SOCIAL COHESION SURVEY, 2013

Part II: Local Surveys

SEPTEMBER 2013

METHODOLOGICAL REPORT

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1 Introduction

1.1 Overview

This report summarises the methodology used for the Local Level Survey component of the sixth Australian Social Cohesion Survey; a survey funded by the Scanlon Foundation and undertaken by a consortium involving the Scanlon Foundation, Monash University, the Australian Multicultural Foundation and the Social Research Centre.

In 2013 the Department of Immigration and Citizenship, in response to a recommendation received from the Australian Multicultural Council, commissioned Professor Markus to conduct and report on additional locality surveys, to expand the reach of the Social Cohesion Survey in local areas of interest to government from a social cohesion perspective. The purpose of the additional surveying is to provide an enhanced evidence base to support existing Government programs (such as the Diversity and Social Cohesion Program) and to help inform the advice the AMC provides to Government on issues of social cohesion.

This report provides:

- details of the survey procedures including, where appropriate, commentary and analysis on their effectiveness; and
- a consolidated record of assorted project materials.

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.

Details of target weights, the questionnaire and approach letter used as well as interviewer briefing notes are appended.
1.2 Project background

The Social Cohesion Survey forms part of the Scanlon Foundation Social Cohesion Research Program (SCRP) which commenced in 2007 under the direction of the Monash Institute for the Study of Global Movements (MISGM) and the Australian Multicultural Foundation (AMF). A key element of the SCRP was the conduct of a landmark Australian Social Cohesion Survey in 2007, 2009, 2010, 2011, 2012 and now 2013. The 2013 Social Cohesion Survey included two components; a National Survey and a separate Local Level Survey which, as mentioned earlier, was commissioned by the Department of Immigration and Citizenship in response to a recommendation received from the Australian Multicultural Council.

The aims of the Social Cohesion 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 of the Local Level Survey

As with the previous local and national surveys, the in-scope population for the Social Cohesion Survey 2013 was persons aged 18 years and over who were residents of private households in Australia. Data collection was by Computer Assisted Telephone Interviewing (CATI).

The 2013 Social Cohesion Survey consisted of six elements:

- A National Survey of 1,200 adults (aged 18 years and over), stratified by State/Territory and capital city / non-capital city; and
- Five local surveys (n=500 interviews in each survey), methodological details of which are provided in this document. These local surveys were conducted in suburbs selected from the following areas:
  - Mirrabooka (WA) – target suburbs of Mirrabooka and Nollamara;
  - Murray Bridge (SA) – target suburb of Murray Bridge only;
  - Shepparton (VIC) - target suburb of Shepparton only;
  - Logan (QLD) – target suburbs of Logan Central and Woodridge;
  - Tablelands–Kuranda region (QLD) – target suburbs of Atherton, Mareeba and Ravenshoe.

The telephone number listing product *Australia on Disc* was used as a sampling frame to ensure maximum efficiency in matching the sample telephone numbers to these local areas.

Approach letters introducing the survey were mailed to all households selected in the sampling frame where telephone numbers could be matched to a confirmed address.

Respondents were selected using the “next birthday” method and a range of strategies was adopted to maximise the survey response rate; these included repeated call backs to establish contact, the

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1 Methodological details for the National survey are provided in a separate document (*Social Cohesion Survey 2013, Part I: National Survey; September 2013*).
operation of a 1800 number by the Social Research Centre, and interviewing in languages other the English (LOTE).

Table 1 provides a summary of project statistics. The response rate for the 2013 Local Level survey was 50.2% and the average interview length was 19.1 minutes.

The questionnaire was similar to that used for the national survey; however it included extra screening questions to confirm suburb of residence and several questions on religious affiliation, attitudes towards different religious groups and attitudes towards living in the local area which were excluded from the national survey questionnaire. The questionnaire also included several other changes from that used in the last local survey in 2012 (see Appendix 2 for details) and these were reflected in a slightly increased administration time from 18.2 minutes on average in 2012 to an average of 19.1 minutes in 2013.

Table 1: Local Level Survey overview

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2009</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviews completed</td>
<td>2,012</td>
<td>2,019</td>
<td>2,006</td>
<td>2,501</td>
</tr>
<tr>
<td>Response rate</td>
<td>44.0</td>
<td>51.0</td>
<td>56.0</td>
<td>50.2</td>
</tr>
<tr>
<td>Start date</td>
<td>28-Jun</td>
<td>22-Jun</td>
<td>20-Jun</td>
<td>7-Jun</td>
</tr>
<tr>
<td>Finish date</td>
<td>18-Aug</td>
<td>31-Jul</td>
<td>31-Jul</td>
<td>15-Jul</td>
</tr>
<tr>
<td>Average interview length (minutes)</td>
<td>16.5</td>
<td>16.0</td>
<td>18.2</td>
<td>19.1</td>
</tr>
</tbody>
</table>
2. Sample Design & Survey Procedures

2.1 Sample design

As in previous years, the 2013 local surveys used geographically targeted sampling with interviews conducted amongst the residents of selected suburbs within the areas of Mirrabooka, Murray Bridge, Shepparton, Logan and Tableland-Kuranda.

A minimum of 500 interviews was undertaken in each of the five local areas. No further quotas were set; this ensured the sample achieved in each area was as representative as possible of the resident population.

The final sample achieved is shown in Table 2.

Table 2: Geographic distribution of final achieved sample

<table>
<thead>
<tr>
<th>Target Areas</th>
<th>Total Interviews (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mirrabooka</td>
<td>500</td>
</tr>
<tr>
<td>Murray Bridge</td>
<td>501</td>
</tr>
<tr>
<td>Shepparton</td>
<td>500</td>
</tr>
<tr>
<td>Logan</td>
<td>500</td>
</tr>
<tr>
<td>Tablelands-Kuranda</td>
<td>500</td>
</tr>
<tr>
<td><strong>Total interviews achieved</strong></td>
<td><strong>2501</strong></td>
</tr>
</tbody>
</table>

2.2 Sample generation

The initial allocation of the telephone number records to a local area was based on the geographic information available in the sample record. However to ensure the surveys were conducted within the defined boundaries, it was essential to collect postcodes upfront and use a dynamic lookup list to allocate respondents to the correct location. The dynamic lookup list used ABS and Australia Post information to allocate the collected postcode to a local area. Surveys were only conducted if the collected postcodes were within the scope of the definition of a local area.

2.3 Primary Approach Letter

Approach letters introducing the survey were mailed to all households where the selected telephone numbers could be matched to a confirmed address by using the Sensis Macromatch service. If this service returned an address which was not in one of the targeted suburbs, that telephone number record was excluded from the final sample frame. Of the 19,624 telephone records initially sampled for use in the 2013 local surveys, primary approach letters were sent to 61% (n=11,982).

