

ANU Poll 24 (Innovation, Science, and Entrepreneurship) – Technical Report

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**Social
Research
Centre**

An ANU Enterprise business

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1. Introduction

1.1. About this report

This report covers the data collection and methodological aspects of the twenty-fourth Australian National University (ANU) Poll (Innovation, Science and Entrepreneurship). 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.

1.2. Project background

This poll is the twenty-fourth 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; however the majority of questions appear in this poll only.

The main focus of this poll was innovation, science, and entrepreneurship, particularly participants' attitudes to government spending in the science and innovation industry in Australia. The poll covered issues such as general attitudes to risk, opinions on science and innovation, and government funding in the science and technology sector.

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 1,202.

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 a 50:50 split between the landline RDD sample frame and mobile phone RDD sample frame. Prior to the March 2016 wave, the split was 60:40. However, this change in approach was considered necessary due to the continued growth in the mobile-only population in Australia. For the landline sample, the "next birthday" method was used to randomly select respondents from households where two or more in-scope persons were present. The phone answerer was the selected respondent from the mobile sample.

Key project statistics are summarised at Table 1 (overleaf).

Table 1 **Summary of key statistics**

Field	Outcome
Target main phase interviews	1,200
Total Interviews achieved	1,202
Average interview duration (mins)	12.0
Participation rate (%)	44.7
AAPOR Response Rate 3 (RR3)	19.8
Pilot fieldwork start date	17-Oct-16
Pilot fieldwork finish date	18-Oct-16
Main fieldwork start date	24-Oct-16
Main fieldwork finish date	08-Nov-16

This research was undertaken in accordance with the Privacy Act (1988) and the Australian Privacy Principles contained therein, the Privacy (Market and Social Research) Code 2014, the Australian Market and Social Research Society's Code of Professional Practice, and ISO 20252 standards.

2. Sample Management

2.1. Sample generation

A total of 13,240 sample records were generated for the main phase, of which 10,997 were initiated during the fieldwork period. For the landline sample 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, 83.1% of the total sample was used.

The average number of sample records called to achieve an interview was 9.1. Landline strata ranged from 4.7 in Hobart to 19.7 in ACT, as interviews were more difficult to achieve in that cohort.

Table 2 can be used to guide sample generation 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	1,520	1,520	100.0	122	12.5
Rest of NSW	642	538	83.8	70	7.7
Melbourne	1,335	1,335	100.0	113	11.8
Rest of VIC	359	267	74.4	38	7.0
Brisbane	726	489	67.4	58	8.4
Rest of QLD	542	542	100.0	62	8.7
Adelaide	338	268	79.3	36	7.4
Rest of SA	86	69	80.2	10	6.9
Perth	455	438	96.3	49	8.9
Rest of WA	154	154	100.0	13	11.8
Hobart	61	33	54.1	7	4.7
Rest of TAS	65	65	100.0	7	9.3
Darwin	66	60	90.9	4	15.0
Rest of NT	64	23	35.9	2	11.5
ACT	242	197	81.4	10	19.7
<i>Total landline</i>	6,655	5,998	90.1	601	10.0
Mobile strata					
National	6,585	4,999	75.9	601	8.3
Total	13,240	10,997	83.1	1202	9.1

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 batches. This enabled the timely completion of the project and minimised the proportion of residual non-contacts at the end of the fieldwork period.

2.3. Call procedures

The call procedures included:

- A four call regime for mobile sample with an upper limit of six calls and a six call regime for landline sample, with an upper limit of eight call attempts.
- To yield maximum response from the agreed number of call attempts, the “spread of call attempts” was controlled. Subject to other outcomes being achieved, contact attempts were spread over weekday evenings (6:30 pm to 8:30 pm), weekday late afternoon/early evening (4:30 pm to 6:30 pm), Saturdays (11 am to 5 pm) and Sundays (11 am to 5 pm) (weekdays between 9 am to 4:30 pm are typically reserved for appointment management).
- Appointments were set for any time that the call centre is operational (weekdays between 9 am to 8:30 pm; weekends 11 am to 5 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 four 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 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;
- Provision of the ANU website upon request;
- 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 during interviewer briefing and throughout fieldwork.

