

The Essential Report

07 September 2020



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Prepared By: Essential Research

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AMSRS 

Our researchers are members of the Australian Market and Social 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 3rd to 6th September 2020 and is based on 1,076 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.

Performance of Scott Morrison

Q Do you approve or disapprove of the job Scott Morrison is doing as Prime Minister?

	Sep'20	Aug'20	Jul'20	Jun'20	May'20	Apr'20	Mar'20	Feb'20	Jan'20	Dec'19	Nov'19	Oct'19
TOTAL: Approve	64%	66%	63%	65%	64%	59%	41%	39%	40%	45%	45%	47%
TOTAL: Disapprove	28%	23%	27%	26%	27%	31%	49%	52%	52%	43%	41%	38%
Don't know	8%	11%	10%	8%	9%	10%	10%	9%	8%	13%	13%	15%
Base (n)	1,076	1,010	1,054	1,059	1,093	1,069	1,096	1,056	1,081	1,035	1,075	1,088

	Total	Federal Voting Intention			TOTAL: Other
		Labor	Coalition	Greens	
Strongly approve	22%	8%	41%	9%	23%
Approve	42%	43%	50%	38%	32%
Disapprove	16%	24%	5%	24%	22%
Strongly disapprove	12%	20%	2%	19%	17%
Don't know	8%	5%	2%	10%	6%
TOTAL: Approve	64%	51%	91%	47%	55%
TOTAL: Disapprove	28%	44%	7%	43%	39%
Base (n)	1,076	321	390	108	138

- The Prime Minister's approval rating is consistent with last month, now at 64% compared to 66% in August.
- Approval of the Prime Minister among is at 91% among Coalition supporters, around half among Labor voters (51%) and Greens voters (47%).



Performance of Anthony Albanese

Q Do you approve or disapprove of the job Anthony Albanese is doing as Opposition Leader?

	Sep'20	Aug'20	Jul'20	Jun'20	May'20	Apr'20	Mar'20	Feb'20	Jan'20	Dec'19	Nov'19	Oct'19
TOTAL: Approve	44%	44%	44%	43%	42%	44%	41%	41%	43%	39%	37%	40%
TOTAL: Disapprove	29%	30%	28%	30%	27%	29%	33%	31%	30%	28%	34%	29%
Don't know	27%	25%	28%	26%	31%	27%	26%	28%	27%	33%	29%	31%
Base (n)	1,076	1,010	1,054	1,059	1,093	1,069	1,096	1,056	1,081	1,035	1,075	1,088

	Total	Labor	Federal Voting Intention			TOTAL: Other
			Coalition	Greens		
Strongly approve	11%	15%	8%	8%	20%	
Approve	33%	47%	28%	42%	24%	
Disapprove	20%	12%	31%	18%	15%	
Strongly disapprove	9%	2%	15%	2%	15%	
Don't know	27%	25%	17%	30%	27%	
TOTAL: Approve	44%	62%	36%	50%	44%	
TOTAL: Disapprove	29%	14%	47%	20%	30%	
Base (n)	1,076	321	390	108	138	

- The Opposition Leader's approval rating remains consistent for the third consecutive month at 44%.



- Albanese's approval among Labor voters has fallen from 70% in July to 62% in August. The proportion of Labor voters who strongly approve of his performance has dropped from 22% to 15%. Labor voters are now more likely to say they are unsure of his performance, which has increased from 15% to 25%. Those that disapprove remains consistent from last month (15% in August, 14% in September).



Preferred Prime Minister

Q Who do you think would make the better Prime Minister out of Scott Morrison and Anthony Albanese?

	Sep'20	Aug'20	Jul'20	Jun'20	May'20	Apr'20	Mar'20	Feb'20	Jan'20	Nov'19	Oct'19	Sep'19
Scott Morrison	49%	52%	50%	53%	50%	46%	40%	36%	36%	44%	43%	46%
Anthony Albanese	26%	22%	27%	23%	25%	27%	35%	36%	39%	28%	28%	25%
Don't know	25%	26%	23%	24%	25%	27%	25%	28%	25%	29%	29%	29%
Base (n)	1,076	1,010	1,054	1,059	1,093	1,069	1,096	1,056	1,081	1,075	1,088	1,093

	Total	Labor	Federal Voting Intention		
			Coalition	Greens	TOTAL: Other
Scott Morrison	49%	29%	85%	27%	40%
Anthony Albanese	26%	46%	9%	39%	29%
Don't know	25%	25%	6%	34%	31%
Base (n)	1,076	321	390	108	138

- Half of participants believe that Scott Morrison would make a better PM than Anthony Albanese (49%), while a quarter would prefer the opposition leader. A further quarter (26%) of participants don't know who would make the better PM.
- Morrison is strongly favoured by Coalition voters, with 85% believing Morrison makes the better PM, compared to Albanese (9%).
- Less than half of Labor voters believe Albanese would make the better PM (46%). 25% of Labor voters said they didn't know who would make the better leader.



