

# The Essential Report – Monash University

28 September 2021



## The Essential Report

Date: 28/09/2021

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Prepared By: Essential Research

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Data Supplied by:



Our researchers are members of the Research Society.

## 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 22<sup>nd</sup> to 26<sup>th</sup> September 2021 and is based on 1,094 respondents.

The weighting efficiency applied to the results at a national level is 94%, which gives an effective sample size of 1,024. The margin of error at this effective sample size is  $\pm 3.1\%$  (95% confidence level).

The full 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.

## Key Insights

### 1. The majority of Australians are accessing Facebook on a daily basis

- 57% of people say they use Facebook at least daily, with a further 18% using at least once a week. Overall 85% use Facebook.
- Women are more likely than men to be using Facebook daily (62% to 51%).
- Those aged over 55 are most likely to never use Facebook (26%).

### 2. Most Facebook users recognise advertising matches recent conversations, but there is a split in how relevant advertising is to individuals

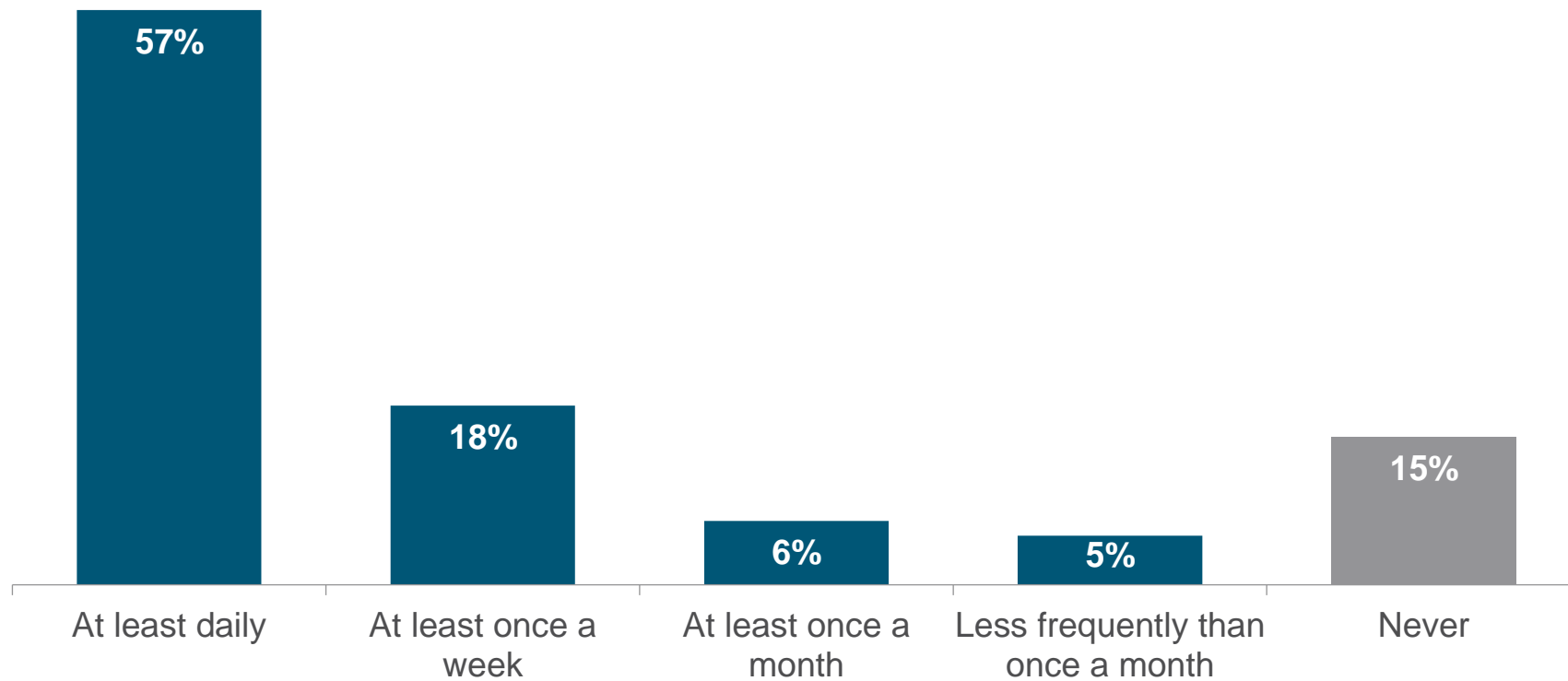
- 41% of Facebook users agree that the ads they see on Facebook are usually relevant to them, but 32% disagree with this statement and 27% are neutral.
- Over half (56%) of Facebook users agree that Facebook sometimes advertises products or services which they had only recently been having a conversation about. Older Facebook users (those aged over 55) are least likely to have noticed ads related to their conversations (44%).
- Frequent users of Facebook (daily usage) are most likely to see advertising relating to recent conversations (64%) and be shown relevant advertising (45%).