The approach letter, on Monash University letterhead and addressed to “The Householder”, was the same version as used in previous surveys (see Appendix 6 for a copy of the 2013 letter). For the Local Level Survey, the letter had two variants, one 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 variant without the translations was sent to the localities with a high proportion of people speaking English at home (Murray Bridge, Tablelands-Kuranda)

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. Measures were put in place for letters in such cases to be 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 2013 Local Level survey was the non-institutionalised population of persons aged 18 years or over who were residents of the five targeted local areas. As such the in-scope population 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,
- 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. No substitution of individuals within households was allowed.

2.5 Call procedures

As per previous waves of the Social Cohesion Survey, 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, males 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, and 10.00 am and 4.00 pm on Saturdays and 11.am and 4.00pm on Sundays. Appointments were made for any time within the hours of operation of the call centre.
2.6 Procedures for interviewing in languages other than English (LOTE)

Non-English language interviewing was conducted in the language groups used most widely in the local survey target areas: Vietnamese, Chinese (Cantonese and Mandarin), Italian, Greek, Arabic, Serbian and Croatian.

As in previous surveys the approach to LOTE interviewing was to stockpile requests for bilingual interviewer assistance and, when there was a sufficient workload in a particular language, to arrange for a briefed bilingual interviewer to conduct those interviews. Where the preferred language could not be immediately identified a call-back was made in the hope that another household member may be available to assist identifying the language.

Bi-lingual interviewers annotated their own questionnaires (one for each target language) with key words and concepts translated. They then read the questions from their hard copy translated / annotated version of the questionnaire and recorded answers directly into the English language CATI script as normal.

A total of 86 interviews were conducted in languages other than English with the bulk of these conducted in Italian and Vietnamese.

Table 3 shows the distribution of LOTE interviews across the five local areas; the proportions range from a high of 6.6% in Mirrabooka to a low of 1.0% in Murray Bridge.

Table 3: Distribution of LOTE interviews by interview location

<table>
<thead>
<tr>
<th></th>
<th>Mirrabooka (WA) (%)</th>
<th>Murray Bridge (SA) (%)</th>
<th>Shepparton (VIC) (%)</th>
<th>Logan (QLD) (%)</th>
<th>Tablelands-Kuranda (QLD) (%)</th>
<th>Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of interviews in each location conducted in…</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>English</td>
<td>93.4</td>
<td>99.0</td>
<td>97.8</td>
<td>98.2</td>
<td>96.0</td>
<td>96.9</td>
</tr>
<tr>
<td>LOTE</td>
<td>6.6</td>
<td>1.0</td>
<td>2.2</td>
<td>1.8</td>
<td>4.0</td>
<td>3.1</td>
</tr>
</tbody>
</table>
Details of the specific languages in which LOTE interviews were conducted are shown in Table 4. It is evident that LOTE interviews were conducted most often in Italian with 1.6% of all local survey interviews (and 3.8% of all tablelands-Kuranda interviews) undertaken in this language.

Table 4: Languages in which interviews were conducted by interview location

<table>
<thead>
<tr>
<th>Language</th>
<th>Mirrabooka (WA) (%)</th>
<th>Murray Bridge (SA) (%)</th>
<th>Shepparton (VIC) (%)</th>
<th>Logan Central (QLD) (%)</th>
<th>Tablelands-Kuranda (QLD) (%)</th>
<th>Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>92.8</td>
<td>98.8</td>
<td>97.8</td>
<td>98.0</td>
<td>95.4</td>
<td>96.6</td>
</tr>
<tr>
<td>Arabic</td>
<td>0.8</td>
<td>0.0</td>
<td>0.6</td>
<td>0.6</td>
<td>0.0</td>
<td>0.4</td>
</tr>
<tr>
<td>Cantonese</td>
<td>1.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.4</td>
<td>0.2</td>
<td>0.3</td>
</tr>
<tr>
<td>Greek</td>
<td>0.4</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.1</td>
</tr>
<tr>
<td>Italian</td>
<td>1.6</td>
<td>0.8</td>
<td>1.6</td>
<td>0.0</td>
<td>3.8</td>
<td>1.6</td>
</tr>
<tr>
<td>Mandarin</td>
<td>0.2</td>
<td>0.0</td>
<td>0.0</td>
<td>0.4</td>
<td>0.0</td>
<td>0.1</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>2.6</td>
<td>0.2</td>
<td>0.0</td>
<td>0.2</td>
<td>0.0</td>
<td>0.6</td>
</tr>
<tr>
<td>Serbian</td>
<td>0.6</td>
<td>0.0</td>
<td>0.0</td>
<td>0.2</td>
<td>0.0</td>
<td>0.2</td>
</tr>
<tr>
<td>Croatian</td>
<td>0.0</td>
<td>0.2</td>
<td>0.0</td>
<td>0.0</td>
<td>0.6</td>
<td>0.2</td>
</tr>
<tr>
<td>Other</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.2</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>
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.

An appointment was scheduled in six day’s time 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 circumstance.

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 the survey 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 2013 Local Level Survey survey largely reflected the content of the 2012 Local Level Survey with amendments as summarised in Appendix 2. New sections on multiculturalism, media use and trust of institutions were added to the Local Level and National Social Cohesion Surveys for 2013 while a number of questions were removed to make way for the new items.

3.2 Questionnaire pilot testing

The 2013 Social Cohesion Local Level survey had a formal pilot with a small interviewing team to assess the interview participation rate, survey length, sample efficiency and to ensure the CATI script truly reflected the agreed “hard copy” questionnaire. This phase of the project lasted from 7th June to 8th June 2013.

No significant questionnaire changes were made as a result of this pilot testing. However, some of the feedback received was addressed as part of the interviewing briefing sessions conducted prior to the launch of the main survey.

Due to the absence of significant questionnaire changes, the pilot data has been included as part of the final data set. The final main study 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 which covered:

- Project background, objectives and procedures;
- All aspects of administering the survey questionnaire, including specific data quality issues;
- Overview of respondent liaison issues, including refusal avoidance techniques, nature of view that may be encountered depending on the location; and
- Practice interviewing.

The briefing sessions were delivered by the Social Research Centre project manager and supervisory staff. A total of 44 interviewers were briefed to work on the 2013 Local Level Survey. Consistent with the “specialist team” policy for the Social Cohesion survey, just over two thirds of the interviewing (67.2%) was completed by 18 members of the interviewing team. The 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**

As shown in Table 5, a total of 31,196 calls were placed to achieve 2,501 completed surveys. This equates to an interview every 12.5 calls and an average of 2.2 calls per sample record.

The most commonly occurring call outcome was ‘appointment’ at 29.3%; there were also a high number of ‘no answer’ (26.0%) and ‘answering machine’ (13.9%) outcomes.

