%	49%	42%	36%	43%
Used a false name or untraceable username	32%	35%	29%	44%	32%	17%	33%
Use a non-identifiable email address	26%	30%	21%	39%	26%	11%	27%
Used a Virtual Private Network or Tor	18%	24%	12%	28%	15%	10%	16%

Note: previous surveys asked if "ever" taken these actions.

Actions most likely to have been taken to protect privacy were clearing cookies and browser in history (73%), stopped using a website that might be using your information (54%) and setting browser to disable or turning off cookies (46%).

There has been little change since this question was last asked in 2015.

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.