



THE SOCIAL
RESEARCH CENTRE

SOCIAL COHESION SURVEY, 2010

JULY 2010

METHODOLOGICAL REPORT

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Contents

1	INTRODUCTION	1
1.1	Overview	1
1.2	Project background.....	1
1.3	Survey overview	2
2.	SAMPLE DESIGN & SURVEY PROCEDURES	3
2.1	Sample design	3
2.2	Sample generation.....	3
2.3	Primary Approach Letter.....	4
2.4	Scope status and respondent selection.....	5
2.5	Call procedures.....	5
2.6	Procedures for interviewing in languages other than English	5
2.7	Leaving messages on answering machines.....	6
2.8	1800 number operation.....	6
2.9	Sundry response maximisation procedures	6
3.	QUESTIONNAIRE DESIGN	7
3.1	Questionnaire overview	7
3.2	Questionnaire pilot testing	7
4.	DATA COLLECTION & QUALITY CONTROL	8
4.1	Ethical consideration.....	8
4.2	Field team briefing	8
4.3	Fieldwork quality control procedures	9
5.	CALL RESULTS & ANALYSIS OF RESPONSE.....	10
5.1	Call results	10
5.2	Response rate.....	12
5.3	Review of call cycle	12
5.4	Achieved sample profile.....	14
5.5	Reason for refusal	15
6.	DATA OUTPUTS & REPORTING.....	16
6.1	Treatment of responses to open ended / other specify questions.....	16
6.2	Weighting	16
6.3	Data file provision	16
	APPENDIX 1: WEIGHTING MATRICES	17
	APPENDIX 2: 2010 QUESTIONNAIRE REVISIONS PRIOR TO PILOT TESTING AND CHANGES SINCE 2007	18
	APPENDIX 3: ISSUES RAISED IN PILOT TESTING	19
	APPENDIX 4: FINAL QUESTIONNAIRE	20
	APPENDIX 5: INTERVIEWER BRIEFING NOTES	21
	APPENDIX 6: PRIMARY APPROACH LETTER	22

LIST OF TABLES

Table 1: Survey overview2
Table 2: Survey sample – address match rates4
Table 3: All call attempts10
Table 4: Final call results11
Table 5: Response rates12
Table 6: Analysis of response by call attempt13
Table 7: Sample profile14
Table 8: Reason for refusal – All calls15

1 Introduction

1.1 Overview

This report summarises the methodological aspects of the third 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. The 2010 Social Cohesion Survey builds on the success of both the inaugural 2007 and of the 2009 survey.

This report provides:

- a detailed record of survey procedures;
- commentary and analysis on the efficacy of the survey procedures; and
- aims to consolidate assorted project information.

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 Social Cohesion Survey forms part of the Scanlon Foundation Social Cohesion Research Program (SCRCP). The SCRCP commenced in 2007 with a six project program under the direction of the Monash Institute for the Study of Global Movements (MISGM) and the Australian Multicultural Foundation (AMF). The initial six project program, funded by the Scanlon Foundation, was completed in 2007. A key aspect of the SCRCP was the conduct of a landmark Australian Social Cohesion Survey in 2007.

The aims of the 2010 survey were to:

- look at current attitudes towards social cohesion, and
- assess changes over time by comparing results obtained in 2010 to those obtained in both 2009 and in 2007.

1.3 Survey overview

As with the previous surveys, the in-scope population for the Social Cohesion Survey 2010 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 2010 survey followed the model introduced in 2007, that is a national survey of 2,000 adults (aged 18 years and over), stratified by state/territory and capital city / non-capital city. Local level surveys were not completed in this survey, unlike the 2009 survey.

Due to advances in sampling technology, the sampling frame for 2010 was slightly different from the previous surveys. In 2010, sample was obtained from the company Sampleworx. This company has the technology to generate and test all possible numbers within an exchange block. The number is confirmed to be either working or not working by sending a signal to the exchange rather than to the number itself (see section 2.2 for further discussion). This method of sampling ensures that the number of unproductive numbers in the sample are greatly reduced, thus providing efficiency in the use of the sample overall.

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

Respondents were selected using the “next birthday” method and a range of strategies were adopted to maximise response, including repeated call backs to establish contact, the 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 interview length is longer than the previous studies as the 2010 survey included more questions. It should also be noted that, towards the end of the 2010 fieldwork period, a change of Prime Minister occurred – on the 24th June Julia Gillard replaced Kevin Rudd as Prime Minister.

Table 1: Survey overview

	2007	2009	2010
Interviews completed.....	2,012	2,019	2,021
Response rate	44%	51%	51%
Start date	21 st June	22 nd June	1 st June
Finish date	1 August	31 st July	28 th June
Average interview length*.....	15.3 mins	16.0	19.6 mins

2. Sample Design & Survey Procedures

2.1 Sample design

The 2010 Survey was a repeat of the 2007 National Benchmarking Survey and used a random sampling methodology stratified by geographic location. The sample was stratified by state / territory, with a minimum quota of 200 interviews per state / territory to be achieved (i.e. a sub-total of 1,600 interviews). The remaining 400 interviews were allocated across the five most populous states (NSW, Vic, Qld, WA and SA) on a probability proportional to size basis. The interviews in each state were allocated to Capital City / Rest of State in proportion to the 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.

2.2 Sample generation

The sample for the survey was generated using the company Sampleworx and their generation of random digit dialling (RDD).

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 apriori 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.

A total of 10,643 records were randomly selected from Sampleworx. These numbers were matched against current address information held by commercial list providers.

Table 2 (column C) shows the Sampleworx address match rate was 55% and Column E shows that an up-to-date address listing could be obtained for 43% of the numbers generated. These are the records (n=4,539) which were sent a primary approach letter. This equates to 38% more letters sent using Sampleworx sample than in 2009 when we used the traditional “list based” RDD method.

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).

Table 2: Survey sample – address match rates

	A	B	C	D	E	F
Location	Total Selections	DTMS Matched Selections	DTMS Match Rate (B/A)	Confirmed address selections (letter sample)	Confirmed address rate (D/A)	Total unmatched (no letter) selections
NSW.....	2,077	1,317	63%	1,037	50%	1,096
Vic.....	21,565	945	60%	718	46%	854
Qld.....	1,598	841	53%	626	39%	951
SA.....	971	596	61%	505	52%	471
WA.....	1,160	623	54%	470	41%	709
Tas.....	887	552	62%	475	54%	406
NT.....	1,533	498	32%	358	23%	1,147
ACT.....	853	451	53%	355	41%	470
Total.....	10,643	4,910	55%	4,539	43%	6,104

2.3 Primary Approach Letter

The approach letter, on Monash University letterhead, addressed to “The Householder”, was the same version used in the 2009 and the 2007 surveys, and was sent to all records for whom an up-to-date address could be sourced (see Appendix 6). The main body of letter was in English, with translated summaries on the reverse side (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 telephone numbers, email addresses and website details to sample members to assist with query resolution.

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 the household in 5 days. In total, 18 approach letters were e-mailed as a result of this process.

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 2010 Survey was the non-institutionalised population of Australia aged 18 years or over. 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,
- Non-English speaking persons outside of the six target 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. 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 upon making contact, up to a further nine attempts were made to achieve an interview with the selected respondent.

