



# ANU POLL (AUSTRALIA'S FUTURE)

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**SEPTEMBER 2010**

## **TECHNICAL REPORT**

### **PREPARED FOR**

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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 seventh ANU Poll (Australia's Future).

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.

Detailed reference information is attached as appendices.

## 1.2 Project background

This poll is the seventh 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 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 seventh poll was on Australians' opinions on issues related to population levels in Australia, including the environment, immigration, fertility levels, and the ageing population.

## 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 the respondent within each household.

Key project statistics are summarised at Table 1, next page. As can be seen, the target number of interviews was achieved, with a final participation rate (defined as interviews as a per cent of interviews plus refusals of all types: household refusals, respondent refusals, and mid-way terminations) of 45%, an average interview length of 12.8 minutes, and a 2 ½ week fieldwork period. This participation rate is the highest of any of the ANU Polls to date.

**Table 1 – Summary of key statistics**

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	<b>Project total</b>
Target interviews	1200
Total interviews achieved	1200
Participation rate	45%
Fieldwork start date	15-Mar-10
Fieldwork finish date	1-Apr-10
Average interview length (minutes)	12.8

Data were weighted to 2009 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 April 2010.

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.

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<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 10,677 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 98 per cent, with a low of 93 per cent in Rest of New South Wales, Adelaide, and Rest of Tasmania, and a high of 100 per cent in Sydney, Melbourne, Rest of Victoria, Rest of Queensland, Perth, Hobart, Darwin, and Rest of Northern Territories<sup>2</sup>. The average number of telephone numbers called to achieve an interview was 8.8, with a range of 5.7 in the ACT to 12.2 in Rest of WA<sup>3</sup>.

**Table 2 – Sample generation and usage**

	<b>Sample generated</b>	<b>Sample used</b>	<b>% sample used</b>	<b>Interviews achieved</b>	<b>Avg records initiated per interview</b>
Sydney	1705	1705	100%	155	11.0
Rest of NSW	636	589	93%	79	7.5
Melbourne	1298	1298	100%	143	9.1
Rest of VIC	311	311	100%	48	6.5
Brisbane	950	903	95%	102	8.9
Rest of QLD	1053	1053	100%	110	9.6
Adelaide	758	702	93%	95	7.4
Rest of SA	209	194	93%	33	5.9
Perth	998	998	100%	102	9.8
Rest of WA	368	341	93%	33	10.3
ACT	594	570	96%	100	5.7
Hobart	284	284	100%	42	6.8
Rest of TAS	416	385	93%	58	6.6
Darwin	547	547	100%	55	9.9
Rest of NT	550	550	100%	45	12.2
<b>Total</b>	<b>10677</b>	<b>10430</b>	<b>98%</b>	<b>1200</b>	<b>8.8</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> This is a higher efficiency rate than was achieved in the previous ANU Polls.

<sup>3</sup> 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, 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, and
- 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 (4pm to 6pm), weekdays mid to late evening (after 6pm to 8.30pm), and weekends (10am to 5pm). 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, and
- Focus on interviewer training and respondent liaison techniques

## 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, 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 11 March. Pilot test interviews were included in the final data file.

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

- Deleting several questions (C5a, C5b, C6a, C6b, C7a, Dem2c) due to survey length and/or problems with the questions,
- Changing the wording slightly for C1 and D2 (codeframe), and
- Adding interviewer notes to E7, C4, and B1b\_c. for additional clarification

The final questionnaire is provided at Appendix 1.

## 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, and
- Comprehensive practice interviewing

A total of 16 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 71 interviews (or approximately 6% 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, and
- An end of survey de-briefing.