<table>
<thead>
<tr>
<th>Call Outcome</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Calls</td>
<td>31,196</td>
<td>100.0</td>
</tr>
<tr>
<td>Interviews</td>
<td>2,501</td>
<td>8.0</td>
</tr>
<tr>
<td>Appointments</td>
<td>9,134</td>
<td>29.3</td>
</tr>
<tr>
<td>No answer</td>
<td>8,097</td>
<td>26.0</td>
</tr>
<tr>
<td>Answering machine</td>
<td>4,327</td>
<td>13.9</td>
</tr>
<tr>
<td>Telstra message, number disconnected</td>
<td>2,352</td>
<td>7.5</td>
</tr>
<tr>
<td>Household refusal</td>
<td>2,132</td>
<td>6.8</td>
</tr>
<tr>
<td>Engaged</td>
<td>1,004</td>
<td>3.2</td>
</tr>
<tr>
<td>Too old / ill health / unable to do survey</td>
<td>601</td>
<td>1.9</td>
</tr>
<tr>
<td>Respondent refusal</td>
<td>275</td>
<td>0.9</td>
</tr>
<tr>
<td>LOTE – No language follow up</td>
<td>188</td>
<td>0.6</td>
</tr>
<tr>
<td>Not a residential number</td>
<td>179</td>
<td>0.6</td>
</tr>
<tr>
<td>Out of scope (Do not live in the target area)</td>
<td>115</td>
<td>0.4</td>
</tr>
<tr>
<td>Selected respondent away for duration</td>
<td>103</td>
<td>0.3</td>
</tr>
<tr>
<td>Fax/Modem</td>
<td>85</td>
<td>0.3</td>
</tr>
<tr>
<td>Terminated midway</td>
<td>58</td>
<td>0.2</td>
</tr>
<tr>
<td>Remove number from list</td>
<td>9</td>
<td>&lt;0.1</td>
</tr>
<tr>
<td>Incoming call restrictions</td>
<td>9</td>
<td>&lt;0.1</td>
</tr>
<tr>
<td>Refused prior to the call</td>
<td>9</td>
<td>&lt;0.1</td>
</tr>
<tr>
<td>Out of scope (No one in HH aged 18+)</td>
<td>9</td>
<td>&lt;0.1</td>
</tr>
<tr>
<td>Claims to have done survey</td>
<td>7</td>
<td>&lt;0.1</td>
</tr>
<tr>
<td>Out of scope (Other)</td>
<td>2</td>
<td>&lt;0.1</td>
</tr>
<tr>
<td>Total numbers initiated</td>
<td>31,196</td>
<td></td>
</tr>
<tr>
<td>Average calls per interview</td>
<td>12.5</td>
<td></td>
</tr>
<tr>
<td>Average calls per sample record</td>
<td>2.2</td>
<td></td>
</tr>
</tbody>
</table>
Table 6 shows the final call results for the survey. As can be seen, an interview was achieved at just over a sixth (18.0%) of all numbers to which calls were placed\(^2\). Of the 13,910 numbers called, fewer than 19% were unusable; 37.9% were unresolved at the end of the call cycle and 7.4% of numbers were identified as being out of scope\(^3\). Refusals (all types) were encountered at just over a sixth (17.9%) of the numbers to which calls were placed.

<table>
<thead>
<tr>
<th>Table 6: Final call results</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total numbers initiated</strong></td>
<td>13,910</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Unusable numbers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telstra message, number disconnected</td>
<td>2,352</td>
<td>16.9</td>
</tr>
<tr>
<td>Fax/Modem</td>
<td>85</td>
<td>0.6</td>
</tr>
<tr>
<td>Incoming call restrictions</td>
<td>9</td>
<td>0.1</td>
</tr>
<tr>
<td>Not a residential number</td>
<td>179</td>
<td>1.3</td>
</tr>
<tr>
<td><strong>Sub unusable (as % sample initiated)</strong></td>
<td>2,625</td>
<td>18.9</td>
</tr>
<tr>
<td><strong>No contact / unresolved in survey period</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engaged</td>
<td>123</td>
<td>0.9</td>
</tr>
<tr>
<td>Answering machine</td>
<td>2,216</td>
<td>15.9</td>
</tr>
<tr>
<td>No answer</td>
<td>2,558</td>
<td>18.4</td>
</tr>
<tr>
<td>Appointments</td>
<td>381</td>
<td>2.7</td>
</tr>
<tr>
<td><strong>Sub total no contact / unresolved</strong></td>
<td>5,278</td>
<td>37.9</td>
</tr>
<tr>
<td><strong>Out of scope</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Claims to have done survey</td>
<td>7</td>
<td>0.1</td>
</tr>
<tr>
<td>Selected respondent away for duration</td>
<td>103</td>
<td>0.7</td>
</tr>
<tr>
<td>LOTE – No language follow up</td>
<td>188</td>
<td>1.4</td>
</tr>
<tr>
<td>Too old / ill health / unable to do survey</td>
<td>601</td>
<td>4.3</td>
</tr>
<tr>
<td>Out of scope (No one in HH aged 18+)</td>
<td>9</td>
<td>0.1</td>
</tr>
<tr>
<td>Out of scope (Do not live in the target area)</td>
<td>115</td>
<td>0.8</td>
</tr>
<tr>
<td>Out of scope (Other)</td>
<td>2</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Subtotal out of scope</strong></td>
<td>1,023</td>
<td>7.4</td>
</tr>
<tr>
<td><strong>Contacts</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interviews</td>
<td>2,501</td>
<td>18.0</td>
</tr>
<tr>
<td>Household Refusal</td>
<td>2,132</td>
<td>15.3</td>
</tr>
<tr>
<td>Respondent refusal</td>
<td>275</td>
<td>2.0</td>
</tr>
<tr>
<td>Refused prior to the call</td>
<td>9</td>
<td>0.1</td>
</tr>
<tr>
<td>Remove number from list</td>
<td>9</td>
<td>0.1</td>
</tr>
<tr>
<td>Terminated midway</td>
<td>58</td>
<td>0.4</td>
</tr>
<tr>
<td><strong>Sub total in scope contacts</strong></td>
<td>4,984</td>
<td>35.8</td>
</tr>
</tbody>
</table>

\(^2\) Only 13,910 numbers were initiated out of the total sample frame of 19,624 numbers selected

\(^3\) See Section 2.4 for scope status
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 Local Level survey was 50.2%.

The highest response rate was achieved in Shepparton (52.1%) and Tablelands-Kuranda (51.7%), the lowest in Mirrabooka (48.4%) and Logan (49.0%). This is consistent with the experience on previous surveys where higher response rates were typically achieved in non metropolitan areas.

