SOCIAL COHESION SURVEY, 2014

Snap Poll

OCTOBER, 2014

SUMMARY METHODOLOGICAL REPORT

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Contents

1 INTRODUCTION ......................................................................................................................... 1
  1.1 Overview ................................................................................................................................. 1
  1.2 Survey overview ...................................................................................................................... 1

2 SAMPLE DESIGN & SURVEY PROCEDURES ...................................................................... 3
  2.1 Sample design .......................................................................................................................... 3
  2.2 Sample frame ........................................................................................................................... 3
  2.3 Scope status and respondent selection .................................................................................... 3

3 QUESTIONNAIRE OVERVIEW .............................................................................................. 5

4 DATA COLLECTION & QUALITY CONTROL ........................................................................... 6
  4.1 Ethical considerations .............................................................................................................. 6
  4.2 Field team briefing .................................................................................................................. 6
  4.3 Fieldwork quality control procedures ...................................................................................... 6

5 CALL RESULTS & ANALYSIS OF RESPONSE .................................................................... 7
  5.1 Call results .............................................................................................................................. 7
  5.2 Response rate .......................................................................................................................... 8

6 DATA OUTPUTS & REPORTING ............................................................................................... 9
  6.1 Treatment of responses to open ended / other specify questions ......................................... 9
  6.2 Weighting ............................................................................................................................... 9
  6.3 Data file provision .................................................................................................................. 9

APPENDIX 1: SNAP POLL QUESTIONNAIRE .............................................................................. 10
LIST OF TABLES

Table 1: Survey overview ........................................................................................................2
Table 2: Geographic distribution of final achieved sample by sample frame ............................3
Table 3: Final call results ........................................................................................................7
1 Introduction

1.1 Overview

This report briefly describes the methodological aspects of a quick national poll undertaken by the Social Research Centre on behalf of the Scanlon Foundation on 21 & 22 October 2014 as part of the ongoing social cohesion research program. The objective of the survey was to measure the extent of attitudinal change in the community since the Scanlon Foundation’s National Social Cohesion Survey conducted over the period 10 June to 16 July 2014.

The Scanlon Foundation was interested to measure community attitudes to aspects of social cohesion in light of Australian involvement in wars in Syria and Iraq. Attention has been particularly focused on the growing influence of the group known by the acronym IS or ISIL; accounts of Australian Muslims going overseas to join fundamentalist Islamist groups; beheadings of captives; police raids in Australia; and a violent incident in Melbourne involving an attack on two police officers and the shooting dead of the assailant. The context also involves publicity accorded to overseas incidents, including incidents in Canada at the time of the October survey.

1.2 Survey overview

The in-scope population for the Snap Poll was English-speaking persons aged 18 years and over who were residents of private households in Australia and contactable via a landline telephone connection. Data collection was by Computer Assisted Telephone Interviewing (CATI).

The Snap Poll comprised a National Survey of 500 in-scope adults stratified by State/Territory and capital city / non-capital city.

Given the very short lead time for the survey a randomly generated landline sampling frame was considered the most expeditious. For this reason the comparative results reported for this survey compare the Snap Poll results with the results of the independently weighted landline population from the 2014 National Survey.

Given the two day fieldwork period for the survey, compared with five weeks for the National Survey, a truncated call routine was used and no interviewing was undertaken in languages other than English.
Table 1 provides a summary of key statistics for the National Social Cohesion Surveys and the Snap Poll. The response rate for the Snap Poll was 34%, compared with 53% for the 2014 National Survey. A cut down version of the National Survey questionnaire was used resulting in an average interview length of 6.4 minutes compared with 16.2 minutes for the recent national survey.