A final interviewer de-briefing was conducted on 7 May, 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. Overall, interviewers agreed that the survey flowed well and that respondents were interested in the topic. Questionnaire issues raised:

- **Intro:** some respondents felt a bit daunted by the phrase, 'some of Australia's long-term challenges'
- **B1a\_c., d., f.:** interviewers reported some difficulty in comprehension with these three statements; they often had to repeat the statement

- **B1b\_a.:** interviewers reported that some respondents seemed to consider only their own city, or the city nearest them, rather than Australian cities in general
- **B1b\_c.:** interviewers reported some difficulty with comprehension
- **C1 & C2:** limited options; for example, some respondents wanted to say that the population is a bit too high but is not causing any serious environmental problems; interviewers also reported that there was a lot of reading out on these two questions
- **C3:** respondents had difficulty answering this question (providing a specific number)
- **C4:** a number of respondents did not know what an Emissions Trading Scheme was
- **Module D:** some respondents were uncertain what the term, 'migrant', means
- **D2:** difficult to answer if disagreed with premise (that Australia's population were to grow by increased migration)
- **Module E:** interviewers reported that some older people did not seem to understand the term, 'Australia's ageing population'
- **E4:** some respondents confused 'will' with 'should'
- **E6:** interviewers reported high numbers of 'depends on one's circumstances' responses

## 5. Response Analysis

### 5.1 Analysis of call outcomes

A total of 32,549 call attempts were made to the 10,430 numbers that were initiated. As can be seen in Table 3, the most frequent call outcome was no answer (44%), followed by answering machine (16%) and disconnected numbers (13%).

Unfulfilled appointments were unusually high in this ANU Poll due to the unexpectedly high participation rate – more sample was loaded than could be used.

**Table 3 – All call attempts**

<b>Call attempt outcome</b>	<b>n</b>	<b>%</b>
No answer	14314	44.0%
Answering machine	5068	15.6%
Telstra message, number disconnected	4094	12.6%
Appointment	2934	9.0%
Engaged	1469	4.5%
Household refusal	1281	3.9%
<b>Completed interviews</b>	<b>1200</b>	<b>3.7%</b>
Not a residential number	954	2.9%
Fax/Modem	649	2.0%
Language difficulty (LOTE)	174	<1%
Respondent refusal	154	<1%
Too old / frail / deaf / unable to do survey	146	<1%
Selected respondent away duration	57	<1%
No one 18+ in the household	20	<1%
Respondent requested we remove number from list	17	<1%
Other out of scope	5	<1%
Terminated midway in survey	5	<1%
Named person not known (when called back to honour appointment)	5	<1%
Claims to have done survey	3	<1%
<b>Total call attempts</b>	<b>32549</b>	<b>100%</b>
Average calls per interview	27.1	
Average calls per number initiated	3.1	

On average, an interview was achieved every 27.1 calls, and the average number of calls for each number initiated was 3.1.

Table 4 presents the final call result for all numbers initiated. As can be seen, of the 10,430 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>	10430	100.0%	
<b>Ineligible numbers</b>			
Telstra message; number disconnected	4094	39.3%	
Not a residential number	954	9.1%	
Fax/Modem	649	6.2%	
<b>Subtotal ineligible numbers</b>	<b>5697</b>	<b>54.6%</b>	
<b>No contact</b>			
Engaged	67	0.6%	
Answering machine	255	2.4%	
No answer	1033	9.9%	
Appointment (unresolved at end of fieldwork)	314	3.0%	
<b>Subtotal no contact</b>	<b>1669</b>	<b>16.0%</b>	
<b>Out of scope contacts</b>			
Selected respondent away duration	56	0.5%	
No one 18+ in the household	20	0.2%	
Too old / frail / deaf / unable to do survey	146	1.4%	
Claims to have done survey	3	0.0%	
Language difficulty (LOTE)	174	1.7%	
Other out of scope	5	0.0%	
<b>Subtotal out of scope contacts</b>	<b>404</b>	<b>3.9%</b>	
<b>In-scope contacts</b>			
<b>Completed interviews</b>	<b>1200</b>	<b>11.5%</b>	<b>45.1%</b>
Household refusal	1279	12.3%	48.1%
Respondent refusal	154	1.5%	5.8%
Named person not known (when called back to honour appointment)	5	0.0%	0.2%
Respondent requested we remove number from list	17	0.2%	0.6%
Terminated midway in survey	5	0.0%	0.2%
<b>Subtotal in-scope contacts</b>	<b>2660</b>	<b>25.5%</b>	<b>100.0%</b>

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

- That were not connected, or not residential numbers, and therefore unusable (55% of numbers initiated)
- Where there was no contact within the call cycle (16%), and
- That resulted in a contact confirming that the selected respondent was out of scope (4%).