### 3. Many users are not comfortable with their personal data used for advertising and there would be widespread support for Facebook to be transparent about how it uses targeted advertising

- Just 30% of users are comfortable with their personal data being used for advertising purposes. Men (37%), those aged 18-34 (40%) and those with dependent children (38%) are most likely to agree they are comfortable with their data being used in this way.
- Over three-quarters (77%) of users agree Facebook should be transparent how it decides what news, political content and ads people see in their news feeds. Those most likely to want transparency include users aged over 55 (85%), and those using Facebook at least daily (82%).

## Frequency of Facebook usage

Q How frequently do you use Facebook?



## Agreement with statements about Facebook advertising

Q How strongly do you agree or disagree with the following statements about Facebook?

[Asked only to those who use Facebook at least daily / weekly / monthly or less frequently than monthly]

Facebook should be transparent about how it decides what news, political content and ads people see in their news feeds  
(TOTAL: Agree 77%)



Facebook sometimes advertises products or services that I had only recently been having a conversation about  
(TOTAL: Agree 56%)



Facebook ads that appear in my feed are usually relevant to me  
(TOTAL: Agree 41%)



I am comfortable with Facebook using the personal information it collects about me to target advertising  
(TOTAL: Agree 30%)



■ Strongly agree   
 ■ Somewhat agree   
 ■ Neither agree nor disagree   
 ■ Somewhat disagree   
 ■ Strongly disagree

## Frequency of Facebook usage

Q How frequently do you use Facebook?

	Total	Gender		Age			Education		
		Male	Female	18-34	35-54	55+	Secondary Education	Professional Qualifications	University Education
At least daily	<b>57%</b>	51%	62%	56%	64%	50%	54%	56%	59%
At least once a week	<b>18%</b>	19%	17%	23%	16%	15%	17%	16%	20%
At least once a month	<b>6%</b>	9%	4%	8%	6%	5%	5%	9%	5%
Less frequently than once a month	<b>5%</b>	5%	4%	6%	4%	4%	4%	5%	5%
Never	<b>15%</b>	17%	13%	7%	10%	26%	20%	14%	11%
Base (n)	<b>1,094</b>	539	555	341	368	385	267	402	399

	NSW	VIC	State			Location		Employment Status		
			QLD	SA	WA	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
At least daily	56%	58%	56%	58%	58%	55%	60%	59%	59%	47%
At least once a week	20%	14%	22%	20%	13%	18%	16%	20%	15%	12%
At least once a month	6%	5%	8%	7%	5%	6%	6%	7%	6%	5%
Less frequently than once a month	4%	6%	3%	1%	8%	5%	5%	5%	4%	5%
Never	14%	17%	11%	15%	16%	15%	14%	9%	16%	31%
Base (n)	348	277	211	89	111	740	354	657	191	206



	Federal Voting Intention				Household Income*			Household Composition	
	Labor	Liberal + National	Greens	TOTAL: Other	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
At least daily	59%	55%	55%	54%	57%	57%	56%	67%	50%
At least once a week	21%	15%	24%	16%	14%	17%	22%	17%	18%
At least once a month	6%	7%	4%	8%	5%	8%	6%	6%	7%
Less frequently than once a month	6%	3%	6%	5%	5%	5%	5%	3%	6%
Never	9%	20%	11%	16%	18%	13%	11%	7%	19%
Base (n)	366	397	101	130	351	333	318	422	672





## Agreement with statements about Facebook advertising – Relevant ads

Q How strongly do you agree or disagree with the following statements about Facebook?

