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ANU Poll 13 (Electoral reform)

AUGUST 2013

TECHNICAL REPORT

PREPARED FOR

AUSTRALIAN NATIONAL UNIVERSITY
RESEARCH SCHOOL OF SOCIAL SCIENCES
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1. Introduction

1.1 About this report

This report covers the data collection and methodological aspects of the fourteenth Australian National University (ANU) Poll (Electoral Reform). Its purpose is to:

- Consolidate and summarise project information and assorted reports generated throughout the survey period;
- Provide analysis relating to sample characteristics and utilisation; and
- Consolidate issues for consideration relating to the improvement of the questionnaire and refinement of the methodology for future surveys, if applicable.

Detailed reference information is also attached as appendices.

1.2 Project background

This poll is the fourteenth in an ongoing series of polls being undertaken by the Social Research Centre for the ANU. Their purpose is to assess Australians' opinions on important and topical issues, with an emphasis on international comparisons. These polls are typically conducted three times a year, or about every four months. Some questions appear in every poll in order to provide information about changes in opinion over time; the majority of questions appear in one poll only.

The main focus of this poll was on attitudes towards elections and voting reform.

1.3 Project overview

The in-scope population for this ANU Poll was adults (18 years of age or over) who are residents of private households in Australia. The total achieved sample size was 1,200.

The sample design for the landline strata involved geographic stratification in proportion to the population as estimated by the 2011 Census. Geographic quotas were not put in place for the mobile strata.

A dual frame RDD sample design was employed to undertake the current ANU Poll, with the split 60:40 between the landline RDD sample frame and mobile phone RDD sample frame. The "next birthday" method was used to randomly select respondents from households where two or more in-scope persons were present.

Key project statistics are summarised at Table 1.

Table 1 **Summary of key statistics**

	Project total
Target pilot interviews	20
Target main phase interviews	1,200
Total interviews achieved	1,200
Participation rate (%)	57.7%
AAPOR Response rate 3	29.4%
Fieldwork start date	9-Jul-13
Fieldwork finish date	23-Jul-13
Average interview length (minutes)*	12.2

All data collection activities were undertaken in accordance with the Australian Market and Social Research Society's Code of Professional Practice, the Market and Social Research Privacy Principles and ISO 20252 standards.

2. Sample Management

2.1 Sample generation

A total of 8,924 sample records were generated for the main phase, with 7,224 being initiated during the fieldwork period.

The number of records generated for each region was based on the quota for that region along with estimates of per cent yield based on similar surveys conducted in these regions. As Table 2 shows, 81.0% of the total sample was used.

The average number of sample records called to achieve an interview was 6.0, with a range of 4.0 in Perth and Rest of NSW to 8.5 in the Rest of SA.

The average sample records per interview statistics at Table 2 can be used to guide sample generation requirements for future surveys.

Table 2 Sample generation and usage

Region	Sample generated	Sample used	% sample used	Interviews achieved	Avg records initiated per interview
Landline strata					
Sydney	1,017	1,006	98.9%	149	6.8
Rest of NSW	447	334	74.7%	84	4.0
Melbourne	927	721	77.8%	136	5.3
Rest of VIC	298	231	77.5%	45	5.1
Brisbane	399	342	85.7%	69	5.0
Rest of QLD	454	440	96.9%	74	5.9
Adelaide	203	188	92.6%	42	4.5
Rest of SA	124	102	82.3%	12	8.5
Perth	320	230	71.9%	58	4.0
Rest of WA	126	101	80.2%	16	6.3
Hobart	41	29	70.7%	7	4.1
Rest of TAS	39	39	100.0%	9	4.3
Darwin	79	31	39.2%	4	7.8
Rest of NT	21	21	100.0%	3	7.0
ACT	109	69	63.3%	12	5.8
Total landline	4,604	3,884	84.4%	720	5.4
Mobile strata					
National	4,320	3340	77.3%	480	7.0
TOTAL	8,924	7,224	81.0%	1200	6.0

2.2 Sample release

Sample for the poll was released in batches so that:

- Calls to each batch could be exhausted, as far as was possible within the project schedule, prior to initiating calls to a fresh batch of sample; and
- The interview rate by location and sample type could be assessed, with a view to estimating the minimum number of records to release in ensuing batch(es) to enable the timely completion of the project and minimise the proportion of residual non-contacts at the end of the fieldwork period.

2.3 Call procedures

The call procedures included:

- A six call regime, with call attempts spread over different times of day and days of the week, with a view to maximising the sample yield.
- In order to yield maximum response from the agreed number of call attempts, it was necessary to control the “spread of call attempts” such that, subject to other outcomes being achieved, contact attempts are spread over weekday evenings (6.30 pm to 8.30 pm), weekday late afternoon / early evening (4.30 pm to 6.30 pm), Saturdays (10 am to 5 pm), Sundays (11 am to 4 pm) and weekdays between 9:30am to 4.30 pm (typically reserved for appointment management).
- Appointments were set for any time that the call centre is operational (weekdays 9.00 am to 8.30 pm; weekends 9:30 am to 6.30 pm).
- 1800 number operation to address sample member queries and support the response maximisation effort, and the establishment of a respondent page on our website (with responses to frequently asked questions).
- For mobile phones, capping the maximum number of unanswered call attempts to no more than three so as to avoid appearing overzealous in our attempts to achieve interviews.
- Not making initial calls to the mobile phone sample any earlier than 9.00 am Western Australian Time, as there is no way of knowing the location (and hence time zone) of the respondent.

There was no interviewing in languages other than English and no messages were left on answering machines.

2.4 Procedures to maximise response

Procedures to maximise response for the ANU Poll included:

- Operation of a 1800 number throughout the survey period by The Social Research Centre, to help establish survey bona fides, address sample members' queries, and encourage response;
- Information on The Social Research Centre website outlining the nature of the study and responses to frequently asked questions;
- Provision of the ANU website upon request, where respondents could view additional information about the study;
- Provision upon request of contact details for the ANU Human Research Ethics Committee;
- Batched release of sample as described in 2.2 above; and
- Focus on interviewer training and respondent liaison techniques.

