



## **ANU POLL (THE INTERNET AND SOCIAL CAPITAL)**

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**JANUARY 2011**

### **TECHNICAL REPORT**

#### **PREPARED FOR**

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# 1. Introduction

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## 1.1 About this report

This report covers the data collection and methodological aspects of the ninth ANU Poll (The Internet and Social Capital).

Its purpose is to:

- Consolidate and summarise project information and assorted reports generated throughout the survey period;
- Provide analysis relating to sample characteristics and utilisation; and
- Consolidate issues for consideration relating to the improvement of the questionnaire and refinement of the methodology for future surveys

Detailed reference information is attached as appendices.

## 1.2 Project background

This poll is the ninth in an ongoing series of polls being undertaken by the Australian National University. Their purpose is to assess Australians' opinions on important and topical issues, with an emphasis on international comparisons. These surveys are planned to be conducted three times a year, or about every four months. Some questions appear in every poll in order to provide information about changes in opinion over time; the majority of questions appear in one poll only.

The main focus of this ninth poll was to explore the relationship between social capital and the use of Internet.

## 1.3 Project overview

The in-scope population for this ANU Poll was adults (18 years of age or over) who are residents of private households in Australia.

The total sample size was 1,200.

A disproportionate sampling frame was employed. This ensure that 100 interviews were conducted in each State and Territory with the balance distributed between NSW, VIC< QLD, WA and SA proportionately. The sample within each State/ Territory was also stratified proportionately by capital city/rest of state.

The size of the quotas for each region can be seen at Table 2: Interviews achieved. A random digit dialling (RDD) sample frame was used, based on a product from Sampleworx<sup>1</sup>, and the "next birthday" method was used to choose respondent within household.

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<sup>1</sup> The Sampleworx product offers a technology-based, as opposed to a list-based, solution to the generation of working RDD numbers. The building blocks for the Sampleworx product are the ACMA exchange prefixes (not a directory listing) with all possible numbers within an exchange block 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 (similar to Enhanced RDD) all working numbers across all ACMA exchange blocks are identified and included in the sample frame. The advantage the Sampleworx approach has over Enhanced RDD (SRC's in-house RDD sampling methodology) is that working telephone numbers have been pre-identified leading to a higher connection rate and greater fieldwork efficiencies.

Key project statistics are summarised at Table 1.

**Table 1 – Summary of key statistics**

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	<b>Project total</b>
Target interviews	1200
Total interviews achieved	1200
Participation rate	37.5%
Fieldwork start date	2-Dec-10
Fieldwork finish date	16-Dec-10
Average interview length (minutes)*	12.5

Data were weighted to 2009 ABS estimated residential population benchmarks using age and gender within each state.<sup>2</sup>

All data collection activities were undertaken in accordance with the Australian Market and Social Research Society's Code of Professional Practice, the Market and Social Research Privacy Principles, and ISO 20252 standards.

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2 Because the sample was already stratified by capital city/ rest of state, there was no need to weight to region.

## 2. Sample Management

### 2.1 Sample generation

A total of 6,999 RDD sample records were generated from the Sampleworx product, with 6,897 being initiated.

The number of records generated for each region was based on the quota for that region along with our estimate of percent yield based on similar types of surveys we have conducted in these regions. As Table 2 shows, the average amount of sample used was 99%.

The average number of sample records called to achieve an interview was 5.7, with a range of 3.5 in the ACT to 9.4 in Rest of NT.

**Table 2 – Sample generation and usage**

	Sample generated	Sample used	% sample used	Interviews achieved	Avg records initiated per interview
Sydney	1068	1055	99%	151	7.0
Rest of NSW	466	466	100%	87	5.4
Melbourne	1106	1078	97%	152	7.1
Rest of VIC	282	282	100%	54	5.2
Brisbane	468	458	98%	83	5.5
Rest of QLD	558	544	97%	100	5.4
Adelaide	409	397	97%	96	4.1
Rest of SA	175	173	99%	35	4.9
Perth	559	552	99%	106	5.2
Rest of WA	302	297	98%	36	8.3
ACT	347	347	100%	100	3.5
Hobart	194	194	100%	42	4.6
Rest of TAS	237	237	100%	58	4.1
Darwin	412	412	100%	57	7.2
Rest of NT	416	405	97%	43	9.4
<b>Total</b>	<b>6,999</b>	<b>6,897</b>	<b>99%</b>	<b>1,200</b>	<b>5.7</b>

The average sample records per interview statistics at Table 2 can be used to guide sample generation requirements for future surveys.