This call regime was adopted to help 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.

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

Non-English language interviewing was limited to 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 those for follow up, initially these records were 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 may 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 questionnaires (one for each target language) with key words and concepts translated. Bi-lingual interviewers 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 36 interviews were conducted in one of these six languages, a similar proportion as collected in the national survey in 2009 (27 LOTE interviews).

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 4 for the full message script.

The CATI system automatically scheduled a call back in six days 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;
- Hosting a web-page containing responses to frequently asked questions on the Study for Global Movements (Monash University) website; 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 2010 survey largely reflected the content of the 2009 survey with deletions and additions summarised in Appendix 2. The main change to the 2010 questionnaire was the inclusion of Module G which focussed on future population growth in Australia.

3.2 Questionnaire pilot testing

A pilot test comprising 30 interviews was undertaken. A multi-stage approach to pilot testing was adopted with 15 interviews completed on 27th May followed by minor questionnaire revisions. A further 15 confirmatory interviews were conducted on 28th May.

Standard operational testing procedures were utilised to ensure the CATI script truly reflected the agreed “hard copy” questionnaire.

Sequencing, order, wording amendments and question deletions to the draft questionnaire were agreed throughout the pilot testing process. Please refer to Appendix 3 for a detailed list of issues raised during pilot testing. The final main study questionnaire is provided at Appendix 4.

Pilot test data was not included in the main data set.

4. Data Collection & Quality Control

4.1 Ethical consideration

The questionnaire and survey methodology were approved by the Monash University ethics board (project number 2007/0319).

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 ASMR0 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, and
- Practice interviewing.

The briefing sessions were delivered by the Social Research Centre project manager and supervisory staff. A total of 40 interviewers were briefed.

Consistent with the "specialist team" policy for the Social Cohesion survey, just under two thirds of the interviewing (62%) was completed by 14 members of the interviewing team. The briefing notes are provided at Appendix 5.

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 41,436 calls were placed to achieve 2,021 completed surveys. This equates to an interview every 20.5 calls and average of 4.5 calls per sample record.

The most commonly occurring call outcome was no answer (40.5%), and there were also a high number of soft appointments (19.7%) which were made but unable to be resolved before the end of fieldwork.

Table 3: All call attempts

	n	%
Total Calls	41,436	100.0%
Interviews	2,021	4.9%
No answer	16,800	40.5%
Appointments	8,156	19.7%
Answering machine	5,786	14.0%
Engaged	3,937	9.5%
Household refusal	1,645	3.9%
Not a residential number	829	2.0%
Telstra message, number disconnected	707	1.7%
Fax/Modem.....	662	1.6%
Respondent refusal	250	0.6%
Out of scope*	207	0.5%
Selected respondent away for duration	140	0.3%
LOTE – No language follow up.....	137	0.3%
Out of scope (No one in HH aged 18+)	67	0.2%
Refused, type not identified	49	0.1%
Named person not known or wrong number	31	0.1%
Claims to have done survey	12	<0.1%
Total numbers initiated	41,436	
Average calls per interview.....	20.5	
Average calls per sample record	4.5	

* Consists mainly of ill health / disability / unable to do survey

Table 4 shows the final call results for the survey. As can be seen, an interview was achieved at just over a fifth (21.8%) of number to which calls were initiated. Just less than a quarter of the numbers (23.9%) were unusable. Just over a quarter (27.2%) were unresolved at the end of the call cycle (non-contacts or unresolved appointments) and 6.0% were identified as out of scope. Refusals were encountered at a fifth (20.9%) of the numbers to which calls were initiated.

Table 4: Final call results

	n	%	
Total numbers initiated	9,289	100%	
Unusable numbers			
Telstra message, number disconnected.....	707	7.6%	
Named person not known or wrong number.....	31	0.3%	
Fax/Modem.....	662	7.1%	
Not a residential number.....	830	8.9%	
<i>Subtotal unusable number.....</i>	<i>2,230</i>	<i>23.9%</i>	
No contact / unresolved in survey period			
Engaged.....	211	2.2%	
Answering machine.....	443	4.8%	
No answer.....	1,046	11.2%	
Appointments.....	835	9.0%	
<i>Subtotal no contact / unresolved.....</i>	<i>2,535</i>	<i>27.2%</i>	
Out of scope			
Claims to have done survey.....	12	0.1%	
Selected respondent away for duration.....	137	1.5%	
LOTE – No language follow up.....	137	1.5%	
Out of scope*.....	246	2.6%	
Out of scope (No one in HH aged 18+).....	26	0.3%	
<i>Subtotal out of scope.....</i>	<i>558</i>	<i>6.0%</i>	
Contacts	n	%	% all in scope contacts
Interviews.....	2,021	21.8%	51.0%
Household refusal.....	1,646	17.7%	41.5%
Respondent refusal.....	250	2.7%	6.3%
Refused, type not identified.....	49	0.5%	1.2%
<i>Subtotal in-scope contacts.....</i>	<i>3,966</i>	<i>42.7%</i>	100%

* Consists mainly of ill health / disability / unable to do survey

5.2 Response rate

For the purposes of this report, and to enable comparisons with 2007 and 2009, 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 2010 survey was 51%, a direct comparison with the 2009 national survey and a substantial improvement on the 2007 survey response rate of 44%.

The highest response rates were achieved in Western Australia (69%) and the ACT (62%) followed by Tasmania (55%).

Table 5: Response rates

	Base	Unusable	No contact / Unresolved	Out of Scope	In scope	Interviews	Response rate
	(n)						
	9,289	24%	27%	6%	43%	22%	51%
Region*							
Metro.....	6,054	21%	28%	6%	44%	23%	51%
Non-Metro.....	3,076	28%	26%	5%	42%	26%	50%
Location							
NSW.....	1,849	23%	28%	8%	43%	19%	46%
Vic.....	1,327	19%	26%	5%	49%	24%	48%
Qld.....	1,444	26%	26%	3%	45%	21%	46%
SA.....	752	18%	22%	5%	54%	27%	49%
WA.....	1,032	25%	25%	15%	35%	24%	69%
ACT.....	755	23%	30%	4%	43%	26%	62%
Tas.....	758	22%	27%	3%	48%	27%	55%
NT.....	1,372	33%	32%	4%	30%	26%	48%

*Note 159 cases were not given a postcode and so were not included in this analysis

5.3 Review of call cycle

As was the case in the previous surveys (2007 and 2009) an extended call cycle (i.e. 15 calls) was used for the Social Cohesion Survey in order to ensure as representative a sample as possible was achieved.

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 12% of interviews were achieved on the seventh or more interview attempt. Importantly, the extended call cycle also improved the representation of persons aged 18 to 34 years and those in employment. A similar pattern was apparent in both 2007 and 2009.

