SOCIAL COHESION SURVEY, 2012

Part I: National Survey
AUGUST 2012

METHODOLOGICAL REPORT

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1 Introduction

1.1 Overview

This report summarises the methodological aspects of the fifth Australian Social Cohesion Survey funded by the Scanlon Foundation and undertaken by a consortium involving the Scanlon Foundation, Monash University and the Social Research Centre.

For the National Survey\(^1\) component, this report provides:

- details of the survey procedures; and
- a consolidated record of assorted technical information for the project.

The report is structured as follows:

- Section 2 provides details of the sampling process and call procedures;
- Section 3 provides an overview of the questionnaire design and testing process;
- Section 4 details interviewer training and quality control procedures;
- Section 5 reviews the call results, response rate and the efficacy of the call procedures; and
- Section 6 details data preparation procedures.

Detailed reports, source documents and reference information are appended.

1.2 Project background


The aims of this survey are:

- To look at the Australian community’s attitudes towards social cohesion, and
- To assess changes in these attitudes over time.

1.3 Survey overview

As with the previous surveys, the in-scope population for the Social Cohesion Survey 2012 was persons aged 18 years and over who were residents of private households in Australia. Data collection was by Computer Assisted Telephone Interviewing (CATI).

\(^1\) Methodological details of the 2012 Local Level Survey are provided in a separate document (Part II).
In 2012 the Social Cohesion Survey was comprised of five elements:

- A National Survey of 2,000 adults (aged 18 years and over), stratified by State/Territory and capital city / non-capital city, methodological details of which are provided in this document; and

- Four local surveys (n=500 in each survey) conducted in suburbs selected from within the Local Government Areas (LGAs) of:
  
  - Hume (Victoria)
  - Bankstown (New South Wales)
  - Fairfield (New South Wales), and
  - Greater Dandenong (Victoria).

Methodological details for the four local surveys are provided in a separate document (Social Cohesion Survey 2012, Part II: Local Surveys; August 2012).

As in the 2010 and 2011 surveys, SampleWorx provided the random telephone number sample frame for the national survey.

Approach letters introducing the survey were mailed to all households where randomly generated telephone numbers could be matched to a confirmed address.

Where more than one eligible respondent lived in a household, the “next birthday” method of respondent selection was employed. A range of strategies was adopted to maximise the survey response rate - these included repeated call backs to establish contact, the use of the Social Research Centre’s helpdesk (1800 023 040), and interviewing in languages other than English (LOTE).

Table 1 provides a summary of key statistics for the National Surveys. The response rate for the 2012 survey was 52%, the highest response rate yet achieved for this survey. Some changes were made to the 2012 survey questionnaire (see Appendix 2 for details) which saw the administration time (16.3 minutes on average) shortened significantly from that of the 2010 and 2011 surveys.

<table>
<thead>
<tr>
<th>Table 1: Survey overview</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Interviews completed</td>
</tr>
<tr>
<td>Response rate</td>
</tr>
<tr>
<td>Start date</td>
</tr>
<tr>
<td>Finish date</td>
</tr>
<tr>
<td>Average interview length (mins)</td>
</tr>
</tbody>
</table>
2. Sample Design & Survey Procedures

2.1 Sample design

As in previous years, the 2012 survey used a geographically stratified random sampling approach. A minimum of 200 interviews was undertaken in each Australian state / territory (i.e. 1,600 interviews out of the overall total of 2,000). The remaining 400 interviews were allocated across those states under-represented by the initial sample allocation (i.e: NSW, Victoria and Queensland) in proportion to the population in those states. The interviews in each state were also allocated to Capital City / Rest of State in proportion to the resident population. This approach ensured that the final sample composition was geographically representative of the Australian adult population while, at the same time, ensuring a sufficiently large sample in each state/territory to support analysis at that level.

The final sample achieved is shown in Table 2.

Table 2: Geographic distribution of final achieved sample

<table>
<thead>
<tr>
<th>Geographic strata</th>
<th>Total achieved Interviews</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney</td>
<td></td>
<td>239</td>
<td>12.0</td>
</tr>
<tr>
<td>Rest of NSW</td>
<td></td>
<td>136</td>
<td>6.8</td>
</tr>
<tr>
<td>Melbourne</td>
<td></td>
<td>247</td>
<td>12.4</td>
</tr>
<tr>
<td>Rest of Vic</td>
<td></td>
<td>85</td>
<td>4.2</td>
</tr>
<tr>
<td>Brisbane</td>
<td></td>
<td>141</td>
<td>7.0</td>
</tr>
<tr>
<td>Rest of Qld</td>
<td></td>
<td>159</td>
<td>8.0</td>
</tr>
<tr>
<td>Adelaide</td>
<td></td>
<td>147</td>
<td>7.3</td>
</tr>
<tr>
<td>Rest of SA</td>
<td></td>
<td>52</td>
<td>2.6</td>
</tr>
<tr>
<td>Perth</td>
<td></td>
<td>151</td>
<td>7.6</td>
</tr>
<tr>
<td>Rest of WA</td>
<td></td>
<td>53</td>
<td>2.6</td>
</tr>
<tr>
<td>Hobart</td>
<td></td>
<td>86</td>
<td>4.3</td>
</tr>
<tr>
<td>Rest of Tasmania</td>
<td></td>
<td>112</td>
<td>5.6</td>
</tr>
<tr>
<td>Darwin</td>
<td></td>
<td>116</td>
<td>5.8</td>
</tr>
<tr>
<td>Rest of NT</td>
<td></td>
<td>80</td>
<td>4.0</td>
</tr>
<tr>
<td>ACT</td>
<td></td>
<td>196</td>
<td>9.8</td>
</tr>
<tr>
<td><strong>Sub Total</strong></td>
<td></td>
<td>2,000</td>
<td>100.0</td>
</tr>
</tbody>
</table>

2.2 Sample generation

The Random Digit Dialling (RDD) sample for the survey was generated by SampleWorx. SampleWorx offers a technology-based, as opposed to a list-based, solution to the generation of working landline random digit dial numbers. The building block for the SampleWorx product is the Australian Communications and Media Authority (ACMA) exchange prefix listing (not a directory listing). All possible numbers within an exchange block are generated and tested (i.e. confirmed as working or non-working phone numbers) by sending a signal to the exchange rather than having to send a signal down the line to the number itself. This means that all working numbers across all ACMA exchange blocks are identified and included in the sample frame. Each number generated is assigned a “best estimate” postcode, based on exchange district and charge zone, which can be used for a priori allocation of numbers to a geographic stratum.
The main advantage of the SampleWorx approach is that it is exchange-based, and that working telephone numbers have been pre-identified, leading to a higher connection rate and improved fieldwork efficiency.

The records obtained from SampleWorx to provide the sample frame for the 2012 survey were matched against current address information held by commercial list providers. A primary approach letter was sent to each record for which an address could be established; of the 9,311 telephone records used in the 2012 National Survey, an up-to-date address listing was obtained for 39% (n=3,634) with a primary approach letter sent to each one.

For those records that could not be sent a primary approach letter in advance, letters were available upon request (and additional information was available via the Social Research Centre’s web-site and 1800 number).

2.3 Primary Approach Letter

The approach letter, on Monash University letterhead and addressed to “The Householder”, was the same version as used in previous surveys (see Appendix 5 for a copy of the 2012 letter). The main body of the letter was in English, with translated summaries on the reverse side in Arabic, Turkish, simplified Chinese and Vietnamese. These languages were chosen as they are the most commonly spoken languages nationally.

The approach letter introduced the survey, encouraged participation and provided sample members with telephone numbers, email addresses and website details to assist with the resolution of any queries they might have.

As part of the data collection procedures, arrangements were put in place to send (additional) approach letters to sample members upon request. In such cases a letter was dispatched to the household the next day and an appointment made to call back to the household 5 days later.

No action was taken for return-to-sender approach letters on the basis that the telephone number associated with that address may still be active and should be called regardless of whether or not the approach letter reached the intended household.

2.4 Scope status and respondent selection

The in-scope population for the 2012 National Survey was the non-institutionalised population of Australia aged 18 years or over. As such it excluded:

- Residents of institutional quarters (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,
- Non-English speaking persons outside of the six LOTE communities targeted for this survey (see Section 2.6), and
- Households with no person aged 18 years or over in residence.
The “next birthday” method was used to select the person 18 years or older in the household to be interviewed where more than one eligible person was resident. No substitution of individuals within households was allowed.

2.5 Call procedures

A 15-call protocol was used for the study, whereby up to six attempts were made to establish contact with the selected household, and on making contact, up to nine more attempts were made to achieve an interview with the selected respondent.

This call regime was adopted to improve the representativeness of the achieved sample. Previous experience suggested that the representation of groups such as young persons and working persons is improved by using an extended call cycle of this type.

Initial contact attempts were made between 4.30 pm and 8.30 pm on weekdays, between 10.00 am and 4.00 pm on Saturdays and between 11.00 am and 4.00 pm on Sundays. Appointments were made for any suitable time within the hours of operation of the call centre.

2.6 Procedures for interviewing in languages other than English

Non-English language interviewing was conducted in the six most commonly spoken community languages nationally: Vietnamese, Chinese (Cantonese and Mandarin), Italian, Greek, Arabic (inc. Lebanese) and Turkish.