3. Questionnaire Design and Testing

3.1 Questionnaire design and pre-testing

An initial draft of questions for the ANU Poll was written by ANU, with feedback from the Social Research Centre.

3.2 Questionnaire pilot testing

Prior to pilot test interviewing, standard operational testing procedures were applied to ensure that the CATI script truly reflected the agreed “hard copy” questionnaire. These included:

- Reading the questionnaire directly into the CATI program;
- Programming the skips and sequence instructions as per the hard copy questionnaire;
- Rigorous checking of the questionnaire in “practice mode” by the Social Research Centre project coordinator and the project quality supervisor, including checks of the on-screen “presentation” of questions and response frames; and
- Randomly allocating dummy data to each field in the questionnaire and examining the resultant frequency counts to check the structural integrity of the CATI script.

A pilot test of 20 interviews was conducted on 1 and 2 July 2013.

The key outcomes of the pilot were:

Some wording changes to ease respondent confusion (i.e. ‘voting reform’ at the introduction, rework of B4 and addition of ‘generally speaking’ at C2), along with the removal of two questions (D2 and D3) and the addition of two demographic questions to capture length of time in neighbourhood and home ownership status.

The final questionnaire is provided at Appendix 1.

4. Interviewer Briefing & Quality Control

4.1 Interviewer briefing

All interviewers and supervisors selected to work on the ANU Poll attended a two-hour briefing session, which focused on all aspects of survey administration, including:

- Survey context and background;
- Survey procedures and sample management protocols;
- Respondent selection procedures;
- Strategies to gain and maintain co-operation;
- Detailed examination of the survey questionnaire, with a focus on the use of pre-coded response lists and item-specific data quality issues; and
- Comprehensive practice interviewing;

A total of 19 interviewers were briefed on the project.

4.2 Fieldwork quality control procedures

The in-field quality monitoring techniques applied to this project included:

- Validation of 78 interviews (or approximately 6.5% of each interviewer's work) via remote monitoring (covering the interviewers' approach and commitment-gaining skills, as well as the conduct of the interviews). This number is above the standard validation rate of 5%—approximately 60 interviews;
- Field team de-briefing after the first shift, and thereafter, whenever there was important information to impart to the field team in relation to data quality, consistency of interview administration, techniques to avoid refusals, appointment-making conventions, or project performance;
- Examination of "Other" responses; and
- Monitoring of the interview-to-refusal ratio by interviewer.

5. Response Analysis

5.1 Final call results

Table 3 (overleaf) presents the final call result by strata (landline vs. mobile) for all numbers initiated. Of the 7,224 numbers to which calls were initiated, interviews were achieved with 1,200 households (main). The average number of calls per interview was 25.7 and the average calls per number initiated was 4.27.

In terms of the final outcomes the major differences between the sample frames are:

- A higher proportion of no contact outcomes in the mobile frame (44.6%) compared with the landline frame (30.3%)
- A higher proportion of ineligible numbers amongst the landline frame (22.5%) compared to the mobile frame (15.0%).
- There was a higher proportion of 'out of scope' contacts amongst the mobile frame (22.2%) compared to the landline frame (9.2%).

In regards to previous waves, the current wave had the lowest proportion of ineligible numbers (19.0%) compared to the previous five waves.

Table 3 Result at last call attempt

Final outcome	Total		Landline		Mobile	
	n=	%	n=	%	n=	%
Total numbers initiated	7,224	100.0%	3,884	100.0%	3,340	100.0%
Ineligible numbers						
Telstra message; number disconnected	691	9.6%	329	8.5%	362	10.8%
Not a residential number	434	6.0%	357	9.2%	77	2.3%
Fax/Modem/Call restrictions	249	3.4%	186	16.0%	63	1.9%
Subtotal ineligible numbers	1,374	19.0%	872	22.5%	502	15.0%
No Contact						
Engaged	160	2.2%	102	2.6%	58	1.7%
Answering machine	1,196	16.6%	351	9.0%	845	25.3%
No answer	1,145	15.8%	630	16.2%	515	15.4%
Appointments	166	2.3%	95	2.4%	71	2.1%
Subtotal no contact	2,667	36.9%	1,178	30.3%	1,489	44.6%
Out of scope contacts						
Selected respondent away duration	105	1.5%	59	1.5%	46	1.4%
No one 18+ in the household	148	2.0%	13	0.3%	135	4.0%
Too old / frail / deaf / unable to do survey	194	2.7%	148	3.8%	46	1.4%
Claims to have done survey	1	0.0%	0	0.0%	1	0.0%
Language difficulty (LOTE)	238	3.3%	131	3.4%	107	3.2%
Mobile - Refused screening	387	5.4%	0	0.0%	387	11.6%
Other out of scope	29	0.4%	8	0.2%	21	0.6%
Subtotal out of scope contacts	1,102	15.3%	359	9.2%	743	22.2%
In-scope contacts						
Completed interviews	1,200	16.6%	720	18.5%	480	14.4%
Household refusal	683	9.5%	637	16.4%	46	1.4%
Respondent refusal	154	2.1%	94	2.4%	60	1.8%
Named person not known (when calling back)	7	0.1%	5	0.1%	2	0.1%
Requested we remove number from list	29	0.4%	14	0.4%	15	0.4%
Terminated midway	8	0.1%	5	0.1%	3	0.1%
Subtotal in-scope contacts	2,081	28.8%	1,475	38.0%	606	18.1%

5.2 Participation rate

The participation rate was defined as completed interviews as a proportion of sample members who could be contacted within the call cycle and were not identified as out of scope.¹

To determine the participation rate for this ANU Poll, it is necessary to exclude those numbers initiated:

- That were not connected, or not residential numbers, and therefore unusable (19.0% of numbers initiated);
- Where there was no contact within the call cycle (36.9%); and
- That resulted in a contact confirming that the selected respondent was out of scope (15.3%).