Further, a pre-notification SMS was sent to mobile sample in four batches informing respondents they had been selected to participate and would be receiving a call from the Social Research Centre in the coming days. The pre-notification SMS was sent in batches to increase the likelihood that the first call attempt occurred within two days of the message being sent. Three versions of the SMS were used in equal proportions within each batch:

SMS1	You've been selected to take part in the Australian National University Poll. The Social Research Centre will call you soon. Call 1800023040 to unsubscribe.
SMS2	You've been selected to take part in the Australian National University Poll. An interviewer from the Social Research Centre will call you in the coming days to see if you can take part. Call 1800023040 to get more info or unsubscribe.
SMS3	You've been selected to take part in the Australian National University Poll. An interviewer from the Social Research Centre will call you in the coming days. Reply '1' if you are aged 18+ and can take part. Reply '2' to Opt Out. Call 1800023040 to get more info.

Mobile sample was managed during fieldwork to remove those who opted out or replied as out of scope (under 18) in response to the SMS. The first two SMS versions provided only a telephone number to unsubscribe rather than text response options to opt in or out. Details of the number of SMS sent and replies received are provided in Table 3.

Table 3 SMS and Replies

SMS	n	%
Sent	4854	100
Replies		
No Reply	4487	92.4
Over 18	32	0.7
Opt out	335	6.8
Other	5	0.1

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 provided by the Social Research Centre after a comprehensive questionnaire review.

Prior to pilot test interviewing, standard operational testing procedures were applied to ensure that the CATI script truly reflected the agreed the final electronic version of the 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.

3.2. Questionnaire pilot testing

A pilot test of 20 interviews was conducted on the 17th and 18th October 2016.

Several questions were updated after the pilot based on interviewer feedback. Interviewers reported that many respondents struggled with comprehension issues at Q1, Q4b, and Q4f. An interviewer note was added to Q1 for clarity and the two Q4 questions were removed entirely.

Interviewer feedback from the pilot also highlighted the difficulty many respondents experienced differentiating between the two options provided at Q5. The code frame for this question was re-worded for the main survey in an attempt to ensure the options could be easily distinguished.

Questionnaire revisions were prepared by the Social Research Centre and approved by ANU prior to commencement of the main fieldwork period.

Additional feedback from the main survey identified potential improvements if this series of questions is to be used again. Comprehension was improved at Q1, however the mention of ‘your bank’ incited a lack of trust amongst some respondents which may have influenced their perceptions. Interviewers were briefed to instruct respondents to generalise to any financial institution when this issue arose.

Despite changes to the wording for the main, many respondents still had difficulty answering Q5, with 10% responding with to “don’t know”. Interviewer feedback suggested this was largely due to respondents being unable to select one option only as they could not choose between the two (thought both were important).

No further changes were made to the questionnaire following the pilot. The final questionnaire is provided in the Appendix.

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 27 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 61 interviews (or approximately 5.1% of each interviewer's work) via remote monitoring (covering the interviewers' approach and commitment-gaining skills, as well as the conduct of the 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 4 presents the final call result by strata (landline vs. mobile) for all numbers initiated. It is worth noting that due to the difference in the sampling approach in the recent ANU Polls (specifically, the ratio between sample frames), direct comparisons of trends in these final call results with those prior to the 22nd ANU poll (before 2016) are cautioned. Of the 10,997 numbers to which calls were initiated, interviews were achieved with 1,202. The average number of calls per interview was 29.3 and the average calls per sample record was 3.2.

In terms of outcomes, there were a few major differences between the sample frames. The most noticeable difference was in the ineligible/unusable numbers proportion, which was 22.0% for landline and 11.0% for mobiles. This was mainly due to a high number of non-residential landline numbers (11.5%). The mobile frame had a higher proportion of out of scope contacts (15.6%) in comparison to the landline frame (5.2%). The mobile frame also had a higher proportion of no contact outcomes compared to the landline frame (52.5% and 45.4% respectively). The landline frame had a higher proportion of in-scope contacts (27.3%) compared to the mobile frame (21.0%).