Where the preferred language of interview of the selected sample member was identified as one of the above, these records were initially stockpiled until a reasonable workload for a bi-lingual interviewer was reached.

Where the preferred language could not be immediately identified a call-back was made in the hope that another household member might be available to assist with the request for interview. Where the preferred language was not one of the six target languages, the record was assigned the code “language difficulty, no follow up” and no further call attempts were made.

Bi-lingual interviewers annotated their own hard copy questionnaires (one for each target language) with key words and concepts translated. These interviewers then read the questions from their hard copy version of the questionnaire and recorded answers directly into the English language CATI script as normal. A total of 21 interviews were conducted in one of these six languages.

2.7 Leaving messages on answering machines

A pre-scripted message was left on answering machines if there had been no previous ‘personal’ contact made with a household. Refer questionnaire at Appendix 3 for the full message script.

The CATI system automatically scheduled a call back six days later the first time such a message was left and for five days hence on the second such occasion. Messages were not left on answering machines in any other circumstances.
2.8 **1800 number operation**

Monash University provided a telephone number that respondents could call to verify the survey and find out additional information about why it was being conducted. The Social Research Centre operated a 1800 number throughout the study period to handle any questions about participation in the survey (setting an appointment time, requesting an interpreter, refusing to participate etc.).

2.9 **Sundry response maximisation procedures**

In addition to providing a 1800 number, offering to send an introductory letter and arranging for interviews in the agreed languages, the other response maximisation procedures that applied to the project included:

- Referring sample members to the Monash University number on an “as required” basis; and
- Ensuring appropriately trained interviewers worked on the survey (see also Section 4.2).
3. **Questionnaire Design**

3.1 **Questionnaire overview**

The questionnaire for the Social Cohesion 2012 survey largely reflected the content of that used in 2011 with several deletions and additions as summarised in Appendix 2.

3.2 **Questionnaire pilot testing**

The 2012 survey did not have a formal pilot but instead had a “soft launch” where a small interviewing team completed 20 interviews over the first three nights of the fieldwork period. This enabled an assessment of the changes made to the questionnaire in terms of flow and delivery.

During this phase, standard operational testing procedures were also used to ensure the CATI script truly reflected the agreed “hard copy” questionnaire.

As there were no changes made to the questionnaire during this phase, the data collection continued on with the full interviewing team after the first three nights and the data collected during the “soft launch” phase has been included in the final data set. The final 2012 questionnaire is provided at Appendix 3.
4. Data Collection & Quality Control

4.1 Ethical consideration

The questionnaire and survey methodology were 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 ASMRO Privacy Principles and the AMSRS Code of Professional Behaviour.

4.2 Field team briefing

All interviewers selected to work on the Social Cohesion Survey attended a comprehensive 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 sessions were delivered by the Social Research Centre project manager and supervisory staff. Forty-nine interviewers were briefed to work on the 2012 survey while, in keeping with the Social Research Centre’s “specialist team” policy, 32 of these interviewers completed 95% of the total interviewing task.

The interviewer briefing notes are provided at Appendix 4.

Additional briefing procedures for LOTE interviewing also covered:

- Establishing scope status;
- Tone and delivery;
- Reviewing the questionnaire for instances where word-for-word translations may lose their exact meaning or context.

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;
- Maintenance of an “interviewer handout” document addressing respondent liaison issues and tips for refusal avoidance;
- Examination of verbatim responses to “other specify” questions; and
- Monitoring (listening in) by the Social Research Centre project managers and departmental supervisors.
5. Call Results & Analysis of Response

5.1 Call results

A total of 42,900 calls were placed to achieve 2,000 completed interviews. This equates to an interview every 21.5 calls and an average of 4.6 calls per sample record.

The most commonly occurring call outcome was no answer (41.6%); there was also a high number of ‘answering machine’ (19.6%) and ‘appointment’ (13.8%) outcomes.

Table 3: All call attempts

<table>
<thead>
<tr>
<th>Call Outcome</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Calls</td>
<td>42,900</td>
<td>100.00%</td>
</tr>
<tr>
<td>Interviews</td>
<td>2,000</td>
<td>4.7%</td>
</tr>
<tr>
<td>No answer</td>
<td>17,834</td>
<td>41.6%</td>
</tr>
<tr>
<td>Appointments</td>
<td>5,941</td>
<td>13.8%</td>
</tr>
<tr>
<td>Answering machine</td>
<td>8,421</td>
<td>19.6%</td>
</tr>
<tr>
<td>Engaged</td>
<td>3,939</td>
<td>9.2%</td>
</tr>
<tr>
<td>Household refusal</td>
<td>1,658</td>
<td>3.9%</td>
</tr>
<tr>
<td>Not a residential number</td>
<td>990</td>
<td>2.3%</td>
</tr>
<tr>
<td>Telstra message, number disconnected</td>
<td>935</td>
<td>2.2%</td>
</tr>
<tr>
<td>Fax/Modem</td>
<td>449</td>
<td>1.0%</td>
</tr>
<tr>
<td>Respondent refusal</td>
<td>114</td>
<td>0.3%</td>
</tr>
<tr>
<td>Too old/ill health/unable to do survey</td>
<td>342</td>
<td>0.8%</td>
</tr>
<tr>
<td>Remove number from list</td>
<td>45</td>
<td>0.1%</td>
</tr>
<tr>
<td>Incoming call restrictions</td>
<td>8</td>
<td>&lt;0.1%</td>
</tr>
<tr>
<td>Refused prior to the call</td>
<td>3</td>
<td>&lt;0.1%</td>
</tr>
<tr>
<td>Out of scope</td>
<td>12</td>
<td>&lt;0.1%</td>
</tr>
<tr>
<td>Selected respondent away for duration</td>
<td>62</td>
<td>0.1%</td>
</tr>
<tr>
<td>LOTE – No language follow up</td>
<td>104</td>
<td>0.2%</td>
</tr>
<tr>
<td>Refused, type not identified</td>
<td>20</td>
<td>&lt;0.1%</td>
</tr>
<tr>
<td>Claims to have done survey</td>
<td>23</td>
<td>0.1%</td>
</tr>
<tr>
<td>Total numbers initiated</td>
<td>42,900</td>
<td></td>
</tr>
<tr>
<td>Average calls per interview</td>
<td>21.5</td>
<td></td>
</tr>
<tr>
<td>Average calls per sample record</td>
<td>4.6</td>
<td></td>
</tr>
</tbody>
</table>
Table 4 shows the final call results for the survey. As can be seen, an interview was achieved at just over a fifth (21.5%) of the 9,311 numbers to which calls were initiated for this survey. Of the 9,311 numbers initiated, 25.6% were unusable; 27.3% were unresolved at the end of the call cycle (non-contacts or unresolved appointments); and 5.9% were identified as being out of scope. Refusals (all types) were encountered at about a fifth (19.7%) of the numbers to which calls were initiated.

### Table 4: Final call results

<table>
<thead>
<tr>
<th>Total numbers initiated</th>
<th>9,311</th>
<th>100.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Usable numbers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telstra message, number disconnected</td>
<td>935</td>
<td>10.0%</td>
</tr>
<tr>
<td>Fax/Modem</td>
<td>449</td>
<td>4.8%</td>
</tr>
<tr>
<td>Incoming call restrictions</td>
<td>8</td>
<td>0.1%</td>
</tr>
<tr>
<td>Not a residential number</td>
<td>990</td>
<td>10.6%</td>
</tr>
<tr>
<td><strong>Subtotal usable number</strong></td>
<td>2,382</td>
<td>25.6%</td>
</tr>
<tr>
<td><strong>No contact / unresolved in survey period</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engaged</td>
<td>205</td>
<td>2.2%</td>
</tr>
<tr>
<td>Answering machine</td>
<td>505</td>
<td>5.4%</td>
</tr>
<tr>
<td>No answer</td>
<td>1,168</td>
<td>12.5%</td>
</tr>
<tr>
<td>Appointments</td>
<td>668</td>
<td>7.2%</td>
</tr>
<tr>
<td><strong>Subtotal no contact / unresolved</strong></td>
<td>2,546</td>
<td>27.3%</td>
</tr>
<tr>
<td><strong>Out of scope</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Claims to have done survey</td>
<td>23</td>
<td>0.3%</td>
</tr>
<tr>
<td>Selected respondent away for duration</td>
<td>62</td>
<td>0.7%</td>
</tr>
<tr>
<td>Too old / ill health / unable to do survey</td>
<td>342</td>
<td>3.7%</td>
</tr>
<tr>
<td>LOTE – No language follow up</td>
<td>104</td>
<td>1.1%</td>
</tr>
<tr>
<td>Out of scope</td>
<td>12</td>
<td>0.1%</td>
</tr>
<tr>
<td><strong>Subtotal out of scope</strong></td>
<td>543</td>
<td>5.9%</td>
</tr>
<tr>
<td><strong>Contacts</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interviews</td>
<td>2,000</td>
<td>21.5%</td>
</tr>
<tr>
<td>Household refusal</td>
<td>1,658</td>
<td>17.8%</td>
</tr>
<tr>
<td>Respondent refusal</td>
<td>114</td>
<td>1.2%</td>
</tr>
<tr>
<td>Refused prior to the call</td>
<td>3</td>
<td>&lt;0.1%</td>
</tr>
<tr>
<td>Remove number from list</td>
<td>45</td>
<td>0.5%</td>
</tr>
<tr>
<td>Refused, type not identified</td>
<td>20</td>
<td>0.2%</td>
</tr>
<tr>
<td><strong>Subtotal in-scope contacts</strong></td>
<td>3,840</td>
<td>41.2%</td>
</tr>
</tbody>
</table>
5.2 Response rate

For the purposes of this report, and to facilitate comparisons with previous surveys, the response rate has been defined as interviews as a proportion of interviews plus refusals. On this basis the final overall response rate for the 2012 National survey was 52.1%.