The final overall participation rate was 57.7% (see Table 4) this is higher than the previous five waves of the ANU Poll. The participation rate varied quite significantly between the sample frames, for the landline frame it was 48.8% and for the mobile frame it was 79.2%.

Table 4 Participation rate

Final outcome	Jul-13		Sep-12	Sep-11	Jul-11	May-11
	n=	%	%	%	%	%
Completed interviews	1200	57.7	43.3	33.1	40.5	37.5
Household refusal	683	32.8	46.6	55.5	54.5	50.2
Respondent refusal	154	7.4	7.2	9.1	3.8	10.1
Named person not known (when calling back)	7	0.3	0.5	0.5	0.1	0.5
Requested we remove number from list	29	1.4	1.9	0.7	0.8	1.2
Terminated midway in survey	8	0.4	0.5	1.1	0.3	0.5
Subtotal in-scope contacts	2081	100	100	100	100	100

¹ The calculation was completed interviews (1,200) divided by the sum of completed interviews, household refusals, respondent refusals, named person not known, remove number from list, and terminated midway (2,336).

In addition to the response rate provided above, the AAPOR Response Rate 3 (RR3)² is also included to facilitate the preparation of peer reviewed journal articles, in particular the methodological aspects of such articles.

The RR3 relies on estimating the proportion of cases of unknown eligibility that may have been eligible for the survey and including this estimate in the denominator for the calculation of the survey response rate. The formula for Response Rate 3 is:

$$RR3 = \frac{I}{(I+P)+(R+NC+O) + e(UH+UO)}$$

Where:

I=Interviews

P=Partial interviews

R=Refusals

NC=Non-contacts

O= Other

e= Estimate of the proportion of unknown outcomes likely to have been in-scope

UH=Unknown, if household / occupied

UO=Unknown, other.

The e value for this survey is the default value calculated by the AAPOR on-line Response Rate Calculator³. In this case 0.566. This was calculated as follows ...

$$e = \frac{(\text{Interviews} + \text{Partial completes}) + (\text{Eligible non-interviews})}{(\text{Interviews} + \text{Partial completes}) + (\text{Eligible non-interviews}) + (\text{Not eligible})}$$

On this basis (refer to Table 5 overleaf) the overall **response rate** for the survey was 29.4%, 32.4% for the landline frame and 25.8% for the mobile phone frame.

Advice provided by Paul Lavrakas⁴ suggests that these response rates would be judged as 'good' by US standards where typical response rates for dual-frame media polls are between 10-15% for the landline frame and 6-10% for the mobile phone frame.

² AAPOR, 2011.

³ For more complete instructions about how to classify final dispositions see the complete Standard Definitions and Eligibility Calculation documents at <http://www.aapor.org/Resources.htm>

⁵ Personal Communication. Paul Lavrakas is Vice President / President-Elect of AAPOR.

Table 5 Calculation of AAPOR response rate

	Total sample	Landline	Mobile phone
Total phone numbers used			
I=Complete Interviews (1.1)	1200	720	480
R=Refusal and break off (2.1)	162	99	63
NC=Non Contact (2.2)	166	95	71
O=Other (2.0, 2.3)	433	279	154
e	0.566	0.572	0.557
UH=Unknown Household (3.1)	2548	1083	1465
UO=Unknown other (3.2-3.9)	1211	715	496
Response Rate 3			
$I/((I+P) + (R+NC+O) + e(UH+UO))$	29.4	32.4	25.8
Cooperation Rate 3			
$I/((I+P)+R)$	88.1	87.9	88.4
Refusal Rate 3			
$R/((I+P)+(R+NC+O))$	8.3	8.3	8.2
Contact Rate 3			
$(I+P)+R+O / (I+P)+R+O+NC$	91.5	92.0	90.8

The **cooperation rates** for the survey (interviews / interviews + refusals) are more typically reported as the 'response rate' for Australian surveys. The overall cooperation rate was 88.1%, with some variation between the landline frame (87.9%) and the mobile phone frame (88.4%).

The **refusal rate** is the proportion of all cases in which a household or respondent refuses to do an interview. The overall refusal rate was 8.3%, with very little variation between the sample frames.

The **contact rate** is the proportion of all cases in which some member of the housing unit was reached by the survey. The overall contact rate was 91.5% with moderate variation between the landline frame (92.0%) and the mobile phone frame (90.8%).

5.2 Overview of reason for refusal

A reason for refusal was collected for the majority (92%) of cases, with the point of refusal and type of refusal being collected within the CATI program.

As can be seen at Table 6, the most common reason for refusal was a perceived lack of salience (“not interested” – 51.4%). The second most common reason was respondent’s hanging up without making comment (26.7%), followed by respondent’s being too busy (10.9%). This pattern of reasons for refusal is consistent with previous polls in the series.

Table 6 Review of reason for refusal

Reason	Jul-13	
	n=	%
Not interested	599	51.4%
No comment / just hung up	311	26.7%
Too busy	127	10.9%
Don't like subject matter	24	2.1%
Never do surveys	22	1.9%
Asked to be taken off list	13	1.1%
Don't believe surveys are confidential	12	1.0%
Don't trust surveys / government	12	1.0%
Get too many calls for surveys / telemarketing	7	0.6%
Silent number	7	0.6%
Too personal / intrusive	6	0.5%
Survey is too long	6	0.5%
Objected to being called on mobile phone	1	0.1%
Other	18	1.5%
Total	1,165	100.0%

6. Data Processing

6.1 Coding

Back coding to A2a, A2b, DEM2, DEM2d, DEM4, DEM9, DEM10 and DEM11 was conducted by the Social Research Centre. No extension of code-frames was required for these questions.