Table 7: Response rates

<table>
<thead>
<tr>
<th>Location</th>
<th>Base (n)</th>
<th>Base usable</th>
<th>No contact/ Unresolved</th>
<th>Out of Scope</th>
<th>Refusal</th>
<th>Interview</th>
<th>Response rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sample</td>
<td>13,912</td>
<td>18.9%</td>
<td>37.9%</td>
<td>7.4%</td>
<td>17.8%</td>
<td>18.0%</td>
<td>50.2%</td>
</tr>
<tr>
<td>Mirrabooka (WA)</td>
<td>3,374</td>
<td>20.5%</td>
<td>40.2%</td>
<td>8.7%</td>
<td>15.8%</td>
<td>14.8%</td>
<td>48.4%</td>
</tr>
<tr>
<td>Murray Bridge (SA)</td>
<td>2,565</td>
<td>16.8%</td>
<td>38.8%</td>
<td>5.3%</td>
<td>19.6%</td>
<td>19.5%</td>
<td>49.9%</td>
</tr>
<tr>
<td>Shepparton (VIC)</td>
<td>2,346</td>
<td>14.6%</td>
<td>36.6%</td>
<td>8.0%</td>
<td>19.6%</td>
<td>21.3%</td>
<td>52.1%</td>
</tr>
<tr>
<td>Logan (QLD)</td>
<td>2,985</td>
<td>23.0%</td>
<td>35.2%</td>
<td>7.7%</td>
<td>17.4%</td>
<td>16.8%</td>
<td>49.0%</td>
</tr>
<tr>
<td>Tablelands-Kuranda (QLD)</td>
<td>2,642</td>
<td>18.0%</td>
<td>38.6%</td>
<td>6.8%</td>
<td>17.7%</td>
<td>18.9%</td>
<td>51.7%</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 2013 Local Level Survey to ensure the achieved sample was as representative as possible of the adult population of the local areas.

Historically, an extended call cycle improves the representation of younger people and as can be seen in Table 8, a higher proportion of younger respondents (13.9% of 18 to 44 years old) and, to a lesser extent, respondents currently employed (2.0%) were surveyed after 6 call attempts.

In addition, interviews were obtained with a higher proportion of the respondents from Shepparton after the 6th call attempt.

Table 8: 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><strong>TOTAL</strong></td>
<td>2,501</td>
<td>98.4</td>
<td>1.6</td>
</tr>
<tr>
<td><strong>Age group</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24 years</td>
<td>67</td>
<td>94.0</td>
<td>6.0</td>
</tr>
<tr>
<td>25-34 years</td>
<td>127</td>
<td>94.5</td>
<td>5.5</td>
</tr>
<tr>
<td>35-44 years</td>
<td>250</td>
<td>97.6</td>
<td>2.4</td>
</tr>
<tr>
<td>45-54 years</td>
<td>388</td>
<td>98.7</td>
<td>1.3</td>
</tr>
<tr>
<td>55-64 years</td>
<td>559</td>
<td>99.3</td>
<td>0.7</td>
</tr>
<tr>
<td>65 - 74 years</td>
<td>614</td>
<td>98.9</td>
<td>1.1</td>
</tr>
<tr>
<td>75 years or more</td>
<td>491</td>
<td>98.6</td>
<td>1.4</td>
</tr>
<tr>
<td>Refused to give age</td>
<td>5</td>
<td>100.0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>1022</td>
<td>98.1</td>
<td>1.9</td>
</tr>
<tr>
<td>Female</td>
<td>1,479</td>
<td>98.6</td>
<td>1.4</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mirrabooka (WA)</td>
<td>3374</td>
<td>97.3</td>
<td>2.7</td>
</tr>
<tr>
<td>Murray Bridge (SA)</td>
<td>2565</td>
<td>98.3</td>
<td>1.7</td>
</tr>
<tr>
<td>Shepparton (VIC)</td>
<td>2346</td>
<td>95.5</td>
<td>4.5</td>
</tr>
<tr>
<td>Logan (QLD)</td>
<td>2985</td>
<td>97.5</td>
<td>2.5</td>
</tr>
<tr>
<td>Tablelands-Kuranda (QLD)</td>
<td>2642</td>
<td>98.2</td>
<td>1.8</td>
</tr>
<tr>
<td><strong>Employment status</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>995</td>
<td>98.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Not currently employed</td>
<td>1506</td>
<td>98.7</td>
<td>1.3</td>
</tr>
</tbody>
</table>
5.4 Achieved sample profile

Table 9 compares the profile of the achieved sample (using unweighted data) with that of the general population resident in each location (based on 2011 Census data). As is common with landline telephone surveys conducted within very tight fieldwork periods the unweighted sample is skewed towards older people, females and the tertiary educated.

Another contributing factor is the known bias towards older people in a telephone number sample extracted from a frame of listed landline numbers as it does not include the (typically younger) “mobile phone only” element of the population. This difficulty was overcome by the use of a dual-frame methodology in the national survey; however, the lack of publicly available geographic information attached to mobile phone numbers meant that a mobile phone number sample frame could not be used with the tight geographic constraints applying to the local level survey. Adjustments for all of these factors were made as part of the weighting procedure (refer to Section 6.2).

Table 9: Sample profile

<table>
<thead>
<tr>
<th></th>
<th>Mirrabooka (WA)</th>
<th>Murray Bridge (SA)</th>
<th>Shepparton (VIC)</th>
<th>Logan (QLD)</th>
<th>Tablelands-Kuranda (QLD)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total (18 plus)</strong></td>
<td>500</td>
<td>14,072</td>
<td>501</td>
<td>10,713</td>
<td>500</td>
</tr>
<tr>
<td><strong>Age group</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-34 years</td>
<td>10.6</td>
<td>41.3</td>
<td>4.0</td>
<td>28.1</td>
<td>8.0</td>
</tr>
<tr>
<td>35-44 years</td>
<td>10.6</td>
<td>17.8</td>
<td>9.0</td>
<td>17.2</td>
<td>9.0</td>
</tr>
<tr>
<td>45-54 years</td>
<td>14.0</td>
<td>15.7</td>
<td>13.2</td>
<td>16.2</td>
<td>18.4</td>
</tr>
<tr>
<td>55-64 years</td>
<td>22.2</td>
<td>12.4</td>
<td>21.2</td>
<td>13.9</td>
<td>20.2</td>
</tr>
<tr>
<td>65 years or more</td>
<td>42.6</td>
<td>12.8</td>
<td>52.5</td>
<td>24.6</td>
<td>44.2</td>
</tr>
<tr>
<td>Refused to give age</td>
<td>-</td>
<td>-</td>
<td>0.2</td>
<td>-</td>
<td>0.2</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>39.0</td>
<td>48.6</td>
<td>41.5</td>
<td>49.3</td>
<td>40.2</td>
</tr>
<tr>
<td>Female</td>
<td>61.0</td>
<td>51.4</td>
<td>58.5</td>
<td>50.7</td>
<td>59.8</td>
</tr>
<tr>
<td><strong>Educational Attainment</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University (Bachelor or Post graduate degree)</td>
<td>19.0</td>
<td>15.3</td>
<td>9.2</td>
<td>5.3</td>
<td>19.4</td>
</tr>
</tbody>
</table>
5.5 Reason for refusal

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

As can be seen at Table 10, of those cases that had a reason for refusal recorded, the main reasons given were; “not interested” (61.9%), “no comment / just hung up” (25.7%) and “too busy” (5.0%).