The final overall response rate, 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 45.1%<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 whenever possible.

As can be seen at Table 5, the most commonly cited reason for refusal was lack of interest (not interested, 50.6%), followed by outright refusals (just hung up, 22.8%), and temporal refusals (too busy, 15.6%).

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

Reason	%
<i>Base</i>	1430
Not interested	50.6%
Just hung up	22.8%
Too busy	15.6%
Never do surveys	2.9%
Silent Number	1.8%
Too old / frail / deaf / unable to do survey	1.3%
Get too many calls for surveys / telemarketing	1.1%
All other	3.8%
Total	100%

## 5.3 Re-contacts

Due to concern over the wording of one of the questions, respondents who agreed to be re-contacted (N=850) were called back and asked a new version of B1, as well as either B1a or B1b (depending on their answer to B1).

Old version:

B1 The government has recently spoken of its aim to increase the population from 21 million today to 35 million by 2050. Do you think Australia needs more people?

New version:

B1N There has been a debate about the future size of Australia's population. Do you think Australia needs more people?

The re-contact calls were made between 8-24 June. Of the 850 attempted callbacks, 712 were successful. The participation rate for these callbacks (interviews as a per cent of interviews plus refusals) was 99.2%. These new data were added to the final data file<sup>5</sup>.

A copy of the call-back script is at Appendix 3

<sup>5</sup> As variables cbB1, cbB1A\_1 through cbB1A\_8, and cbB1B\_1 through cbB1B\_9

## 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 April 2010.

### 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 2009). These adjust for census under-counting and people overseas at the time of the census. The weighting matrices are provided at Appendix 4.

## 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

Given that most questions are taken from other surveys with a desire to compare results, suggested changes to question wording are not included here. Other questionnaire issues and recommendations include the following:

- **Intro:** suggest replacing 'survey' with 'study' and deleting or changing 'some of Australia's long-term challenges' -- some respondents felt somewhat daunted by this phrase,
- **C4:** may want to include a definition (if necessary) of Emissions Trading Scheme,
- **Module D:** may want to include a definition of 'migrant',
- **Module E:** may want to include a definition of 'Australia's ageing population', and
- **Dem3:** suggest just asking: 'Where were your parents born?' and then coding to codeframe.

## Appendix 1 - Final Questionnaire

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**PR0633 ANU POLL, March 2010 - Australia's Future  
MAIN STUDY QUESTIONNAIRE V5 16 March 2010**

**Questionnaire Structure**

**Modules**

Screening and Introduction  
A: Most Important Problems  
B: Population  
C: Environment/Infrastructure  
D: Immigration versus fertility  
E: Ageing population  
Demographics  
Recruitment /Participation to re-contact

**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  
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

(\*ALL)

Intro1 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 about the future of Australia and some of Australia's long-term challenges. 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 about the future of Australia and some of Australia's long-term challenges. 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. 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 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 4521  
02 6125 2679

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

**\*A: Most Important Problems**

\*NOTE: A1 and A2a, A2b are tracking questions (present in each wave)

\*(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: Is that "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) (GO TO B1)
18. (None/ no other) (GO TO B1)
19. (Refused) (GO TO B1)

\*(MENTIONED MOST IMPORTANT PROBLEM) (A2a<17)

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

(SINGLE RESPONSE)

PROGRAMMER NOTE: DO NOT DISPLAY RESPONSE FROM 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)

**\*B: AUSTRALIA'S POPULATION**

**\*AuSSA 2009 (also variant in 1977 and 2001 Irving Saulwick poll, 1979 Victorian government survey and Age/Nielsen 2010 survey)**

\*(ALL)

B1 The government has recently spoken of its aim to increase the population from 21 million today to 35 million by 2050. Do you think Australia needs more people?

1. Yes
2. No (GO TO B1b)
3. (Can't say) (GO TO C1)
4. (Refused) (GO TO C1)

\*(THINKS AUSTRALIA NEEDS MORE PEOPLE) (B1=1)

B1a Various reasons have been given to increase Australia's population. Please say whether you agree or disagree with each of the following statements:

STATEMENTS

- a. We need more people for economic growth.
- b. Having more people means more cultural diversity.
- c. We could ease overpopulation overseas by taking in more migrants.
- d. A larger population could make it easier to defend Australia.
- e. We need skilled migrants for the work force.
- f. Increasing fertility or migration rates could counteract the ageing of the population.
- g. More population could boost the housing industry and help support property prices.
- h. A larger population could give Australia more say in world affairs.