6.2 Weighting

The weighting approach that was employed for the survey involved a two-stage process. The first stage consisted of applying a design weight to adjust for an individual's chance of selection based on three possible factors including the number of in-scope sample members in a household, the number of landlines in the household used for private calls; and/or having a mobile phone. The second step was to apply a post stratification weight to ensure the final sample was weighted to relevant population benchmarks for age, gender and location and telephony status.

Demographic benchmarks used for weighting were obtained from Estimated Residential Population figures (2012) provided by the ABS. These adjust for census under-counting and people overseas at the time of the survey. Telephony status benchmarks were obtained from publically available reports authored by the Australian Communication and Media Authority (2010).

Appendix 1 - Final Questionnaire

**ANU Poll (June 2013) – Electoral reform
Questionnaire – Main
(4 July 2013)**

Call outcome codes (SMS screen)

Proceed with interview
No answer
Answering machine
Fax machine / modem
Engaged
Appointment
Stopped interview
LOTE – No follow up
Named person not known (only applies if calling back to keep an appointment and phone answerer denies knowledge of named person)
Telstra message / Disconnected
Not a residential number
Too old / deaf / disabled/health/family reasons
Claims to have done survey
Away for duration
Other out of scope (SUPPRESS)
Terminated during screening / midway (HIDDEN CODE)

***INTRODUCTION**

*(TIMESTAMP1)

*(ALL)

SAMTYP

1. Landline
2. Mobile

*(ALL)

Intro1 Good afternoon/evening my name is <SAY NAME> and I'm calling on behalf of the Australian National University from the Social Research Centre. The University is doing a short survey of community attitudes towards a number of issues.

IF NECESSARY: It's about your opinion on a range of issues – there are no right or wrong answers - but is mainly about peoples' attitudes towards elections and voting reform

PRES1 IF SAMTYP=1 (LANDLINE SAMPLE) CONTINUE, ELSE GO TO PRES5

*(SAMTYP=1, LANDLINE)

S1 To help with this important study we'd like to arrange a short interview with the person aged 18 or over in your household who is going to have the next birthday.

May I speak to that person please?

1. Selected respondent (GO TO S3)
2. Change respondents (GO TO S2)
3. Stop interview, make appointment (RECORD NAME AND GENDER AND ARRANGE CALL BACK)
4. Household refusal (ATTEMPT CONVERSION / RECORD REASON) (GO TO RR1)
5. Queried about how telephone number was obtained (GO TO ATELQ)
6. Wants further information about survey (GO TO AINFO)
7. No one in household over 18 (GO TO TERM1)

*(SELECTED RESPONDENT)

S2 REINTRODUCE IF NECESSARY: Good afternoon/evening my name is <SAY NAME>. I'm calling on behalf of the Australian National University from the Social Research Centre. The University is doing a short survey of community attitudes towards a number of issues.

IF NECESSARY: It's about a range of issues but is mainly about peoples' attitudes towards elections and voting reform

1. Continue
2. Refusal (GO TO RR1)

PRES5 IF SAMTYP=2 (MOBILE SAMPLE) CONTINUE, ELSE GO TO S3

*(SAMTYP=2, MOBILE)

S5 For this survey, we are interested in talking to people aged 18 or over. Can I check, are you aged 18 years or over?

1. Yes
2. No (GO TO TERM1)
3. Refused (GO TO RR1)

*(SAMTYP=2 AND S5=1, MOBILE SAMPLE AGED 18 OR OVER)

S7 Could I also just check whether it is safe for you to take this call at the moment? If not, we'd be happy to call back when it is more convenient for you.

1. Safe to take call
2. Not safe to take call
3. Refusal (GO TO RR1)

PRES8 IF SAMTYP=2 AND S7=2 (NOT SAFE TO TAKE CALL) CONTINUE, ELSE GO TO S6

*(MOBILE AND NOT SAFE TO TAKE CALL)

S8 Do you want me to call you back on this number or would you prefer I call back on your home phone?

1. This number (TYPE STOP, MAKE APPOINTMENT)
2. Home phone (TYPE STOP, MAKE APPOINTMENT, RECORD HOME PHONE NUMBER)
3. Respondent refusal (GO TO RR1)

*(SAMTYP=2, MOBILE)

S6 Just so I know your time zone, can you please tell me which state or territory you're in?

1. NSW
2. VIC
3. QLD
4. SA
5. WA
6. TAS
7. NT
8. ACT
9. (Refused) (GO TO TERM2)

*PROGRAMMER NOTE: WRITE STATE / TERRITORY TO SAMPLE RECORD

*(ALL)

S3 This survey is mainly about your opinions. There are no right or wrong answers. If I come to any question you prefer not to answer, just let me know and I'll skip over it. You can withdraw from the study at any point and the information collected will not be retained, or you may complete the rest of the interview at another time. All interviews are voluntary, and we will treat all information you give in strict confidence.

This interview should take around 10-12 minutes depending on your answers. I'll try and make it as quick as I can. Are you happy to continue?

1. Continue (GO TO S4)
2. Stop interview, make appointment (RECORD NAME AND GENDER AND ARRANGE CALL BACK)
3. Respondent refusal (ATTEMPT CONVERSION / RECORD REASON) (GO TO RR1)
4. Wants further information about survey (GO TO AINFO)
5. Queried about how telephone number was obtained (GO TO ATELQ)

*(QUERIED HOW TELEPHONE NUMBER WAS OBTAINED)

ATELQ Your telephone number has been chosen at random from all possible telephone numbers in Australia. We find that this is the best way to obtain a representative sample and to make sure we get opinions from a wide range of people.

