



**THE SOCIAL**  
RESEARCH CENTRE

Level 1, 262 Victoria St, Nth Melbourne Vic 3051  
Phone: (03) 9326 4460 Fax: (03) 9326 4060  
Toll-free phone: 1800 023 040 ABN: 91 096 153 212  
[www.srcentre.com.au](http://www.srcentre.com.au) [info@srcentre.com.au](mailto:info@srcentre.com.au)

# ANU POLL (RURAL AND REGIONAL AUSTRALIA)

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**NOVEMBER 2009**

## **TECHNICAL REPORT**

### **PREPARED FOR**

AUSTRALIAN NATIONAL UNIVERSITY  
RESEARCH SCHOOL OF SOCIAL SCIENCES  
AUSTRALIAN NATIONAL UNIVERSITY  
CANBERRA ACT 0200

CONTACT: IAN MCALLISTER  
PHONE: (02) 6125 5553  
EMAIL: [IAN.MCALLISTER@ANU.EDU.AU](mailto:IAN.MCALLISTER@ANU.EDU.AU)

### **AUTHOR**

CONTACT: DARREN PENNAY  
PHONE (03) 9382 0689  
EMAIL: [DARREN.PENNAY@SRCENTRE.COM.AU](mailto:DARREN.PENNAY@SRCENTRE.COM.AU)  
RESEARCH TEAM: DARREN PENNAY, ERIK OKERSTROM

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# 1. INTRODUCTION

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## 1.1 About this report

This report covers the data collection and methodological aspects of the sixth ANU Poll (Rural and Regional Australia).

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
- Consolidate issues for consideration relating to the improvement of the questionnaire and refinement of the methodology for future surveys

Detailed reference information is attached as appendices.

## 1.2 Project background

This poll is the sixth in an ongoing series of polls being undertaken by The Australian National University. Their purpose is to assess Australians' opinions on important and topical issues, with an emphasis on international comparisons. These surveys are planned to be conducted three times a year, or about every four months. Some questions will appear in every poll in order to provide information about changes in opinion over time; other questions will appear in one poll only.

The main focus of this sixth poll was on Australians' opinions on and attitudes towards various issues relating to rural and regional Australia.

## 1.3 Project overview

The in-scope population for the ANU Poll was adults (18 years of age or over) who are residents of private households in Australia.

The total sample size was 1,200, stratified by capital city/ rest of state. The size of the quotas for each region can be seen at Table 2: Interviews achieved. Sample was generated using the "known block" version of random digit dialling (RDD), and the "next birthday" method was used to choose respondent within household.

Key project statistics are summarised at Table 1, below. As can be seen, the target number of interviews was achieved, with a final response rate (defined as interviews as a per cent of interviews plus refusals of all types: household refusals, respondent refusals, and mid-way terminations) of 40%, an average interview length of 14 minutes, and a 2-week fieldwork period.

**Table 1 – Summary of key statistics**

	Project total
Target interviews	1,200
Total interviews achieved	1,200
Response rate	40.3%
Fieldwork start date	31-Aug-09
Fieldwork finish date	15-Sep-09
Average interview length (minutes)	14.1

Data were weighted to 2008 ABS estimated residential population benchmarks using age and gender within each state<sup>1</sup>.

A cleaned SPSS data file was provided to ANU on 15 October 2009.

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.

<sup>1</sup> Because the sample was already stratified by capital city/ rest of state, there was no need to weight to region.

## 2. SAMPLE MANAGEMENT

### 2.1 Sample generation

As can be seen in Table 2, a total of 13,063 RDD sample records were generated using the “known blocks” method. This approach involves randomly selecting seed numbers from the July 2004 release of the Electronic White Pages (EWP) from within the pre-determined strata, retaining the eight-digit exchange block prefix of the seed number, and then appending two random numbers to derive a new ten-digit number.

The number of records generated for each region was based on the quota for that region along with our estimate of percent yield based on similar types of surveys we have conducted in these regions.

The average amount of sample used was 89 per cent, with a low of 71 per cent in Rest of Northern Territories, and a high of 98 per cent in Adelaide<sup>2</sup>. The average number of telephone numbers called to achieve an interview was 9.4, with a range of 6.6 in the ACT to 14.6 in Rest of WA<sup>3</sup>.