**Table 1: Survey overview**

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2014 SP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviews completed</td>
<td>2,012</td>
<td>2,019</td>
<td>2,021</td>
<td>2,001</td>
<td>2,000</td>
<td>1,200</td>
<td>1,526</td>
<td>500</td>
</tr>
<tr>
<td>Response rate</td>
<td>44%</td>
<td>51%</td>
<td>51%</td>
<td>49%</td>
<td>52%</td>
<td>54%</td>
<td>53%</td>
<td>34%</td>
</tr>
<tr>
<td>Start date</td>
<td>21st June</td>
<td>22nd June</td>
<td>1st June</td>
<td>15th Jun</td>
<td>12th Jun</td>
<td>3rd Jul</td>
<td>10th Jun</td>
<td>21 Oct</td>
</tr>
<tr>
<td>Finish date</td>
<td>1st Aug</td>
<td>31st July</td>
<td>28th June</td>
<td>18th Jul</td>
<td>21st Jul</td>
<td>4th Aug</td>
<td>16th Jul</td>
<td>22 Oct</td>
</tr>
<tr>
<td>Average interview length (mins)</td>
<td>15.3</td>
<td>16.0</td>
<td>19.6</td>
<td>20.5</td>
<td>16.3</td>
<td>17.6</td>
<td>16.2</td>
<td>6.4</td>
</tr>
<tr>
<td>Average interview length (landline)</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>17.5</td>
<td>16.1</td>
<td>na</td>
</tr>
<tr>
<td>Average interview length (mobile)</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>17.6</td>
<td>16.4</td>
<td>na</td>
</tr>
</tbody>
</table>
2. Sample Design & Survey Procedures

2.1 Sample design

The proportional distribution of interviews across geographic strata was the same as for the landline component of the 2014 National Survey and is shown in Table 2, below. This comprised a probability proportional to size distribution of interviews in accordance with the Capital City/Rest of State population within each state / territory and disproportionate quotas at the state / territory level to ensure more interviews were obtained in the less populous states / territories.

Part of the task of the data weighting procedures discussed in Section 6.2 is to adjust for this disproportionate sample design.

Table 2: Geographic distribution of final achieved sample by sample frame

<table>
<thead>
<tr>
<th>Geographic strata</th>
<th>Total Interviews (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney</td>
<td>51</td>
</tr>
<tr>
<td>Rest of NSW</td>
<td>29</td>
</tr>
<tr>
<td>Melbourne</td>
<td>67</td>
</tr>
<tr>
<td>Rest of Vic</td>
<td>20</td>
</tr>
<tr>
<td>Brisbane</td>
<td>39</td>
</tr>
<tr>
<td>Rest of Qld</td>
<td>41</td>
</tr>
<tr>
<td>Adelaide</td>
<td>62</td>
</tr>
<tr>
<td>Rest of SA</td>
<td>18</td>
</tr>
<tr>
<td>Perth</td>
<td>62</td>
</tr>
<tr>
<td>Rest of WA</td>
<td>17</td>
</tr>
<tr>
<td>Hobart</td>
<td>15</td>
</tr>
<tr>
<td>Rest of Tasmania</td>
<td>19</td>
</tr>
<tr>
<td>Darwin</td>
<td>20</td>
</tr>
<tr>
<td>Rest of NT†</td>
<td>7</td>
</tr>
<tr>
<td>ACT†</td>
<td>33</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>500</strong></td>
</tr>
</tbody>
</table>

† Seven interviews achieved against a target of 13. The shortfall was offset by undertaking additional interviews in Melbourne.

2.2 Sample frame

The commercial sample provider, SampleWorx, provided the randomly generated telephone numbers for the survey.

2.3 Scope status and respondent selection

The in-scope population was the non-institutionalised population of Australia aged 18 years or over contactable via a residential landline telephone number. As such it excluded:

- Residents of institutional premises (prisons, nursing homes, etc) and military bases;
- Persons incapable of undertaking the interview due to a physical or mental health condition (including too old / frail);
- Persons under the influence of drugs or alcohol;
The mobile phone-only population; and
Households with no resident aged 18 years or over.

Unlike other surveys in this series, due to the tight timelines, no interviewing was undertaken in languages other than English.

The “next birthday” method was used to select the person to be interviewed where more than one eligible person was resident. No substitution of individuals within households was allowed.
3. Questionnaire Overview

The questionnaire used for the Snap Poll was a cut down version of the questionnaire used for the 2014 National Survey.