Table 10: Reason for refusal – All calls

<table>
<thead>
<tr>
<th>Base of household and respondent refusals (n)</th>
<th>2,119</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Not interested</td>
<td>61.9</td>
</tr>
<tr>
<td>No comment / just hung up</td>
<td>25.7</td>
</tr>
<tr>
<td>Too busy</td>
<td>5.0</td>
</tr>
<tr>
<td>Never do surveys</td>
<td>2.4</td>
</tr>
<tr>
<td>Don’t believe surveys are confidential / privacy concerns</td>
<td>1.1</td>
</tr>
<tr>
<td>Don’t trust surveys / government</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Get too many calls for surveys/telemarketing</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Letter put me off</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Don’t like subject matter</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Too personal / intrusive</td>
<td>&lt;1</td>
</tr>
<tr>
<td>17 minutes is too long</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Silent number</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>
6. Data Outputs & Reporting

6.1 Treatment of responses to open ended / other specify questions

To maintain comparability over time, the coding rules established in previous waves were applied in coding open ended response data for the 2013 Local Level Survey.

No code frame extensions were required for the data.

6.2 Weighting

For the 2011 survey data a “rim weighting” approach was used to adjust 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). Target proportions were taken from the 2011 ABS Census counts.

“Rim weighting” was used to create weights which adjusted the data in-line with Australian Bureau of Statistics counts on these variables. The weights are 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 used for this purpose was provided in the Social Research Centre’s Quantum analysis software to develop sample weights which incorporate the variables state, 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 2013 survey.

6.3 Data file provision

The Social Research Centre provided an SPSS (version 19.0) data file containing the 2013 Local Level Survey data as part of the deliverables for this project. This data file included several derived variables:

- 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.
Appendix 1: Weighting Matrices
<table>
<thead>
<tr>
<th>Age/sex categories</th>
<th>Mirrabooka&lt;sup&gt;1&lt;/sup&gt;</th>
<th>Murray Bridge&lt;sup&gt;2&lt;/sup&gt;</th>
<th>Shepparton&lt;sup&gt;3&lt;/sup&gt;</th>
<th>Logan&lt;sup&gt;4&lt;/sup&gt;</th>
<th>Tablelands-Kuranda&lt;sup&gt;5&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 18 years and over</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Country of Birth</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia/Overseas ESB*</td>
<td>49.4%</td>
<td>83.5%</td>
<td>77.3%</td>
<td>61.8%</td>
<td>81.9%</td>
</tr>
<tr>
<td>Overseas NESB</td>
<td>50.6%</td>
<td>16.5%</td>
<td>22.7%</td>
<td>38.2%</td>
<td>18.1%</td>
</tr>
<tr>
<td><strong>Educational attainment</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University education</td>
<td>15.3%</td>
<td>5.3%</td>
<td>11.6%</td>
<td>6.4%</td>
<td>9.6%</td>
</tr>
<tr>
<td>Not university education</td>
<td>84.7%</td>
<td>94.7%</td>
<td>88.4%</td>
<td>93.6%</td>
<td>90.4%</td>
</tr>
<tr>
<td><strong>Age/sex categories</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Males 18-34</td>
<td>20.6%</td>
<td>14.8%</td>
<td>14.7%</td>
<td>18.3%</td>
<td>11.3%</td>
</tr>
<tr>
<td>Males 35-44</td>
<td>9.1%</td>
<td>9.0%</td>
<td>8.7%</td>
<td>9.0%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Males 45-54</td>
<td>7.7%</td>
<td>8.0%</td>
<td>8.2%</td>
<td>7.9%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Males 55+</td>
<td>11.2%</td>
<td>17.5%</td>
<td>15.9%</td>
<td>14.3%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Females 18-34</td>
<td>20.8%</td>
<td>13.3%</td>
<td>15.8%</td>
<td>18.2%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Females 35-44</td>
<td>8.6%</td>
<td>8.2%</td>
<td>9.0%</td>
<td>8.9%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Females 45-54</td>
<td>8.0%</td>
<td>8.2%</td>
<td>8.6%</td>
<td>8.2%</td>
<td>8.5%</td>
</tr>
<tr>
<td>Females 55+</td>
<td>14.0%</td>
<td>21.1%</td>
<td>19.1%</td>
<td>15.2%</td>
<td>22.6%</td>
</tr>
</tbody>
</table>

* English speaking background: UK, Ireland, USA, Canada, New Zealand, South Africa.

Component Suburbs

1 Mirrabooka, Nollamara
2 Murray Bridge
3 Shepparton
4 Logan Central, Woodridge
5 Atherton, Mareeba, Ravenshoe
Appendix 2: 2013 Local Level Survey - questionnaire revisions
<table>
<thead>
<tr>
<th>2012 Question</th>
<th>2013 Question</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 Question</td>
<td>2013 Question</td>
<td>Comments</td>
</tr>
<tr>
<td>2012 Question</td>
<td>2013 Question</td>
<td>Comments</td>
</tr>
<tr>
<td>2012 Question</td>
<td>2013 Question</td>
<td>Comments</td>
</tr>
<tr>
<td>2012 Question</td>
<td>2013 Question</td>
<td>Comments</td>
</tr>
<tr>
<td>2012 Question</td>
<td>2013 Question</td>
<td>Comments</td>
</tr>
<tr>
<td>2012 Question</td>
<td>2013 Question</td>
<td>Comments</td>
</tr>
<tr>
<td>2012 Question</td>
<td>2013 Question</td>
<td>Comments</td>
</tr>
<tr>
<td>2012 Question</td>
<td>2013 Question</td>
<td>Comments</td>
</tr>
</tbody>
</table>

2012 Question: SC1 Before we begin, we are interested in speaking with people living in specific locations. Can I please check the postcode in which you live? (EXPLAIN IF NECESSARY: It is important that we collect this information so we can analyse the results at a local level)
2013 Question: Screening question reworded and moved to the start of the survey to ensure scope status of the respondent.