**Facebook ads that appear in my feed are usually relevant to me**

[Asked only to those who use Facebook at least daily / weekly / monthly or less frequently than monthly]

	Total	Gender		Age			Education		
		Male	Female	18-34	35-54	55+	Secondary Education	Professional Qualifications	University Education
Strongly agree	<b>12%</b>	12%	11%	17%	12%	5%	10%	11%	14%
Somewhat agree	<b>29%</b>	28%	30%	34%	34%	18%	25%	25%	35%
Neither agree nor disagree	<b>27%</b>	25%	28%	29%	28%	24%	28%	28%	25%
Somewhat disagree	<b>21%</b>	22%	20%	18%	18%	27%	25%	21%	18%
Strongly disagree	<b>12%</b>	12%	11%	2%	8%	26%	12%	15%	8%
TOTAL: Agree	<b>41%</b>	41%	41%	51%	47%	23%	35%	36%	49%
TOTAL: Disagree	<b>32%</b>	34%	30%	20%	26%	53%	37%	35%	26%
Base (n)	<b>932</b>	445	487	318	330	284	214	343	357



	State					Location		Employment Status		
	NSW	VIC	QLD	SA	WA	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Strongly agree	12%	13%	13%	9%	11%	11%	13%	15%	12%	2%
Somewhat agree	29%	28%	27%	28%	30%	31%	25%	33%	30%	14%
Neither agree nor disagree	29%	28%	27%	22%	25%	26%	28%	26%	30%	24%
Somewhat disagree	22%	16%	21%	32%	21%	21%	21%	18%	20%	30%
Strongly disagree	9%	14%	12%	9%	14%	11%	13%	8%	8%	30%
TOTAL: Agree	41%	41%	40%	37%	41%	42%	38%	47%	41%	16%
TOTAL: Disagree	30%	30%	34%	40%	35%	31%	34%	26%	29%	60%
Base (n)	301	232	187	73	92	626	306	597	161	141

	Federal Voting Intention				Household Income*			Household Composition	
	Labor	Liberal + National	Greens	TOTAL: Other	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
Strongly agree	12%	14%	10%	8%	8%	13%	16%	15%	9%
Somewhat agree	32%	30%	26%	31%	23%	31%	36%	34%	25%
Neither agree nor disagree	25%	24%	20%	26%	29%	25%	24%	25%	28%
Somewhat disagree	21%	21%	29%	17%	24%	18%	20%	16%	24%
Strongly disagree	10%	11%	15%	18%	16%	13%	5%	9%	13%
TOTAL: Agree	44%	44%	37%	39%	31%	44%	51%	49%	35%
TOTAL: Disagree	31%	32%	44%	34%	39%	31%	25%	26%	37%
Base (n)	334	319	89	109	286	289	284	392	540



	Frequency of Facebook usage			
	At least daily	At least once a week	At least once a month	Less than once a month
Strongly agree	14%	7%	6%	6%
Somewhat agree	31%	32%	21%	13%
Neither agree nor disagree	25%	28%	37%	34%
Somewhat disagree	19%	23%	25%	23%
Strongly disagree	11%	10%	11%	24%
TOTAL: Agree	45%	39%	27%	19%
TOTAL: Disagree	30%	33%	36%	47%
Base (n)	613	193	74	52



## Agreement with statements about Facebook advertising

Q How strongly do you agree or disagree with the following statements about Facebook?