The broad content areas are outlined below:

**Questionnaire topics**

AN1. Most important problem facing Australia.

A1a. People living on low incomes in Australia receive enough financial support from the government.

A1c. Australia is a land of economic opportunity where in the long run, hard work brings a better life.

B6c. Trust in the federal government.

C8. Sense of belonging in Australia.

C9. Maintaining the Australian way of life and culture is important.

C1. What do you think of the number of immigrants accepted into Australia at present?

C2a. Accepting immigrants from many different countries makes Australia stronger.

C2c. Multiculturalism has been good for Australia.

CN7. Is your personal attitude positive, negative, or neutral towards Christians / Buddhists / Muslims?

**Primary demographics (used for weighting)**

Dem1 Number of in-scope people in the household

SMP2 Number of residential landlines

Dem2 Sex of respondent

Dem1a/b Age of respondent

Dem15a Birthplace of respondent

Dem10 Educational attainment of respondent

**Secondary demographics**

Dem6 Australian citizenship status

Dem22 Voting intentions

The overall interview length was 6.4 minutes compared with 16.2 minutes for the June-July National Survey. No pilot test interviews were undertaken given the compressed timelines and the fact that all of the questions included in the Snap Poll were used in the 2014 National Survey.
4. **Data Collection & Quality Control**

4.1 **Ethical considerations**

The questionnaire and survey methodology were both approved by the Monash University ethics board. Other ethical considerations for the Social Cohesion Survey included:

- Ensuring informed consent;
- Ensuring the voluntary nature of participation was clearly understood; and
- Protecting the privacy and confidentiality of respondent information.

Safeguards regarding the above were covered by the Social Research Centre’s contract with Monash University and by the appropriate privacy laws. In addition, the Social Research Centre is bound to adhere to AMSRO Privacy Principles and the AMSRS Code of Professional Behaviour.

4.2 **Field team briefing**

All interviewers selected to work on the Snap Poll participated in a short briefing session covering the project background, objectives and procedures; all aspects of administering the survey questionnaire, including specific data quality issues; an overview of respondent liaison issues, including refusal avoidance techniques; and practice interviewing.

The briefing session was delivered by the Social Research Centre project coordinator and supervisory staff. Thirty-two interviewers were briefed to work on the survey.

4.3 **Fieldwork quality control procedures**

The in-field quality monitoring techniques applied to this project included validation of interviews in accordance with ISO Standard 20252 and monitoring (listening in) by departmental supervisors.
5. Call Results & Analysis of Response

5.1 Call results

A total of 6,877 sample records were initiated to achieve the final 500 surveys completed. A total of 9,644 calls were placed to these sample records equating to an average of 1.4 calls per record and one completed interview for every 19.3 calls.

Of the 6,877 numbers initiated, 22.1% were unusable; 53.5% were unresolved at the end of the call cycle (non-contacts or unresolved appointments); and 2.9% were identified as being out of scope. Refusals (all types) were encountered at 14.3% of the numbers to which calls were initiated.