2012 Question: B7. Now some questions on how you keep up with the news. How often do you...

2013 Question: a. Read Australian newspapers in print or on the internet? b. Watch Australian news or current affairs programs on television? c. Listen to Australian news or talk-back programs on the radio? d. And how often do you read or view overseas news sources on the internet?

Comments: New question added in 2013

2012 Question: 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?

2013 Question: Deleted in 2013 local level survey

2012 Question: C2. Do you agree or disagree with the following statements...

2013 Question: 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

Comments: The following countries were removed from the list: USA (America), Greece, Vietnam, Egypt, Congo, Sudan, Ethiopia. The following countries were added to the list: Pacific Islands (such as Fiji or Samoa). Each set now had two countries.

2012 Question: CN2. Would you say your feelings are positive, negative or neutral towards immigrants from [country]?

2013 Question: Deleted in 2013 local level survey

2012 Question: CN3. Do you feel positive, negative or neutral about [statement] coming to live in Australia as permanent or long term residents?

2013 Question: Deleted in 2013 local level survey

2012 Question: CN4. What do you think is the main reason that asylum seekers try to reach Australia by boat?

2013 Question: Deleted in 2013 local level survey

2012 Question: 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?

2013 Question: Deleted in 2013 local level survey

2012 Question: D5a. How did that discrimination affect you?

2013 Question: Deleted in 2013 local level survey

2012 Question: D9. Do you think the level of racial prejudice in Australia now is more, less or about the same as it was 5 years ago?

2013 Question: Deleted in 2013 local level survey

2012 Question: DN9a. Why do you think that there is more racial prejudice?

2013 Question: Deleted in 2013 local level survey
<table>
<thead>
<tr>
<th>2012 Question</th>
<th>2013 Question</th>
<th>Comments</th>
</tr>
</thead>
</table>
| E1 new. I'm going to read out a list of Australian institutions and organisations. For each one please tell me how much confidence or trust you have in them in Australia. | a. TV news  
b. Trade unions  
c. The police  
d. The legal system  
e. Public schools  
f. Federal Parliament  
g. Political parties  
h. Hospitals  
i. Employers | New question added in 2013 |
<p>| F3. In general, what has been the impact of immigration on daily life in your local area? Would you say it has been... | G1.1 a) Multiculturalism ENCOURAGES immigrants to become part of Australian society OR b) Multiculturalism DISCOURAGES immigrants from becoming part of Australian society. | New question added in 2013 |
| | G1.2 And do you strongly agree with that statement or do you just agree with it? [PROGRAMMER: Display selected statement from G1.1 HERE] | New question added in 2013 |
| | G2.1 The next pair of statements is... a) Multiculturalism gives immigrants THE SAME opportunities as the Australian born OR b) Multiculturalism gives immigrants MORE opportunities than the Australian born. | New question added in 2013 |
| | G2.2 And do you strongly agree with that statement or do you just agree with it? [PROGRAMMER: Display selected statement from G2.1 HERE] | New question added in 2013 |
| | G3.1 The next pair of statements is... a) Multiculturalism REDUCES the problems immigrants face in Australia OR b) Multiculturalism INCREASES the problems immigrants face in Australia. | New question added in 2013 |
| | G3.2 And do you strongly agree with that statement or do you just agree with it? [PROGRAMMER: Display selected statement from G3.1 HERE] | New question added in 2013 |
| | G4.1 The next pair of statements is... a) Multiculturalism BENEFITS the economic development of Australia OR b) Multiculturalism DOES NOT BENEFIT the economic development of Australia. | New question added in 2013 |
| | G4.2 And do you strongly agree with that statement or do you just agree with it? [PROGRAMMER: Display selected statement from G4.1 HERE] | New question added in 2013 |</p>
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<td>New question added in 2013</td>
</tr>
<tr>
<td></td>
<td>G5.1 The next pair of statements is … a) Multiculturalism STRENGTHENS the Australian way of life OR b) Multiculturalism WEAKENS the Australian way of life.</td>
<td>New question added in 2013</td>
</tr>
<tr>
<td>DEM3. Which of the following best describes your current marital status?</td>
<td></td>
<td>Deleted in 2013 local level survey</td>
</tr>
<tr>
<td>DEM16. In what year did you arrive in Australia?</td>
<td></td>
<td>Deleted in 2013 local level survey</td>
</tr>
<tr>
<td>DEM8. How well, would you say you SPEAK English?</td>
<td></td>
<td>Deleted in 2013 local level survey</td>
</tr>
<tr>
<td>DEM13. What is your current occupation?</td>
<td></td>
<td>Deleted in 2013 local level survey</td>
</tr>
</tbody>
</table>
Appendix 3: Final Questionnaire
Monash University
Social Cohesion Research Program
2013 Local Level Survey

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. Fax machine / modem
4. Engaged
5. Appointment
6. Stopped interview
7. Named person not known
8. Telstra message / Disconnected
9. Not a residential number
10. Too old / deaf / disabled/health/family reasons
11. Claims to have done survey
12. Away for duration
13. (SUPERVISOR USE ONLY) Refused prior (eg. phoned 1800 number to refuse participation after receiving letter)
14. Remove number from list
INTRODUCTION

*(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  Household Refusal
3  Return to SMS

SC1    Before we begin, we are interested in speaking with people living in specific locations, can I please check the postcode in which you live?
(EXPLAIN IF NECESSARY: It is important that we collect this information so we can analyse the results at a local level)

1. Postcode given (GO TO PCODE LIST THEN GO TO S1 OR SC2 AS PER LIST)
2. (Don’t know postcode) (GO TO SUBURB LIST PER MARKET)
3. (Refused to give postcode) (GO TO TERM2)
4. Household refusal (ATTEMPT CONVERSION / RECORD REASON) (GO TO RR1)
5. Language difficulty (GO TO LOTE)
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

*(NON CORE AREAS)
SC2    Thank you for your time, that’s all the questions we have for you today. We are currently interviewing neighbouring suburbs but may call you back to ask more questions in the next few days.

1. Ok to call back (GO TO TERM3)
2. Don’t call back (GO TO TERM3)

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. Language difficulty (GO TO LOTE)
5. HH LOTE – Language not identified (make appointment) (RECORD ON SMS)
6. Queried about how telephone number was obtained (DISPLAY ATELQ)
7. No one in household over 18 (TERM1)
8. Wants a copy of the letter (ALET)
9. Return to SMS

*(SELECTED RESPONDENT)
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.