Table 4 Result at last call attempt

Final Outcome	Total		Landline		Mobile	
	n	%	n	%	n	%
Total numbers initiated	10,997	100	5,998	100	4,999	100
Ineligible numbers						
Telstra message/number disconnected	792	7.2	389	6.5	403	8.1
Not a residential number	782	7.1	691	11.5	91	1.8
Fax/Modem/Call restrictions	296	2.7	242	4.0	54	1.1
<i>Subtotal ineligible numbers</i>	1,870	17.0	1,322	22.0	548	11.0
No Contact						
No answer	2,998	27.3	1,682	28.0	1,316	26.3
Engaged	251	2.3	195	3.3	56	1.1
Answering machine	1,954	17.8	769	12.8	1,185	23.7
Unresolved/appointments	145	1.3	79	1.3	66	1.3
<i>Subtotal no contact</i>	5,348	48.6	2,725	45.4	2,623	52.5
Out of scope contacts						
Selected respondent away duration	85	0.8	61	1.0	24	0.5
Aged under 18	91	0.8	4	0.1	87	1.7
Too old / frail / deaf / unable to do survey	148	1.3	114	1.9	34	0.7
Claims to have done survey	5	0.0	4	0.1	1	0.0
Language difficulty (LOTE)	218	2.0	128	2.1	90	1.8
Mobile - Refused screening	543	4.9	0	0.0	543	10.9
<i>Subtotal out of scope contacts</i>	1,090	9.9	311	5.2	779	15.6
In-scope contacts						
Completed interviews	1,202	10.9	601	10.0	601	12.0
Household refusal	849	7.7	849	14.2	0	0.0
Respondent refusal	187	1.7	139	2.3	48	1.0
Named person not known	2	0.0	1	0.0	1	0.0
Remove number from list	37	0.3	26	0.4	11	0.2
Terminated midway	37	0.3	22	0.4	15	0.3
Opted out to SMS	335	3.0	0	0.0	335	6.7
1800 ICS Refusal	38	0.3	2	0.0	36	0.7
1800 ICS Refused all future research	2	0.0	0	0.0	2	0.0
<i>Subtotal in-scope contacts</i>	2,689	24.5	1,640	27.3	1,049	21.0

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 (17.0% of numbers initiated);
- Where there was no contact within the call cycle (48.6%); and
- That resulted in a contact confirming that the selected respondent was out of scope (9.9%).

The final overall participation rate was 44.7% (see Table 5), which was below the target of 50.0%. While direct comparisons between the current ANU Poll and waves prior to 2016 should be considered as indicative only, for the reason stated in Section 5.1, it can be seen that this participation rate has improved from 42.0% in July. Direct comparison between the current wave and polls conducted prior to July 2016 are limited by the pre-notification SMS, which gave the mobile sample the option to refuse prior to being called. Please refer to Section 5.3 for a detailed analysis of respondents' reason for refusal.

There was a large variation in participation rate between sample frames; for the landline frame it was 36.6% and for the mobile frame it was 57.3%. Moderate variance between sample frames was reported for the last wave mid-year, where the landline frame was 34.3% and the mobile frame was 54.3%.

Table 5 Participation rate

Final Outcome	October-16		July-16		March-16		October-15	
	n	%	n	%	n	%	n	%
Completed interviews	1,202	44.7	1,211	42.0	1,200	51.2	1,200	46.6
Household refusal	1,184	44.0	1,397	48.4	927	39.6	1,014	39.4
Respondent refusal	225	8.4	211	7.3	112	4.8	221	8.6
Named person not known (upon call-back)	2	0.1	2	0.1	41	1.8	27	1.0
Requested we remove number from list	39	1.5	21	0.7	39	1.7	92	3.6
Terminated midway in survey	37	1.4	44	1.5	23	1.0	21	0.8
<i>Subtotal in-scope contacts</i>	2,689	100	2,886	100	2,342	100	2,575	100

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.