RESPONSE FRAME

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree
- 6 (Can't say)
- 7 (Refused)

PREB1b IF B1=1 (THINKS AUSTRALIA NEEDS MORE PEOPLE) GO TO C1. OTHERS CONTINUE

\*(DOES NOT THINK AUSTRALIA NEEDS MORE PEOPLE) (B1=2)

B1b Various reasons have been given to NOT increase Australia's population. Please say whether you agree or disagree with each of the following statements.

STATEMENTS

- a. Our cities are too crowded and there is too much traffic.
- b. We have too much cultural diversity already.
- c. We can still take refugees without increasing total migration. INTERVIEWER NOTE: "Refugee" includes all forms of asylum seekers and humanitarian migrant

INTERVIEWER NOTE: If necessary, say "This means that TOTAL migration numbers could stay the same, but the proportion of REFUGEES could be greater."

- d. Population growth makes it harder for Australia to cut total greenhouse gas emissions.
- e. The cost of housing is too high.
- f. The natural environment is stressed by the numbers we already have.
- g. Having more people could make unemployment worse.
- h. Australia might not have enough water for more people.
- i. We should train our own skilled people, not take them from other countries.

RESPONSE FRAME

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree
- 6 (Can't say)
- 7 (Refused)

**\*C: ENVIRONMENT**

**\*YouGov Aug 2009**

\*(ALL)

C1 The current world human population is 6.8 billion and growing. Thinking about this... Which, if any, of the following statements relating to the WORLD population level and environmental impact do you agree with?

1. It is much too high and is causing serious environmental problems
2. It is a bit too high and is causing serious environmental problems
3. It is about right and not causing serious environmental problems
4. It could be a bit higher without causing any serious environmental problems
5. It could be a lot higher without causing any serious environmental problems
6. (Can't say)

**\*YouGov Aug 2009**

\*(ALL)

C2 Australia's population is just over 21 million. Thinking about this... Which, if any, of the following statements relating to the AUSTRALIAN population level and environmental impact do you agree with?

1. It is much too high and is causing serious environmental problems
2. It is a bit too high and is causing serious environmental problems
3. It is about right and not causing serious environmental problems
4. It could be a bit higher without causing any serious environmental problems
5. It could be a lot higher without causing any serious environmental problems
6. (Can't say)

**\*YouGov Aug 2009**

\*(ALL)

C3 Do you think people should take the impact on the environment into account when deciding how many children to have? The options are.....

1. Yes, they should think about not having any children
2. Yes, they should think about having only one child
3. Yes, they should think about having up to two children only

4. Yes, they should think about having up to three children only
5. No, they shouldn't worry about the environment and just have as many children as they like
6. Not applicable - the number of children people have won't affect the environment
7. (Can't say)

**\*New**

\*(ALL)

C4 Do you agree or disagree that Australia should introduce an Emissions Trading Scheme

PROBE: Is that "strongly" or "just"

INTERVIEWER NOTE: Question refers to an ETS generally, not the Rudd government's version.

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree
- 6 (Can't say)
- 7 (Refused)

**\*D: IMMIGRATION VERSUS FERTILITY**

**\*AuSSA 2009 (and variant of Irving Saulwick 1977 and 2001, 1979 Victorian Government survey) IMcA revised format for phone survey**

\*(ALL)

D1 If the Australian population were to grow, would you favour growth occurring by encouraging people having more children, or by encouraging more migrants coming to Australia?