1. Snap back to S1 / S3

*(WANTS ADDITIONAL INFORMATION)

AINFO Further information can also be found on our website www.srcentre.com.au or the ANU website at <http://www.anu.edu.au>

I can also give you a telephone number so that you can talk with the researchers:
(02) 6125 2135 (Patricia Barber)

1. Snap back to S1 / S3

*(ALL)

S4 This call may be monitored for training and quality purposes. Is that OK?

1. Monitor
2. Do not monitor

*(TIMESTAMP2)

***A MOST IMPORTANT PROBLEMS**

*(ALL)

A1 I'd like to start with a general question about your views on life in Australia. All things considered, are you satisfied or dissatisfied with the way the country is heading?

(PROBE FOR VERY OR JUST)

1. Very satisfied
2. Satisfied
3. Neither satisfied nor dissatisfied
4. Dissatisfied
5. Very dissatisfied
6. (Don't know / Not sure)
7. (Refused)

*(ALL)

A2a What do you think is the most important problem facing Australia today?

(SINGLE RESPONSE)

1. Economy/jobs
2. Industrial relations
3. Interest rates
4. Housing affordability
5. Health care
6. Education
7. Defence/national security
8. Terrorism

9. Iraq war
10. Afghan war
11. Environment/global warming
12. Water management
13. Immigration
14. Indigenous affairs
15. Taxation
16. Better government
17. Law and order/ crime/ justice system
18. Ageing population
19. Values/ morals/ respect for others
20. Poverty/ Social exclusion/ inequality
33. Carbon Tax
21. Other (Specify _____)
22. (Don't Know / Can't Say) (GO TO B1)
23. (None/ no other) (GO TO B1)
24. (Refused) (GO TO B1)

PREA2b IF A2a<22 OR A2a = 33 (ANSWERED A2a) CONTINUE, OTHERWISE GO TO B1
*(ANSWERED A2A, A2a=1-21 OR 33)

A2b And what do you think is the second most important problem facing Australia today?

(SINGLE RESPONSE)

(SUPPRESS OPTION 1-20, AND 33 IF SELECTED AT A2a)

1. Economy / jobs
2. Industrial relations
3. Interest rates
4. Housing affordability
5. Health care
6. Education
7. Defence / national security
8. Terrorism
9. Iraq war
10. Afghan war
11. Environment / global warming
12. Water management
13. Immigration
14. Indigenous affairs
15. Taxation
16. Better government
17. Law and order / crime / justice system
18. Ageing population
19. Values / morals / respect for others
20. Poverty / Social exclusion / inequality
33. Carbon Tax
21. Other (Specify _____)
22. (Don't Know / Can't Say)
23. (None/ no other)
24. (Refused)

*(TIMESTAMP3)

***B THE ACT OF VOTING**

*(ALL)

B1 I'm now going to ask you some general questions about voting and elections.

Are you currently enrolled to vote?

1. Yes
2. No
3. Don't know
4. Refused

*PROGRAMMER NOTE: RANDOMLY ASSIGN ALL SAMPLE TO ONE OF THREE QUESTION VERSIONS AT B2VERSION – SET UP AS QUOTA SO NO MORE THAN 400 COMPLETES IN EACH VERSION

*(ALL)

B2VERSION

1. Randomly assign 1/3 of sample to B2i (MAX 400 COMPLETES)
2. Randomly assign 1/3 of sample to B2ii (MAX 400 COMPLETES)
3. Randomly assign 1/3 of sample to B2iii (MAX 400 COMPLETES)

*(ALL)

B2 i. (B2VERSION=1) Do you think that voting at Federal elections should be compulsory, or do you think that people should only vote if they want to?

ii. (B2VERSION=2) Do you think that voting at Federal elections should be compulsory, or do you think that people who have different party preferences to you should only vote if they want to?

iii. (B2VERSION=3) Do you think that voting at Federal elections should be compulsory, or do you think that people who don't know much about politics should only vote if they want to?

1. Voting should be compulsory
2. People should only vote if they want to
3. Don't know
4. Refused

*(TIMESTAMP4)

PROGRAMMER NOTE: RANDOMLY ASSIGN ALL SAMPLE TO ONE OF THREE QUESTION VERSIONS AT B3VERSION – SET UP AS QUOTA SO NO MORE THAN 400 COMPLETES IN EACH VERSION

*(ALL)

B3VERSION

1. Randomly assign 1/3 of sample to B3i (MAX 400 COMPLETES)
2. Randomly assign 1/3 of sample to B3ii (MAX 400 COMPLETES)
3. Randomly assign 1/3 of sample to B3iii (MAX 400 COMPLETES)

*(ALL)

B3 i. (B3VERSION=1) Do you think the fines for non-voting should be increased to \$100 for people such as yourself?

ii. (B3VERSION=2) Do you think the fines for non-voting should be increased to \$100 for young people?

iii. (B3VERSION=3) Do you think the fines for non-voting should be increased to \$100 for disadvantaged groups?

1. Yes
2. No

3. Don't know
4. Refused

*(ALL)

B4 Would you vote in an election if voting was not compulsory?

(PROBE FOR DEFINITELY OR PROBABLY)

1. Yes, definitely would vote
2. Yes, probably would vote
3. No, probably would not vote
4. No definitely would not vote
5. (Don't know)
6. (Refused)

*(ALL)

B5 At present, elections to the Commonwealth parliament are held every three years. Do you think Commonwealth elections should be held more frequently than three years, less frequently, or is three years about right?

INTERVIEWER NOTE: IF RESPONDENT SAYS MORE FREQUENTLY PROBE FOR LESS THAN OR EVERY 2 YEARS, IF THEY SAY LESS FREQUENTLY PROBE FOR EVERY 4, 5 OR MORE THAN 5 YEARS

1. More frequently (Less than every 2 years)
2. More frequently (Every 2 years)
3. Three years is about right
4. Less frequently (Every 4 years)
5. Less frequently (Every 5 years)
6. Less frequently (More than every 5 years)
7. (Don't know)
8. (Refused)

*(TIMESTAMP5)

***C FUNDING AND INTEGRITY OF ELECTIONS**

*(ALL)

C1 In some countries, people believe their elections are conducted fairly. In other countries, people believe that their elections are conducted unfairly. Thinking of the last election in Australia, where would you place it on a scale of 1 to 5, where ONE means that the last election was conducted fairly and FIVE means the last election was conducted unfairly?