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 the calculation of the RR3 is:

¹ The calculation was completed interviews (1,202) divided by the sum of completed interviews, household refusals, respondent refusals, named person not known, remove number from list, and terminated midway (2,689).

² AAPOR, 2011.

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

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 surveys is the default value calculated by the AAPOR on-line Response Rate Calculator³. Using the final outcomes of all numbers initiated for this survey, the e value was 0.553, which was calculated as follows:

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

As shown in Table 5 (overleaf) the overall **response rate** for the survey was 19.8%, which comprises of 21.6% for the landline frame and 17.8% for the mobile frame.

In the US, typical response rates for dual-frame media polls are between 10-15% for the landline frame and 6-10% for the mobile phone frame.

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/Education-Resources/For-Researchers/Poll-Survey-FAQ/Response-Rates-An-Overview.aspx>

Table 6 Calculation of AAPOR response rate

Total phone numbers used	Total sample	Landline	Mobile
I=Complete Interviews (1.1)	1,202	601	601
R=Refusal and break off (2.1)	536	148	388
NC=Non-Contact (2.2)	249	152	97
O=Other (2.0, 2.3)	371	246	125
e	0.553	0.464	0.674
UH=Unknown Household (3.1)	5,438	2,734	2,704
UO=Unknown other (3.2-3.9)	1,292	793	499
Response Rate 3			
$I/((I+P) + (R+NC+O) + e(UH+UO))$	19.8%	21.6%	17.8%
Cooperation Rate 3			
$I/((I+P)+R)$	69.2%	80.2%	60.8%
Refusal Rate 3			
$R/((I+P)+(R+NC+O))$	22.7%	12.9%	32.0%
Contact Rate 3			
$(I+P)+R+O / (I+P)+R+O+NC$	89.4%	86.7%	92.0%

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 69.2%, with a large variation between the landline frame (80.2%) and the mobile phone frame (60.8%).

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 22.7%, with a large variation between the landline (12.9%) and mobile frame (32.0%).

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 89.4%, with a slightly lower rate for the landline frame (86.7%) in comparison to the mobile frame (92.0%).

5.3. Overview of reason for refusal

A reason for refusal was collected for 83.8% of cases, with the point of refusal and type of refusal being collected within the CATI program.

As can be seen in Table 7, the most common reason for refusal was a perceived lack of relevance ("not interested", 47.9%). The second most common reason was a respondent hanging up without making comment (30.9%), followed by respondents being too busy (13.5%). The pattern of reasons for refusal remained consistent with previous Polls and other similar surveys conducted by the Social Research Centre.

Table 7 Review of reason for refusal

Reason for refusal	Refusals	
	n	%
Base	1,701	100
Not interested	815	47.9
No comment / just hung up	526	30.9
Too busy	230	13.5
Asked to be taken off list	29	1.7
Never do surveys	26	1.5
Too personal / intrusive	18	1.1
Don't believe surveys are confidential	11	0.6
Get too many calls for surveys / telemarketing	9	0.5
Don't trust surveys / government	5	0.3
Objected to being called on mobile phone	5	0.3
Survey is too long	4	0.2
Don't like subject matter	3	0.2
Other	20	1.2

6. Data Processing

6.1. Coding

Back coding of the questions A2a, A2b, DEM2, DEM4, DEM9, DEM10, DEM11, and RR1 was conducted by the Social Research Centre. All extensions were approved by ANU.

Code frames for A2a and A2b were expanded, where appropriate, and a new variable was added to capture more specific and varied information whilst retaining historical information in the original variable. This new variable will also be used to evaluate the current frame and assess whether permanent additions/changes need to be made.

6.2. Weighting

The weighting approach that was employed for the national weight 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 (2016) sourced from the Australian Bureau of Statistics. 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 (2014).