Geographically, the highest response rates were achieved in the ACT (60.2%), Northern Territory (57.3%) and Tasmania (54.8%). The non-metropolitan region had a slightly higher response rate than the metropolitan region (53.2% versus 51.5%) and there was also a higher response rate from that portion of the sample which received a primary approach letter (54.0% versus 49.4%).

<table>
<thead>
<tr>
<th></th>
<th>Base</th>
<th>Unusable</th>
<th>No contact / Unresolved</th>
<th>Out of Scope</th>
<th>In-scope Contacts</th>
<th>Interviews</th>
<th>Response rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>9,311</td>
<td>25.6%</td>
<td>27.3%</td>
<td>5.9%</td>
<td>41.2%</td>
<td>21.5%</td>
<td>52.1%</td>
</tr>
<tr>
<td>Region</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metro</td>
<td>5,887</td>
<td>23.4%</td>
<td>27.1%</td>
<td>6.3%</td>
<td>43.2%</td>
<td>22.3%</td>
<td>51.5%</td>
</tr>
<tr>
<td>Non-Metro</td>
<td>3,424</td>
<td>29.4%</td>
<td>27.8%</td>
<td>5.0%</td>
<td>37.9%</td>
<td>20.2%</td>
<td>53.2%</td>
</tr>
<tr>
<td>Letter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sent letter</td>
<td>3,634</td>
<td>6.4%</td>
<td>22.6%</td>
<td>9.3%</td>
<td>61.6%</td>
<td>33.3%</td>
<td>54.0%</td>
</tr>
<tr>
<td>No letter</td>
<td>5,677</td>
<td>37.9%</td>
<td>30.4%</td>
<td>3.6%</td>
<td>28.2%</td>
<td>13.9%</td>
<td>49.4%</td>
</tr>
<tr>
<td>Location</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NSW</td>
<td>2,042</td>
<td>24.3%</td>
<td>31.0%</td>
<td>6.6%</td>
<td>38.1%</td>
<td>18.0%</td>
<td>47.3%</td>
</tr>
<tr>
<td>VIC</td>
<td>1,509</td>
<td>22.7%</td>
<td>30.9%</td>
<td>5.2%</td>
<td>41.2%</td>
<td>21.8%</td>
<td>52.9%</td>
</tr>
<tr>
<td>QLD</td>
<td>1,361</td>
<td>26.5%</td>
<td>21.8%</td>
<td>6.2%</td>
<td>45.4%</td>
<td>22.3%</td>
<td>49.0%</td>
</tr>
<tr>
<td>SA</td>
<td>783</td>
<td>19.2%</td>
<td>25.5%</td>
<td>7.7%</td>
<td>47.6%</td>
<td>25.5%</td>
<td>53.6%</td>
</tr>
<tr>
<td>WA</td>
<td>980</td>
<td>28.5%</td>
<td>25.0%</td>
<td>5.4%</td>
<td>41.1%</td>
<td>20.4%</td>
<td>49.6%</td>
</tr>
<tr>
<td>ACT</td>
<td>694</td>
<td>25.1%</td>
<td>22.3%</td>
<td>4.8%</td>
<td>47.8%</td>
<td>28.8%</td>
<td>60.2%</td>
</tr>
<tr>
<td>TAS</td>
<td>770</td>
<td>22.6%</td>
<td>23.8%</td>
<td>6.2%</td>
<td>47.4%</td>
<td>26.0%</td>
<td>54.8%</td>
</tr>
<tr>
<td>NT</td>
<td>1,172</td>
<td>34.6%</td>
<td>31.3%</td>
<td>4.3%</td>
<td>29.8%</td>
<td>17.1%</td>
<td>57.3%</td>
</tr>
</tbody>
</table>
5.3 Review of call cycle

As was the case in previous surveys, an extended call cycle (i.e. 15 calls) was used for the 2012 Social Cohesion Survey to ensure the achieved sample was as representative as possible of the Australian adult population.

The value of this extended call cycle (a six call cycle being more typical) is evident from the results presented in Table 6 which shows that 10.2% of interviews were achieved on the seventh or later interview attempt. Importantly, the extended call cycle improved the representation of younger people aged under 45 years – 18 to 24 year olds (12.7% of interviews with people in this age group were obtained on the seventh or later call attempt); 25 to 34 year olds (13.8%); 35 to 44 year olds (16.4%) - and of those people in employment (13.4%). This pattern of response is broadly similar to that seen in previous waves of the national survey.

Table 6: Analysis of response by call attempt

<table>
<thead>
<tr>
<th>Call attempt on which interview was achieved</th>
<th>Base</th>
<th>1 - 6</th>
<th>7 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>2,000</td>
<td>89.8%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Age group</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24 years</td>
<td>71</td>
<td>87.3%</td>
<td>12.7%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>130</td>
<td>86.2%</td>
<td>13.8%</td>
</tr>
<tr>
<td>35-44 years</td>
<td>323</td>
<td>83.6%</td>
<td>16.4%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>445</td>
<td>88.1%</td>
<td>11.9%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>435</td>
<td>89.9%</td>
<td>10.1%</td>
</tr>
<tr>
<td>65 years or more</td>
<td>592</td>
<td>95.4%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Refused to give age</td>
<td>4</td>
<td>75.0%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>878</td>
<td>89.5%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Female</td>
<td>1,122</td>
<td>89.9%</td>
<td>10.1%</td>
</tr>
<tr>
<td>Location*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State capital</td>
<td>1,310</td>
<td>89.7%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Rest of state</td>
<td>690</td>
<td>89.9%</td>
<td>10.1%</td>
</tr>
<tr>
<td>Employment status</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>1,125</td>
<td>86.6%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Not currently employed</td>
<td>875</td>
<td>93.8%</td>
<td>6.2%</td>
</tr>
</tbody>
</table>
5.4 Achieved sample profile

Table 7 compares the achieved sample profile (using unweighted data) with that of the general population (based mainly on 2011 Census data). It can be seen that there is a skew towards older people, females (although the figures shown are closely aligned with the expected household distribution of males and females) and tertiary educated respondents. There is also a slight over-representation of Australian born respondents, a possible reflection of interviewing in languages other than English being restricted to the six target language groups. These results are generally consistent with those obtained in other similar surveys conducted by the Social Research Centre. All of these factors were taken into account in the weighting procedure (refer to Section 6.2).

Table 7: Sample profile

<table>
<thead>
<tr>
<th></th>
<th>Achieved sample profile (Unweighted)</th>
<th>Australian population$^2$ 18 years plus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n)</td>
<td>2,000</td>
<td>16,515,178$^3$</td>
</tr>
<tr>
<td>Age group</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24 years</td>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>6%</td>
<td>18%</td>
</tr>
<tr>
<td>35-44 years</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>65 years or more</td>
<td>30%</td>
<td>18%</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>44%</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>56%</td>
<td>51%</td>
</tr>
<tr>
<td>Employment status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>56%</td>
<td>62%</td>
</tr>
<tr>
<td>Educational Attainment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>University (Bachelor or Post graduate degree)</td>
<td>32%</td>
<td>16%</td>
</tr>
<tr>
<td>Have not completed a university degree</td>
<td>68%</td>
<td>84%</td>
</tr>
<tr>
<td>Australian / Overseas born</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australian born</td>
<td>74%</td>
<td>70%</td>
</tr>
<tr>
<td>Overseas born</td>
<td>26%</td>
<td>30%</td>
</tr>
</tbody>
</table>

$^2$ Age, gender and place of birth (total population) figures are taken from ABS 2011 Census data. Employment status is taken from the ABS July 2007 Labour Force publication (based to those aged 15 years or older). Educational attainment is taken from customised ABS 2006 census data run in 2009 for those aged 18 years or older.

$^3$ Excludes off-shore islands/territories as these were outside the geographic scope of the survey.
5.5 **Reason for refusal**

Reasons for refusal were captured, where possible, from either the phone answerer (household refusal) or the selected sample member (respondent refusal).

As can be seen at Table 7, of those cases for which a reason for refusal was recorded, the main reasons given were; “not interested” (49.7%), “no comment / just hung up” (24.7%) and “too busy” (10.6%).