Table 3: Final call results

<table>
<thead>
<tr>
<th>Unusable numbers</th>
<th>Landline frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telstra message, number disconnected</td>
<td>376 5.5%</td>
</tr>
<tr>
<td>Fax/Modem</td>
<td>286 4.2%</td>
</tr>
<tr>
<td>Incoming call restrictions</td>
<td>4 0.1%</td>
</tr>
<tr>
<td>Not a residential number</td>
<td>857 12.5%</td>
</tr>
<tr>
<td><strong>Subtotal unusable number</strong></td>
<td>1,523 22.1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No contact / unresolved in survey period</th>
<th>Landline frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engaged</td>
<td>331 4.8%</td>
</tr>
<tr>
<td>Answering machine</td>
<td>1,077 15.7%</td>
</tr>
<tr>
<td>No answer</td>
<td>2,008 29.2%</td>
</tr>
<tr>
<td>Appointments</td>
<td>260 3.8%</td>
</tr>
<tr>
<td><strong>Subtotal no contact / unresolved</strong></td>
<td>3,676 53.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Out of scope</th>
<th>Landline frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>Claims to have done survey</td>
<td>6 0.1%</td>
</tr>
<tr>
<td>Selected respondent away for duration</td>
<td>79 1.1%</td>
</tr>
<tr>
<td>LOTE – No language follow up</td>
<td>52 0.8%</td>
</tr>
<tr>
<td>Too old / ill health / unable to do survey</td>
<td>44 0.6%</td>
</tr>
<tr>
<td>No-one in household 18 plus</td>
<td>17 0.2%</td>
</tr>
<tr>
<td><strong>Subtotal out of scope</strong></td>
<td>198 2.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contacts</th>
<th>Landline frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviews</td>
<td>500 7.3%</td>
</tr>
<tr>
<td>Household refusal</td>
<td>917 13.3%</td>
</tr>
<tr>
<td>Respondent refusal</td>
<td>40 0.6%</td>
</tr>
<tr>
<td>Remove number from list</td>
<td>9 0.1%</td>
</tr>
<tr>
<td>Terminated midway</td>
<td>14 0.2%</td>
</tr>
<tr>
<td><strong>Subtotal in-scope contacts</strong></td>
<td>1,480 21.5%</td>
</tr>
</tbody>
</table>
5.2 Response rate

The response rate has been defined as follows:

\[
\text{Response Rate} = \frac{\text{number of interviews}}{\text{number of interviews} + \text{refusals}}.
\]

The response rate for the Snap Poll was 34% compared with 53% for the 2014 National Survey. Due to the two-day fieldwork period for the Snap Poll an extended call cycle and response maximisation activities were not able to be implemented and as such a lower response rate resulted.
6. Data Outputs & Reporting

6.1 Treatment of responses to open ended / other specify questions
To maintain comparability over time, considerable effort was made to keep coding rules and code-
frames consistent with those used in earlier surveys for the limited number of questions where this was required.

6.2 Weighting
A two stage weighting procedure was used. A design weight to adjust for the varying chances of
selection of sample members and a post-stratification weight used to align the data with known
population parameters.

As in previous surveys, a “rim weighting” approach was used in order to ‘weight’ the data to independent population benchmarks. This second weighting stage is necessary to adjust for the disproportionate sample design and differential survey response rates across age, gender, geographic strata, educational attainment and country of birth.

Population targets were taken from Australian Bureau of Statistics (ABS) June 2013 Estimated Residential Population (ERP) counts and from the 2011 Census with the following simultaneous constraints applied during the rim weighting procedure:

- Geographic location;
- Gender;
- Age by education; and
- Country of birth.

The algorithm provided in the Social Research Centre’s Quantum analysis software was used to carry out the rim weighting and develop the final sample weights. These weights were applied to all data prior to reporting and have been included in the electronic data files provided as outputs from the survey.

As has been previously noted, the point of comparison for the Snap Poll results is the re-weighted landline results from the 2014 National Survey, arrived at by using the same weighting procedure as described above.

Further information is available in the Methodological Report produced for the 2014 National Survey.

6.3 Data file provision
To support the quick turnaround times required, the Social Research Centre provided a clean SPSS
data file containing the questionnaire items and demographic variables common to both 2014 National Survey and the October Snap Poll. This file also contained the weighting variable needed to draw inferences about the in-scope population from these data and to enable the comparison of the two data sets.

1 2011 Census counts provide the most recent educational attainment and country of birth information.
Appendix 1: Snap Poll questionnaire
INTRODUCTION

*(ALL)
Intro  Good morning/afternoon/evening. My name is (...) and I am calling from the Social Research Centre on behalf of Monash University researchers.

We’re conducting an important study on the attitudes of Australians to gain a better understanding of life in Australia.

Continue

*(ALL)
S1  To help with this important study we’d like to arrange a very short 5 minute interview with the person aged 18 or over who is going to have the next birthday.

May I speak to that person please?