**I am comfortable with Facebook using the personal information it collects about me to target advertising**

[Asked only to those who use Facebook at least daily / weekly / monthly or less frequently than monthly]

	Total	Gender		Age			Education		
		Male	Female	18-34	35-54	55+	Secondary Education	Professional Qualifications	University Education
Strongly agree	<b>10%</b>	13%	8%	14%	13%	2%	7%	10%	12%
Somewhat agree	<b>20%</b>	24%	16%	25%	23%	10%	17%	17%	25%
Neither agree nor disagree	<b>29%</b>	26%	32%	32%	27%	28%	32%	30%	25%
Somewhat disagree	<b>20%</b>	17%	23%	18%	19%	24%	23%	21%	17%
Strongly disagree	<b>21%</b>	21%	21%	10%	18%	36%	22%	22%	20%
TOTAL: Agree	<b>30%</b>	37%	24%	40%	36%	12%	24%	27%	37%
TOTAL: Disagree	<b>41%</b>	38%	44%	28%	37%	60%	44%	43%	38%
Base (n)	<b>932</b>	445	487	318	330	284	214	343	357



	State					Location		Employment Status		
	NSW	VIC	QLD	SA	WA	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Strongly agree	10%	14%	9%	9%	7%	9%	12%	13%	10%	1%
Somewhat agree	21%	19%	19%	13%	20%	20%	19%	24%	16%	7%
Neither agree nor disagree	28%	26%	34%	32%	30%	28%	31%	27%	32%	31%
Somewhat disagree	16%	22%	19%	29%	19%	21%	18%	19%	22%	23%
Strongly disagree	24%	19%	20%	17%	24%	21%	21%	17%	20%	38%
TOTAL: Agree	31%	33%	28%	22%	27%	30%	30%	36%	26%	8%
TOTAL: Disagree	40%	42%	38%	45%	43%	42%	39%	37%	42%	61%
Base (n)	301	232	187	73	92	626	306	597	161	141

	Federal Voting Intention				Household Income*			Household Composition	
	Labor	Liberal + National	Greens	TOTAL: Other	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
Strongly agree	10%	12%	4%	12%	7%	9%	14%	13%	8%
Somewhat agree	20%	22%	18%	16%	16%	22%	24%	25%	16%
Neither agree nor disagree	29%	26%	22%	31%	31%	24%	31%	25%	32%
Somewhat disagree	21%	18%	30%	15%	23%	20%	18%	19%	20%
Strongly disagree	20%	21%	27%	26%	23%	24%	13%	18%	24%
TOTAL: Agree	30%	35%	22%	28%	24%	31%	38%	38%	24%
TOTAL: Disagree	41%	39%	56%	42%	46%	45%	31%	37%	44%
Base (n)	334	319	89	109	286	289	284	392	540



	Frequency of Facebook usage			
	At least daily	At least once a week	At least once a month	Less than once a month
Strongly agree	12%	6%	5%	6%
Somewhat agree	20%	23%	13%	21%
Neither agree nor disagree	28%	30%	43%	24%
Somewhat disagree	22%	18%	11%	10%
Strongly disagree	18%	23%	29%	39%
TOTAL: Agree	32%	28%	18%	27%
TOTAL: Disagree	40%	42%	39%	49%
Base (n)	613	193	74	52



## Agreement with statements about Facebook advertising

Q How strongly do you agree or disagree with the following statements about Facebook?