**Table 8: Reasons for refusal**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total (n)</strong></td>
<td>1,692</td>
</tr>
<tr>
<td>Not interested</td>
<td>49.7%</td>
</tr>
<tr>
<td>No comment / just hung up</td>
<td>24.7%</td>
</tr>
<tr>
<td>Too busy</td>
<td>10.6%</td>
</tr>
<tr>
<td>Never do surveys</td>
<td>4.3%</td>
</tr>
<tr>
<td>Get too many calls for surveys / telemarketing</td>
<td>1.8%</td>
</tr>
<tr>
<td>Don’t like subject matter</td>
<td>1.4%</td>
</tr>
<tr>
<td>Don’t believe surveys are confidential / privacy concerns</td>
<td>0.9%</td>
</tr>
<tr>
<td>Silent number</td>
<td>1.6%</td>
</tr>
<tr>
<td>Too personal / intrusive</td>
<td>0.8%</td>
</tr>
<tr>
<td>17 minutes is too long</td>
<td>1.1%</td>
</tr>
<tr>
<td>Letter put me off</td>
<td>0.4%</td>
</tr>
<tr>
<td>All other reasons given</td>
<td>2.7%</td>
</tr>
</tbody>
</table>
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. However consideration was given to code-frame extensions for two new questions with an “other specify” response option; that is questions D5a (how respondent has been affected by discrimination) and DN9a (reasons for why the level of racial prejudice in Australia is thought to have increased). Code-frame extensions were approved for both of these questions and included in the final data file.

6.2 Weighting

As in previous surveys, a “rim weighting” approach was used to adjust the data for differential survey response rates across age, gender, educational attainment and country of birth and, where necessary, to also adjust for disproportionate aspects of the sample design (i.e. disproportionate geographic distribution). Where possible, target proportions were taken from 2011 Australian Bureau of Statistics (ABS) Census counts – this applied to the population estimates of age by gender by geographic location and country of birth.

“Rim weighting” was used to create weights which adjusted the data in-line with the ABS counts on these variables. The weights were created using a statistical regression approach which seeks to achieve the “best fit” possible with the population proportions specified by the weighting variables while disturbing the overall data as little as possible.

The algorithm provided in the Social Research Centre’s Quantum analysis software was used to develop sample weights incorporating the variables state of residence, age, gender, country of birth and educational attainment. 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.

Appendix 1 provides the population matrices used for weighting purposes in the 2012 survey.

6.3 Data file provision

The Social Research Centre provided two clean SPSS data files – one containing the 2012 data and a time-series file containing selected data from the five surveys conducted since 2007. The data files included several derived variables including:

- ASGS – postcode data in concordance with the Australian Statistical Geography Standard published by the ABS; and
- SEIFA – postcode data in concordance with the index of relative socio-economic disadvantage, created from ABS census data.

It should also be noted that State and postcode variables reflect responses provided during the interview and therefore the final numbers in each State vary slightly from the original quotas set (as quotas were deemed to be met based on the a priori allocation of records to States / Territories).
Appendix 1: Weighting Matrices
Rim weighting targets using 2011 Census data

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total aged 18 years and over</td>
<td>16,515,178</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>State</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NSW</td>
<td>5,316,816</td>
<td>32.2%</td>
</tr>
<tr>
<td>Vic</td>
<td>4,149,394</td>
<td>25.1%</td>
</tr>
<tr>
<td>Qld</td>
<td>3,278,854</td>
<td>19.9%</td>
</tr>
<tr>
<td>SA</td>
<td>1,247,852</td>
<td>7.6%</td>
</tr>
<tr>
<td>WA</td>
<td>1,709,686</td>
<td>10.4%</td>
</tr>
<tr>
<td>Tas</td>
<td>381,296</td>
<td>2.3%</td>
</tr>
<tr>
<td>NT</td>
<td>153,718</td>
<td>0.9%</td>
</tr>
<tr>
<td>Canberra</td>
<td>277,562</td>
<td>1.7%</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>8,069,161</td>
<td>48.9%</td>
</tr>
<tr>
<td>Female</td>
<td>8,446,017</td>
<td>51.1%</td>
</tr>
<tr>
<td><strong>age by education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uni, 18-34</td>
<td>976,167</td>
<td>5.9%</td>
</tr>
<tr>
<td>Not Uni, 18-34</td>
<td>4,010,175</td>
<td>24.3%</td>
</tr>
<tr>
<td>Uni, 35-44</td>
<td>635,499</td>
<td>3.8%</td>
</tr>
<tr>
<td>Not Uni, 35-44</td>
<td>2,427,078</td>
<td>14.7%</td>
</tr>
<tr>
<td>Uni, 45-54</td>
<td>553,819</td>
<td>3.4%</td>
</tr>
<tr>
<td>Not Uni, 45-54</td>
<td>2,397,301</td>
<td>14.5%</td>
</tr>
<tr>
<td>Uni, 55+</td>
<td>534,234</td>
<td>3.2%</td>
</tr>
<tr>
<td>Not Uni, 55+</td>
<td>4,980,905</td>
<td>30.2%</td>
</tr>
<tr>
<td><strong>Country of birth</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia/Overseas ESB*</td>
<td>12,980,596</td>
<td>78.6%</td>
</tr>
<tr>
<td>Overseas NESB</td>
<td>3,534,582</td>
<td>21.4%</td>
</tr>
</tbody>
</table>

*UK, Ireland, USA, Canada, New Zealand, South Africa

NOTE: ESB = English Speaking Background
Appendix 2: 2011 Questionnaire revisions
<table>
<thead>
<tr>
<th>2011 Question</th>
<th>2012 Question</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>AN1. To start with, what do you think is the most important problem facing</td>
<td>AN1. To start with, what do you think is the most important problem facing</td>
<td>One response only accepted in 2012</td>
</tr>
<tr>
<td>Australia today? And what do you think is the NEXT most important problem</td>
<td>Australia today? And what do you think is the NEXT most important problem</td>
<td></td>
</tr>
<tr>
<td>facing Australia?</td>
<td>facing Australia?</td>
<td></td>
</tr>
<tr>
<td>F5. And to the best of your knowledge, in the last 12 months would you say</td>
<td>And to the best of your knowledge, in the last 12 months would you say the</td>
<td>Moved in 2012 to follow C1 (What do you think of the number of immigrants accepted into</td>
</tr>
<tr>
<td>the level of immigration into Australia has increased, decreased or is</td>
<td>level of immigration into Australia has increased, decreased or is unchanged?</td>
<td>Australia at present?)</td>
</tr>
<tr>
<td>unchanged?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CN2. Would you say your feelings are positive, negative or neutral towards</td>
<td>CN2. Would you say your feelings are positive, negative or neutral towards</td>
<td>Fifth group of countries (Congo, Sudan and Ethiopia) added in 2012.</td>
</tr>
<tr>
<td>immigrants from …?</td>
<td>immigrants from …?</td>
<td></td>
</tr>
<tr>
<td>CN3D1F. In what ways, if any, do you think Australia benefits from the presence</td>
<td>CN3D1F. In what ways, if any, do you think Australia benefits from the presence</td>
<td>Deleted in 2012</td>
</tr>
<tr>
<td>of overseas students? CN3D1S. Is there anything else?</td>
<td>of overseas students? CN3D1S. Is there anything else?</td>
<td></td>
</tr>
<tr>
<td>CN9. And from what you have heard, of all the people who come to Australia</td>
<td>CN9. And from what you have heard, of all the people who come to Australia</td>
<td>Deleted in 2012</td>
</tr>
<tr>
<td>each year hoping to settle permanently, what percentage are asylum seekers</td>
<td>each year hoping to settle permanently, what percentage are asylum seekers</td>
<td></td>
</tr>
<tr>
<td>who come by boat?</td>
<td>who come by boat?</td>
<td></td>
</tr>
<tr>
<td>D2. Please tell me which of the following best describes how often this</td>
<td>D2. Please tell me which of the following best describes how often this</td>
<td>Deleted in 2012</td>
</tr>
<tr>
<td>discrimination occurred over the last 12 months. Would you say …</td>
<td>discrimination occurred over the last 12 months. Would you say …</td>
<td></td>
</tr>
<tr>
<td>DN9. Do you think the level of racial prejudice in Australia now is more,</td>
<td>DN9. Do you think the level of racial prejudice in Australia now is more, less</td>
<td>Extra code added (Not in Australia for 5 years)</td>
</tr>
<tr>
<td>less or about the same as it was 5 years ago?</td>
<td>less or about the same as it was 5 years ago?</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>--------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>DN9a. Why do you think that there is more racial prejudice?</td>
<td>New question in 2012</td>
<td></td>
</tr>
<tr>
<td>E4. Compared with your life, do you think that the lives of today's children will be …</td>
<td>Deleted in 2012</td>
<td></td>
</tr>
<tr>
<td>F1. What proportion of all the people in your local area, that is within 15 to 20 minutes walking distance of where you live, are of the same national or ethnic group as you?</td>
<td>Deleted in 2012</td>
<td></td>
</tr>
<tr>
<td>F7. Would you say that living in your local area is becoming better or worse, or is it unchanged?</td>
<td>New question in 2012</td>
<td></td>
</tr>
<tr>
<td>F6. Which of the following two statements is closest to your view? It is better for a country if [PAUSE] different racial or ethnic groups maintain their distinct customs and traditions OR [PAUSE] if these groups adapt and blend into the larger society.</td>
<td>Deleted in 2012</td>
<td></td>
</tr>
<tr>
<td>G10. Various reasons have been given to increase Australia's population. Please say whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with each of the following statements…</td>
<td>Deleted in 2012</td>
<td></td>
</tr>
<tr>
<td>a) We need more people for economic growth</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) We need more people to increase the cultural diversity of Australia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) We need a larger population to defend the country against attack in the future</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) We need more people because our population is ageing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Various reasons have been given **not to increase Australia’s population**. Please say whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with each of the following statements…