Table 6: Analysis of response by call attempt

Call attempt on which interview was achieved	Base	1-6	7 or more
TOTAL	2,021	88%	12%
Age group			
18-24 years	105	81%	19%
25-34 years	184	79%	21%
35-44 years	381	85%	14%
45-54 years	450	89%	11%
55-64 years	404	88%	11%
65 years or more	497	93%	7%
Gender			
Male	876	87%	13%
Female	1,145	89%	11%
Location*			
State capital	1,371	88%	12%
Rest of state	641	89%	11%
Employment status			
Employed	1,172	85%	15%
Not currently employed	849	93%	7%

*Note 9 cases were not given a postcode and so were not included in this analysis

5.4 Achieved sample profile

Table 7 compares the achieved sample profile (using unweighted data) with that of the general population (based on 2006 Census data). It can be seen there is a skew towards older people. There is also a skew towards females and tertiary educated respondents. These results are consistent with other like 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

	Achieved sample profile (Unweighted)	Australian population¹
Total (n)	2,021	15,051,981
Age group		
18-24 years	5%	12%
25-34 years	9%	18%
35-44 years	19%	20%
45-54 years	22%	18%
55-64 years	20%	15%
65 years or more.....	25%	18%
Gender		
Male	57%	49%
Female	43%	51%
Employment status		
Employed	58%	62%
Educational Attainment		
Year 10 or below	21%	34%
Year 12 or equivalent.....	23%	20%
Trade or technical	24%	24%
University (Bachelor or Post graduate degree).....	31%	21%
Australian / Overseas born		
Australian born	73%	71%
Overseas born	27%	22%

¹ Age, gender and birth place figures taken from ABS 2006 Census data. Employment status taken from ABS July 2007 Labour Force publication and educational attainment taken from ABS Work May 2006 Education and Work. Please note that the latter two publications include Australians aged 15 years or more. Also note that the weighting for the 2010 survey used more up-to-date (2009) population statistics from the ABS rather than the 2006 Census data

5.5 Reason for refusal

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

As can be seen at Table 8, of those cases that had a reason for refusal recorded, the main reasons were; “too busy” (54%), “no comment / just hung up” (20%) and “not interested” (20%).

Table 8: Reason for refusal – All calls

	Total
Total (n)	1,056
Too busy	54%
Not interested	20%
No comment / just hung up	20%
Don't believe surveys are confidential / privacy concerns	1%
Never do surveys	1%
Silent number	1%
Get too many calls for surveys / telemarketing	1%
Too personal / intrusive	1%
Don't like subject matter	1%
Don't trust surveys / Government	<1%
15 minutes is too long	<1%

6. Data Outputs & Reporting

6.1 Treatment of responses to open ended / other specify questions

Code frames, with details of proposed extensions (for questions with “other specify” option) and back coding rules, were developed by the Social Research Centre. To enable comparison over time, coding rules and extensions were consistent with those developed for the 2009 and 2007 surveys.

6.2 Weighting

For the 2010 survey data a “rim weighting” approach was used to adjust for differential survey response rates across age, gender and educational attainment and, where necessary, to also adjust for disproportionate aspects of the sample design (e.g.: disproportionate geographic distribution). Where possible, proportions were taken from the 2009 ABS population statistics rather than the 2006 data used in the previous surveys.

“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 and the differences between 2010 and the previous surveys. Detailed explanatory notes on the weighting process were previously supplied to Monash University and the Scanlon Foundation in the 2009 technical report.

6.3 Data file provision

The Social Research Centre provided two clean SPSS data files – one for the 2010 data and one showing the data from all surveys (2207/2009/2010). The data files included several derived variables:

- ASGS – postcode data in concordance with the Australian Statistical Geography Standard published by the ABS
- SEIFA – postcode data in concordance with the index of relative socio-economic disadvantage, created from ABS census data.
- Diverse – A postcode index developed by the SRC to indicate the number of immigrants living in a particular area compared with other areas in Australia.

It should also be noted that State and postcode variables reflect responses provided during the interview and therefore 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

<u>Rim weighting targets using 2006 census</u>	<u>Rim weighting targets using 2009 ABS Population stats</u>	<u>Difference between 2006 and 2009</u>
Total aged 18 years and over 15,051,981	16,431,440	1,379,459
<u>State</u>		
NSW 4,971,005	5,342,400 32.5%	371,395
Vic 3,774,563	4,109,370 25.0%	334,807
Qld 2,920,046	3,268,820 19.9%	348,774
SA 1,170,169	1,231,916 7.5%	61,747
WA 1,471,816	1,674,559 10.2%	202,743
Tas 361,975	374,598 2.3%	12,623
NT 134,642	161,415 1.0%	26,773
Canberra 247,765	268,362 1.6%	20,597
15,051,981		100.0%
<u>Gender</u>		
Male 7,330,732	8,159,133 49.7%	828,401
Female 7,721,249	8,272,307 50.3%	551,058
15,051,981		100.0%
<u>age by educaton</u>		
Uni, 18-34 888,290	969,699 5.9%	
Not Uni, 18-34 3,649,170	3,983,603 24.2%	
Uni, 35-44 608,235	663,978 4.0%	
Not Uni, 35-44 2,322,953	2,535,843 15.4%	
Uni, 45-54 517,301	564,710 3.4%	
Not Uni, 45-54 2,239,225	2,444,442 14.9%	
Uni, 55+ 467,557	510,407 3.1%	
Not Uni, 55+ 4,359,250	4,758,759 29.0%	100.0%
15,051,981		
<u>Country of birth</u>		
Australia/Overseas ESB* 15,748,287	13,032,651 79.3%	
Overseas NESB 4,107,001	3,398,789 20.7%	100.0%
19,855,288		

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

NOTE ESB = English Speaking Born

Appendix 2: 2010 Questionnaire revisions prior to pilot testing and changes since 2007

Appendix 2: 2010 Questionnaire revisions prior to pilot testing and changes since 2007

2007 Question	2009 Question	2010 Question	Comments
		AN1. To start with, what do you think is the most important problem facing Australia today? And what do you think is the NEXT most important problem facing Australia?	Added at 2010
	A1a. Australia has an excellent government school system.		Excluded at 2010
		An6. Do you think the level of personal taxation in Australia is too high, about right or too low?	Added at 2010
B1. Do you currently undertake any voluntary work?	B1new. The next 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 organization 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?		Wording change 2009
B2. What sort of voluntary work are you doing?	B2new. How often do you participate in this sort of voluntary activity?		Wording change 2009
B3. How often do you participate in voluntary activities?			Deleted 2009
	B4_4. Please tell me which if any, of the following, you have done over the last three years or so. (Attended a political meeting)		Excluded at 2010
	B4_7. Please tell me which if any, of the following, you have done over the last three years or so. (Participated in strike action)		Excluded at 2010
	B4_8. Please tell me which if any, of the following, you have done over the last three years or so. (Some other form of political action)		Excluded at 2010

2007 Question	2009 Question	2010 Question	Comments
B5a. Do you participate in any political activities with a GROUP of people – for example, as a member of an interest group, a political party, a union, or something else?			Deleted 2009
B5c. How often do you participate in political activities as part of a group?			Deleted 2009
B5b. Does this group include people of a different national or ethnic background to you?			Deleted 2009
B6b. How often do you think the local council can be trusted to do what is right for the people in your area?			Moved to F8 2009
B7b. Please tell me to what extent, if at all, you think the following actions can be justified – Can claiming government benefits to which you are not entitled			Deleted 2009
B7c. Please tell me to what extent, if at all, you think the following actions can be justified – Can avoiding a fare on public transport			Deleted 2009
B7d. Please tell me to what extent, if at all, you think the following actions can be justified Can cheating on taxes if you have a chance			Deleted 2009
		Cn2 Would you say your feelings are positive, negative or neutral towards immigrants from [COUNTRY]	Added at 2010