1. Last election was conducted fairly
- 2.
- 3.
- 4.
5. Last election was conducted unfairly
6. Don't know
7. Refused

*PROGRAMMER NOTE: RANDOMLY ASSIGN ALL SAMPLE TO ONE OF THREE QUESTION VERSIONS AT C2VERSION – SET UP AS QUOTA SO NO MORE THAN 400 COMPLETES IN EACH VERSION

*(ALL)

C2VERSION

1. Randomly assign 1/3 of sample to C2i (MAX 400 COMPLETES)
2. Randomly assign 1/3 of sample to C2ii (MAX 400 COMPLETES)
3. Randomly assign 1/3 of sample to C2iii (MAX 400 COMPLETES)

*(ALL)

C2 i. (C2VERSION=1) Generally speaking, what would you think if a citizen contributed \$100,000 to a political party's campaign funds? Would you describe this as...

ii. (C2VERSION=2) Generally speaking, what would you think if a large business contributed \$100,000 to a political party's campaign funds? Would you describe this as...

iii. (C2VERSION=3) Generally speaking, what would you think if a trade union contributed \$100,000 to a political party's campaign funds? Would you describe this as...

(READ OUT)

1. Honest
2. Somewhat honest
3. Somewhat corrupt
4. Corrupt
5. (Don't know)
6. (Refused)

*(ALL)

C3 On the whole, are you very satisfied, fairly satisfied, not very satisfied, or not at all satisfied with the way democracy works in Australia?

1. Very satisfied
2. Fairly satisfied
3. Not very satisfied
4. Not at all satisfied
5. (Don't know)
6. (Refused)

*(TIMESTAMP6)

***D MINORITY GOVERNMENT AND REPRESENTATION**

*(ALL)

D1 Generally speaking, do you think a government formed by one party, or a government formed by more than one party, is better at doing the following things?

(STATEMENTS)

- a. Providing stability
- b. Making tough decisions
- c. Keeping promises
- d. Doing what the people want

(RESPONSE FRAME) (READ OUT)

- 1. One party is best
- 2. More than one party is best
- 3. Both the same
- 4. (Don't know)
- 5. (Refused)

*(TIMESTAMP7)

*(ALL)

D2 Imagine that a party receives 15 per cent of the votes in an election. Regardless of whether you liked that party or not, do you think that party should get...

(READ OUT)

- 1. About 15 per cent of the seats in parliament
- 2. Less than 15 per cent of the seats in parliament
- 3. No seats at all
- 4. (Don't know)
- 5. (Refused)

*(ALL)

D3 Looking at the types of people who are MPs, do you think there should be more, fewer, or the same number as now who are...

(STATEMENTS)

- a. Women
- b. Asian
- c. Aboriginal
- d. Independent

(RESPONSE FRAME) (READ OUT)

- 1. Much more
- 2. More
- 3. About the same as now
- 4. Fewer
- 5. Much fewer
- 6. (Don't know)
- 7. (Refused)

*(TIMESTAMP8)

*(ALL)

D4 In general, who do you think would do a better job representing your interests as an MP? Would you say a man, a woman, or do you think the sex of your elected official makes no difference at all?

(PROBE FOR BETTER OR MUCH BETTER)

1. Man much better
2. Man better
3. Both the same (No difference)
4. Woman better
5. Woman much better
6. (Don't know)
7. (Refused)

*(TIMESTAMP9)

***DEM DEMOGRAPHICS**

*(ALL)

POL1 If a federal election for the House of Representatives was held today, which one of the following parties would you vote for?

INTERVIEWER NOTE: IF 'UNCOMMITTED', SAY: 'TO WHICH ONE OF THESE DO YOU HAVE A LEANING?'

(READ OUT)

1. Liberal
2. Nationals
3. Labor
4. Greens, or
5. Some other party
8. Liberal National Party (LNP) (PROGRAMMER NOTE: ONLY DISPLAY FOR QLD – FROM SAMPLE FOR LL AND S6=3 FOR MOBILE)
6. (Don't know / Not sure)
7. (Refused)

*(ALL)

POL2 Do you approve or disapprove of the way the Labor party handled the leadership change in June of this year, when Kevin Rudd replaced Julia Gillard?

(PROBE FOR STRONGLY APPROVE/DISAPPROVE OR APPROVE/DISAPPROVE)

1. Strongly approve
2. Approve
3. Disapprove
4. Strongly disapprove
5. (Don't know / Not sure)
6. (Refused)

*(ALL)

DEM1 Record gender

1. Male
2. Female

*(All)

DEM14 And finally, just a few questions to make sure we've spoken to a good range of people.

Including yourself, how many people aged 18 years and over live in your household?

1. Number given (Specify _____) (Range 1 to 20) *(DISPLAY "UNLIKELY RESPONSE" IF > 10)
2. (Don't know)
3. (Refused)

*(ALL)

DEM2 How would you describe this household? For example, a couple, a couple with children, a single person household or something else?

(PROBE TO CLARIFY)

1. Couple without children
2. Couple with children (INCLUDES CHILDREN AGED 18 YEARS AND OLDER)
3. One parent family (INCLUDES CHILDREN AGED 18 YEARS AND OLDER)
4. Group household (all people in household are non-related)
5. One person household, or
6. Something else (SPECIFY) (e.g. siblings living together and multigenerational families)
7. (Don't know)

8. (Refused)

PREDEM2A IF DEM2 = 2 OR 3 CONTINUE, OTHERWISE GO TO DEM3

*(DEM2=2 OR 3) (CHILDREN IN HOUSEHOLD)

DEM2a What are the ages of the children in this household?