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>Our cities are too crowded now.</td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td>We already have too much cultural diversity</td>
<td></td>
</tr>
<tr>
<td>c)</td>
<td>Our natural environment cannot cope with a larger population</td>
<td></td>
</tr>
<tr>
<td>d)</td>
<td>Immigration will increase unemployment</td>
<td></td>
</tr>
</tbody>
</table>

Deleted in 2012
Appendix 3: Final Questionnaire
Questionnaire Structure

Modules

Screening and Introduction
A: Economic
B: Political
C: Socio-Cultural
D: Discrimination
E: Reflective
F: Neighbourhood and Voluntary Work

Demographics

Call outcome codes (SMS screen)

1. No answer
2. Answering machine (no message left)
3. Answering machine (left message 1)
4. Answering machine (left message 2)
5. Fax machine / modem
6. Engaged
7. Appointment
8. Stopped interview
9. LOTE – No follow up
10. Named person not known
11. Telstra message / Disconnected
12. Not a residential number
13. Too old / deaf / disabled/health/family reasons
14. Claims to have done survey
15. Away for duration
16. (SUPERVISOR USE ONLY) Refused prior (eg. phoned 1800 number to refuse participation after receiving letter)
17. Remove number from list
*(ALL)
Intro

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

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

1. Continue
2. HH LOTE - Cantonese, Mandarin, Vietnamese, Italian, Greek, Arabic, Lebanese, Turkish (language follow up) (GO TO LOTE)
3. HH LOTE – Other language identified (no language follow up) (RECORD ON SMS)
4. HH LOTE – Language not identified (make appointment) (RECORD ON SMS)

S1 Most households will have received a letter from Monash University researchers about the study. As the letter says, 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. Start survey (GO TO S2)
2. Stop interview, make appointment (RECORD NAME AND ARRANGE CALL BACK)
3. Household refusal (ATTEMPT CONVERSION / RECORD REASON) (GO TO RR1)
4. HH LOTE - Cantonese, Mandarin, Vietnamese, Italian, Greek, Arabic, Lebanese, Turkish (language follow up) (GO TO LOTE)
5. HH LOTE – Other language identified (no language follow up) (RECORD ON SMS)
6. HH LOTE – Language not identified (make appointment) (RECORD ON SMS)
7. Queried about how telephone number was obtained (DISPLAY ATELQ)
8. No one in household over 18 (TERM1)
9. Wants a copy of the letter (ALET)
10. Return to SMS
S2       REINTRODUCE AS NECESSARY
This interview should only take about 17 minutes and all information you give us will be strictly
confidential. Participation in this study is voluntary and you can stop the interview at any time.
If you have any concerns I can give you contact names and numbers.

[READ OUT CONTACT DETAILS IF REQUESTED]
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 – Professor
Andrew Markus, Tel: 03 9903 5009, Email: andrew.markus@monash.edu

Is it convenient to talk now or would you like to make an appointment?
1. Continue (GO TO S3)
2. Appointment (MAKE APPOINTMENT)
3. Respondent Refusal (GO TO RR1)
4. QR LOTE - Cantonese, Mandarin, Vietnamese, Italian, Greek, Arabic, Lebanese, Turkish (language
follow up) (GO TO LOTE)
5. QR LOTE – Other language identified (no language follow up) (RECORD ON SMS)
6. QR LOTE – Language not identified (make appointment) (RECORD ON SMS)
7. Queried about how telephone number was obtained (DISPLAY ATELQ)
8. Wants a copy of the introductory letter (ALET)

*(LOTES)
LOTE RECORD LANGUAGE

1. Cantonese
2. Mandarin
3. Vietnamese
4. Italian
5. Greek
6. Arabic
7. Lebanese
8. Turkish

*(ANSWERING MACHINE SCRIPT)
ANSM1.Good morning/afternoon/evening. My name is <…> calling on behalf of Monash University
researchers from the Social Research Centre.
We are telephoning households across Australia to conduct an important study about life in
Australia.
If you would like to participate in this study, please call our hotline number: 1800 023 040 and
we will call you back at a time that is convenient to you. Thank you."
ANSM2. Good morning/afternoon/evening. My name is <…> calling on behalf of Monash University researchers from the Social Research Centre. We left a message recently on your answering machine regarding an important study about life in Australia. If you would like to participate in this study, please call our hotline number: 1800 023 040 and we will call you back at a time that is convenient to you. Thank you.”

ATELQ Your telephone number has been chosen at random from all possible telephone numbers in your area. We find that this is the best way to obtain a representative sample of all Australians for our study.

ALET RECORD ADDRESS DETAILS TO SEND COPY OF LETTER

(RECORD NAME AND VERIFY ADDRESS DETAILS FROM SAMPLE / COLLECT ADDRESS DETAILS)

S3 This call may be monitored for training and quality purposes. Is that OK?

1. Monitor
2. Do not monitor
AN1 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. Immigration/population - too high, overcrowding /wrong people coming (negative)
5. Immigration/population - too low/ need more people (supportive)
6. Crime/ law and order
7. Defense/National security/Terrorism
9. Education/ schools
10. Environment/ climate change/ water shortages (concern)
11. Environment - over-reaction to climate change/carbon tax (skeptical)
12. Government/ quality of/ politicians
13. Health/ medical/ hospitals
14. Housing shortages/ affordability/ interest rates
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
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. In Australia today, the gap between those with high incomes and those with low incomes is too large.
- c. 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
5. Strongly disagree
6. (None of the above/ Don’t know)
7. (Refused)

Now a question about your own financial circumstances. How satisfied or dissatisfied are you with your present financial situation?

(PROBE: Is that satisfied or very satisfied / dissatisfied or very dissatisfied?)

1. Very satisfied
2. Satisfied
3. (Neither satisfied nor dissatisfied)
4. Dissatisfied
5. Very dissatisfied
6. (Don’t know)
7. (Refused)
Now some questions about different forms of political action people can take. Please tell me which, if any, of the following you have done over the last three years or so?

(READ OUT) (ACCEPT MULTIPLES)

1. Voted in an election
2. Signed a petition
3. Written or spoken to a Federal or State Member of Parliament
4. (deleted)
5. Joined a boycott of a product or company
6. Attended a protest, march or demonstration
7. (deleted)
8. (deleted)
9. (None of the above) ^s
10. (Don't know) ^s
11. (Refused) ^s

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)
C7. To what extent do you take pride in the Australian way of life and culture? 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)

C8. And 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)
*(ALL)*

**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)*

**F5** And to the best of your knowledge, in the last 12 months would you say the level of immigration into Australia has increased, decreased or is unchanged?

1. Increased
2. Decreased
3. Unchanged
4. (Don’t know)
5. (Refused)

*(ALL)*

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

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

(STATEMENTS)

a) Accepting immigrants from many different countries makes Australia stronger
b) Ethnic minorities in Australia SHOULD be given Australian government assistance to maintain their customs and traditions

(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)
PROGRAMMER NOTE: SELECT RANDOMLY ONE COUNTRY FROM EACH OF a), b), c), d) and e) ALSO ROTATE SET A, B, C, D, E– THAT IS FIVE COUNTRIES PER RESPONDENT. EACH COUNTRY SHOULD BE ASKED OF AN APPROXIMATELY EQUAL NUMBER OF RESPONDENTS (~667)

*(ALL)*

CN2intro: I’m now going to ask about your feelings towards immigrants from five different countries. To begin with …

CN2 Would you say your feelings are positive, negative or neutral towards immigrants from [COUNTRY]?

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

(STATMENTS)

SET A
1. ENGLAND
2. NEW ZEALAND
3. USA (AMERICA)

SET B
4. ITALY
5. GREECE
6. GERMANY

SET C
7. CHINA
8. VIETNAM
9. INDIA

SET D
10. LEBANON
11. EGYPT
12. IRAQ

SET E
13. CONGO
14. SUDAN
15. ETHIOPIA

(RESPONSE FRAME)
1. Very positive
2. Somewhat positive
3. Neutral
4. Somewhat negative
5. Very negative
6. (Don’t know)
7. (Refused)
Next I would like to ask how you feel about different types of people coming to live in Australia as permanent or long-term residents.

[1\textsuperscript{st}: Do you feel positive, negative or neutral about] [STATEMENT] / [2\textsuperscript{nd}-4\textsuperscript{th}: And what about] [STATEMENT] coming to live in Australia as permanent or long-term residents?