2007 Question	2009 Question	2010 Question	Comments
C2c. Once settled in Australia, immigrants should not get involved in the politics of their former home country?			Deleted 2009
C5a. Apart from your immediate family, do you ever visit people of other nationalities or ethnic backgrounds?			Deleted 2009
C5b. (Apart from your immediate family), do you ever have people of other nationalities or ethnic backgrounds visit you?			Deleted 2009
C5c. (Apart from your immediate family), do you ever visit people of a different faith or religion?			Deleted 2009
C5d. (Apart from your immediate family), do you ever have people of a different faith or religion visit you?			Deleted 2009
		Cn3 Do you feel positive, negative or neutral about [type of migrant]	Added at 2010
		Cn4 What do you think is the main reason that asylum seekers try to reach Australia by boat?	Added at 2010
		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?	Added at 2010
		CN6 What do you think of how the government is handling the asylum seeker issue? Overall do you think they are doing a good job, an average job or a poor job?	Added at 2010

2007 Question	2009 Question	2010 Question	Comments
		CN7_1 Is your personal attitude positive, negative or neutral towards [religious group]	Added at 2010
		CN8 How important is it to you that the main religion in Australia continues to be Christianity? Would you say it is important or unimportant?	Added at 2010
	C10. Do you think the balance or mix of immigrants from different countries is about right?		Excluded at 2010
	C11. From which countries, if any, should there be more immigrants?		Excluded at 2010
	C12. From which countries, if any, should there be less immigrants?		Excluded at 2010
	D1. Have you ever experienced discrimination in Australia because of your national or ethnic background or your religion?		Excluded at 2010
	D3. Where did the discrimination occur?		Excluded at 2010
		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?	Added at 2010
	E5. Why do you say that?		Excluded at 2010
	F1. What proportion of all the people in your local area are of the same national or ethnic group as you?		New 2009
	F2a. Do you agree or disagree – People in your local area are willing to help their neighbours?		New 2009
	F2b. Do you agree or disagree – Your local area, that is within 15-20 minutes walking distance of where you live, is a place where people from different national or ethnic background get on well together?		New 2009

2007 Question	2009 Question	2010 Question	Comments
	F3. In general, what has been the impact of immigration on daily life in your local area?		New 2009
	F5. 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?		New 2009
	F6. Which of the following is closest to your view? It's better for a country if different racial or ethnic groups maintain their distinct customs and traditions OR it is better if these groups adapt and blend into the larger society		New 2009
	F7. Do you agree or disagree that you can influence local council decisions affecting your local area?		Excluded at 2010
	F8. How often do you think the local council can be trusted to do what is right for the people in your area?		Excluded at 2010
	F9A. How safe do you feel walking alone in your local area during the day?		Excluded at 2010
	F9b. What about during the night, how safe do you feel walking alone at night in your local area?		New 2009
	F10. Thinking about all types of crime in general, how worries are you about becoming a victim of crime in your local area?		New 2009
		Section G	Added at 2010
	DEM4. How many children, if any, do you have?		Excluded at 2010
DEM5. Do you have any children that live overseas?			Deleted 2009
DEM12. What area are your qualifications in?			Deleted 2009
	DEM13A. To what extent do you use the skills and knowledge gained from your qualifications in your current job?		Excluded at 2010

2007 Question	2009 Question	2010 Question	Comments
	DEM13b. Which of the following best describes your financial circumstances today?		New 2009
	DEM15X. Are you renting, paying off a mortgage, do you own your home outright or do you have some other arrangement?		Excluded at 2010
DEM17. Do you follow any religion or faith?	DEM17new. What is your religion, even if you are not currently practicing?		Wording change 2009
	DEM19. Is that (or most closely)		New 2009
	DEM20. How important is religion in your life today?		New 2009
	DEM21. In the past 12 months, how often did you participate in religious activities or attend religious services – with other people – other than for events such as weddings or funerals?		New 2009
	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?		New 2009

Appendix 3: Issues raised in pilot testing

Appendix 3: Issues raised in pilot testing

Question	Comments
B1new. The next questions are about unpaid voluntary work. By unpaid voluntary work 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.	Minor wording change to avoid repetition.
C11. From which countries, if any, should there be more immigrants?	Some respondents found these questions confronting and refused to pick exact countries. 'Don't know' was added to the frame, but not read out by interviewers.
C12. From which countries, if any, should there be less immigrants?	
D5. Have you experienced discrimination because of your skin colour, ethnic origin or religion over the last 12 months?	D5 was moved to after D1, as main interest was in discrimination that occurred within the 'last 12 months', not many years ago.
D2. Please tell me which of the following best describes how often this discrimination occurs	Minor wording revision to question stem. Additional code added to frame for 'daily basis / all the time' and codes removed for occurrences more than 12 months ago, to fit with revised section format
F1. What proportion of people in your local area are of the same national or ethnic group as you? Would you say...	Minor codeframe wording revision
F5. To the best of your knowledge, in the last 12 months would you say the level of immigration into Australia has been increased, decreased, or left unchanged?	Minor wording revision
F6. Some people say it is better for a country if different racial or ethnic groups maintain their distinct customs and traditions. Others say it is better if these groups adapt and blend into the larger society. Which of these views comes closest to your view?	Minor wording revision of question stem. Also, 'both' was added to the codeframe, but not read out by interviewers
F10. Thinking about all types of crime in general, how worries are you about becoming a victim of crime in your local area?	Minor codeframe revision
Demographic questions	Re-ordering of section to improve continuity and flow
DEM7. What is your first language?	Lebanese added to codeframe
DEM8. Please bear with me, we ask this of everyone how well do you SPEAK English?	Minor wording revision

Appendix 4: Final Questionnaire

Appendix 4: Main survey questionnaire

Social Cohesion Research Program

2010 SURVEY – Version 7.0 (Final v2)

Questionnaire Structure

Modules

Screening and Introduction

A: Economic

B: Voluntary work and political

C: Socio-Cultural

D: Discrimination

E: Reflective

F: Neighbourhood

G: Future Growth (NEW 2010)

Demographics

Call outcome codes (SMS screen) (no change from 2009)

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

INTRODUCTION

*(ALL)

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

We're conducting an important study on the attitudes of Australians. The results from the survey will be used to get 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 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

*(SELECTED RESPONDENT)

S2 REINTRODUCE AS NECESSARY

This interview should only take about 15 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: (2007/0319), ph: 03 9905 5490, Email:

muhrec@adm.monash.edu.au

Questions about the purpose of the research and why it is being conducted –
 Professor Andrew Markus, Tel: 03 9903 5009, Email:
Andrew.Markus@arts.monash.edu.au

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 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 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)

A TELQ 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)

A LET 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

MODULE A: ECONOMIC

*PROGRAMMER NOTE: RECORD ORDER OF MENTIONS.