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. Language difficulty (GO TO LOTE)
5. HH LOTE – Language not identified (make appointment) (RECORD ON SMS)
6. Queried about how telephone number was obtained (DISPLAY ATELQ)
7. No one in household over 18 (TERM1)
8. Wants a copy of the letter (ALET)

*(LOTES)
LOTE RECORD LANGUAGE

1. Cantonese
2. Mandarin
3. Vietnamese
4. Italian
5. Greek
6. Arabic
7. Lebanese
8. Turkish
9. Samoan
10. Karen
11. Other (Specify)

*(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.”
*PROGRAMMER NOTE: SET AS APPOINTMENT FOR TIME OF CALL PLUS 5 DAYS PLUS 1 HOUR

*(ANSWERING MACHINE SCRIPT)
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.”
*PROGRAMMER NOTE: SET AS APPOINTMENT FOR TIME OF CALL PLUS 6 DAYS PLUS 1 HOUR

*(QUERIED HOW TELEPHONE NUMBER WAS OBTAINED)
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.

*(WANTS TO RECEIVE A COPY OF THE LETTER)
ALET RECORD ADDRESS DETAILS TO SEND COPY OF LETTER
(RECORD NAME AND VERIFY ADDRESS DETAILS FROM SAMPLE / COLLECT ADDRESS DETAILS)

*PROGRAMMER NOTE RE ALET: WILL NEED TO BE ABLE TO TRACK INTERVIEWS RESULTING FROM SENDING A COPY OF THE LETTER]

*(ALL)
S3 This call may be monitored for training and quality purposes. Is that OK?
1 Monitor
2 Do not monitor

*PROGRAMMER NOTE: PLEASE SHOW THE OUTCOME OF THIS ON SCREEN

COB For this survey we are we’ve been speaking to both Australian born and overseas born people. May I please ask which country you were born in?
1 Australia
2 Overseas
3 (Refused)

*PROGRAMMER NOTE: MAKE THIS QUESTION AS “DUMMYASK”. MAY HAVE TO ASK THIS DOWN THE TRACK IN THE FIELDWORK
MODULE A: ECONOMIC

*PROGRAMMER NOTE: RECORD ORDER OF MENTIONS.

*(ALL)

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, over-crowding /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?)

(STATEMENTS)

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)

A5. 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)
 MODULE B: POLITICAL

*(ALL)*

B4. 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

*(ALL)*

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)
*(ALL)*
B7    Now some questions on how you keep up with the news. How often do you … ?

(STATEMENTS)
  a. Read Australian newspapers in print or on the internet?
  b. Watch Australian news or current affairs programs on television?
  c. Listen to Australian news or talk-back programs on the radio?
  d. And how often do you read or view overseas news sources on the internet?

(PROBE AFTER EACH STATEMENT: Would that be … (READ OUT))

(RESPONSE FRAME)
  1    Every day
  2    Several times a week
  3    Several times a month
  4    Several times a year
  5    Never
  6    (Don’t know – Do not read out)
  7    (Refused – Do not read out)
**MODULE C: SOCIO-CULTURAL**

*(ALL)*

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)

*(ALL)*

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)

*(ALL)*

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)*

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) Ethnic minorities in Australia SHOULD be given Australian government assistance to maintain their customs and traditions
c) 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)
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 (that is, approximately 1,250 respondents per country)

*(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

SET B
4. ITALY
6. GERMANY

SET C
7. CHINA
9. INDIA

SET D
10. LEBANON
12. IRAQ

SET E
15. ETHIOPIA
16. PACIFIC ISLANDS (such as Fiji or Samoa)

(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)*

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

[1st] Is your personal attitude positive, negative or neutral towards [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 E1)
3. (Refused) (GO TO E1)

MODULE E: REFLECTIVE

*(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)
ROTATE ORDER

E1new I’m going to read out a list of Australian institutions and organisations. For each one please tell me how much confidence or trust you have in them in Australia.

(STATEMENTS)
a. TV news
b. Trade unions
c. The police
d. The legal system
e. Public schools
f. Federal Parliament
g. Political parties
h. Hospitals
i. Employers

(PROMPT AFTER EACH STATEMENT: Do you have … (READ OUT RESPONSE FRAME CATEGORIES))

(RESPONSE FRAME)

1  A lot of trust
2  Some trust
3  A little trust
4  No trust
5  (Don’t know – Do not read out)
6  (Refused – Do not read out)

*(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  (Don’t think will be living in Australia) (GO TO F1)
8  (Cannot predict / Don’t know)

*(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)

(STATMENTS)

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)

*(ALL)
B1 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)*
B2new 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)
MODULE G: Multiculturalism

Next I'm going to read out several pairs of statements about the policy of multiculturalism in Australia. First of all tell me which statement from each pair you agree with, and then please tell me whether you agree with it strongly or not.

To begin with, which of these two statements about multiculturalism do you agree with most? [INTERVIEWER NOTE: Read out the letters “a” and “b” as well as the statements]

G1.1
a) Multiculturalism ENCOURAGES immigrants to become part of Australian society OR
b) Multiculturalism DISCOURAGES immigrants from becoming part of Australian society.

1 (a) Multiculturalism encourages immigrants
2 (b) Multiculturalism discourages immigrants
3 (Unsure/Don’t know) Go To G2.1
4 (Refused) Go To G2.1

G1.2 And do you strongly agree with that statement or do you just agree with it?
[PROGRAMMER: Display selected statement from G1.1 HERE]

1 Strongly agree
2 Agree
3 (Unsure/Don’t know)
4 (Refused)

G2.1 The next pair of statements is …
a) Multiculturalism gives immigrants THE SAME opportunities as the Australian born OR
b) Multiculturalism gives immigrants MORE opportunities than the Australian born.
Which statement do you agree with most?

1 (a) Multiculturalism gives the same opportunities
2 (b) Multiculturalism gives more opportunities
3 (Unsure/Don’t know) Go To G3.1
4 (Refused) Go To G3.1

G2.2 And do you strongly agree with that statement or do you just agree with it?
[PROGRAMMER: Display selected statement from G2.1 HERE]

1 Strongly agree
2 Agree
3 (Unsure/Don’t know)
4 (Refused)
G3.1 The next pair of statements is …
a) Multiculturalism REDUCES the problems immigrants face in Australia OR
b) Multiculturalism INCREASES the problems immigrants face in Australia.
Which statement do you agree with most?

1 (a) Multiculturalism reduces problems
2 (b) Multiculturalism increases problems
3 (Unsure/Don’t know) Go To G4.1
4 (Refused) Go To G4.1

G3.2 And do you strongly agree with that statement or do you just agree with it?
PROGRAMMER: Display selected statement from G3.1 HERE

1 Strongly agree
2 Agree
3 (Unsure/Don’t know)
4 (Refused)

G4.1 The next pair of statements is …
a) Multiculturalism BENEFITS the economic development of Australia OR
b) Multiculturalism DOES NOT BENEFIT the economic development of Australia.
Which statement do you agree with most?