PROGRAMMER NOTE: DO NOT ROTATE STATEMENTS. USE 1\textsuperscript{ST} SENTENCE FOR FIRST ITERATION AND 2-4\textsuperscript{TH} SENTENCE FOR ALL OTHER ITERATIONS

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

(STATMENTS)

a) Skilled workers (e.g Doctors or Nurses, plumbers etc)
b) Those who have close family living in Australia (i.e. parents or children)
c) Refugees who have been assessed overseas and found to be victims of persecution and in need of help
d) Young people who want to study in Australia

(RESPONSE FRAME)
1. Very positive
2. Somewhat positive
3. Neutral
4. Somewhat negative
5. Very negative
6. (Don’t know)
7. (Refused)
Next I would like to ask how you feel about asylum seekers who try to reach Australia by boat.

*(ALL)*

**CN4** What do you think is the main reason that asylum seekers try to reach Australia by boat?

(PROBE: What else? Anything else?)

*(DO NOT READ OUT)* *(ACCEPT MULTIPLES)*

1. Are in fear of their lives
2. Are facing persecution
3. Are living in poverty
4. Are queue jumpers
5. Are wealthy and can afford
6. For a better life
7. Desperation/Desperate
8. Other (please specify)
9. (Don’t know)
10. (Refused)

*(ALL)*

**CN5** Which of the following four statements comes closest to your view about the best policy for dealing with asylum seekers who try to reach Australia by boat?

*(READ OUT ALL FOUR OPTIONS, INCLUDING THE “1”, “2”, “3” AND “4”, BEFORE ACCEPTING A RESPONSE)*

1. They should be allowed to apply for permanent residence
2. They should be allowed to apply for temporary residence only
3. They should be kept in detention until they can be sent back
4. Their boats should be turned back.

1. They should be allowed to apply for permanent residence
2. They should be allowed to apply for temporary residence only
3. They should be kept in detention until they can be sent back
4. Their boats should be turned back
5. (Don’t know)
6. (Refused)
CN6  How is the government handling the asylum seeker issue? Overall do you think they are doing a good job, an average job or a poor job?

(PROBE: Is that very good or good/ poor or very poor)

1. Very good
2. Good
3. Average job
4. Poor
5. Very poor
6. (Don’t know)
7. (Refused)

CN7 intro

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

CN7 [1st Is your personal attitude positive, negative or neutral towards] / [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)
MODULE D: DISCRIMINATION

Intro: Now thinking about any discrimination you may have personally experienced.

D5 Have you experienced discrimination because of your skin colour, ethnic origin or religion over the last 12 months?

1. Yes
2. No (GO TO DN9)
3. (Refused) (GO TO DN9)

* (HAS EXPERIENCED DISCRIMINATION) (IF D5=1)

D5a. How did that discrimination affect you?

(DO NOT READ OUT) [PROGRAMMER: RECORD FIRST MENTIONED RESPONSE]

PROBE: What else? Anything else?)

(DO NOT READ OUT) (ACCEPT MULTIPLES)

PROGRAMMER NOTE: PLEASE SET THE CODE “OTHER (97)” UP IN ORDER TO BE ABLE TO CHANGE IT TO “OTHER (SPECIFY) IF NEEDED.

IMPACT ON OUTLOOK
1. Made me feel unsafe in public places (eg felt unsafe on the street at night, unsafe alone).
2. Did not want to participate in sports (eg felt unsafe playing sports)
3. Made me feel bad (e.g. negatively affected my mental health)
4. Lost trust in Australia/ life in Australia (e.g. it made me feel like leaving Australia)

PHYSICAL/ CONCRETE IMPACT/ IMPACT ON BEHAVIOUR
1. Physically injured / attacked
2. Property was stolen / damaged
3. Unfairly treated by police
4. Unfairly treated by other authorities (e.g. legal system, public authorities)
5. Stopped going out at night
6. Impact on employment (e.g. did not get an interview for a job, did not get/lost a job)
7. Impact on accommodation (e.g. I did not get / lost accommodation)
97. Other (Specify)
98. Don’t know
99. Refused

*(ALL)

DN9 Do you think the level of racial prejudice in Australia now is more, less or about the same as it was 5 years ago?

(PROBE: Is that much more or more/ much less or less)

1. Much more now
2. More now
3. About the same
4. Less
5. Much less
6. (Don’t know)
7. (Refused)
8. (Not in Australia for 5 years)
*NEW (MORE PREJUDICE) (IF DN9 = 1 OR 2)

DN9a. Why do you think that there is more racial prejudice

(DO NOT READ OUT) (RECORD FIRST RESPONSE ONLY)

1. Too much immigration (general)
2. Too many Muslims in Australia
3. Too many refugees (‘boat people’, asylum seekers)
4. 
5. Too much diversity in Australia society (general) (e.g. too many people from certain racial/religious/ethnic groups)
6. Action/behaviour of Aboriginal groups
7. Action/behaviour of certain immigrant groups
8. Action/behaviour of Muslims
10. Economic reasons (e.g. unemployment/not enough jobs, too much competition)
11. Government favours minorities/ racial/ religious/immigrant/ Aboriginal groups; (e.g. provide too much assistance)
12. Negative statements by public figures about immigration/ racial/religious groups
13. Negative statements by public figures about refugees, asylum seekers, ‘boat people’
14. Negative statements by public figures about Aborigines
15. Media negative coverage of Aboriginal groups
16. Media negative coverage of immigration/ racial/religious groups
17. Media negative coverage of refugees, asylum seekers, ‘boat people’
18. Government treats asylum seekers harshly and encourages prejudice
97. Other (Specify)
98. Don’t know
99. Refused
*(ALL)*

**Intro:** Next I’d like to ask your opinion on some more general issues.

**E1.** Generally speaking, would you say that most people can be trusted or that you can’t be too careful in dealing with people?

(PROBE IF NECESSARY: Is that can be trusted / can’t be too careful?)

1. Can be trusted
2. Can’t be too careful
3. (Can’t choose/Don’t know)
4. (Refused)

*(ALL)*

**E2.** Taking ALL things into consideration, would you say that over the last year YOU have been …

(READ OUT)

1. Very happy
2. Happy
3. (Neither happy nor unhappy)
4. Unhappy, or
5. Very unhappy
6. (Don’t know)
7. (Refused)

*(ALL)*

**E3.** In three or four years, do you think that your life in Australia will be …

(READ OUT)

1. Much improved
2. A little improved
3. The same as now
4. A little worse, or
5. Much worse
6. (Don’t think will be living in Australia) (GO TO F1)
7. (Cannot predict / Don’t know)
8. (Refused)
MODULE F: NEIGHBOURHOOD AND VOLUNTARY WORK

Intro: And now thinking about your local area that is within 15 to 20 minutes walking distance of where you live

*(ALL)*

PROGRAMMER NOTE: ONLY SHOW CODE 6 FOR STATEMENT B

F2 Do you agree or disagree with the following statements …

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

[INTERVIEWER NOTE: IF NECESSARY REMIND RESPONDENT THAT “your local area is within 15 to 20 minutes walking distance of where you live”]

(READ OUT)

(STATEMENTS)
a) People in my local area are willing to help their neighbours?
b) My local area is a place where people from different national or ethnic backgrounds get on well together
c) I am able to have a real say on issues that are important to me in my local area.

(RESPONSE FRAME)
1. Strongly agree
2. Agree
3. (Neither agree nor disagree )
4. Disagree
5. Strongly disagree
6. (There are not enough immigrants in my neighborhood to have any impact)
7. (Don’t know)
8. (Refused)

** NEW (ALL)

F7. Would you say that living in your local area is becoming better or worse, or is it unchanged?

(PROBE: Is that better or much better / worse or much worse?)

1. Much better
2. Better
3. Unchanged
4. Worse
5. Much worse
6. (Don’t know)
7. (Refused)
In general, what has been the impact of immigration on daily life in your local area? Would you say it has been…?

(READ OUT)

1. Very positive
2. Somewhat positive
3. Neither positive nor negative
4. Somewhat negative, or
5. Very negative
6. (There are not enough immigrants in my neighbourhood to have any impact)
7. (Don't know)
8. (Refused)

The next two questions are about unpaid voluntary work. By this I mean any unpaid help you give to the community in which you live, or to an organisation or group to which you belong.

It could be to a school, a sporting club, the elderly, a religious group or people who have recently arrived to settle in Australia.

Have you done any unpaid voluntary work of this kind in the last 12 months?

1. Yes
2. No
3. (Don't know)
4. (Refused)
*(UNDERTAKES VOLUNTEER WORK) (B1=1)

How often do you participate in this sort of voluntary activity? Is it...

(READ OUT)

1. At least once a week
2. At least once a month
3. Three to four times a year
4. At least once a year
5. Less often than once a year
6. (Don’t know)
7. (Refused)

*(ALL)

F9b intro

And now turning to another issue, your sense of personal safety.

F9b How safe do you feel walking alone at night in your local area? Would you say you feel …

(READ OUT)

1. Very safe
2. Fairly safe
3. A bit unsafe: or
4. Very unsafe
5. (Neither safe nor unsafe)
6. (Never walk alone at night)
7. (Don’t know)
8. (Refused)

*(ALL)

F10 Thinking about all types of crime in general, how worried are you about becoming a victim of crime in your local area? Would you say you are…

(READ OUT)

1. Very worried
2. Fairly worried
3. Not very worried
4. Not at all worried
5. (Don’t know)
6. (Refused)
DEMOGRAPHIC INFORMATION

*(ALL)
DEM1a
We’re nearly finished now. Just a final few questions to make sure we’ve spoken to a good range of people.