1. Start survey (GO TO S2)
2. Stop interview, make appointment (RECORD NAME AND ARRANGE CALL BACK)
3. Household refusal (ATTEMPT CONVERSION) (GO TO TERM5)
4. Queried about how telephone number was obtained (DISPLAY ATELQ)
5. No one in household over 18 (TERM1)
6. Return to SMS

*(ALL)
DEM18  Just before we continue, can you please tell me your postcode where you live?

INTERVIEWER NOTE: IF ASKED WHY WE NEED POSTCODE – WE NEED YOUR POSTCODE TO MAKE SURE WE INTERVIEW ENOUGH PEOPLE IN EACH AREA

*PROGRAMMER NOTE: DISPLAY SAMPLE POSTCODE

1  Postcode from sample correct
2  Collect postcode (SPECIFY) (RANGE 800 to 9729)
3  (Don’t know) (SPECIFY suburb or town_______)
4  (Refused) (GO TO TERM4)
A1 To start with, what do you think is the most important problem facing Australia today?

(DO NOT READ OUT; MAXIMUM OF ONE RESPONSE ONLY)

1. Aboriginal / Indigenous issues (health, poverty, treatment, etc.)
2. Asylum Seekers - poor treatment / refugees / boat people / illegal immigrants (sympathetic comment)
3. Asylum Seekers - too many / refugees / boat people / illegal immigrants (negative comment)
4. Crime / law and order
5. Defense / National security / Terrorism
7. Education / schools
8. Environment / climate change / water shortages (concern)
9. Environment - over-reaction to climate change / carbon tax (skeptical)
10. Government / quality of / politicians
11. Health / medical / hospitals
12. Housing shortages / affordability / interest rates
13. Immigration / population - too high, overcrowding / wrong people coming (negative)
14. Immigration / population - too low / need more people (supportive)
15. Industrial relations / Trade unions
16. Racism
17. Social Issues - drug use, family breakdown, internet overuse, childcare
18. Women's issues (e.g.: equal pay / opportunity, violence, etc.)
19. Other
20. Nothing
21. Don’t know
22. Refused

A1 I’d like you to tell me your views on various economic and social issues. To what extent do you agree or disagree with the following statements.

(PROBE: Is that agree or strongly agree / disagree or strongly disagree?)

(STATMENTS)

a. People living on low incomes in Australia receive enough financial support from the government
b. Australia is a land of economic opportunity where in the long run, hard work brings a better life.

(RESPONSE FRAME)

1 Strongly agree
2 Agree
3 (Neither agree nor disagree)
4 Disagree
B6a. How often do you think the government in Canberra can be trusted to do the right thing for the Australian people? Would you say …

(READ OUT)

1 Almost always
2 Most of the time
3 Only some of the time, or
4 Almost never
5 (Don’t know)
6 (Refused)

C8. To what extent do you have a sense of belonging in Australia? Would you say …

(READ OUT)

1 To a great extent
2 To a moderate extent
3 Only slightly, or
4 Not at all
5 (Don’t know)
6 (Refused)

C9. Do you agree or disagree with the following statement? “In the modern world, maintaining the Australian way of life and culture is important”.

(PROBE: Is that agree or strongly agree / disagree or strongly disagree?)

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

C1. Now some questions about immigration. What do you think of the number of immigrants accepted into Australia at present? Would you say it is …

(READ OUT)

1 Too high
2 About right, or
3 Too low
4 (No opinion/ don’t know)
5 (Refused)
*(ALL)*

C2. Do you agree or disagree with the following statements...

(PROBE: Is that agree or strongly agree / disagree or strongly disagree?)

(STATEMENTS)
a) Accepting immigrants from many different countries makes Australia stronger
b) Multiculturalism has been good for Australia

(RESPONSE FRAME)
1. Strongly agree
2. Agree
3. (Neither agree or disagree)
4. Disagree
5. Strongly disagree
6. (None of the above/ Don't know)
7. (Refused)

*(ALL)*

CN7intro. Next, I would like to ask you about your attitude towards different religious groups.