**Table 2 – Sample generation and usage**

	Sample generated	Sample used	% sample used	Interviews achieved	Avg records initiated per interview
Sydney	2,250	1,895	84.2%	155	12.2
Rest of NSW	746	720	96.5%	79	9.1
Melbourne	1,774	1,298	73.2%	143	9.1
Rest of Vic	405	346	85.4%	48	7.2
Brisbane	958	903	94.3%	102	8.9
Rest of QLD	1,109	839	75.7%	110	7.6
Adelaide	860	842	97.9%	95	8.9
Rest of SA	280	269	96.1%	33	8.2
Perth	1,135	998	87.9%	102	9.8
Rest of WA	516	482	93.4%	33	14.6
ACT	718	660	91.9%	100	6.6
Hobart	330	318	96.4%	42	7.6
Rest of Tas	511	463	90.6%	58	8.0
Darwin	720	687	95.4%	55	12.5
Rest of NT	751	536	71.4%	45	11.9
<b>Total</b>	<b>13,063</b>	<b>11,256</b>	<b>88.6%</b>	<b>1,200</b>	<b>9.4</b>

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

<sup>2</sup> Note that this is a very high efficiency rate, and considerably higher than in previous ANU Polls.

<sup>3</sup> Note that this is a considerably lower records/interview rate than was achieved in the previous ANU Polls.

## 2.2 Sample release

Sample 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.
- 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
- Controlling the spread of call attempts such that, subject to other outcomes being achieved, contact attempts were spread over weekdays late afternoon to early evening (4.00 pm to 6pm), weekdays mid to late evening (after 6pm to 8.30pm), and weekends (10.00 am to 5.00 pm). No calls were attempted outside these times, except by firm appointment.

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, 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
- Focus on interviewer training and respondent liaison techniques

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## 3. QUESTIONNAIRE DESIGN AND TESTING

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### 3.1 Questionnaire design and pre-testing

- An initial draft of questions for the ANU Poll was written by ANU, with feedback from SRC

### 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
- 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 31 August. Pilot test interviews were included in the final data file.

Changes to the questionnaire made as a result of pilot testing included:

- Changes in response frame for D5
- Addition of an interviewer note at D6 and “most” in question text capitalised for emphasis.
- C3 removed
- F1 statement c altered.

The final questionnaire is provided at Appendix 1.

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## 4. INTERVIEWER BRIEFING & QUALITY CONTROL

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### 4.1 Interviewer briefing

All interviewers and supervisors selected to work on the ANU Poll attended a two-hour briefing session delivered by the Social Research Centre project manager, 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
- Comprehensive practice interviewing

A total of 29 interviewers worked on the project.

Briefing notes are provided at Appendix 2.

### 4.2 Fieldwork quality control procedures

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

- Validation of 77 interviews (or approximately 6.4% of each interviewer's work) via remote monitoring (covering the interviewer's approach and commitment-gaining skills, as well as the conduct of the interview). This number compares with a target of 60 interviews, or 5%
- 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
- Monitoring of the interview-to-refusal ratio by interviewer
- An end of survey de-briefing

A final interviewer de-briefing was conducted on 22 September, in which interviewers discussed their perceptions of the performance of the survey as a whole and of specific questions in terms of respondent interpretation and data quality issues. No issues of note were raised.



## 5. RESPONSE ANALYSIS

### 5.1 Analysis of call outcomes

A total of 33,183 call attempts were made to the 11,256 numbers that were initiated. As can be seen in Table 3, the most frequent call outcome was no answer (49%), followed by answering machine (16%) and disconnected numbers (13%).