*(ALL)

AN1 To start with, what do you think is the most important problem facing Australia today?
And what do you think is the NEXT most important problem facing Australia?

(DO NOT READ OUT; MAXIMUM OF TWO RESPONSES ONLY)

1. Too many Asylum Seekers/refugees / boat people (negative comment)
2. Poor treatment of Asylum Seekers/refugees / boat people (sympathetic comment)
3. Crime/ law and order
4. Economy
5. Education/ schools
6. Employment/ jobs/ unemployment
7. Environment/ climate change/ water shortages
8. Family/ child-care
9. Government/ quality of/ politicians
10. Health/ medical/ hospitals
11. Housing shortages/ affordability/ interest rates
12. Illegal immigrants
13. Immigration
14. Indigenous people (health, poverty, etc)
15. Population growth/ over-crowding/ ageing of the population
16. Poverty/ welfare issues
17. Public transport
18. Racism
19. Social Issues – other (drug use, family breakdown, lack of personal direction, etc)
20. Technology issues (overuse of computers, internet, computer privacy, etc)
21. Nothing
22. Other (do not specify)
23. Don't know
24. Refused

*(ALL)

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)

*(ALL)

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)

*(ALL)

AN6. Do you think the level of personal taxation in Australia is too high, about right or too low?

(PROBE: Is that much too high or too high / too low or much too low)

- 1 Much too high
- 2 Too high
- 3 About right
- 4 Too low
- 5 Much too low
- 6 (Don't Know)
- 7 (Refused)

MODULE B: POLITICAL

*(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)

- 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)

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

(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) and d) ALSO ROTATE SET A, B, C, D– THAT IS FOUR 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 four 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?)

(STATEMENTS)

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

(RESPONSE FRAME)

- 1 Very positive
- 2 Somewhat positive
- 3 Neutral
- 4 Somewhat negative
- 5 Very negative
- 6 (Don't know)
- 7 (Refused)

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

*(ALL)

CN3intro 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.

CN3 [1st: Do you feel positive, negative or neutral about] [STATEMENT] / [2nd-4th: And what about] [STATEMENT] coming to live in Australia as permanent or long-term residents?

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

(STATEMENTS)

- 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)

PROGRAMMER NOTE: NEED TO RECORD WHETHER MULTICODE SELECTED FROM CODES 1/2/3/7 (CN4 MULTI1) AND 4/5/6 (CN4 MULTI2) AT ANALYSIS STAGE

*(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 "A", "B", "C" AND "D", BEFORE ACCEPTING A RESPONSE)

- a. They should be allowed to apply for permanent residence
- b. They should be allowed to apply for temporary residence only
- c. They should be kept in detention until they can be sent back
- d. 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)

*(ALL)

CN6 What do you think of how the government is 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

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

*(ALL)

CN7intro Next I would like to ask you about your attitude towards different religious groups and non-believers.

CN7 [1st Is your *personal* attitude positive, negative or neutral towards] / [2nd-4th And what about] [STATEMENT]?

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

(STATEMENTS)

- a) Christians
- b) Buddhists
- c) Muslims
- d) Non believers or atheists

(RESPONSE FRAME)

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

*(ALL)

CN8 How important is it to you that the main religion in Australia continues to be Christianity?
Would you say it is important or unimportant?

(PROBE: Is that very important/ important or unimportant/ completely unimportant?)

1. Very important
2. Important
3. Neither important nor unimportant
4. Unimportant
5. Completely unimportant
6. (Don't know)

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) (D5=1)

D2. Please tell me which of the following best describes how often this discrimination occurred over the last 12 months. Would you say ...

(READ OUT)

- 1 Daily / all of the time
- 2 Once or twice a week
- 3 Once or twice a month, or
- 4 Once or twice a year
- 5 (Don't know)
- 6 (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)

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)

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)

*(LIVING IN AUSTRALIA IN THREE OR FOUR YEARS) (3E NOT 6)

E4. Compared with your life, do you think that the lives of today's children will be ...

(READ OUT)

- 1 Much better
- 2 A little better
- 3 The same as now
- 4 A little worse, or
- 5 Much worse
- 6 (Cannot predict / Don't know)
- 7 (Refused)

MODULE F: NEIGHBOURHOOD

Intro: And now thinking about your local neighbourhood.

*(ALL)

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? Would you say...

(READ OUT)

- 1 All the same
- 1 More than half
- 2 About a half
- 3 Less than half
- 4 Much less than half
- 5 (Don't know)
- 6 (Refused)

*(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?)

(READ OUT)

(STATEMENTS)

- a) People in your local area are willing to help their neighbours?
- b) Your local area (IF NECESSARY that is within 15 to 20 minutes walking distance of where you live) is a place where people from different national or ethnic backgrounds get on well together?

(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 neighbourhood to have any impact)
7. (Don't know)
8. (Refused)

*(ALL)

F3 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)

*(ALL)

F5 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)

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.

- 1 Better if different racial or ethnic groups maintain their distinct customs and traditions.
- 2 Better if these groups adapt and blend into the larger society.
- 3 (Agree with both)
- 4 (Don't know)
- 5 (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: FUTURE GROWTH

*(ALL)

G1 And now, thinking about the size of Australia's future population. Have you seen or heard anything in the media about the size of Australia's future population?

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

PROGRAMMER NOTE: ROTATE [STATEMENT] 50:50 GET TOO LARGE/ TOO SMALL

*(ALL)

G2 It has been predicted that Australia's population will reach 36 million by the year 2050? In your view, would an Australian population of 36 million by then be [too large, too small or about right]?

(PROBE: Is that much too large or too large/ too small or much too small?)

[Interviewer Note: If asked, the current Australian population is slightly over 22 million]

1. Much too large
2. Too large
3. About right
4. Too small
5. Much too small
6. (Don't know)
7. (Refused)

G3 and G4 probably to be asked of a sample subset – number of responses approximately 200 for each question

*PREG3 IF G2 = 1 OR 2 (POPULATION WOULD BE MUCH TOO LARGE OR TOO LARGE)
OTHERS GO TO PREG4

*(BELIEVES POPULATION WOULD BE TOO LARGE OR MUCH TOO LARGE)

G3 Why do you say that?

Economic/Cost of Resources

1. High cost of WATER
2. High cost of ENERGY (electricity, gas, oil/petrol)
3. Lower standard of living/ High cost of providing for larger population
4. Unemployment/Not enough jobs

Overcrowding/Lack of Infrastructure

5. Pressure on HOUSING (multi-storey apartments, etc)
6. Pressure on TRANSPORT SYSTEM (road, rail, public)
7. Pressure on HEALTH SYSTEM
8. Cities will be too big
9. Overcrowding/Lack of infrastructure (general)

Lack of Resources

10. Lack of WATER
11. Lack of FOOD
12. Lack of ENERGY RESOURCES (oil, gas, etc)
13. Lack of other resources (general)

Environmental Damage

14. Pollution/Waste disposal
15. Australia's environment cannot sustain/Environmental damage (general)
16. Loss of farming land/ no room for primary industries

Other

17. Other (specify ...)
18. (Don't know)
19. (Refused)

* PREG4 IF G2 = 3, 4 OR 5 (POPULATION IS ABOUT RIGHT, TOO SMALL OR MUCH TOO SMALL) OTHERS GO TO G5

*(BELIEVES POPULATION WOULD BE ABOUT RIGHT, TOO SMALL OR MUCH TOO SMALL)

G4 What advantages do you think there are if Australia has a population of about 36 million?