### 2.2 Sample release

Sample was released in batches so that:

- Calls to each batch could be exhausted, as far as was possible within the project schedule, prior to initiating calls to a fresh batch of sample; and
- The interview rate by location and sample type could be assessed, with a view to estimating the minimum number of records to release in ensuing batch(es) to enable the timely completion of the project and minimise the proportion of residual non-contacts at the end of the fieldwork period.

## **2.3 Call procedures**

The call procedures included:

- A six-call regime; and
- Controlling the spread of call attempts such that, subject to other outcomes being achieved, contact attempts were spread over weekdays late afternoon to early evening (4pm to 6pm), weekdays mid to late evening (after 6pm to 8.30pm), and weekends (10am to 5pm). No calls were attempted outside these times, except by firm appointment.

There was no interviewing in languages other than English and no messages were left on answering machines.

## **2.4 Procedures to maximise response**

Procedures to maximise response for the ANU Poll included:

- Operation of a 1800 number throughout the survey period by The Social Research Centre, to help establish survey bona fides, address sample members' queries, and encourage response;
- Provision of the ANU website upon request, where respondents could view additional information about the study;
- Provision upon request of contact details for the ANU Human Research Ethics Committee;
- Batched release of sample as described in 2.2 above; and
- Focus on interviewer training and respondent liaison techniques.

## 3. Questionnaire Design and Testing

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### 3.1 Questionnaire design and pre-testing

An initial draft of questions for the ANU Poll was written by ANU, with feedback from SRC.

### 3.2 Questionnaire pilot testing

Prior to pilot test interviewing, standard operational testing procedures were applied to ensure that the CATI script truly reflected the agreed “hard copy” questionnaire. These included:

- Reading the questionnaire directly into the CATI program;
- Programming the skips and sequence instructions as per the hard copy questionnaire;
- Rigorous checking of the questionnaire in “practice mode” by the Social Research Centre project coordinator and the project quality supervisor, including checks of the on-screen “presentation” of questions and response frames; and
- Randomly allocating dummy data to each field in the questionnaire and examining the resultant frequency counts to check the structural integrity of the CATI script.

A pilot test of 20 interviews was conducted on 24 - 25 November. Pilot test interviews were included in the final data file.

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

- C1 (interest in politics)
- D3 (trust in neighbours, co-workers, people of different backgrounds)
- C5 (knowledge of democratic system)
- 3 statements from B1 (regarding citizenship)
- 3 statements from C4 (political participation)

Minor wording changes to questions B1/D2 were also made. The final questionnaire is provided at Appendix 1.



## 4. Interviewer Briefing & Quality Control

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### 4.1 Interviewer briefing

All interviewers and supervisors selected to work on the ANU Poll attended a two-hour briefing session delivered by the Social Research Centre project manager, which focused on all aspects of survey administration, including:

- Survey context and background;
- Survey procedures and sample management protocols;
- Respondent selection procedures;
- Strategies to gain and maintain co-operation;
- Detailed examination of the survey questionnaire, with a focus on the use of pre-coded response lists and item-specific data quality issues; and
- Comprehensive practice interviewing;

A total of 26 interviewers worked on the project.

Briefing notes are provided at Appendix 2.

### 4.2 Fieldwork quality control procedures

The in-field quality monitoring techniques applied to this project included:

- Validation of 62 interviews (or approximately 5% of each interviewer's work) via remote monitoring (covering the interviewer's approach and commitment-gaining skills, as well as the conduct of the interview). This number compares with a target of 60 interviews, or 5%;
- Field team de-briefing after the first shift, and thereafter, whenever there was important information to impart to the field team in relation to data quality, consistency of interview administration, techniques to avoid refusals, appointment-making conventions, or project performance;
- Examination of "Other" responses, and
- Monitoring of the interview-to-refusal ratio by interviewer.