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)
DEM3. Which of the following best describes your current marital status? Are you… (READ OUT)

1. Married
2. Living with a partner
3. Widowed
4. Divorced
5. Separated, or
6. Never married
7. (Don’t know)
8. (Refused)

PROGRAMMER NOTE: ONLY SHOW STATEMENT B IF DEM 3=CODE 1 OR 2 (MARRIED OR LIVING WITH PARTNER)

ONLY DISPLAY CODE 32 FOR STATEMENTS C AND D)

ONLY DISPLAY CODE 33 FOR STATEMENTS B, C AND D)
DEM15 In which countries were you and your family members born?

(STATMENTS)

a) Starting with yourself
b) Your spouse?
c) Your mother?
d) And finally, in which country was your father 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
27. Sudan
28. United Kingdom (England, Scotland, Wales, Nth Ireland)
29. USA
30. Vietnam
31. Other (please specify)
32. (Not applicable)
33. (Don't know)
34. (Refused)

PREDEM16 IF DEM15a=CODE 1 OR 34 (BORN IN AUSTRALIA OR REFUSED) GO TO DEM7, OTHERS CONTINUE.

*(IF DEM15a=2-33 NOT BORN IN AUSTRALIA)

DEM16 In what year did you arrive in Australia?

INTERVIEWERS NOTE: PEOPLE WHO HAVE A LONG-STAY VISA (FOR EXAMPLE, 457 VISA OR STUDENT VISA). IF THEY DO NOT HOLD A LONG-STAY VISA, CODE AS “4”)

1. Response given (SPECIFY ____ ) (ALLOWABLE RANGE 2011 LESS AGE OF RESPONDENT)
2. (Don’t know)
3. (Refused)
4. (Do not have permanent / long-stay visa)
*(ALL)*

DEM7. What is your first language?

1. English  (GO TO DEM6)
2. Arabic
3. Lebanese
4. Australian Indigenous Languages
5. Cantonese
6. Mandarin
7. Croatian
8. Greek
9. Hindi
10. Italian
11. Macedonian
12. Spanish
13. Turkish
14. Vietnamese
15. Other (Specify)
16. (Don’t know)
17. (Refused)

*(IF DEM7=2–17 ENGLISH IS A SECOND LANGUAGE)*

DEM8. (Please bear with me as we ask this question of everyone), how well, would you say you SPEAK English?

1. Very well
2. Well
3. Not well, or
4. Not at all
5. (Can’t say)
6. (Refused)

*(IF DEM 16=1-3 OR DEM15A=1)*

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)

*(ALL)*

**DEM11** Which one of these BEST describes your employment situation? Are you …

(READ OUT)
1. Employed
2. Unemployed
3. Retired
4. Student
5. Home duties, or
6. Something else (Specify)
7. (Don’t know)
8. (Refused)

**PREDEM13 IF DEM11=CODE 1 (EMPLOYED) CONTINUE. OTHERS GO TO PREDEM13b**

*(EMPLOYED IF DEM11=1)*

**DEM13** What is your current occupation?

(PROBE: Main duties and job title)
1. Manager
2. Professional
3. Technician or trades worker
4. Community or personal service worker
5. Clerical or administrative worker
6. Sales worker
7. Machinery operator or driver
8. Labourer
9. Other (specify) (Probe for job title and main duties)
10. (Don’t know)
11. (Refused)
DEM13b
Which of the following terms best describes your financial circumstances today? Would you say you are

(READ OUT)
1. Prosperous
2. Living very comfortably
3. Living reasonably comfortably
4. Just getting along
5. Struggling to pay bills
6. Poor
7. (Don’t Know)
8. (Refused)

DEM17new
What is your religion, even if you are not currently practicing?

1. Catholic
2. Anglican (Church of England)
3. Uniting Church
4. Presbyterian
5. Greek Orthodox
6. Baptist
7. Lutheran
8. Islam
9. Buddhist
10. Judaism
11. Hinduism
12. Christian (no further information)
13. No religion
14. Other (SPECIFY)
15. (Don’t know)
16. (Refused)

PREDEM19 IF DEM17new=12 (CHRISTIAN NFI) CONTINUE OTHERWISE GO TO PREDEM20

* (CHRISTIAN) (DEM17NEW=12)
DEM19 Is that (or most closely) (READ OUT)

1. Catholic
2. Anglican (Church of England)
3. Uniting Church
4. Presbyterian
5. Greek Orthodox
6. Baptist
7. Lutheran, or
8. Something else (SPECIFY)
9. (Don’t know)
10. (Refused)
PREDEM20  IF DEM17new – 1 to 12 or 14 CONTINUE OTHERWISE GO TO PREDEM22)

*(SPECIFIED A RELIGION) (DEM17new= 1 TO 12 or 14)
DEM20   How important is religion in your life today? Is it…

(READ OUT)
1. Very important
2. Somewhat important
3. Neither important not unimportant
4. Not very important
5. Not at all important
6. (Don’t know)
7. (Refused)

*(SPECIFIED A RELIGION) (DEM17new= 1 TO 12 or 14)

DEM21   In the past 12 months, how often did you participate in religious activities or attend religious services or meetings – with other people – other than for events such as weddings and funerals? Was it ..

(READ OUT)
1. At least once a week?
2. At least once a month?
3. At least 3 times a year?
4. Once or twice a year?
5. Not at all?
6. (Don’t know)
7. (Refused)

*PREDEM22 – IF DEM6=1 CONTINUE OTHERWISE GO TO PREDEM18)

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

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

DEM18 And finally, can I have your postcode please?

1. Response given (SPECIFY____) (Allowable range: 800 - 9729 )
2. (Don’t know)
3. (Refused)
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.

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: (2007/0319), ph: 03 9905 5490, Email: muhrec@monash.edu
Questions about the purpose of the research and why it is being conducted – Professor Andrew Markus, Tel: 03 9903 5009, Email: andrew.markus@monash.edu

Record language

1 English
2 Cantonese
3 Mandarin
4 Vietnamese
5 Italian
6 Greek
7 Arabic
8 Lebanese
9 Turkish

Was this interview …

1 Normal
2 Refusal conversion
**(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. Letter put me off
7. Don't believe surveys are confidential / privacy concerns
8. Silent number
9. Don't trust surveys / government
10. Never do surveys
11. 17 minutes is too long
12. Get too many calls for surveys / telemarketing
13. Too old / frail / deaf / unable to do survey
14. Not a residential number (business, etc)
15. Language difficulty
16. Going away / moving house
17. No one 18 plus in household
18. Other (SPECIFY_______)

**(REFUSED)**

RR2  RECORD RE-CONTACT TYPE

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

---

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.

---

ALLTERM

s1=3 Household refusal
s1=8 No one in household over 18 (TERM1)
s2a=3 Respondent Refusal
Appendix 4: Interviewer Briefing Notes
Social Cohesion 2012
BRIEFING NOTES

Project background
- The Social Cohesion Survey forms part of the Scanlon Foundation Social Cohesion Research Program (SCRP) which began in 2007 with six projects funded by the Scanlon Foundation and directed by the Monash Institute for the Study of Global Movements (MISGM) and the Australian Multicultural Foundation (AMF).
- Current study is part of a multi stage research program
- This survey has been conducted by SRC since 2007 (2007, 2009, 2010 and 2011)
- Most of the questions are retained from previous waves. However, in 2012 there are two new questions which need to be monitored carefully. Also, some questions have been deleted in order to decrease the interview length.

About Scanlon Foundation
- The Scanlon Foundation was established in 2001
- Their mission is: “to support the creation of a larger Cohesive Australian society”
- Primarily interested in cultural diversity and social cohesion
- Provides substantial funding grants for further research into these two areas
- Driven by the principle that maintaining social cohesion is fundamental to the future prosperity of Australia
Survey overview

- In 2011 we only conducted a National survey. In 2012, we are conducting two surveys: National and Local survey. Both surveys have been set up separately, however, the questionnaire is the same (some screener questions on the Local questionnaire)
- 20 pilot test interviews (conducted 12th – 14th June)
  - Primarily to check quota, sample management and interview length
  - Feedback on new questions
- Main surveys - Number of interviews required:
  - National survey: 2000 interviews across Australia
  - Local survey: 2000 interviews from four local areas containing relatively high proportions of people born overseas, particularly those from an Asian or Middle Eastern background.

Survey overview (Contd.)

- 17 minute average interview length (slightly shorter than 2011 – 20 min)
- Qualifying respondent for the National survey is the person with next birthday who is 18+
- For the Local survey we are targeting:
  - 4 local areas
  - Overseas born
  - Australian born:
    - With both parents born in Australia; and
    - With any of both parents born overseas
- Fieldwork:
  - National Survey (Jun 18 to Jul 22)
  - Local Survey (Jun 20 – Jul 29)

Survey overview (Contd.)