Government response to Covid-19

Q Overall, how would you rate the Government's response to the Covid-19 outbreak?

	07/09	24/08	10/08	27/07	13/07	22/06	15/06	08/06	01/06	25/05	18/05
Very poor	8%	6%	7%	6%	6%	4%	3%	4%	5%	4%	3%
Quite poor	12%	11%	8%	11%	10%	8%	8%	8%	7%	6%	7%
Neither good, nor poor	22%	22%	21%	20%	20%	17%	16%	18%	20%	16%	17%
Quite good	40%	40%	40%	40%	40%	43%	42%	40%	39%	43%	41%
Very good	18%	22%	24%	24%	24%	27%	30%	30%	28%	30%	32%
TOTAL: Poor	19%	17%	16%	16%	16%	12%	11%	12%	12%	11%	11%
TOTAL: Good	59%	61%	63%	64%	64%	71%	72%	70%	68%	73%	73%
Base (n)	1,076	1,068	1,010	1,058	1,054	1,079	1,087	1,073	1,059	1,087	1,073

- Participants' rating of the Federal Government's handling of Covid-19 crisis slips for the fourth consecutive week. From a high of 73% positive rating in May, 59% now say the Government's handling has been good.



State Government response to Covid-19

Q How would you rate your state government's response to the Covid-19 outbreak?

TOTAL: Good	07/09	24/08	10/08	27/07	13/07	22/06	15/06	08/06	01/06	25/05	18/05
NSW	57%	59%	61%	62%	63%	70%	65%	67%	62%	65%	70%
VIC	50%	47%	49%	53%	49%	65%	75%	72%	71%	73%	71%
QLD	66%	73%	68%	67%	69%	64%	67%	68%	69%	74%	66%
SA	74%	65%	72%	76%	79%	79%	76%	79%	70%	84%	80%
WA	87%	84%	86%	82%	77%	75%	77%	84%	79%	83%	86%

- Positive rating of the NSW Government's continues to slide, with another -2%pts movement this week to 57%. This is down from a high of 70% in June.
- Positive rating of the Victorian Government remains steady at 50%, though the majority of this survey was completed before the announcement of the lock-down extension in Victoria on Sunday 6th September.
- Positive rating of the Queensland state government's handing dropped to 66% this week from 73% a fortnight ago.

Expected restriction levels

Q In response to the Covid-19 outbreak, what do you expect will happen to the restriction levels in your local area over the next **two months**?

	07/09	24/08
I expect restrictions will become tighter	15%	39%
I expect no change to the restrictions	43%	39%
I expect restrictions will have eased	42%	22%
Base (n)	1,076	1,058

	Total	NSW	VIC	State QLD	SA	WA
I expect restrictions will become tighter	15%	19%	9%	20%	10%	9%
I expect no change to the restrictions	43%	46%	31%	48%	42%	53%
I expect restrictions will have eased	42%	35%	60%	32%	48%	38%
Base (n)	1,076	352	275	215	88	99

- A general expectation of an easing of restrictions in the next two months suggests Australians feel the worst effects of the Covid-19 pandemic have passed. Just 15% think tighter restrictions will be required in the next two months and 42% expect an easing of restrictions.
- The expectation of easing restrictions is highest in Victoria (60%), as this state currently has the strictest requirements. The majority of this survey was completed before the announcement of the lock-down extension in Victoria on Sunday 6th September.



Responsibility for Covid-19 Outbreak in Aged Care

Q In your opinion, who is most responsible for the recent Covid-19 outbreaks and spread of the virus within aged care facilities?