Appendix 1 Final Questionnaire

ANU Poll 24 (Oct/Nov 2016) – Innovation, Science, and Entrepreneurship Questionnaire (Main)

PRE-FIELD SMS

SAMTYP=2 – MOBILE to be randomised to 1 of the three following SMS conditions

Condition 1 (Short): Short informational SMS (1 message)

You've been selected to take part in the Australian National University Poll. The Social Research Centre will call you soon. Call 1800023040 to unsubscribe.

Condition 2 (Long): Long informational SMS (2 messages)

You've been selected to take part in the Australian National University Poll. An interviewer from the Social Research Centre will call you in the coming days to see if you can take part. Call 1800023040 to get more info or unsubscribe.

Condition 3 (Screening): Screening and direct opt out (2 messages)

You've been selected to take part in the Australian National University Poll. An interviewer from the Social Research Centre will call you in the coming days. Reply '1' if you are aged 18+ and can take part. Reply '2' to Opt Out. Call 1800023040 to get more info.

*INTRODUCTION - STANDARD

*(TIMESTAMP1)

*(ALL)

WELCOME SCREEN

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 facing Australia today.

IF NECESSARY: Your telephone number has been chosen at random from all possible telephone numbers in Australia.

IF NECESSARY: It's about your opinion on a range of issues. The ANU Poll has been conducted 3 times a year focusing on the most current and relevant issues facing Australians. Results from this study are regularly used to inform public debate, media and government policy surrounding issues affecting Australians today.

*(TIMESTAMP2)

*(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.

Would that be yourself or someone else?

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 facing Australia today.

1. Continue
2. Household refusal (ATTEMPT CONVERSION / RECORD REASON) (GO TO RR1)
3. Queried about how telephone number was obtained (POP UP ATELQ)
4. Wants further information about survey (POP UP AINFO)

*(TIMESTAMP3)

*(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?

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 facing Australia today.

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)

*(MOBILE AND NOT SAFE TO TAKE CALL – S7=2)

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 (MAKE APPOINTMENT)
2. Home phone (MAKE APPOINTMENT, RECORD HOME PHONE NUMBER)
3. Respondent refusal (GO TO RR1)

*(SAMTYP=2 - MOBILE)

S6 Can you please tell me which state or territory you're in?

INTERVIEWER NOTE: "This is just so we know your time zone and it helps us understand whether community attitudes differ across states."

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)

*(TIMESTAMP4)

*(ALL)

S3 This interview should take around 10-12 minutes depending on your answers. I'll try and make it as quick as I can.

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. All interviews are voluntary and you can withdraw from the study at any point, or you may complete the rest of the interview at another time. The information collected will not be retained, and we will treat all information you give in strict confidence.

Are you happy to continue?

1. Continue
2. Respondent refusal (ATTEMPT CONVERSION / RECORD REASON) (GO TO RR1)
3. Wants further information about survey (POP UP AINFO)
4. Queried about how telephone number was obtained (POP UP ATELQ)

*(TIMESTAMP5)

*(S1=3 OR S3=4 - 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.

*(S1= 4 OR S3=3 - 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 7898 (Jill Sheppard)

*(ALL)

S4 This call may be monitored or recorded for quality assurance purposes. Is that OK?

1. Monitor
2. Do not monitor

*(TIMESTAMP5)

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?

(PROMPT 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
21. Carbon Tax
22. Other (Specify)
23. (Don't Know / Can't Say)
24. (None/ no other)
25. (Refused)
26. Trade balance/loss of jobs to overseas (SUPRESS)
27. Rural/farming issues (SUPRESS)
28. Social services (including aged care, the disabled, etc) (SUPRESS)
29. Infrastructure/ Planning/ Innovation (SUPRESS)
30. Alcohol and Drug use (SUPRESS)
31. Young people's behaviour/attitudes (SUPRESS)
32. Foreign influence/Australia's position in world (SUPRESS)
33. Family/community/societal breakdown (SUPRESS)
34. The budget

*(ANSWERED A2A - A2a=1-22 OR 34)

A2b And what do you think is the second 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
21. Carbon Tax
22. Other (Specify)
23. (Don't Know / Can't Say)
24. (None/ no other)
25. (Refused)
26. Trade balance/loss of jobs to overseas (SUPRESS)
27. Rural/farming issues (SUPRESS)
28. Social services (including aged care, the disabled, etc) (SUPRESS)