PROGRAMMER NOTE: FOR CN7 SHOW FIRST PART OF QUESTION STEM FOR FIRST STAMENT, THEN SECOND PART FOR REMAINING STATEMENTS

CN7. Is your personal attitude positive, negative, or neutral towards [STATEMENT]? / And what about [STATEMENT]…

(PROBE: Is that very or somewhat positive/ negative?)

(STATEMENTS)
a) Christians
b) Buddhists
c) Muslims

(RESPONSE FRAME)
1. Very positive
2. Somewhat positive
3. Neutral
4. Somewhat negative
5. Very negative
6. (Don’t know)
7. (Refused)

**DEMOGRAPHIC INFORMATION**

*(ALL)*

DEM1 We’re nearly finished now. Just a final few questions to make sure we’ve spoken to a good range of people.

Including you, how many people aged 18 years and over live in this household?

1. Number given (Specify) RECORD WHOLE NUMBER (ALLOWABLE RANGE 1 TO 20)
2. Don’t know (PROGRAMMER NOTE: RECORD IN DATA AS 999)
3. Refused (PROGRAMMER NOTE: RECORD IN DATA AS 888)
Can I ask, how old were you last birthday?

1  Age given (RECORD AGE IN YEARS (RANGE 18 TO 99) (GO TO DEM2)
2  (Refused)

*(REFUSED AGE DEM1a=2)

DEM1b Could you please tell 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)

DEM2. RECORD GENDER

1  Male
2  Female

*(ALL)

DEM15a In which country were you born?

(RESPONSE FRAME)

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
*(ALL)
DEM6. Are you an Australian citizen?

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

*(ALL)
DEM10 What is the highest level of education you have completed?

1. Primary school
2. Year 7 to Year 9
3. Year 10
4. Year 11
5. Year 12
6. Trade/apprenticeship
7. Other TAFE/Technical Certificate
8. Diploma
9. Bachelor Degree
10. Post-Graduate Degree
11. Other (Specify)
12. (Refused)

*(CITIZEN, DEM 6=1)
DEM22 Just one question about voting intentions. If there was a Federal election held today, for which party would you probably vote?

1. Labor Party
2. Liberal Party
3. National Party
4. Greens
5. Independents
6. Other (Specify) _______________________
7. (Don’t Know)
8. (Refused)

1.
2. *(ALL)
3. SMP2 And finally, how many residential phone lines do you have in your household not including lines dedicated to faxes, modems or business phone numbers? Do not include mobile phones.

4.
5. INTERVIEWER NOTE: If needed explain as how many individual landlines are there at your house that you can use to make and receive calls?

6.
1. Number of lines given (Specify________) RECORD WHOLE NUMBER  (ALLOWABLE RANGE 1 TO 15) *(DISPLAY “UNLIKELY RESPONSE” IF >3)
2. (Refused)
3. (Don’t know/ Not stated)

*(ALL)
CLOSE Thank you for your help. Just in case you missed it my name is (...) and this survey was conducted on behalf of Monash University researchers.

*(ALL)
END If you have any queries or concerns about the survey, I have a number I can give you if you like….. Questions about who is conducting the study and how your telephone number was obtained - The Social Research Centre, ph: 1800 023 040
Concerns or complaints about how the study is being conducted – Monash University Ethics Project Number: (CF07/1240), ph: 03 9905 5490, Email: muhrec@monash.edu
Questions about the purpose of the research and why it is being conducted – Dr Margaret Taft, Tel: 03 9903 5018 Email: margaret.taft@monash.edu

Termination scripts

*(NO ONE IN HOUSEHOLD OVER 18)*
TERM1 Thanks anyway, but for this survey we need to speak to people aged 18 or more. Thanks for being prepared to help.

*(DID NOT PROVIDE POSTCODE)*
TERM4 Thanks anyway, but for this survey we need to confirm postcode of everyone who participates in the survey to be able to accurately analyse the results.

*(HH REF OR RESPONDENT REF)*
TERM5 Thank you for your time.