**Table 3 – All call attempts**

<b>Call attempt outcome</b>	<b>n</b>	<b>%</b>
No answer	16,159	48.7%
Answering machine	5,173	15.6%
Telstra message, number disconnected	4,452	13.4%
Engaged	1,997	6.0%
Household refusal	1,593	4.8%
<b>Completed interviews</b>	<b>1,200</b>	<b>3.6%</b>
Not a residential number	1,128	3.4%
Fax/Modem	690	2.1%
Language difficulty (LOTE)	165	<1.0%
Respondent refusal	160	<1.0%
Too old / frail / deaf / unable to do survey	145	<1.0%
Selected respondent away duration	112	<1.0%
Appointment	83	<1.0%
Named person not known (when called back to honour appointment)	52	<1.0%
No one 18+ in the household	27	<1.0%
Terminated midway in survey	15	<1.0%
Other out of scope	13	<1.0%
Respondent requested we remove number from list	12	<1.0%
Claims to have done survey	7	<1.0%
<b>Total call attempts</b>	<b>33,183</b>	<b>100.0%</b>
Average calls per interview	27.7	
Average calls per number initiated	2.9	

On average, an interview was achieved every 27.7 calls, and the average number of calls for each number initiated was 2.9.

Table 4 presents the final call result for all numbers initiated. As can be seen, of the 11,256 numbers to which calls were initiated, interviews were achieved with 1,200 households.

**Table 4 – Result at last call attempt**

<b>Final outcome</b>	<b>n</b>	<b>%</b>	
<b>Total numbers initiated</b>	11,256	100.0%	
<b>Ineligible numbers</b>			
Telstra message; number disconnected	4,452	39.6%	
Not a residential number	1,128	10.0%	
Fax/Modem	690	6.1%	
<b>Subtotal ineligible numbers</b>	<b>6,270</b>	<b>55.7%</b>	
<b>No contact</b>			
Engaged	84	1.7%	
Answering machine	206	4.1%	
No answer	1,012	20.3%	
Appointment (unresolved at end of fieldwork)	184	3.7%	
<b>Subtotal no contact</b>	<b>1,486</b>	<b>29.8%</b>	
<b>Out of scope contacts</b>			
Selected respondent away duration	112	2.2%	
No one 18+ in the household	27	0.5%	
Too old / frail / deaf / unable to do survey	144	2.9%	
Claims to have done survey	7	0.1%	
Language difficulty (LOTE)	165	3.3%	
Other out of scope	13	0.3%	
<b>Subtotal out of scope contacts</b>	<b>468</b>	<b>9.3%</b>	
<b>In-scope contacts</b>			
<b>Completed interviews</b>	<b>1,200</b>	<b>24.1%</b>	<b>39.6%</b>
Household refusal	1,593	31.9%	52.6%
Respondent refusal	160	3.2%	5.3%
Named person not known (when called back to honour appointment)	52	1.0%	1.8%
Respondent requested we remove number from list	12	0.2%	0.4%
Terminated midway in survey	15	0.3%	0.5%
<b>Subtotal in-scope contacts</b>	<b>3,032</b>	<b>60.7%</b>	<b>100.0%</b>

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

- That were not connected, or not residential numbers, and therefore unusable (56% of numbers initiated)
- Where there was no contact within the call cycle (30%), and
- That resulted in a contact confirming that the selected respondent was out of scope (9%).

The final overall response rate, where this is 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, was 40.3%<sup>4</sup>.

<sup>4</sup> The calculation was completed interviews (1200) divided by the sum of completed interviews, household refusals, respondent refusals, remove number from list, and terminated midway.

## 5.2 Overview of reason for refusal

Reason for refusal was collected wherever possible.

As can be seen at Table 5, the most commonly cited reason for refusal was lack of interest (not interested, 49.7%), followed by outright refusals (just hung up, 21.3%), and temporal refusals (too busy, 16.1%).

**Table 5: Review of reason for refusal**

Reason	%
<i>Base</i>	1,753
Not Interested	49.7%
No comment / just hung up	21.3%
Too Busy	16.1%
Never do surveys	2.5%
Too old / frail / deaf / unable to do survey	2.5%
Silent Number	2.2%
Language difficulty	1.3%
Too personal/intrusive	1.2%
Not a residential number (business, etc)	<1.0%
All Other	2.8%
Total	100.0%

## 5.3 Re-contacts

Due to a programming error that was not caught until fieldwork had ended, respondents who were coded as 9 or 10 ("Cost of living/ living expenses" or "Other (Specify)" for question D4 ("What do you think is the most important problem facing RURAL Australia today?") were not asked question D5 ("And what do you think is the second most important problem facing rural Australia today?"). These respondents were called back and asked D5.