(ACCEPT MULTIPLES)

1. 0-5 years
2. 6-12 years
3. 13 - 17 years
4. 18 years and over
5. (Don't know)
6. (Refused)

PREDEM2B IF DEM2a=1, 2 OR 3 (ANY CHILD UNDER 18 IN HOUSEHOLD) CONTINUE, OTHERWISE GO TO DEM2c

*(CHILDREN UNDER 18 IN HOUSEHOLD (DEM2A=1, 2 OR 3))

DEM2b Are you a parent of any of the children under the age of 18 in this household?

1. Yes
2. No
3. (Don't Know)
4. (Refused)

*(ALL)

DEM2c How long have you lived in your current neighbourhood?

1. Less than 1 year
2. Greater than one year but less than or equal to 5 years
3. Greater than 5 years but less than or equal to 10 years
4. Greater than 10 years
5. (Don't know)
6. (Refused)

*(ALL)

DEM2d Do you... (READ OUT)

1. Own your home outright
2. Have a mortgage on it
3. Pay rent
4. Live rent free, or
5. Have some other arrangement (Specify_____)
6. (Don't know)
7. (Refused)

*(ALL)

DEM3 Were both of your parents born in Australia?

(PROBE TO CODEFRAME)

1. Both parents born in Australia
2. One parent born in Australia
3. Neither parent born in Australia
4. (Don't know)
5. (Refused)

*(ALL)

DEM4 In which country were you born?

1. Australia
2. Canada
3. China (excluding Taiwan)

4. Croatia
5. Egypt
6. Fiji
7. Germany
8. Greece
9. Hong Kong
10. Hungary
11. India
12. Indonesia
13. Ireland
14. Italy
15. Lebanon
16. Macedonia
17. Malaysia
18. Malta
19. Netherlands (Holland)
20. New Zealand
21. Philippines
22. Poland
23. Serbia / Montenegro
24. Singapore
25. South Africa
26. Sri Lanka
27. Sudan
28. United Kingdom (England, Scotland, Wales, Nth Ireland)
29. USA
30. Vietnam
31. Other (please specify)
32. Don't know
33. (Refused)

*(ALL)

DEM5 Would you mind telling me how old you are?

1. Age given (RECORD AGE IN YEARS (RANGE 18 TO 99) (GO TO DEM7)
2. (Refused)

*(DEM5=2) (REFUSED AGE)

DEM6 Would you mind telling me which of the following age groups you are in?

(READ OUT)

1. 18 - 24 years
2. 25 - 34 years
3. 35 - 44 years
4. 45 – 54 years
5. 55 – 64 years
6. 65 – 74 years, or
7. 75 + years
8. (Refused)

*(ALL)

DEM7 What is your religion or faith?

INTERVIEW NOTE: If Christian, PROBE: What denomination?

(DO NOT READ OUT)

1. Roman Catholic
2. Anglican/Church of England
3. Uniting Church/Methodist
4. Orthodox Church
5. Presbyterian

6. Other
7. No Religion (includes Atheist and Agnostic)
8. (Don't know)
9. (Refused)

*(ALL)

DEM8 Apart from weddings, funerals and baptisms, about how often do you attend religious services?

(PROBE TO CODEFRAME)

1. At least once a week
2. At least once a month
3. Several times a year
4. At least once a year
5. Less than once a year
6. Never
7. (Don't know)
8. (Refused)

*(ALL)

DEM9 What is the highest level of education you have completed?

1. Never attended school
2. Primary school
3. Year 7 to Year 9
4. Year 10
5. Year 11
6. Year 12
7. Trade/apprenticeship
8. Other TAFE/Technical Certificate
9. Diploma
10. Bachelor Degree
11. Post-Graduate Degree
12. Other (please specify)
13. (Refused)

*(ALL)

DEM10 Which of these best describes your current employment situation? Are you...

(READ OUT)

1. Working full-time for pay
2. Working part-time for pay
3. Unemployed and looking for work
4. Retired on pension
5. Self funded retiree
6. Combination of pension and self funded
7. A full-time school or university student
8. Keeping house, or
9. Something else (Specify)
10. (Don't know)
11. (Refused)

PREQDEM11 IF DEM10=CODES 1 OR 2 CONTINUE, OTHERWISE GO TO DEM11a

*(DEM10=1,2) (WORKING)

DEM11 What's your (main) occupation?

(PROBE IF REQUIRED; JOB TITLE AND MAIN DUTIES)

1. Managers (Chief Executives, General Managers, Specialist Managers, Farmers and Farm Managers and Hospitality, Retail and Service Managers)

2. Professionals (Arts and Media professionals, Business, HR and marketing professionals, Design, education, ICT, legal, social and welfare professionals)
3. Technicians and trade workers (Engineers, ICT and science technicians, automotive, engineering and construction trade workers, electro-technology and telecommunications trades workers, food trades, skilled animal and horticultural workers and other trade and technical workers)
4. Community and personal service workers (Health and welfare support workers, carers and aides, hospitality workers, protective service workers and sports and service workers)
5. Clerical and administrative workers (Office managers and program administrators, personal assistants and secretaries, general clerical workers, Inquiry clerks and receptionists, numerical clerks, clerical office and support workers and other clerical and administrative workers)
6. Sales workers (sales reps and agents, sales assistants and sales persons and sales support persons)
7. Machine operators and drivers (machine and plant operators, road and rail drivers and store persons)
8. Labourers (Cleaners and laundry workers, construction and mining labourers, factory process workers, factory, forestry and garden workers, food preparation assistants and other labourers)
9. Other(Specify)
10. (Don't know/ not sure)
11. (Refused)

*(ALL)

DEM11a. What is your total annual household income before tax or anything else is taken out? Would it be...