**Facebook sometimes advertises products or services that I had only recently been having a conversation about**

[Asked only to those who use Facebook at least daily / weekly / monthly or less frequently than monthly]

	Total	Gender		Age			Education		
		Male	Female	18-34	35-54	55+	Secondary Education	Professional Qualifications	University Education
Strongly agree	<b>27%</b>	25%	29%	31%	32%	19%	30%	25%	29%
Somewhat agree	<b>29%</b>	30%	28%	29%	32%	25%	26%	27%	31%
Neither agree nor disagree	<b>28%</b>	27%	29%	27%	25%	33%	29%	30%	25%
Somewhat disagree	<b>10%</b>	11%	10%	10%	9%	11%	9%	11%	10%
Strongly disagree	<b>5%</b>	7%	4%	3%	2%	12%	6%	7%	4%
TOTAL: Agree	<b>56%</b>	55%	58%	60%	64%	44%	55%	52%	60%
TOTAL: Disagree	<b>16%</b>	18%	14%	13%	12%	23%	16%	17%	14%
Base (n)	<b>932</b>	445	487	318	330	284	214	343	357



	State					Location		Employment Status		
	NSW	VIC	QLD	SA	WA	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Strongly agree	26%	26%	30%	30%	32%	27%	28%	30%	27%	19%
Somewhat agree	32%	26%	28%	27%	25%	30%	27%	31%	30%	20%
Neither agree nor disagree	28%	33%	28%	24%	23%	28%	29%	24%	31%	36%
Somewhat disagree	8%	12%	10%	15%	13%	10%	11%	10%	8%	12%
Strongly disagree	6%	4%	5%	5%	7%	6%	5%	4%	3%	14%
TOTAL: Agree	58%	51%	58%	56%	57%	57%	56%	61%	57%	39%
TOTAL: Disagree	14%	16%	14%	20%	19%	16%	15%	14%	12%	25%
Base (n)	301	232	187	73	92	626	306	597	161	141

	Federal Voting Intention				Household Income*			Household Composition	
	Labor	Liberal + National	Greens	TOTAL: Other	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
Strongly agree	27%	32%	28%	18%	23%	32%	29%	33%	23%
Somewhat agree	29%	27%	32%	41%	27%	28%	33%	30%	28%
Neither agree nor disagree	28%	24%	25%	22%	32%	23%	26%	26%	29%
Somewhat disagree	9%	11%	12%	12%	11%	10%	10%	8%	12%
Strongly disagree	6%	6%	3%	8%	7%	6%	3%	3%	7%
TOTAL: Agree	57%	59%	60%	59%	50%	60%	61%	63%	52%
TOTAL: Disagree	15%	17%	15%	20%	18%	17%	13%	11%	19%
Base (n)	334	319	89	109	286	289	284	392	540





	Frequency of Facebook usage			
	At least daily	At least once a week	At least once a month	Less than once a month
Strongly agree	33%	18%	14%	10%
Somewhat agree	30%	27%	25%	22%
Neither agree nor disagree	24%	35%	37%	35%
Somewhat disagree	9%	11%	14%	16%
Strongly disagree	3%	8%	10%	18%
TOTAL: Agree	64%	46%	39%	31%
TOTAL: Disagree	12%	19%	24%	33%
Base (n)	613	193	74	52



## Agreement with statements about Facebook advertising

Q How strongly do you agree or disagree with the following statements about Facebook?

**Facebook should be transparent about how it decides what news, political content and ads people see in their news feeds**

[Asked only to those who use Facebook at least daily / weekly / monthly or less frequently than monthly]

	Total	Gender		Age			Education		
		Male	Female	18-34	35-54	55+	Secondary Education	Professional Qualifications	University Education
Strongly agree	<b>46%</b>	47%	44%	35%	46%	56%	41%	45%	49%
Somewhat agree	<b>31%</b>	30%	32%	31%	33%	29%	30%	31%	32%
Neither agree nor disagree	<b>18%</b>	17%	20%	26%	17%	11%	22%	20%	15%
Somewhat disagree	<b>4%</b>	5%	3%	7%	4%	1%	6%	4%	3%
Strongly disagree	<b>1%</b>	1%	1%	1%	0%	2%	1%	1%	1%
TOTAL: Agree	<b>77%</b>	77%	76%	67%	79%	85%	71%	75%	81%
TOTAL: Disagree	<b>5%</b>	6%	4%	7%	4%	4%	7%	5%	4%
Base (n)	<b>932</b>	445	487	318	330	284	214	343	357