	07/09	24/08
Federal Government	31%	28%
State or Territory governments	28%	30%
Aged Care providers	41%	42%
Base (n)	1,076	1,068

	Total	Gender		Age Group			Federal Voting Intention			
		Male	Female	18-34	35-54	55+	Labor	Liberal + National	Greens	TOTAL: Other
Federal Government	31%	36%	27%	37%	35%	22%	42%	23%	34%	34%
State or Territory governments	28%	29%	28%	37%	27%	23%	26%	33%	31%	17%
Aged care providers	41%	36%	45%	26%	38%	55%	32%	44%	35%	49%
Base (n)	1076	524	552	326	365	385	321	390	108	138

- Responsibility for the outbreaks in aged care is shared between Federal and state governments, an aged care providers. Consistent with results a fortnight ago, 42% say the providers hold the most responsibility (42% in last poll), 31% identify the Federal government (no change from 28%) and 28% the state governments (from 30%).



- Women, people aged over 55 and Coalition voters are most likely to hold aged care providers responsible, while Labor voters are more likely to say the Federal government has the most responsibility (42%).



Statements about Covid-19 Outbreak in Aged Care

Q To what extent do you agree or disagree with the following statements about the recent Covid-19 outbreaks and spread of the virus within aged care facilities?

TOTAL: AGREE	07/09	24/08
Authorities failed to prepare an adequate Covid-19 strategy to deal with outbreaks in aged care facilities	77%	77%
Hygiene and care standards in private care homes are poor which has contributed to the spread of Covid-19	69%	71%
Covid-19 has entered and spread through aged care facilities because of community transmission from friends and families of residents	67%	67%
The impact of Covid-19 in aged care facilities has been worsened by long-term underfunding of the aged care sector	72%	70%

	TOTAL: AGREE	TOTAL: DISAGREE	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure
Authorities failed to prepare an adequate Covid-19 strategy to deal with outbreaks in aged care facilities	77%	15%	38%	39%	11%	4%	8%
Hygiene and care standards in private care homes are poor which has contributed to the spread of Covid-19	69%	20%	30%	39%	15%	5%	11%
Covid-19 has entered and spread through aged care facilities because of community transmission from friends and families of residents	67%	20%	26%	41%	15%	5%	13%
The impact of Covid-19 in aged care facilities has been worsened by long-term underfunding of the aged care sector	72%	17%	36%	36%	12%	5%	11%



TOTAL: AGREE	Total	Gender		Age Group			Federal Voting Intention			TOTAL: Other
		Male	Female	18-34	35-54	55+	Labor	Liberal + National	Greens	
Authorities failed to prepare an adequate Covid-19 strategy to deal with outbreaks in aged care facilities	77%	77%	78%	66%	78%	86%	83%	79%	78%	79%
Hygiene and care standards in private care homes are poor which has contributed to the spread of Covid-19	69%	71%	67%	58%	70%	78%	74%	72%	62%	77%
Covid-19 has entered and spread through aged care facilities because of community transmission from friends and families of residents	67%	71%	63%	66%	74%	61%	67%	69%	70%	71%
The impact of Covid-19 in aged care facilities has been worsened by long-term underfunding of the aged care sector	72%	71%	73%	64%	74%	76%	79%	71%	84%	69%
Base (n)	1,076	524	552	326	365	385	321	390	108	138

- Perceptions of the causes of the spread of Covid-19 within aged care facilities are consistent with previous results. A majority of people believe that there was insufficient preparation from authorities (77% agreement) and that long-term underfunding of aged care facilities has worsened the impact (72%)
- Similar numbers also agree that the hygiene and care standards in private care homes has contributed to the spread of (69%) and that community transmission from friends and families of residents has also contributed to the spread (67%).



Coronavirus concerns

Q To what extent are you concerned about the threat of Covid-19 (coronavirus) in Australia?

	07/09	24/08	10/08	27/07	13/07	22/06	15/06	08/06	01/06	25/05	18/05
Very concerned	37%	40%	50%	43%	36%	25%	28%	27%	32%	30%	33%
Quite concerned	45%	46%	40%	44%	48%	50%	45%	48%	49%	49%	47%
Not that concerned	13%	10%	7%	9%	12%	21%	23%	21%	15%	16%	16%
Not at all concerned	5%	4%	3%	4%	3%	4%	4%	5%	4%	5%	4%
Base (n)	1,076	1,068	1,010	1,058	1,054	1,079	1,087	1,073	1,059	1,087	1,073

- Concern about Covid-19 has eased this week with 37% very concerned about the threat (down from 50% in early August).

State and Federal Government Working Together

Q How well do you think your State or Territory government and the Federal government are working together on issues to address the Covid-19 pandemic?