## 5. RESPONSE ANALYSIS

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Table 3 (overleaf) presents the final call result for all numbers initiated. Of the 6,897 numbers to which calls were initiated, interviews were achieved with 1,200 households. The average number of calls per interview was 17.5 and the average calls per number initiated was 3.7.

The percentage of ineligible numbers is slightly higher than last wave. This is possibly due to the fact that Sampleworx re-tests sample in six monthly cycles; as the end of the cycle approaches, more ineligible numbers remain in the sample. The percentage of ineligible numbers is however, still far lower than when using standard RDD sample (pre-June 2010).

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

- That were not connected, or not residential numbers, and therefore unusable (27.1% of numbers initiated);
- Where there was no contact within the call cycle (18.8%); and
- That resulted in a contact confirming that the selected respondent was out of scope (7.8%).

The final overall participation rate (where this is defined as completed interviews as a proportion of sample members who could be contacted within the call cycle and were not identified as out of scope) was 37.5%<sup>3</sup> (see Table 4). This participation rate is slightly lower than the previous wave; however, this is likely to have been due to the Poll being fielded in December in the lead up to the Christmas and New Year break. Nevertheless, the participation rate remains higher than many waves run previously.

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<sup>3</sup> The calculation was completed interviews (1200) divided by the sum of completed interviews, household refusals, respondent refusals, remove number from list, and terminated midway (3,196).

**Table 3 – Result at last call attempt**

Final outcome	n=	Dec 2010	June 2010	Apr 2010	Sep 2010	June 2009	March 2009	Sep 2008	July 2008	March 2008
<b>Total numbers initiated</b>	6,897	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Ineligible numbers</b>										
Telstra message; number disconnected	610	8.8%	5.4%	39.3%	39.6%	38.9%	40.0%	39.7%	39.4%	35.6%
Not a residential number	706	10.2%	7.5%	9.1%	10.0%	8.3%	9.0%	7.9%	7.7%	7.5%
Fax/Modem	551	8.0%	6.0%	6.2%	6.1%	6.4%	13.0%	12.0%	6.5%	6.8%
<b>Subtotal ineligible numbers</b>	<b>1,867</b>	<b>27.1%</b>	<b>18.9%</b>	<b>54.6%</b>	<b>55.7%</b>	<b>53.6%</b>	<b>55.0%</b>	<b>53.9%</b>	<b>53.6%</b>	<b>49.9%</b>
<b>No Contact</b>										
Engaged	128	1.9%	2.3%	0.6%	1.7%	0.7%	1.0%	0.9%	0.6%	0.8%
Answering machine	274	4.0%	6.6%	2.4%	4.1%	2.5%	4.0%	3.8%	2.9%	3.7%
No answer	577	8.4%	10.6%	9.9%	20.3%	9.3%	16.0%	18.2%	11.2%	11.3%
Appointments	315	4.6%	4.8%	3.0%	3.7%	1.4%	5.0%	6.3%	2.9%	1.6%
<b>Subtotal no contact</b>	<b>1294</b>	<b>18.8%</b>	<b>24.3%</b>	<b>16.0%</b>	<b>29.8%</b>	<b>13.9%</b>	<b>14.0%</b>	<b>15.4%</b>	<b>17.6%</b>	<b>17.3%</b>
<b>Out of scope contacts</b>										
Selected respondent away duration	188	2.7%	1.1%	0.5%	2.2%	0.7%	1.0%	1.2%	0.7%	1.3%
No one 18+ in the household	49	0.7%	0.2%	0.2%	0.5%	0.1%	<1%	<1%	0.2%	0.2%
Too old / frail / deaf / unable to do survey	170	2.5%	3.0%	1.4%	2.9%	1.8%	2.0%	2.0%	1.5%	1.5%
Claims to have done survey	8	0.1%	0.2%	0.0%	0.1%	0.0%	<1%	<1%	0.0%	0.0%
Language difficulty (LOTE)	117	1.7%	2.8%	1.7%	3.3%	1.5%	2.0%	2.2%	1.3%	0.0%
Other out of scope	8	0.1%	0.1%	0.0%	0.3%	0.2%	0.0%	0%	0.2%	1.1%
<b>Subtotal out of scope contacts</b>	<b>540</b>	<b>7.8%</b>	<b>7.5%</b>	<b>3.9%</b>	<b>9.3%</b>	<b>4.3%</b>	<b>3.0%</b>	<b>3.0%</b>	<b>3.8%</b>	<b>4.2%</b>
<b>In-scope contacts</b>										
<b>Completed interviews</b>	<b>1,200</b>	<b>17.4%</b>	<b>21.3%</b>	<b>11.5%</b>	<b>24.1%</b>	<b>11.4%</b>	<b>18.0%</b>	<b>15.8%</b>	<b>8.6%</b>	<b>9.1%</b>
Household refusal	1,603	23.2%	22.9%	12.3%	31.9%	14.6%	33.0%	33.3%	13.4%	16.1%
Respondent refusal	323	4.7%	4.5%	1.5%	3.2%	1.9%	2.0%	2.9%	2.8%	3.2%
Named person not known (when called back to honour appointment)	16	0.2%	1.2%	0.0%	1.0%	0.1%	<1%	<1%	0.1%	0.0%
Respondent requested we remove number from list	38	0.6%	0.2%	0.2%	0.2%	0.2%	0.0%	0.6%	0.2%	0.1%
Terminated midway	16	0.2%	0.0%	0.0%	0.3%	0.0%	<1%	<1%	0.1%	0.1%
<b>Subtotal in-scope contacts</b>	<b>3,196</b>	<b>46.3%</b>	<b>49.2%</b>	<b>25.5%</b>	<b>60.70%</b>	<b>28.2%</b>	<b>28.0%</b>	<b>27.7%</b>	<b>25.1%</b>	<b>28.6%</b>