AID AS NECESSARY

1. Strongly favour encouraging people to have more children
2. Favour encouraging people to have more children
3. (Both)
4. Favour encouraging more migrants to come
5. Strongly favour encouraging more migrants to come
- 6 (Does not favour population growth)
7. (Can't say)
8. (Refused)

**\*New**

\*(ALL)

D2 If Australia's population were to grow by increased immigration, please say whether you support or oppose Australia accepting more of the following types of migrant  
PROBE: Is that "strongly" or "just"

STATEMENTS

- a Humanitarian migrants, that is refugees
- b Family migrants – that's relatives of migrants already living in Australia
- c Skilled migrants – that's migrants with particular skills

RESPONSE FRAME

- 1 Strongly support accepting more
- 2 Support accepting more
- 3 Neither support nor oppose
- 4 Oppose accepting more
- 5 Strongly oppose accepting more

- 6 (Can't say)
- 7 (Refused)

**\*E: AGEING POPULATION**

**\*NEW**

\*(ALL)

E1 Now turning to Australia's ageing population. Do you agree or disagree that the ageing population will cause Australia problems in the future?  
PROBE: Is that "strongly" or "just"

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree
- 6 (Can't say)
- 7 (Refused)

**\*NEW**

\*(ALL)

E2 Now turning to the government's role in dealing with the ageing population. How worried are you about the government's ability to fund the costs associated with an ageing population? Would you say....

- 1. Very worried
- 2. Worried
- 3. Neutral
- 4. Not worried
- 5. Not at all worried
- 6. (Don't know)
- 7. (Refused)

**\*NEW**

\*(ALL)

E3 Do you agree or disagree that the public health care system will be able to cope with the ageing population?  
PROBE: Is that "strongly" or "just"

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree
- 6 (Can't say)
- 7 (Refused)

**\*NEW**

\*(ALL)

E4 Do you agree or disagree that the government will have to cut programs and welfare spending in the future to deal with the costs associated with an ageing population?  
PROBE: Is that "strongly" or "just"

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree
- 6 (Can't say)
- 7 (Refused)

**\*NEW**

\*(ALL)

E5 Do you agree or disagree that the government should increase taxes in order to pay for the costs associated with an ageing population?  
PROBE: Is that "strongly" or "just"

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree
- 6 (Can't say)
- 7 (Refused)

**\*NEW**

\*(ALL)

E6 Do you agree or disagree that retirees should fund their own retirement:  
PROBE: Is that "strongly" or "just"

1. Strongly agree
2. Agree
3. (Depends on one's circumstances)
4. Disagree
5. Strongly disagree
6. (Can't say)
7. (Refused)

**\*ANES**

\*(ALL)

E7 Which of the following statements do you MOST agree with:  
INTERVIEWER NOTE: "Government means the government in general, including departments, public servants, etc

1. The less government the better
2. There are more things the government should be doing
3. (Can't say)
4. (Refused)

**\*Newspoll**

\*(ALL)

E8 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 of these do you have a leaning?'

1. Liberal
2. Nationals
3. Labour
4. Greens, or
5. Other
6. (Can't say)
7. (Refused)

**\*Demographics**

\*(ALL)

DEM1 Record Gender

1. Male
2. Female

\*(ALL)

DEM2 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=2 OR DEM2=3 CONTINUE. OTHERS GO TO DEM3

\*(CHILDREN IN HOUSEHOLD) (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) ^s
6. (Refused) ^s

PREDEM2B IF DEM2A=1, 2 OR 3 (I.E. ANY CHILD UNDER 18 IS PRESENT)  
CONTINUE. OTHERS GO TO DEM3

\*(CHILDREN UNDER 18 IN HOUSEHOLD) (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 (GO TO DEM3)
3. (Don't Know) (GO TO DEM3)
4. (Refused) (GO TO DEM3)

\*(PARENT OF CHILDREN UNDER 18 IN HOUSEHOLD) (DEM2b=1)

DEM2d Would you like to have more children in the future?

1. Yes
2. No (GO TO DEM3)
3. (Can't say) (GO TO DEM3)
4. (Refused) (GO TO DEM3)

\*(WOULD LIKE MORE CHILDREN IN THE FUTURE) (DEM2c=1)

DEM2e How many (children would you like to have in the future)?

1. One

2. Two
3. Three
4. Four or more
5. (Can't say)
6. (Refused)

\*(ALL)

DEM3 Where were your parents born: were they both born in the Australia, was one born in the Australia, or were both born in another country?

- 1 Both parents born in Australia
- 2 One parent born in Australia
- 3 Neither parent born in Australia
- 4 (Can't say)
- 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 (Specify)
- 32 (Can't say)
- 33 (Refused)

\*(ALL)

DEM5 Would you mind telling me how old you are?