	Total	State				
		NSW	VIC	QLD	SA	WA
Very well	17%	21%	8%	15%	19%	24%
Quite well	46%	46%	49%	48%	47%	40%
Quite poorly	22%	19%	28%	19%	21%	23%
Very poorly	8%	8%	10%	10%	6%	3%
Unsure	6%	7%	5%	7%	7%	8%
TOTAL: Well	64%	66%	57%	64%	66%	65%
TOTAL: Poorly	30%	27%	38%	29%	27%	27%
Base (n)	1,076	352	275	215	88	99

- People believe that more could be done between the Federal and State governments to address the Covid-19 pandemic. Less than a fifth of people (17%) think the Federal government and their state government are working together very well. While 46% say they are working together quite well, 30% rate the working relationship as poor.
- The Federal and Victorian governments are seen to have the worst relationship, with 57% of Victorians saying the Federal government is working well with their state government, but just 8% believe they are working very well together.

Change in Working together

Q And, how do you think your State or Territory government and the Federal government are working together now compared to earlier in the pandemic?

	Total	State				
		NSW	VIC	QLD	SA	WA
A lot better	13%	14%	10%	14%	16%	14%
A little better	27%	32%	28%	25%	26%	16%
No better or worse	30%	30%	26%	31%	33%	33%
A little worse	15%	14%	20%	14%	12%	19%
A lot worse	7%	6%	12%	8%	4%	5%
Unsure	6%	5%	4%	8%	10%	12%
TOTAL: Better	41%	46%	38%	39%	41%	31%
TOTAL: Worse	23%	20%	32%	22%	16%	24%
Base (n)	1,076	352	275	215	88	99

- Overall, most people believe the working relationship between the Federal and their state government has improved (41%) or stayed the same (30%) during the pandemic. 25% think the relationship between the governments has deteriorated.
- Victorians are most likely to think the relationship between the Federal and state governments has got worse (32%).



State and Federal governments working together on specific issues

Q How well do you think your State or Territory government and the Federal government are working together on the following issues?

TOTAL: Working well together	Total	State				
		NSW	VIC	QLD	SA	WA
To minimise the spread of Covid-19 within aged care facilities	51%	49%	42%	58%	58%	50%
To maintain interstate trade and ensure shops and supermarkets are fully stocked	68%	64%	66%	65%	77%	75%
The promotion of tourism and travel within states	52%	54%	37%	57%	67%	59%
To manage a safe environment in schools and childcare facilities for children and staff	67%	65%	61%	71%	73%	74%
To control the spread of Covid-19 across state borders	68%	67%	65%	67%	81%	68%
Base (n)	1,076	352	275	215	88	99

- Around two-thirds think their state and Federal governments are working well together to address the issues of inter-state infections (68%), Trade and supply (68%) and education (67%). While half think they are working well together to minimise the spread in aged-care facilities (51%) and promoting inter-state travel (52%).
- Victorians have the lowest rating of the relationship – particularly for issues of aged care facilities (42% say Federal and state governments are working well together) and interstate travel (37%).

	NSW	TOTAL: Well	TOTAL: Poorly	Very well	Quite well	Quite poorly	Very poorly	Unsure
To minimise the spread of Covid-19 within aged care facilities		49%	42%	18%	31%	25%	17%	9%
To maintain interstate trade and ensure shops and supermarkets are fully stocked		64%	27%	19%	45%	18%	9%	9%
The promotion of tourism and travel within states		54%	33%	18%	36%	21%	12%	13%
To manage a safe environment in schools and childcare facilities for children and staff		65%	26%	19%	45%	17%	9%	10%
To control the spread of Covid-19 across state borders		67%	29%	22%	45%	18%	10%	4%

	VIC	TOTAL: Well	TOTAL: Poorly	Very well	Quite well	Quite poorly	Very poorly	Unsure
To minimise the spread of Covid-19 within aged care facilities		42%	51%	10%	32%	31%	20%	7%
To maintain interstate trade and ensure shops and supermarkets are fully stocked		66%	29%	18%	48%	19%	9%	6%
The promotion of tourism and travel within states		37%	42%	11%	26%	27%	15%	21%
To manage a safe environment in schools and childcare facilities for children and staff		61%	30%	14%	47%	22%	8%	9%
To control the spread of Covid-19 across state borders		65%	29%	20%	45%	19%	10%	6%