The re-contact calls were made 8-13 October. Of the 309 attempted callbacks, 238 were successful and these additional responses to D5 were added to the final data file. The 71 respondents who could not be re-contacted were coded as "Missing due to failed recontact".

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## 6. DATA PROCESSING

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### 6.1 Coding

Back coding and code frame extensions (A2a, A2b and Dem2) were conducted by SRC.

### 6.2 Output editing and data file preparation

Data were cleaned and checked by both the programmer and the project manager. A final SPSS data file was sent on 15 October 2009.

### 6.3 Weighting

Data were weighted back to the sample size of 1,200 and in accordance with the age (18 to 34, 35 to 54 and 55 years and over) by sex distribution within state / territory. The within state / territory capital city / rest of state split was controlled at the sample design stage. Data were weighted using the latest available Estimated Residential Population figures (June 2008). These adjust for census under-counting and people overseas at the time of the. The weighting matrices are provided at Appendix 3.

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## 7. ISSUES FOR FUTURE STUDIES

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### 7.1 Survey design and methodology

The ANU Poll (Rural and Regional Australia) was well received by respondents, based on feedback from interviewers and the operations supervisor.

### 7.2 Questionnaire issues

- There were no substantive problems encountered with the survey questions this time around. Any changes were to aid logic and survey flow.

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# APPENDIX 1 FINAL QUESTIONNAIRE

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**ANU POLL, SEP 2009  
Rural and Regional Australia  
QUESTIONNAIRE DRAFT V2  
28<sup>th</sup> August 2009**

## **Questionnaire Structure**

### **Modules**

Screening and Introduction  
A: Most Important Problems  
B: Rural Background and Linkages  
C: Perceptions of Rural and Regional Australia  
D: Agriculture and Farming  
E: Food Production  
F: Knowledge of Rural Australia  
Demographics  
Recruitment /Participation to re-contact

### **Call outcome codes (SMS screen)**

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

**\*INTRODUCTION**

\*(ALL)

Good afternoon/evening my name is (...). 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 to find out what people think are the major issues facing Australia. The results will be used to measure public opinion on these issues.

S1 To help with this important study we'd like to arrange a short interview with the person aged 18 or over 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 (DISPLAY ATELQ)
6. Wants further information about survey (GO TO AINFO)
7. No one in household over 18 (GO TO TERMINATION SCRIPT)

\*(SELECTED RESPONDENT)

S2 REINTRODUCE IF NECESSARY: Good afternoon/evening my name is (...). 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 to find out what people think are the major issues facing Australia. The survey has been developed by researchers at the university and the results will be used to measure public opinion about the important issues facing Australia.

1. Continue

\*(SELECTED RESPONDENT)

S3 This survey is mainly about your opinions. 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 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 (DISPLAY ATELQ)

TERMINATION SCRIPT:

T1 Thanks anyway, but for this survey we need to speak to people aged 18 or more. Thanks for being prepared to help.

## \*(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](http://www.srcentre.com.au) or the ANU website at <http://poll.anu.edu.au>

I can also give you two telephone numbers so that you can talk with the researchers: 02 6125 5553 or 02 6125 2135

1. Snap back to S1 / S3

## \*(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 \_\_\_\_\_)

## \*(REFUSED)

RR2 RECORD RE-CONTACT TYPE

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

## \*(ALL)

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

1. Monitor
2. Do not monitor



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**A: Most Important Problems**

**[A1 and A2a, b are trackers]**

\*(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. Other (Specify \_\_\_\_\_ )
17. (Don't Know / Can't Say)
18. (None/ no other)
19. (Refused)

[PROGRAMMER NOTE: IF A2a = 17, 18 OR 19, SKIP TO A3]

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\*(ALL)

A2b And what do you think is the second most important problem facing Australia today? (SINGLE RESPONSE) [PROGRAMMER NOTE: DO NOT DISPLAY RESPONSE GIVEN IN 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. Other (Specify \_\_\_\_\_ )
17. (Don't Know / Can't Say)
18. (None/ no other)
19. (Refused)

**[Above are pre-codes from March 08 poll]**

\*(ALL)

A3 Thinking now about the overall QUALITY OF LIFE of people in Australia, taking into account social, economic and environmental conditions and trends: Would you say that life in Australia is getting better, worse or staying about the same?