(READ OUT)

1. Less than \$20,000
2. \$20,000 to less than \$40,000
3. \$40,000 to less than \$60,000
4. \$60,000 to less than \$80,000
5. \$80,000 to less than \$100,000
6. \$100,000 to less than \$150,000, or
7. \$150,000 or more
8. (Don't know / can't say)
9. (Refused)

*(ALL)

W1 Now just a question or two about your use of telephone services.

1. Continue

*(MOBILE SAMPLE) (SAMTYP=2)

W2 Is there at least one working fixed line telephone inside your home that is used for making and receiving calls?

1. Yes
2. No
3. Don't know
4. Refused

*(LANDLINE SAMPLE, MOBILE SAMPLE WITH LANDLINE) (SAMTYP=1 OR ((SAMTYP=2 AND W2 = 1))

W3 How many residential phone numbers do you have in your household not including lines dedicated to faxes, modems or business phone numbers? Do not include mobile phones.

INTERVIEWER NOTE: If needed explain as how many individual landline numbers are there at your house that you can use to make and receive calls?

1. Number of lines given (Specify _____) RECORD WHOLE NUMBER (ALLOWABLE RANGE 1 TO 15) *(DISPLAY "UNLIKELY RESPONSE" IF >3)
2. (Refused)
3. (Don't know/ Not stated)

*(LANDLINE SAMPLE) (SAMTYP=1)

W4 Do you also have a working mobile phone?

1. Yes
2. No
3. Don't know
4. Refused

*(ALL)

DEM12 (IF LANDLINE, SAMTYP = 1) Can the internet be accessed at this dwelling?

(IF MOBILE, SAMTYP = 2) Can the internet be accessed at your home?

(READ OUT)

1. No internet connection
2. Yes broadband (incl. ADSL, Cable, Wireless and Satellite connections)
3. Yes, dial up (incl. analogue modem and ISDN connections)
4. Yes, but not sure how connected
5. Other (internet access through mobile phones, etc)
6. (Don't know/ not sure)
7. (Refused)

*(ALL)

DEM13 And, can I please have your postcode?

(EXPLAIN IF NECESSARY: It is important that we collect this information so we can analyse the results at a local level)

1. Record postcode
2. (Don't know)
3. (REFUSED)

*(TIMESTAMP10)

***REC RECRUITMENT QUESTIONS**

*(ALL)

REC1 The ANU may be undertaking further surveys of this nature in the future. If so would you be prepared to provide your first name and telephone number so that we could re-contact you in the future?

1. Yes (SAY: We will keep your first name and telephone number only for the purpose of recontacting you)
2. No (GO TO END1)

*(AGREED TO BE RECONTACTED, REC1 = 1)

REC2 RECORD FIRST NAME _____

*(AGREED TO BE RECONTACTED, REC1 = 1)

REC3 RECORD TELEPHONE NUMBER (NOTE: DISPLAY PHONE NUMBER FROM SAMPLE AND EDIT AS REQUIRED – INCLUDE AREA CODE)

*(AGREED TO BE RECONTACTED, REC1 = 1)

RECC4 And finally do you have an email address?

INTERVIEWER NOTE: IF RESPONDENT ASKS WHY WE NEED THIS, SAY: WE MAY EMAIL YOU IF WE HAVE TROUBLE REACHING YOU BY PHONE

1. Yes – ENTER EMAIL ADDRESS
2. No

*(TIMESTAMP11)

***END End of Survey, Ethics and Thank you**

*(ALL)

END1 And that's the end of our questions. Thank you for taking the time to complete this interview. Just in case you missed it, my name is (...) and this survey was conducted on behalf of the Australian National University. If you have any queries or concerns about the survey I can give you the contact details for the ANU Human Research Ethics Committee.

Human Ethics Officer, Research Office, The Australian National University, Canberra ACT 0200,
human.ethics.officer@anu.edu.au, (02) 6125 3427

If you would like to talk to a researcher, the number is (02) 6125 2135 (Patricia Barber).

1. Yes – GIVE DETAILS AND CONTINUE
2. No - CONTINUE

CLOSE SUITABLY

*(TIMESTAMP12)

***TERMINATION SCRIPT**

TERM1 Thanks anyway, but for this survey we need to speak to people aged 18 or more. Thanks for being prepared to help.

TERM2 Thanks anyway, but to participate in this study I need to confirm which state / territory you are in

ALLTERM

1. Household refusal (S1=4)
2. No one aged over 18 in household (S1=7)
3. Selected respondent refusal (S2=2)
4. Not over 18 years old (S5=2)
5. Respondent refused age screener (S5=3)
6. Mobile sample refused to give state (S6=9 / TERM2)
7. Selected respondent refusal (S7=3)
8. Mobile sample refused to provide number to call back on (S8=3)
9. Selected respondent refusal (S3=3)

*(REFUSED)

RR1 OK, that's fine, no problem, but could you just tell me the main reason you do not want to participate, because that's important information for us?

1. No comment / just hung up
2. Too busy
3. Not interested
4. Too personal / intrusive
5. Don't like subject matter
6. Don't believe surveys are confidential / privacy concerns
7. Silent number
8. Don't trust surveys / government
9. Never do surveys
10. 12 minutes is too long
11. Get too many calls for surveys / telemarketing
12. Too old / frail / deaf / unable to do survey (CODE AS TOO OLD / FRAIL / DEAF)
13. Not a residential number (business, etc) (CODE AS NOT A RESIDENTIAL NUMBER)
14. Language difficulty (CODE AS LANGUAGE DIFFICULTY NO FOLLOW UP)
15. Going away / moving house (CODE AS AWAY DURATION)
16. Asked to be taken off list (add to do not call register)
17. Other (Specify)
18. Objected to being called on mobile phone

*(REFUSED)

RR2 RECORD RE-CONTACT TYPE

1. Definitely don't call back
2. Possible conversion