29. Infrastructure/ Planning/ Innovation (SUPRESS)
30. Alcohol and Drug use (SUPRESS)
31. Young people's behaviour/attitudes (SUPRESS)
32. Foreign influence/Australia's position in world (SUPRESS)
33. Family/community/societal breakdown (SUPRESS)
34. The budget

*(TIMESTAMP6)

B. Attitudes to risk

*(ALL)

Q1 I would now like to ask you about your willingness to take risks. On a scale of 0 to 10, where 0 is "unwilling to take risks" and 10 is "fully prepared to take risks", where do you see yourself?

INTERVIEWER NOTE: IF UNSURE, PROBE WITH, "Generally speaking, would you say you are...?"

0. Unwilling to take risks
- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
10. Fully prepared to take risks
11. (Don't know)
12. (Refused)

*(ALL)

Q2 Imagine you had just inherited or won \$100,000. Soon after, your bank approaches you with an investment opportunity giving you a chance to double the amount you invest. However, it is equally likely you could lose the invested amount. In dollar terms, roughly how much of the \$100,000 would you be willing to invest?

1. SPECIFY AMOUNT IN DOLLARS
2. (Don't know)
3. (Refused)

*(TIMESTAMP7)

C. Attitudes to science and innovation

*(ALL)

Q3. Comparing Australia to other industrialised countries in terms of its scientific achievements, do you think that Australia is..?

(READ OUT)

1. The best in the world
2. Above average
3. Average
4. Below average
5. (Don't know)
6. (Refused)

*(ALL)

Q4. Could you please tell me if you tend to agree or disagree with each of the following statements...?

(PROMPT FOR 'STRONGLY')

INTERVIEWER NOTE: Technology refers to any advancements to devices or machinery based on science.

(RANDOMISE STATEMENTS)

- a. Scientists and industry should co-operate more with each other
- c. New technologies excite me more than they concern me
- d. Technological change happens too fast for me to keep up with it
- e. In Australia, there should be more people working in research and technological development
- g. Scientific advances tend to benefit the rich more than they benefit the poor
- h. Politicians should rely more on the advice of expert scientists
- i. The benefits of technological progress are greater than the risks

(RESPONSE FRAME)

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. (Don't know)
7. (Refused)

*(TIMESTAMP8)

D. Funding for science, technology and innovation

*(ALL)

Q5. Which of the following statements comes closer to your view?

1. Science is best funded by Government
2. Science is best funded by private investment
3. (Don't know)
4. (Refused)

*(ALL)

Q6. Thinking now about different types of businesses. How much support do you think the Australian government should provide to the following hypothetical companies? Would you say they should provide a lot of support, some, not very much or none at all to...?

(RANDOMISE STATEMENTS)

- a. A family-owned farm losing money during a drought
- b. A small shop owner competing with major chain retailers
- c. A technology start-up creating an app to help kids learn maths
- d. A technology start-up creating an app that compares hotel prices
- e. A medical company developing an anti-malaria drug
- f. A company making car parts facing competition from overseas companies

(RESPONSE FRAME)

1. A lot
2. Some
3. Not very much
4. None at all
5. (Don't know)
6. (Refused)

*(PROGRAMMER NOTE: RANDOMLY ALLOCATE SAMPLE 50/50 TO BE ASKED Q7a OR Q7b - CREATE DUMMY VARIABLE TO INDICATE WHICH QUESTION WAS ASKED OF EACH RESPONDENT)

Q7a. The United States Government has committed \$2.6 billion Australian dollars to supporting start-up companies. The Australian Government has committed \$23 million. Do you think the Australian government should commit...?

(READ OUT)

1. Much more than now
2. Somewhat more than now
3. The same as now
4. Somewhat less than now
5. Much less than now
6. (Don't know)
7. (Refused)

Q7b. The Australian Government has committed \$23 million Australian dollars to supporting start-up companies. Do you think it should commit...?