	QLD	TOTAL: Well	TOTAL: Poorly	Very well	Quite well	Quite poorly	Very poorly	Unsure
To minimise the spread of Covid-19 within aged care facilities		58%	33%	17%	41%	20%	13%	9%
To maintain interstate trade and ensure shops and supermarkets are fully stocked		65%	25%	19%	45%	17%	8%	10%
The promotion of tourism and travel within states		57%	28%	18%	39%	21%	8%	15%
To manage a safe environment in schools and childcare facilities for children and staff		71%	20%	15%	56%	12%	8%	9%
To control the spread of Covid-19 across state borders		67%	29%	23%	44%	19%	10%	4%

	SA	TOTAL: Well	TOTAL: Poorly	Very well	Quite well	Quite poorly	Very poorly	Unsure
To minimise the spread of Covid-19 within aged care facilities		58%	32%	17%	41%	14%	18%	10%
To maintain interstate trade and ensure shops and supermarkets are fully stocked		77%	11%	16%	61%	7%	3%	12%
The promotion of tourism and travel within states		67%	16%	16%	51%	9%	7%	18%
To manage a safe environment in schools and childcare facilities for children and staff		73%	16%	21%	52%	10%	6%	11%
To control the spread of Covid-19 across state borders		81%	14%	33%	48%	8%	6%	5%



	WA	TOTAL: Well	TOTAL: Poorly	Very well	Quite well	Quite poorly	Very poorly	Unsure
To minimise the spread of Covid-19 within aged care facilities		50%	35%	19%	30%	22%	13%	16%
To maintain interstate trade and ensure shops and supermarkets are fully stocked		75%	17%	24%	51%	13%	4%	8%
The promotion of tourism and travel within states		59%	28%	22%	36%	22%	6%	13%
To manage a safe environment in schools and childcare facilities for children and staff		74%	17%	18%	56%	14%	4%	9%
To control the spread of Covid-19 across state borders		68%	24%	28%	40%	16%	8%	8%



Medicare tax increase

Q It has been proposed that the Medicare levy could be increased from 2% to 2.65% to fund improvements to the aged care sector.

To what extent would you support or oppose this increase?

	Total	Gender		Age Group			Federal Voting Intention			TOTAL: Other
		Male	Female	18-34	35-54	55+	Labor	Liberal + National	Greens	
Strongly oppose	15%	17%	13%	10%	22%	12%	11%	13%	11%	37%
Somewhat oppose	17%	18%	16%	23%	16%	13%	17%	18%	23%	13%
Neither support, nor oppose	32%	28%	36%	38%	28%	31%	31%	28%	33%	29%
Somewhat support	23%	24%	22%	21%	22%	27%	28%	27%	17%	13%
Strongly support	12%	13%	12%	8%	12%	17%	14%	13%	15%	7%
TOTAL: Oppose	32%	35%	29%	33%	38%	25%	28%	31%	35%	51%
TOTAL: Support	36%	37%	35%	29%	34%	44%	41%	41%	32%	21%
Base (n)	1,076	524	552	326	365	385	321	390	108	138

- The proposal to increase the Medicare levy to help fund the aged care sector could be a polarising issue for Australians. Similar proportions say they support (36%) and oppose (32%) the proposal
- Support for increasing the levy is highest among those aged over 55 years (44%).
- There is net support among voters of the two major parties - 41% support, 28% opposition among Labor voters and 41% support, 31% oppose among Coalition voters). Those voting for minor, or independent candidates generally oppose the proposal (51% oppose, 21% support).



Frequency of reading news on social media platforms

Q How frequently do you use technology platforms like Google and Facebook to search for, and read news articles?

	Total	Age Group		
		18-34	35-54	55+
At least daily	52%	46%	64%	46%
At least once a week	22%	26%	20%	21%
At least once a month	8%	16%	5%	4%
Less frequently than one a month	6%	5%	4%	9%
Never	11%	6%	7%	19%
Base (n)	1,076	326	365	385

- Half of adult Australians use social media platforms like Facebook and Google to search and read news on a daily basis (52%). A further 22% use social media weekly to access news.
- People aged 35-54 are the heaviest consumers of news through social media, with 64% using a platform on a daily basis.

Google agreement statements

Q The Australian Competition and Consumer Commission is drafting code of conduct legislation to force technology platforms, like Google and Facebook, to pay media organisations for the news content they distribute.

In response Facebook has threatened to stop its users sharing news and Google has warned its free web search is at risk.

To what extent do you agree or disagree with the following statements?