1. More economic growth/stronger economy
2. More employment opportunities
3. More support for the housing industry/house prices
4. More people/bigger workforce/more taxes to support ageing population
5. Easier to defend Australia/Make Australia more secure
6. Greater cultural diversity
7. Gives Australia more say/higher profile in world affairs
8. Other (specify...)
9. None
10. (Don't know)
11. (Refused)

*(ALL)

G5 How would you rate the record of the current federal government in providing the roads, railways, and housing needed for future population growth? Is it...

(READ OUT)

1. Very good
2. Good
3. Neither good nor poor
4. Poor
5. Very poor
6. Don't know
7. Refused

*(ALL)

G6 Thinking about public transport, is over-crowding on public transport a problem for you?

(PROBE IF "YES": Is that very serious, somewhat serious or only a slight problem?)

1. Very serious problem
2. Somewhat serious problem
3. Slight problem only
4. No, not a problem
5. (Do not use public transport)
6. (Don't know)
7. (Refused)

*(ALL)

G7 And what about today's road conditions. Is traffic congestion on the roads a problem for you?

(PROBE IF "YES": Is that very serious, somewhat serious or only a slight problem?)

1. Very serious problem
2. Somewhat serious problem
3. Slight problem only
4. No, not a problem
5. (Do not use the roads/Don't drive)
6. (Don't know)
7. (Refused)

*(ALL)

G9 And are you concerned about climate change and the environment?

(PROBE IF "YES": Is that very, fairly or only slightly concerned?)

1. Very concerned
2. Fairly concerned
3. Slightly concerned
4. No, not concerned
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)

*(ALL)

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

(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 | 19 Netherlands (Holland) |
| 2 Canada | 20 New Zealand |
| 3 China (excluding Taiwan) | 21 Philippines |
| 4 Croatia | 22 Poland |
| 5 Egypt | 23 Serbia / Montenegro |
| 6 Fiji | 24 Singapore |
| 7 Germany | 25 South Africa |
| 8 Greece | 26 Sri Lanka |
| 9 Hong Kong | 27 Sudan |
| 10 Hungary | 28 United Kingdom (England, Scotland, Wales, Nth Ireland) |
| 11 India | 29 USA |
| 12 Indonesia | 30 Vietnam |
| 13 Ireland | 31 Other (please specify) |
| 14 Italy | 32 (Not applicable) |
| 15 Lebanon | 33 (Don't know) |
| 16 Macedonia | 34 (Refused) |
| 17 Malaysia | |
| 18 Malta | |

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?

- 1 Response given (SPECIFY ____) (ALLOWABLE RANGE 2010 LESS AGE OF RESPONDENT)
- 2 (Don't know)
- 3 (Refused)

*(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) |

*(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 PREDEM13a

*(EMPLOYED IF DEM11=1)

DEM13 What is your current occupation?

(PROBE: Main duties and job title)

- 1 Managers
- 2 Professionals
- 3 Technicians and trades workers
- 4 Community and personal service workers
- 5 Clerical and administrative workers
- 6 Sales workers
- 7 Machinery operators and drivers
- 8 Labourers
- 9 Other (specify) (Probe for job title and main duties)
- 10 (Don't know)
- 11 (Refused)

*(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)

DEM18 And finally, can I have your postcode please?

- 9 Response given (SPECIFY____) (Allowable range: 800 - 9729)
- 10 (Don't know)
- 11 (Refused)

*(ALL)

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

*(ALL)

END If you have any queries or concerns about the survey, I have a number I can give you if you like.....

Questions about who is conducting the study and how your telephone number was obtained
- The Social Research Centre, ph: 1800 023 040

Concerns or complaints about how the study is being conducted – Monash University ethics
Project Number: (2007/0319), ph: 03 9905 5490, Email: muhrec@adm.monash.edu.au

Questions about the purpose of the research and why it is being conducted – Professor
Andrew Markus, Tel: 03 9903 5009, Email: andrew.markus@arts.monash.edu.au

*(INTERVIEWER TO ENTER ONCE INTERVIEW IS COMPLETE)

INT1 Record language

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

*(INTERVIEWER TO ENTER ONCE INTERVIEW IS COMPLETE)

INT2 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 10 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

S4=4 Household refused (refused at intro)

s1=3 Household refusal

s1=8 No one in household over 18 (TERM1)

s2a=3 Respondent Refusal

Appendix 5: Interviewer Briefing Notes

SOCIAL COHESION SURVEY MAIN STUDY BRIEFING NOTES

(PR0653, June 2010)

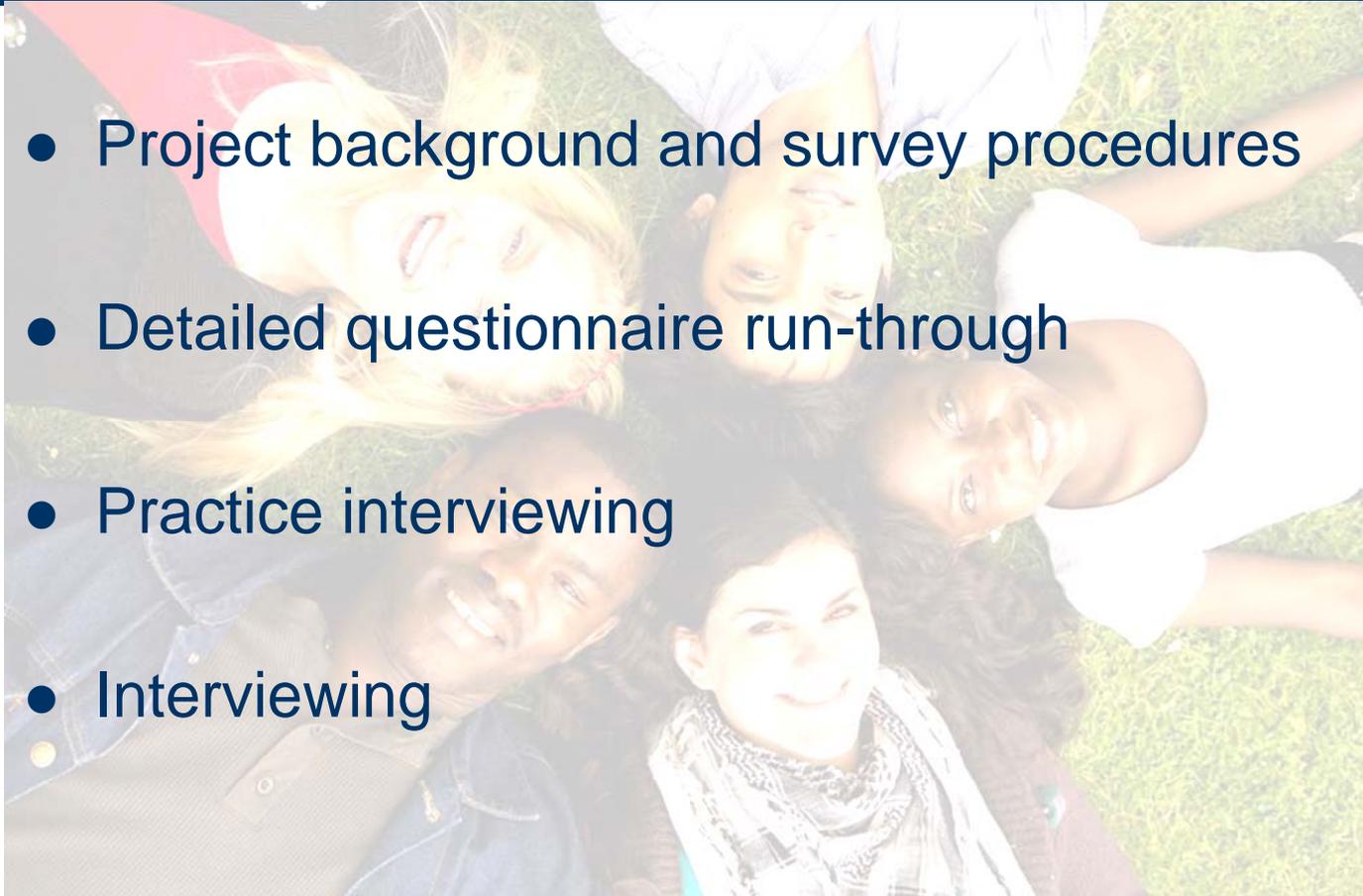
Prepared for:



THE SOCIAL
RESEARCH CENTRE

Agenda

- Project background and survey procedures
- Detailed questionnaire run-through
- Practice interviewing
- Interviewing



Project context

- The project is being undertaken by the Scanlon Foundation, 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
 - The National Benchmark Study was conducted by SRC in 2007 (and again in 2009)
 - 80% of questions retained from 2009/ 2007 survey, with one new 'section'
- Pilot run successfully – everything is working well

About the 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 grants for further research into these two areas

The Scanlon Foundation

- The Scanlon Foundation believes that the future prosperity of Australia, underpinned by continued population growth, will depend on our ability to maintain social cohesion in a society with even more cultural diversity than we have successfully accommodated historically.
- The Foundation, in seeking to create awareness and knowledge based discussion about Australia's population growth and its relationship to social cohesion, has provided substantial funding grants in research

Overview of questionnaire topic

- Screening and Introduction
- A: Economic
- B: Voluntary Work & Political
- C: Socio-Cultural
- D: Discrimination
- E: Reflective (reflection of current life in Australia)
- F: Neighbourhood
- G: Future Growth – **NEW SECTION**
- Demographics

Survey overview

- Main study = 2, 000 interviews across Australia (from 1st June)
 - Main general community survey
 - 18 years +
 - Next birthday method of selection
- 20 minute interview length

Pilot test objectives

- Estimate the length of the survey
- Test CATI functionality
 - Sample / quota management
- Get a feel for how the questionnaire performs
 - flow / wording

Pilot test procedures

- Will be run in concordance with 2009 survey
 - Important to maintain continuity of how questionnaire is administered
- No LOTES in pilot test
- RDD sample (from Sampleworx)
 - A lot less unproductive numbers (around 14% compared to 50% currently)
 - We have to pay for it so we need to take much more care with the sample
- No appointments beyond Thursday 27th May

Main study procedures

- Will be run in concordance with 2009 survey
 - Important to maintain continuity of how questionnaire is administered
- RDD sample from Sampleworx
 - A lot less unproductive numbers (around 14% compared to 50% currently)
 - We have to pay for it so we need to take much more care with the sample
- 15 call protocol
- Leaving messages on answering machines
 - Up to two messages
- LOTE interviewing essential

Approach Letter

- Matched – letter will be sent for the Main survey
 - the RDD number has been matched to the EWP – We can now match around 85% of numbers so most households will get a letter
- Unmatched - no letters will be sent

Respondent universe

- The population 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
 - Are incapable of undertaking the interview due to a physical health condition
 - Do not have the cognitive capacity (dementia, intellectual disability)
 - Are under the effect of drugs or alcohol (interviewer judgement call!)
 - Households where no adults 18 plus are usually resident

Respondent selection

- Respondent selected using the “next birthday” method
- May need to be explain (to some respondents) that in to achieve a representative sample we can only interview the randomly selected person in the household.

**NOBODY 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 15 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, further calls will be attempted to interview to the selected respondent

Appointments

- Distinguish between “hard” and “soft” appointments
 - “Hard” appointments for “on the hour”, “on the half hour” (eg 6.00 pm)
 - “Soft” appointments for just after (e.g., 6.02 pm - so that the “hard” appointment will always come up first in CATI)
- You don’t always need to speak to the QR to make a hard appointment
- If you call to honour a hard appointment and no contact is established....
 - Convention is to re-appoint as “soft” for 10 minutes and note the call outcome from the appointed time in the appointment notes

Appointments

- Take care with the expectations you create by making appointments
 - Call back between specified times rather than at a specific time
- Use standard conventions:
 - ST (Spoken to)
 - NST (Not spoken to)
 - QR (Qualifying 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)
- Household refusal
 - Occurs **before** you have gone through the next birthday selection process
- Respondent refusal
 - Directly from the selected respondent
- Record reason for refusal in the usual way
- Differentiate between “hard” and “soft” refusals
 - Record “definitely don’t call back” or “possible conversion”

Minimising mid-survey terminations

- 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!
 - “That’s ok” and get on 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

Response rates

- 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

Interviewing skills

- Reading skills
 - Read the whole question
 - Read with meaning, using appropriate stress / intonation, for example, to define the reference period or get across key definitional issues
 - Pause to let respondent “catch up”
- Listening skills
 - Listen for a full and complete answer that is relevant to the question
 - Listen for main points before recording response / using “other specify”
 - Acknowledge what has gone before / what the respondent has already told you
 - This may involve using “just to confirm” or “bear with me for a moment, I have to ask all the questions exactly as they are scripted”

Interviewing skills

- Neutral and non-leading clarifying probing
 - Repeat the question, if necessary, with appropriate intonation and stress
 - Use definitions as provided in the script
 - If no definition provided - “it’s your perception...”
 - Go back and fix previous responses if necessary
- Accuracy of recording (particularly questions requiring a numeric response)

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

Data quality issues

- Read the question exactly as scripted
 - In order to maintain continuity and comparability with 2007 /2009 survey
- All questions with unfolding 'agree / disagree' scales remember to read out 'PROBE', not codeframe
 - “is that agree or strongly agree / disagree or strongly disagree”
- When reading a list of statements or a long list of response options, allow the respondent to answer each one individually
 - Don't read out all the options, then wait for a response

Data quality issues

- Questions with statements
 - Be sure to read out all of the statements before getting an answer
- ‘Do not read out’ questions
 - 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
 - “Community attitudes in Australia”

Data quality issues

- **AN1** “What do you think are the most important problems facing Australia?”
 - Order of mention recorded
 - Ensure you code the correct response for Asylum seekers vs illegal immigrants
- **C2** “Do you agree with the following statements? Australian government should give assistance to maintain customs and traditions”
 - What ever the respondent thinks assistance means – could be monetary or non monetary...
- **CN2** “Feelings towards immigrants from four different countries”
 - Rotation of countries – England, New Zealand, America, Italy, Greece, Germany, China, Vietnam, India, Lebanon, Egypt, Iraq.