(INTERVIEWER NOTE: PROBE FOR A LOT/ A LITTLE)

1. A lot better
2. A little better
3. Staying about the same
4. A little worse
5. A lot worse
6. (Don't know / can't say)
7. (Refused)

\*(ALL)

PRED4 Now I'd like to ask you about RURAL Australia.

1. Continue

\*(ALL)

D4 What do you think is the most important problem facing RURAL Australia today?  
(SINGLE RESPONSE) [PROGRAMMER NOTE: CODEFRAME IS BELOW]

1. Low commodity prices
2. Poor levels of services generally
3. Drought
4. Ageing population
5. Poor health care
6. Poor telecommunications
7. Environmental degradation
8. Water shortages
9. Cost of living/ living expenses
10. Other (Specify \_\_\_\_\_)
11. (Don't Know / Can't Say)
12. (None/ no other)
13. (Refused)

(PROGRAMMER NOTE: IF D4 = 11, 12 OR 13 SKIP TO B1)

\*(STATED A MOST IMPORTANT PROBLEM IN D4)

D5 And what do you think is the second most important problem facing rural Australia today?  
(SINGLE RESPONSE) [PROGRAMMER NOTE: DO NOT DISPLAY RESPONSE GIVEN IN D4]

1. Low commodity prices
2. Poor levels of services generally
3. Drought
4. Ageing population
5. Poor health care
6. Poor telecommunications
7. Environmental degradation
8. Water shortages
9. Cost of living/ living expenses
10. Other (Specify \_\_\_\_\_)
11. (Don't Know / Can't Say)
12. (None/ no other)
13. (Refused)

\*(STATED A MOST IMPORTANT PROBLEM IN D4)

D6 Thinking of [INSERT RESPONSE TO D4 HERE], who do you think is MOST responsible for providing solutions? Would you say...  
[READ OUT] (SINGLE RESPONSE)

INTERVIEWER NOTE IF NECESSARY: We are interested in which ONE you think is MOST responsible for providing solutions

1. The Federal government
2. The State government
3. Local government
4. Local community organisations
5. Employers or businesses
6. Individuals, or
7. Someone else
8. (Don't know / Not sure)
9. (Refused)

---

**B. Rural Background and Linkages**

\*(ALL)

B2 Do you have any [insert each statement below] who live on a FARM in Australia?

STATEMENTS

- a) Close family members
- b) Close friends
- c) Distant relatives
- d) Casual friends or acquaintances

RESPONSE FRAME

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

\*(ALL)

B1a-d And do you have any [insert each statement below] who live in RURAL TOWNS in Australia?

STATEMENTS

- a) Close family members
- b) Close friends
- c) Distant relatives
- d) Casual friends or acquaintances

RESPONSE FRAME

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

\*(ALL)

B3 People have different views on the importance of agriculture for our future. Do you think AGRICULTURE PRODUCTION is very important, fairly important, not very important or not at all important for our future?

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

\*(ALL)

B4 And do you think RURAL AREAS are very important, fairly important, not very important or not at all important for our future?

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

---

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### C Perceptions of Rural and Regional Australia

\*(ALL)

C1 There have been several television shows set in rural areas. Do you believe the portrayals of rural Australia in THESE SHOWS is very accurate, fairly accurate, not very accurate or not at all accurate?

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

\*(ALL)

C2 Now I am going to read you a list of phrases. For each phrase, please tell me whether you associate it with people who live in rural areas and small towns, or with people who live in cities and suburbs.