	TOTAL: Agree	TOTAL: Disagree	Strongly agree	Somewhat agree	Neither agree, nor disagree	Somewhat disagree	Strongly disagree
A strong media is essential to Australian democracy and the government is right to ask Google and Facebook to pay for news	49%	22%	23%	26%	29%	13%	9%
It is not up to Facebook and Google to support media companies	38%	26%	15%	23%	36%	15%	12%
Big tech companies like Google and Facebook should support Australian media rather than bullying the government	54%	17%	26%	28%	29%	11%	6%
Big technology companies like Google and Facebook have too much power and its time they were pulled into line	51%	19%	23%	27%	30%	12%	7%
If Facebook stopped offering news on its platform, I would use it less often	29%	35%	12%	18%	35%	19%	16%



TOTAL: AGREEMENT	Total	Age Group			Frequency of news consumption on social media			
		18-34	35-54	55+	At least daily	At least once a week	Less than once a week	Never
A strong media is essential to Australian democracy and the government is right to ask Google and Facebook to pay for news	49%	36%	49%	60%	51%	48%	42%	49%
It is not up to Facebook and Google to support media companies	38%	45%	39%	32%	42%	38%	31%	27%
Big tech companies like Google and Facebook should support Australian media rather than bullying the government	54%	38%	54%	66%	55%	55%	43%	60%
Big technology companies like Google and Facebook have too much power and its time they were pulled into line	51%	36%	53%	61%	51%	49%	43%	61%
If Facebook stopped offering news on its platform, I would use it less often	29%	35%	33%	21%	34%	30%	22%	16%
Base (n)	1,076	326	365	385	570	239	149	118



TOTAL: DISAGREEMENT	Total	Age Group			Frequency of news consumption on social media			
		18-34	35-54	55+	At least daily	At least once a week	Less than once a week	Never
A strong media is essential to Australian democracy and the government is right to ask Google and Facebook to pay for news	22%	30%	20%	17%	23%	21%	28%	15%
It is not up to Facebook and Google to support media companies	26%	22%	24%	33%	27%	23%	26%	30%
Big tech companies like Google and Facebook should support Australian media rather than bullying the government	17%	25%	16%	12%	20%	17%	17%	10%
Big technology companies like Google and Facebook have too much power and its time they were pulled into line	19%	27%	18%	14%	22%	16%	19%	11%
If Facebook stopped offering news on its platform, I would use it less often	35%	31%	34%	40%	35%	36%	31%	42%
Base (n)	1,076	326	365	385	570	239	149	118

- Around half of people agree that big technology companies like Google and Facebook have too much power (51%) and they should support Australian media rather than bullying the government (54%).
- People aged 18-34 were more sympathetic to social media platforms and had the lowest agreement that government is right to ask Google and Facebook to pay for news (36%), they have too much power (36%).
- 34% of daily social media users agree they would use the platform less frequently if it stopped offering news content.



Future usage of online news

Q If the legislation is introduced and news content was removed from Facebook and Google, how likely would you do the following to search and read news articles?

	TOTAL: Likely	TOTAL: Unlikely	Very likely	Quite likely	Not that likely	Not at all likely
Go directly to news websites to read content	75%	25%	37%	38%	15%	10%
Continue to use Google and Facebook and read less news	69%	31%	26%	43%	19%	12%
Use alternative platforms to Facebook and Google to find and read news articles (such as Twitter, LinkedIn or Reddit)	53%	47%	22%	31%	24%	22%
Use the Apple News aggregator	37%	63%	14%	22%	27%	36%

TOTAL: LIKELY	Total	Age Group			Frequency of news consumption on social media			
		18-34	35-54	55+	At least daily	At least once a week	Less than once a week	Never
Go directly to news websites to read content	75%	70%	81%	73%	84%	77%	62%	46%
Continue to use Google and Facebook and read less news	69%	67%	76%	63%	77%	72%	60%	39%
Use alternative platforms to Facebook and Google to find and read news articles (such as Twitter, LinkedIn or Reddit)	53%	61%	64%	37%	64%	50%	42%	25%
Use the Apple News aggregator	37%	42%	49%	20%	42%	42%	29%	11%
Base (n)	1,076	326	365	385	570	239	149	118

- The majority of people would use alternative sources such as direct content (75%), other social media platforms (53%) or Apple news (37%) if social media platforms stopped offering free news contents as part of their service.
- However, 77% of daily Facebook and Google users said they are likely to continue to use the platforms, but read less news.



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 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.