(READ OUT)

1. Much more than now
2. Somewhat more than now
3. The same as now
4. Somewhat less than now
5. Much less than now
6. (Don't know)
7. (Refused)

*(TIMESTAMP9)

Demographic questions

*(ALL)

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

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
6. Liberal National Party (LNP) (PROGRAMMER NOTE: ONLY DISPLAY FOR QLD – FROM SAMPLE FOR LL AND S6=3 FOR MOBILE)
7. (Don't know / Not sure)
8. (Refused)

*(ALL)

DEM1 Record gender

1. Male
2. Female

*(ALL)

PREDEM14 And just a few questions to make sure we've spoken to a good range of people.

1. Continue

*(ALL)

DEM15 Do you own outright, are you buying or renting the dwelling in which you now live?

1. Own outright
2. Own, paying off mortgage
3. Rent from private landlord
4. Rent from public housing authority
5. Other (boarding, living at home etc)
6. (Don't know)
7. (Refused)

*(ALL)

DEM14 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)

*(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)

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

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

(SINGLE RESPONSE)

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

*(ALL)

DEM3 Were both of your parents born in Australia?

(PROBE TO CODEFRAME)
(SINGLE RESPONSE)

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?

(SINGLE RESPONSE)

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?

(SINGLE RESPONSE)

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)

(SINGLE RESPONSE)

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?

(IF CHRISTIAN, PROBE: WHAT DENOMINATION?)

(DO NOT READ OUT)

(SINGLE RESPONSE)

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)
(SINGLE RESPONSE)

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?

(PROBE TO CODEFRAME)
(SINGLE RESPONSE)

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)

*(ALL)

DEM10a Do you currently, or have you ever, owned your own business?

1. Yes, **currently** have own business
2. Yes, **previously** had own business
3. No

4. (Refused)

*(DEM10a=3)

DEM10b Is owning your own business something you might do in the future?

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

*(DEM10=1,2 - WORKING)

DEM11 What's your (main) occupation?

(SINGLE RESPONSE)

(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)

(SINGLE RESPONSE)

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)

*(TIMESTAMP10)

*(ALL)

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

1. Continue

*(SAMTYP=2 - MOBILE SAMPLE)

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

(SINGLE RESPONSE)

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

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

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?

(SINGLE RESPONSE)

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

*(SAMTYP=1 - LANDLINE SAMPLE)

W4 Do you also have a working mobile phone?

(SINGLE RESPONSE)

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)

(SINGLE RESPONSE)

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)

(SINGLE RESPONSE)

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

*(SMSFLAG =1 OR 2 OR 3 – SENT AN SMS)

SMS1. Do you recall getting a text message about this survey prior to being phoned?

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

*(SMS1 =1 – RECALLS SMS)

SMS2. Do you think you would have participated in the survey if you didn't get the text message?

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

*(TIMESTAMP11)

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

*(ALL)

END1 That's the end of the survey. This research is carried out in compliance with the Privacy Act and the Australian Privacy Principles, and the information you have provided will only be used for research purposes. Our Privacy Policy is available via our website, www.srcentre.com.au, if you require further information please click on the Privacy Policy in the right hand menu.

Thank you for taking the time to complete this interview. Just in case you missed it, my name is <SAY NAME> and this survey was conducted by the Social Research Centre part of the Australian National University.

If you have any queries or concerns about the survey I can give you some contact details.

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

IF NECESSARY: If you would like to talk to a researcher, the number is (02) 6125 7898 (Jill Sheppard).

*(TIMESTAMP12)

*TERMINATION SCRIPTS

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 FOR STANDARD

	Detailed outcome	Summary outcome
S1=2	Household refusal	Refusal
S5=2	Aged under 18	Out of scope
S5=3	Refused age	Refusal
S6=9	Mobile sample refused state	Refusal
S7=3	Respondent refusal	Refusal
S8=3	Mobile sample refused alternative number	Refusal
S3=2	Respondent refusal	Refusal
SMS=OPTOUT	Pre-field SMS refusal	Refusal