1 (a) Multiculturalism benefits economic development
2 (b) Multiculturalism does not benefit economic development
3 (Unsure/Don’t know) Go To G5.1
4 (Refused) Go To G5.1

G4.2 And do you strongly agree with that statement or do you just agree with it?
PROGRAMMER: Display selected statement from G4.1 HERE

1 Strongly agree
2 Agree
3 (Unsure/Don’t know)
4 (Refused)

G5.1 The next pair of statements is …
a) Multiculturalism STRENGTHENS the Australian way of life OR
b) Multiculturalism WEAKENS the Australian way of life.
Which statement do you agree with most?

1 (a) Multiculturalism strengthens Australian way of life
2 (b) Multiculturalism weakens Australian way of life
3 (Unsure/Don’t know) Go To Demographics
4 (Refused) Go To Demographics
G5.2 And do you strongly agree with that statement or do you just agree with it?

[PROGRAMMER: Display selected statement from G5.1 HERE]

1  Strongly agree
2  Agree
3  (Unsure/Don’t know)
4  (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)

DEM15 In which countries were you and your family members born?

ONLY DISPLAY CODE 32 FOR STATEMENTS B, C AND D
ONLY DISPLAY CODE 33 FOR STATEMENTS B, C AND D

(STATEMENTS)

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.
*(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)

*(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)

*(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

*(ALL)
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)

*(ALL)
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)
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: (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

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.

*(NOT GIVEN LOCATION)*

TERM2. In order to proceed we need to ensure we collect this information. Thanks for your time.

*(NEIGHBOURING LOCATIONS – POSSIBLE CALL BACK)*

TERM3. Thankyou for your time.

*(OUT OF SCOPE LOCATION – NO CALL BACK)*

TERM4. Thank you for you time but for the moment this survey is being carried out with residents of different locations. Apologies for the inconvenience.
ALLTERM
1. INTRO=5 (HH Refusal)
2. DK Location (SC1=3)
3. REF Location (SC1=4)
4. HH Refusal (SC1=5)
5. No one in HH 18 plus (SC1=11)
6. HH refusal (S1=3)
7. No one in HH 18 plus (S1=9)
8. Respondent refusal (S2=3)
9. No one in HH 18 plus (S2=9)
10. Neighbouring locations - possible call back (SC2=1 or 2)
11. Out of scope location - no call back (TERM4)
12. All others
Appendix 4: Interviewer Briefing Notes
Social Cohesion Survey 2013
(Local Level)
BRIEFING NOTES

A Research Project for:
Scanlon Foundation &
Monash University
Agenda

- Project background
- Understand target local areas
- Detailed questionnaire run-through
- Practice interviewing
- Interviewing
- End of shift review
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.


Many of the questions are retained from previous waves. A new section of Multiculturalism has been added in 2013 survey.
About Scanlon Foundation

- The Scanlon Foundation was established in 2001

- Their mission is to support ‘the advance of Australia as a welcoming, prosperous and cohesive nation’

- 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
Project overview

- In 2013, we are conducting two surveys: National and Local survey. The local survey was in different locations to the current survey.

- 15 pilot test interviews – Local Survey (07 Jun – 08 Jun)
  - Primarily to check quota, sample management and interview length
  - Feedback on new questions

- Main surveys - Number of Interviews required:
  - National survey (early July): 1,200 interviews across Australia
  - Local survey: 2,500 interviews from 5 local areas
Survey overview

- 15 minute average expected interview length with adults (next birthday selection)

- Covers varying topics from immigration to politics with a particular focus on multiculturalism

- Expect to get polar opposite views from respondents from different locations

- Expect responses that may come across as offensive or not of your view. Critical to remain neutral and be prepared

- Gentle call control important for ‘run away’ respondents especially when topics may be sensitive and very close to heart for some respondents
Survey overview (Contd.)

- Respondents targets in very specific areas
- **Critical to collect postcodes / suburbs correctly** (clarify where required)
- Practice the lookup list for easy navigation while administering the survey
- Understand the locations – helps in personalizing the survey (this will be covered shortly)
- Key areas for local level surveys are (500 surveys in each):
  - Mirrabooka & surrounds (WA)
  - Murray Bridge (SA)
  - Shepparton (VIC)
  - Logan Central & surrounds (QLD)
  - Tablelands areas (QLD)
Survey overview (Contd.)

- Primary approach letter will be sent to respondents for the main survey where we have an address
- Important to collect LOTEs accurately as it will determine our LOTE call back load
- Numbers have been sourced from all possible phone numbers for a particular area
- 15 call protocol
- Answering machine messages 1 & 2
Survey procedures (Contd.)

- 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

- Important to maintain full call regime for localities in western states

- Appointments can be made for any time the call centre is operational
Non-English speaking respondents

- Some localities are expected to have higher LOTEs than others

- Critical to collect languages accurately (as best as possible)

- Depending on the LOTE ‘demand’ languages will be followed up
Survey administration

- Refusals recorded “internally” (not at SMS screen)
- Differentiate between “hard” and “soft” refusals
- As mentioned earlier, important to collect location information accurately. Clarify as required
- Expected to get a minimum of 50% response rate to important to work on refusal aversion strategies
Privacy and confidentiality

- Our contract with the Monash University explicitly prohibits us from passing on information to a third party
- Details kept strictly confidential and used for research purposes only
- Data analyzed 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 Behavior
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
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 2012 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).

<table>
<thead>
<tr>
<th>If you would like to contact the researchers about any other aspect of this study, please contact the Chief Investigator:</th>
<th>If you have a complaint concerning the manner in which this research project (CF07/1240) is being conducted, please contact:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professor Andrew Markus, School of International, Historical and Philosophical Studies, Faculty of Arts, Monash University, Clayton, Victoria 3800 Tel: 03 9903 5009 Email: <a href="mailto:andrew.markus@monash.edu">andrew.markus@monash.edu</a></td>
<td>Human Ethics Officer, Monash Research Office, Building 3E, Room 111, Monash University, Clayton VIC 3800 Tel: 03 9905 5490 Email: <a href="mailto:muhrec@monash.edu">muhrec@monash.edu</a></td>
</tr>
</tbody>
</table>

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
I call myself Andrew Markus, and I am a professor at the Department of History at the Monash University. I am writing this letter to request your support for an important research project conducted by Monash University. This research project is a study of various social issues in Australia.

Monash University has authorized the Social Research Centre to conduct telephone interviews needed for this research project. Your family has been randomly selected to participate in this study, along with many other families across Australia. All information provided will be treated with complete confidentiality by the Social Research Centre. Monash University will not receive any information that could link you or your family to the study.

This questionnaire will take approximately 17 minutes to complete, and your participation is entirely voluntary. You are free to leave the survey at any time. Your responses will remain completely anonymous.

Thank you in advance for your cooperation in this important survey. Your opinions are valued and important.