1. Age given (Specify) (RANGE 18 TO 99) (GO TO DEM7)
2. (Refused)

\*(REFUSED AGE)

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 (Specify)
- 13 (Refused)

\*(ALL)

DEM8 Which of these best describes your current employment situation? Are you...

- 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 (Can't say)
- 11 (Refused)

IF DEM8=CODES 1 OR 2 CONTINUE. OTHERS GO TO Dem9a

\*(WORKING) (DEM8=1 OR 2)

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. (Can't say)
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. (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. (Can't say)

\*(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)

DISPLAY POSTCODE FROM SAMPLE RECORD

1. Postcode from sample record correct
2. Postcode from sample record incorrect - record postcode (Specify) (RANGE 0800 TO 9729)
3. Don't know postcode – collect locality (Specify)
4. (Refused)

### 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)

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 (CAPTURE 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](mailto:human.ethics.officer@anu.edu.au), 02 6125 3427

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

CLOSE SUITABLY

## Appendix 2 - Interviewer Briefing Notes

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## Australian National University (ANU) Poll (March, 2010 – Australia's Future)

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 Australia's future
- 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 2020 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/advance letters
- Interview length = 12 min
- Piloting 11<sup>th</sup> March (20 interviews)
- Main study 16<sup>th</sup> March – 1<sup>st</sup> April (18 days/1200 interviews)

### ANU Poll : Survey Modules

- Screening and introduction
- A: Most Important Problems
- B: Australia's Population
- C: Environment
- D: Immigration Versus Fertility
- E: Ageing Population
- Demographics
- Recruitment /Participation to re-contact

### ANU Poll : General interviewing issues

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

## ANU Poll : Issues with specific questions

- A2a - Lists of problems facing Australia today: be sure you understand them – pre-coded from March 2008 and used ever since; however, code any you're unsure of as 'other' and check with supervisor immediately
- B1a/b – Focus respondent on whether they agree or disagree with the statement (outside the direct context of increasing population)
- C1/2 – Best to administer as read out, then code the first response that the respondent agrees with
- Dem2: note that “children” INCLUDES children 18+
- Postcode: important that this is correctly confirmed
- Email address: enter first part, then separately, second part
- If unsure how to code something, ASK SUPERVISOR

## Appendix 3 - Callback Script

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**Pr 0633 ANU Poll (Australia's Future)  
Callback script  
FINAL VERSION**

**Please load telephone number indicated in Rec3 of questionnaire  
Other var needed: first name of respondent (Rec2)**

**DEFINITION OF IN-SCOPE RESPONDENTS; Agreed to be re-contacted (Rec1 = 1)**

**Confirming sample size: 850**

INTRO.      INTRO.      Good (afternoon/evening). My name is (...). I'm calling on behalf of the Australian National University from The Social Research Centre. May I please speak to <FIRST NAME OF RESPONDENT>?

IF NECESSARY: We conducted a telephone interview with <FIRST NAME OF RESPONDENT> in March about Australia's population. At that time <he/she> said it would be OK to re-contact <him/her>. There were just a few more questions we needed to ask <him/her> for this study. It should only take a minute or two.

1. Continue
2. Household refusal (GOTO TERM1)
3. Respondent refusal (GOTO TERM1)
4. Make HARD appointment to recontact
5. Make SOFT appointment to recontact

\*(IF NAMED RESPONDENT)

INTROS1.    REINTRODUCE IF NECESSARY: Good (afternoon/evening). My name is (...). I'm calling on behalf of the Australian National University from The Social Research Centre.

We conducted an interview with you on <DATE OF INTERVIEW> about Australia's population. There were just a few more questions we needed to ask you for this study. Do you mind if we ask you these now? It should only take a minute or two.

1. Yes, continue
2. No, don't want to participate (GOTO TERM 1)
3. Make HARD appointment to recontact
4. Make SOFT appointment to recontact

M1      As before, your participation is voluntary, and we will treat all information you give in strict confidence. If you do not want to answer a question, just let me know and I'll move on to the next one.