	State					Location		Employment Status		
	NSW	VIC	QLD	SA	WA	Capital City	Non-Capital City	In paid employment	Not in paid employment	Retired
Strongly agree	47%	44%	47%	42%	48%	47%	43%	44%	39%	60%
Somewhat agree	32%	33%	27%	35%	29%	29%	36%	32%	32%	26%
Neither agree nor disagree	19%	17%	21%	20%	17%	19%	17%	18%	24%	9%
Somewhat disagree	2%	5%	4%	2%	6%	4%	3%	4%	4%	3%
Strongly disagree	0%	2%	1%	1%	1%	1%	0%	1%	2%	2%
TOTAL: Agree	79%	76%	74%	77%	77%	75%	80%	76%	70%	86%
TOTAL: Disagree	3%	7%	5%	3%	6%	6%	4%	5%	6%	5%
Base (n)	301	232	187	73	92	626	306	597	161	141

	Federal Voting Intention				Household Income*			Household Composition	
	Labor	Liberal + National	Greens	TOTAL: Other	TOTAL: Lower Income	TOTAL: Mid Income	TOTAL: High Income	Dependent Children	No Dependent Children
Strongly agree	44%	49%	51%	41%	42%	49%	45%	47%	44%
Somewhat agree	31%	35%	29%	34%	33%	30%	32%	31%	31%
Neither agree nor disagree	20%	12%	12%	20%	20%	16%	19%	18%	19%
Somewhat disagree	4%	3%	5%	5%	4%	4%	3%	3%	5%
Strongly disagree	1%	1%	2%	0%	1%	1%	1%	1%	1%
TOTAL: Agree	75%	84%	80%	75%	75%	79%	77%	78%	75%
TOTAL: Disagree	5%	4%	7%	5%	5%	5%	4%	4%	6%
Base (n)	334	319	89	109	286	289	284	392	540



	Frequency of Facebook usage			
	At least daily	At least once a week	At least once a month	Less than once a month
Strongly agree	49%	41%	34%	41%
Somewhat agree	33%	32%	24%	16%
Neither agree nor disagree	16%	19%	31%	26%
Somewhat disagree	2%	7%	10%	13%
Strongly disagree	1%	1%	1%	5%
TOTAL: Agree	82%	73%	58%	57%
TOTAL: Disagree	2%	8%	12%	18%
Base (n)	613	193	74	52



## Appendix: Household income definitions\*

TOTAL: 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)
TOTAL: 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)
TOTAL: 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 run by Essential Research with sample provided by Qualtrics from online panels.

The online omnibus is active from the Wednesday night of each week and closed on the following Sunday. The target population is all Australian residents aged 18+. Participants were invited to participate and completed the survey online without an interviewer present and incentives were offered for participation.

The response rate varies each week, but usually delivers 1000+ interviews. Quotas are applied to be representative of the target population by age, gender and location.

RIM weighting is applied to the data using information sourced from the Australian Bureau of Statistics (ABS) and the Australian Electoral Commission (AEC). The factors used in the weighting are age, gender, location and party ID.

Information for the weighting efficiency, effective sample size and margin of error for each poll (from June 2021) can be found here: <https://essentialvision.com.au/about-this-poll>

Each fortnight, 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 current media and

social issues. Full text for standard voting and regular political preferences can be found in the link above. No questions were asked prior to these questions which have material influence on results.

Participants not eligible to vote in federal elections (either for age, residency or other reasons) are excluded from voting intention. Eligible participants are able to select 'Unsure' for voting intention. They were then asked a 'leaner' question which also included an 'Unsure' option. Participants answering 'Unsure' are NOT excluded from published results, or any subsequent questions. 2 party preferred (2PP) calculations use stated preference. Preference flows from previous federal and state elections are only used for participants answering 'Unsure' for stated preference.

All Essential Research staff hold Research Society membership and are bound by professional codes of behaviour. This research is compliant with the Australian Polling Council Quality Mark standards.