Data quality issues

- **CN4** “What are the main reasons asylum seekers leave their homeland and try to reach Australia”
 - Order of mentions recorded
- **CN5** “Best policy for dealing with asylum seekers”
 - Read out letters before the statements to allow respondents anonymity from the statement
- **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.”

Data quality issues

- **G8** “Australian house prices have increased over the last year or so”
 - Order of mentions recorded
 - If respondent says Greed – probe it out – what do they mean by that?
 - Real estate agents? Foreign investors?
- **DEM15** “Where were you born”
 - Long list of countries – use the handout to help
- **Dem17** “Religion”
 - Christian NFI – Then gets probed. If still NFI say DK

Respondent queries

- Monash University
 - Information on why the study is being conducted:
 - Professor Andrew Markus
 - Tel: 03 9905 9944
 - andrew.markus@arts.monash.edu.au
- Complaints
 - Quote project number: 2007/0319
 - Human Ethics Officer
 - Tel: 03 9905 2052
- Social Research Centre
 - 1800 023 040

Appendix 6: Primary Approach Letter



The Householder
Styles Street

ALAWA NT 0810

Social Cohesion Research Project – National Survey

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.globalmovements.monash.edu.au/projects/socialcohesion.html>.

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 15 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 five years on the project website. The results of the 2009 survey are at <http://www.globalmovements.monash.edu.au/news/>

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:	If you have a complaint concerning the manner in which this research project (2007/0319) is being conducted, please contact:
Professor Andrew Markus, School of International, Historical Studies, and Philosophical Studies, Faculty of Arts, Monash University, Clayton, Victoria 3800 Tel: 03 9903 5009 Email: Andrew.Markus@arts.monash.edu.au	Human Ethics Officer, Monash Research Office, Building 3E, Room 111, Monash University, Clayton VIC 3800 Tel: 03 9905 5490 Email: muhrec@adm.monash.edu.au

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

社会凝聚力研究项目

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澳大利亚的一项重要研究项目。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15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。

مشروع بحث خاص بالتماسك الاجتماعي

إسمي أندرو ماركوس، بروفيسور في دائرة الدراسات التاريخية بجامعة موناخ. أكتب إليك طالباً مساعدتك في دراسة أسترالية هامة تقوم بها جامعة موناخ. تتناول هذه الدراسة مجموعة من القضايا الاجتماعية في أستراليا. وقد تعاقدت جامعة موناخ مع مركز البحوث الاجتماعية لإجراء المقابلات الهاتفية اللازمة لهذه الدراسة. وقد اختيرت أسرتك على أساس عشوائي للمشاركة مع كثير من الأشخاص الآخرين في أنحاء أستراليا. سيعامل مركز البحوث الاجتماعية أية معلومات تقدمها بأعلى مستوى من السرية. ولن نتلقى جامعة موناخ أية معلومات من الاستطلاع يمكن أن تشير إلى هويتك أو هوية أسرتك.

سيستغرق الاستبيان حوالي 15 دقيقة من وقتك. والمشاركة طوعية تماماً. وإذا وافقت على المشاركة، فإنه يجوز لك أن تنسحب في أي وقت. ولن تبيّن الإجابات التي تعطيتها أية معلومات تشير إلى هويتك على الإطلاق.

شكراً سلفاً لتعاونك الطوعي في هذا الاستطلاع الهام. إن آراءك قيمة وهامة.

Sosyal Uyum Araştırma Projesi

Adım Andrew Markus ve Monash Üniversitesi Tarihsel Araştırmalar Bölümü'nde profesör olarak görev yapıyorum. Bu yazıyı size, Monash Üniversitesi tarafından yürütülmekte olan önemli bir Avustralya araştırması ile ilgili olarak sizden yardım talep etmek amacıyla yazıyorum. Bu çalışma, Avustralya'daki bir dizi sosyal konular üzerinde durmaktadır.

Monash Üniversitesi araştırma için gerekli olan telefon mülakatlarını yürütmesi için *Social Research Centre (Sosyal Araştırmalar Merkezi)* ile anlaşmış bulunmaktadır. Hanenizde yaşayan kimseler, Avustralya çapındaki çoğu kimseler gibi şansa bağlı olarak seçilmiş bulunmaktadır. Sağlanan bilgiler *Social Research Centre* tarafından tamamen gizli tutulacaktır. Monash Üniversitesi yapılan anketle sizin veya hanenizdeki bireylerin kimliğini açığa vuracak herhangi bir bilgi elde etmeyecektir.

Bu anket yaklaşık olarak 15 dakika zamanınızı alacaktır ve katılıp katılmamak tamamen isteğe bağlıdır. Eğer katılmaya karar vermişseniz, bu kararınızı istediğiniz zaman geri çekebilirsiniz. Verdiğiniz cevaplar tamamen isimsiz kalacaktır.

Bu önemli araştırmaya gönüllü olarak katıldığınız için şimdiden teşekkür ederim. Görüşleriniz bizim için değerli ve önemlidir.

Dự án Nghiên cứu về Gắn bó Xã hội

Tên tôi là Andrew Markus. Tôi là giáo sư giảng dạy tại Khoa Sử học, Trường Đại học Monash. Tôi viết thư này mong được sự giúp đỡ của quý vị cho một chương trình nghiên cứu quan trọng của Trường Đại học Monash. Công trình nghiên cứu này sẽ xem xét nhiều vấn đề xã hội ở Úc.

Trường Đại học Monash đã ký hợp đồng giao cho *Viện Nghiên cứu Xã hội* tiến hành các cuộc phỏng vấn qua điện thoại cần thiết cho Nghiên cứu này. Tình cờ gia đình của quý vị đã được chọn tham gia Dự án, cũng như nhiều gia đình khác trên khắp nước Úc. Mọi thông tin thu thập sẽ được *Viện Nghiên cứu Xã hội* bảo mật tuyệt đối. Trường Đại học Monash sẽ không nhận được bất kỳ thông tin nào từ cuộc khảo sát này, mà qua đó có thể xác định được danh tính hay gia đình của quý vị.

Quý vị sẽ mất khoảng 15 phút để trả lời các câu hỏi. Việc tham gia này là hoàn toàn tự nguyện. Ngay cả khi quý vị đồng ý tham gia, quý vị cũng có thể xin rút bất kỳ lúc nào. Những câu trả lời của quý vị sẽ được dấu tên hoàn toàn.

Chúng tôi xin cảm ơn nếu được quý vị vui lòng tự nguyện hợp tác với chúng tôi trong cuộc khảo sát quan trọng này. Ý kiến của quý vị sẽ rất giá trị và quan trọng cho dự án của chúng tôi.