[PROGRAMMER NOTE: PLEASE ROTATE STATEMENTS a-i and, separately, j and k]

#### STATEMENTS

- a) Commitment to community
- b) Strong sense of family
- c) Strong religious beliefs
- d) Hard working
- e) Loyal to their country
- f) Tolerant of others
- g) Sophisticated
- h) Tough or resilient
- i) Self-sufficient
- j) Behind the times
- k) Lacking initiative

#### RESPONSE FRAME

1. Rural areas/small towns
2. Cities/suburbs
3. (Both)
4. (Neither)
5. (Don't know / Not sure)
6. (Refused)

---

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## D Agriculture and Farming

\*(ALL)

D1 I'm now going to read you some statements about Australian farming. Please tell me whether you agree or disagree. [PROBE FOR STRONGLY OR JUST]

[PROGRAMMER NOTE: ROTATE STATEMENTS]

### STATEMENTS

- a) Australian farmers are generally undertaking sustainable farming practices.
- b) Australian farmers are adequately looking after animal welfare.
- c) Australian farmers are producing clean and safe food.

### RESPONSE FRAME

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

\*(ALL)

D2 Do you think farmers should receive more or less financial assistance from the government, or should the level of financial assistance remain the same?  
[PROBE FOR MUCH LESS OR MUCH MORE]

1. Much more
2. More
3. Remain the same
4. Less
5. Much less
6. (Don't know / Not sure)
7. (Refused)

---

-----

## E Food Production

\*(ALL)

E1a As you may know, some food products and medicines are being developed using new scientific techniques. The general area is called 'biotechnology' and includes tools such as genetic engineering and genetic modification of food. How closely have you been following the news about this issue? [READ OUT]

1. Very closely
2. Somewhat closely
3. Not too closely
4. Not at all
5. (Don't know / Not sure)
6. (Refused)

\*(ALL)

E1b Overall, would you say you support or oppose the use of biotechnology in agriculture and food production? [PROBE FOR STRONGLY OR MODERATELY]

1. Strongly support
2. Moderately support
3. Moderately oppose
4. Strongly oppose
5. (Don't know/ not sure)
6. (Refused)

\*(ALL)

E1c From what you know or have heard, do you believe that foods that have been produced using biotechnology pose a serious health hazard to consumers, or not?

1. Pose serious hazard
2. Don't pose serious hazard
3. (Don't know/ Not sure)
4. (Refused)

\*(ALL)

E2 Please tell me whether you agree or disagree with the following statement: You are willing to buy environmentally friendly products even if they cost a little bit more. [PROBE TO TOTALLY OR TEND TO]

1. Totally agree
2. Tend to agree
3. Tend to disagree
4. Totally disagree
5. (Don't know / Not sure)
6. (Refused)

\*(ALL)

E3 When you purchase meat (this includes chicken and fish), how often do you think about the welfare or protection of the animals from which these meat products have been sourced? Would you say ... [READ OUT]

1. Most of the time,
2. Some of the time,
3. Very rarely, or
4. Never
5. (I don't purchase meat)
6. (Don't know / Not sure)
7. (Refused)

---

**F Knowledge of Rural Australia**

\*(ALL)

F1 For each of the following statements, please tell me whether you think it is true or false.

[PROGRAMMER NOTE: PLEASE ROTATE STATEMENTS]

## STATEMENTS

- a) More than 1 in 5 Australian workers are working on farms.
- b) Most of Australia's exports are farm products.
- c) Australian farmers produce more than three times as much food and fibre as Australia consumes.
- d) The average age of Australian farmers is approximately 35.
- e) Australia is the one of the most urbanised countries in the world.

## RESPONSE FRAME

1. True
2. False
3. (Don't know / Not sure)
4. (Refused)

---

**[Newspoll]**

\*(ALL)

F2 If a federal election for the House of Representatives was held today, which one of the following parties would you vote for? [READ OUT]

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

1. Liberal
2. Nationals
3. Labour
4. Greens, or
5. Other
6. (Don't know / Not sure)
7. (Refused)



---

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**Demographics**

\*(ALL)

Dem1 Record Gender

1. Male
2. Female

\*(ALL)

Dem2 Now just a final few questions to make sure we've spoken to a good range of people.