1. Yes, continue
2. No, don't want to participate (GOTO TERM 1)

M2      Our call may be monitored by my supervisor for quality assurance purposes. Please tell me if you don't want this to happen.

1. Monitoring allowed

2. Monitoring not permitted

**\*AuSSA 2009 (also variant in 1977 and 2001 Irving Saulwick poll, 1979 Victorian government survey and Age/Nielsen 2010 survey) (B1 re-worded)**

\*(ALL)

B1 The first question is: there has been a debate about the future size of Australia's population. Do you think Australia needs more people?

1. Yes
2. No (GO TO B1b)
3. (Can't say) (GO TO CLOSE)
4. (Refused) (GO TO CLOSE)

\*(THINKS AUSTRALIA NEEDS MORE PEOPLE) (B1=1)

B1a Various reasons have been given to increase Australia's population. Please say whether you agree or disagree with each of the following statements:

STATEMENTS

- a. We need more people for economic growth.
- b. Having more people means more cultural diversity.
- c. We could ease overpopulation overseas by taking in more migrants.
- d. A larger population could make it easier to defend Australia.
- e. We need skilled migrants for the work force.
- f. Increasing fertility or migration rates could counteract the ageing of the population.
- g. More population could boost the housing industry and help support property prices.
- h. A larger population could give Australia more say in world affairs.

RESPONSE FRAME

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree
- 6 (Can't say)
- 7 (Refused)

PREB1b IF B1=1 (THINKS AUSTRALIA NEEDS MORE PEOPLE) GO TO CLOSE, OTHERWISE CONTINUE

\*(DOES NOT THINK AUSTRALIA NEEDS MORE PEOPLE) (B1=2)

B1b Various reasons have been given to NOT increase Australia's population. Please say whether you agree or disagree with each of the following statements.

STATEMENTS

- a. Our cities are too crowded and there is too much traffic.
- b. We have too much cultural diversity already.
- c. We can still take refugees without increasing total migration. INTERVIEWER NOTE: "Refugee" includes all forms of asylum seekers and humanitarian migrant  
INTERVIEWER NOTE: If necessary, say "This means that TOTAL migration numbers could stay the same, but the proportion of REFUGEES could be greater."
- d. Population growth makes it harder for Australia to cut total greenhouse gas emissions.
- e. The cost of housing is too high.
- f. The natural environment is stressed by the numbers we already have.
- g. Having more people could make unemployment worse.

- h. Australia might not have enough water for more people.
- i. We should train our own skilled people, not take them from other countries.

RESPONSE FRAME

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree
- 6 (Can't say)
- 7 (Refused)

CLOSE That's all I need to ask you. Thank you once again for your time and assistance. Just in case you missed it, my name is (...) and this survey was conducted on behalf of the Australian National University by the Social Research Centre.

TERM1 OK that's fine. Thanks for your time.

## Appendix 4 - Weighting Matrix

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### Weight targets to sample

ACT			
Age	Males	Females	Total
18-34	4	3	7
35-54	4	4	7
55+	2	3	5
<b>Total (18+)</b>	10	10	19

South Australia			
Age	Males	Females	Total
18-34	13	13	26
35-54	16	16	32
55+	15	17	32
<b>Total (18+)</b>	44	46	91

New South Wales			
Age	Males	Females	Total
18-34	61	60	122
35-54	70	71	141
55+	60	68	128
<b>Total (18+)</b>	192	199	391

Tasmania			
Age	Males	Females	Total
18-34	4	4	7
35-54	5	5	10
55+	5	5	10
<b>Total (18+)</b>	13	14	27

NT			
Age	Males	Females	Total
18-34	2	2	5
35-54	2	2	5
55+	1	1	2
<b>Total (18+)</b>	6	6	12

Victoria			
Age	Males	Females	Total
18-34	48	47	96
35-54	54	55	109
55+	45	51	96
<b>Total (18+)</b>	147	153	300

Queensland			
Age	Males	Females	Total
18-34	38	37	75
35-54	44	44	88
55+	36	38	75
<b>Total (18+)</b>	118	120	238

Western Australia			
Age	Males	Females	Total
18-34	20	19	39
35-54	23	23	46
55+	18	19	37
<b>Total (18+)</b>	62	60	122