<table>
<thead>
<tr>
<th>Job</th>
<th>Study</th>
<th>Area</th>
<th>Targeted Number of Interviews</th>
<th>Targeted Sub-quota interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>National Study – 15 locations</td>
<td>Australia</td>
<td>2000</td>
<td>N/A</td>
</tr>
<tr>
<td>2</td>
<td>Local survey – 4 local areas (60% Overseas born/40% Australia born)</td>
<td>Hume (Merri-Flag) (VIC), Dandenong (VIC), Bankstown (NSW), Fairfield (NSW)</td>
<td>500</td>
<td>500 (Overseas born) 100 Australia born (2 parents Australia born) 100 Australian born (1 or 2 parents overseas)</td>
</tr>
</tbody>
</table>

Approach Letter

- Matched – letter will be sent
  - the RDD number has been matched to the EWP (Electronic White Pages)
- Unmatched - no letters will be sent
  - the RDD number could not be matched to the EWP which will include some non-working numbers and unlisted numbers
Survey procedures

- Sample sourced using RDD (Random Digit Dial)
- 15 call protocol
- LOTE interviewing is essential (same countries as per last wave)
- Please leave up to 2 answering machine messages

Survey procedures (Contd.)

- Primary approach letter sent to respondents who are currently listed on the white pages – about 50% of respondents are being sent a letter
- Qualifying population is anyone aged 18 years and over in Australia who reside in a private dwelling
- Code to “out of scope”
  - Residents of institutional quarters (prisons, nursing homes, etc)
  - Residents of military bases
  - Persons incapable of undertaking the interview due to a physical health condition (including too old / frail)
  - Persons incapable of undertaking the interview due to a mental health condition (dementia, intellectual disability)
  - Persons under the effect of drugs or alcohol (interviewer judgement call)
  - Households where no adults 18 plus are available to take the survey

Respondent selected using the “next birthday” method

- May need to explain (to some respondents) that in order to achieve a representative sample we can only interview the randomly selected person in the household.
- No one other than the “next birthday person” in the household can be interviewed.

Call procedures

- Calls will only be initiated between 4:30 pm and 8:30 pm weekdays and 10:00 am and 4:00 pm on Saturdays and 11:00 am and 4:00 pm on Sundays
- Appointments can be made for any time the call centre is operational
- Up to 8 calls to each household to establish contact and determine that it is a live residential number. In order to make initial contact – the system will automatically spread these call attempts over different days and time of day
- Once contact has been made and the respondent has been selected, 9 further calls will be attempted to interview the selected respondent
Non-English speaking respondents

- Coding of call results for LOTEs
- LOTE follow up (Arabic, Lebanese, Cantonese, Mandarin, Greek, Italian, Vietnamese, Turkish)
- LOTE other language – no follow up (specify language)
- LOTE (language unknown) - unsure of the language spoken - make an appointment. If still can’t identify language at call-back, code to “LOTE other language - no follow up”

Recording of reason for refusal

- Refusals recorded “internally” (not at SMS screen)
- Differentiate between “hard” and “soft” refusals
- Record “definitely don’t call back” or “possible conversion”
- National Survey:
  - Household refusal – Occurs when we are going through the next birthday selection process. Attempt conversion
  - Respondent refusal – Directly from the selected respondent. Attempt conversion

Recording of reason for refusal (Contd.)

- Local Survey:
  - Household refusal:
    - Refused to confirm suburb
    - Refused on next birthday selection
    - Refused to say if anyone from Australia / overseas
    - Refused to say number of Australia / overseas born people in household
    - Refused to pass on to Australia / overseas born selected person
  - Respondent Refusal:
    - Refused to confirm if Australia / overseas born
    - Refused to confirm if either parent born in overseas
    - Refused to complete survey

Response rate

- Response rates are crucial to the success of this project. It is therefore critical that call outcomes are meticulously and correctly recorded
- High response rates are largely dependent on:
  - Confident explanations of the importance of the survey
  - Simple refusal conversion techniques
  - Persistence in making contact with selected residents
Response rate (Contd.)

- Use item level refusal option - “if there are any questions you don’t want to answer…”
- Stress voluntary nature of survey
- Don’t dwell on item level refusals - move on to the next question – “That’s ok” and continue with next question
- Reiterate confidentiality provisions whenever necessary (even if not scripted)
- Explain that we are bound by the provisions of the Commonwealth Privacy Act

Privacy and confidentiality

- Our contract with the Scanlon Foundation explicitly prohibits us from passing on information to a third party
- Details kept strictly confidential and used for research purposes only
- Data analysed at an aggregated (not individual) level
- Bound by the provisions of the Commonwealth Privacy Act and Australian Market and Social Research Society’s Code of Professional Behaviour

Respondent queries

- All initial queries directed to the SRC helpdesk – 1800 023 040
- Monash University - information on why the study is being conducted:
  - Professor Andrew Markus
  - Tel: 03 9903 5009
  - andrew.markus@monash.edu
- Complaints
  - Human Ethics Officer
  - Tel: 03 9905 5490
  - muhrec@monash.edu

Data quality (General)

- Read the question exactly as scripted in order to maintain continuity and comparability with previous waves
- Remember to probe all questions with unfolding agree / disagree scales
- Some questions capture the “order of mention” – important to record response in order
- Ensure you code to code frame before putting the response in Other - if you need to put the response in Other – ensure that you are giving the coder enough context to code the information
- Intro - Use Monash University as a selling point and “Community attitudes in Australia”
Data quality (Specific)

- Question AN1 has positive and negative dimensions for three responses: asylum seekers, immigration and environment.
- Question AN1, and new questions D5a and D9a will need “on the go” coding – practice these questions well – See “Interviewer handout”
- Please give us as much feedback as you can for the new questions – we need to determine if they have worked well for their inclusion in future waves.

Overview of questionnaire

- Screening and Introduction
- A: Economic
- B: Political
- C: Soco-Cultural
- D: Discrimination
- E: Reflective (Reflection of current life in Australia)
- F: Neighborhood and Voluntary Work
- Demographics
Appendix 5: Primary Approach Letter
Dear Householder

My name is Andrew Markus and I am a professor in the Faculty of Arts at Monash University. I am writing to ask for your help with an important Australian study being undertaken by researchers at Monash University. This project aims to obtain people’s views on Australian society and its future, with a focus on social cohesion and population issues.

Details of the project may be accessed at http://www.arts.monash.edu.au/mapping-population/

Why were you chosen to participate?
Monash University has contracted the Social Research Centre to conduct the telephone interviews required for this study. Your household has been selected on a random basis to take part, along with many others across Australia. Any information provided will be treated in the strictest confidence by The Social Research Centre. Monash University will not receive any information from the survey that could identify you or your household.

Possible benefits
This project will provide government and the Australian public with information on social cohesion and immigration issues in Australian society. In doing so the project will make an important contribution to public discussion and planning.

What does the research involve?
The study involves your response over the telephone to a set of questions.

How much time will the research take?
The questionnaire will take approximately 17 minutes of your time.

Inconvenience/discomfort
The survey will not intrude into your privacy: you may decide not to answer some of the questions.

Payment
There is no payment for participation.

Can I withdraw from the research?
Participation is entirely voluntary. If you do agree to participate, you may withdraw at any time.

Confidentiality
Your responses to the survey questions will be entirely anonymous.

Storage of data
Storage of the data will be undertaken under University regulations. The anonymous responses will be kept on secure computers on University premises for a minimum of five years.

Use of data for other purposes
Data resulting from the survey will be reported nationally and will be accessible to researchers.

Results
Once the project is completed the key findings will be accessible for a minimum of five years on the project website. The results of the 2011 survey are at http://www.arts.monash.edu.au/mapping-population/

Further questions
If you have any questions about your participation in the survey or would like to make a time for an interviewer to call you, please call The Social Research Centre on 1800 023 040 (a free call).

If you would like to contact the researchers about any other aspect of this study, please contact the Chief Investigator:

Professor Andrew Markus, School of International, Historical and Philosophical Studies, Faculty of Arts, Monash University, Clayton, Victoria 3800
Tel: 03 9903 5009
Email: andrew.markus@monash.edu

If you have a complaint concerning the manner in which this research project (CF07/1240) is being conducted, please contact:

Human Ethics Officer, Monash Research Office, Building 3E, Room 111, Monash University, Clayton VIC 3800
Tel: 03 9905 5490
Email: muhrec@monash.edu

Thank you in anticipation of your voluntary co-operation in this important survey. Your views are valuable and important in helping us understand Australian society and its future development.

Professor Andrew Markus
我叫Andrew Markus，是蒙纳士大学历史研究系的教授。给您写信，目的是请求您配合蒙纳士大学开展一项重要研究项目。本次研究内容涉及澳大利亚的各类社会事务。

蒙纳士大学委托社会研究中心开展本次研究所需的电话采访工作。我们随机抽选了您的家庭和澳大利亚境内众多家庭一同参加。您所提供的全部资料都将得到社会研究中心最严格的保密。蒙纳士大学不会得到本次调查中任何可能泄露您或您家庭身份的信息。

本次问卷调查约需17分钟，是否参加完全自愿；若同意参加，您也可以随时退出。您的回答将完全匿名。

在此预先感谢您在这项重要调查中的配合。您的观点非常宝贵和重要。