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 IS 2 OR 3 CONTINUE OTHERWISE GO TO DEM4

\*(DEM2=2 OR 3)

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 IS PRESENT) CONTINUE  
OTHERWISE GO TO DEM4

\*(DEM2=2 OR 3 AND 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)

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)

\*(REFUSED AGE: DEM5 = 2)

Dem6 Would you mind telling me which of the following age groups are you 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 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)

Dem8 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 from paid work
5. A full-time school or university student
6. Keeping house, or
7. Something else (Specify \_\_\_\_\_ )
8. (Don't know)
9. (Refused)

IF WORKING (Dem8=CODES 1 OR 2) CONTINUE OTHERWISE GO TO Dem9a

\*(WORKING)

Dem9 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)

Dem9a 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)

Dem10 Can the internet be accessed at this dwelling?

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)

**[Above response frame from March poll]**

\*(ALL)

Dem11 And finally, 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. (Refused)

---

**Recruitment Questions**

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)

Rec2 RECORD FIRST NAME \_\_\_\_\_

\*(AGREED TO BE RECONTACTED)

Rec3 RECORD TELEPHONE NUMBER (NOTE: DISPLAY PHONE NUMBER FROM SAMPLE AND EDIT AS REQUIRED – INCLUDE AREA CODE)

\*(AGREED TO BE RECONTACTED)

Rec4 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

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

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 7945.

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

CLOSE SUITABLY

## APPENDIX 2 INTERVIEWER BRIEFING NOTES

### Australian National University (ANU) Poll (Sept, 2009 – Rural & Regional Australia)

A Research Project for:

Dept of Political Science, ANU



### ANU Poll: Background

- Focus on topical issues for Australians
- Polls are conducted about 3 times a year
- Some questions from international studies to enable comparisons
- This poll: focus on rural and regional Australia
- The March 2009 Poll (on defence) attracted widespread media attention
- September 2008 poll (on climate change) report: "Public Opinion Towards the Environment" findings on Australians attitudes and understanding of climate change
- Results of July 2008 poll (on Higher Education) released by the Vice Chancellor of ANU prior to a major international conference on higher education
- March 2008 poll on the environment was released just before the 2009 summit and also attracted a lot of media attention



### ANU Poll : Study overview

- 1200 respondents
- 18+ yrs
- Across Australia
- Quotas by region: capital city / rest of state
- Method of selection: next birthday



### ANU Poll : Study overview

- Standard evening & weekend calling hours
- Make appointments for any day / time
- No LOTES, answering machine messages, refusal conversions, advance letters
- Interview length = 12 min – need to watch time in pilot may have to trim
- In field (main study) 31 Aug – 16 Sept (17 days)



### **ANU Poll : Survey Modules**

- Screening and introduction
- A: Most important problems
- B: Rural Background and Linkages
- C: Perceptions of Rural and Regional Australia
- D: Agriculture and Farming
- E: Food Production
- F: Knowledge of Rural Australia Demographics
- Recruitment /Participation to re-contact

### **ANU Poll : General interviewing issues**

- Keep it neutral; no opinions or editorialising
- Let respondent answer
- Always probe to the scale (do not go outside)
- Read questions as given, unless clarification necessary



## APPENDIX 3 WEIGHTING MATRIX

### Weight target to sample

New South Wales			
	Males	Females	Total
18-34 years	60	59	119
35-54 years	71	72	143
55+	60	67	127
Total (18+)	191	198	389

Western Australia			
	Males	Females	Total
18-34 years	20	18	38
35-54 years	23	23	46
55+	18	18	36
Total (18+)	61	59	120

Victoria			
	Males	Females	Total
18-34 years	48	47	95
35-54 years	55	55	110
55+	44	51	95
Total (18+)	147	153	300

Tasmania			
	Males	Females	Total
18-34 years	4	3	7
35-54 years	5	5	10
55+	5	6	11
Total (18+)	14	14	28

Queensland			
	Males	Females	Total
18-34 years	37	37	74
35-54 years	44	44	88
55+	36	38	74
Total (18+)	117	119	236

Northern Territory			
	Males	Females	Total
18-34 years	3	2	5
35-54 years	2	2	4
55+	2	1	3
Total (18+)	7	5	12

South Australia			
	Males	Females	Total
18-34 years	13	13	26
35-54 years	17	16	33
55+	15	16	31
Total (18+)	45	45	90

ACT			
	Males	Females	Total
18-34 years	4	4	8
35-54 years	3	4	7
55+	2	3	5
Total (18+)	9	11	20