**Table 4 – Participation rate**

<b>Final outcome</b>	<b>n=</b>	<b>Dec 2010</b>	<b>June 2010</b>	<b>Apr 2010</b>	<b>Sep 2010</b>	<b>June 2009</b>	<b>March 2009</b>	<b>Sep 2008</b>	<b>July 2008</b>	<b>March 2008</b>
<b>Completed interviews</b>	<b>1200</b>	<b>37.5%</b>	<b>43.2%</b>	<b>45.1%</b>	<b>39.6%</b>	<b>40.4%</b>	<b>32.3%</b>	<b>29.9%</b>	<b>34.1%</b>	<b>31.7%</b>
Household refusal	1,603	50.2%	46.6%	48.1%	52.6%	51.9%	61.2%	62.8%	53.3%	56.2%
Respondent refusal	323	10.1%	7.3%	5.8%	5.3%	6.6%	4.5%	5.6%	11.2%	11.3%
Named person not known (when called back to honour appointment)	16	0.5%	2.4%	0.2%	1.8%	0.2%	0.6%	0.1%	0.2%	0.2%
Respondent requested we remove number from list	38	1.2%	0.3%	0.6%	0.4%	0.7%	0.5%	1.2%	0.9%	0.3%
Terminated midway in survey	16	0.5%	0.0%	0.2%	0.5%	0.1%	0.7%	0.5%	0.3%	0.3%
<b>Subtotal in-scope contacts</b>	<b>3,196</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.00%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## 5.2 Overview of reason for refusal

Reason for refusal was collected from respondents wherever possible.

There has been little change in the most commonly cited reasons for refusal: lack of interest (not interested, 49.8%), outright refusals (no comment / just hung up, 21.7%), and lack of time (too busy, 17.7%) remain the most frequently recorded reasons for refusals.

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

Reason	N=	Dec 2010	June 2010	April 2010	Sep 2009	June 2009	March 2009	Sep 2008	July 2008	March 2008
		%	%	%	%	%	%	%	%	%
<i>Base</i>	1,849	100	1,508	1,430	1,753	-	2,687	2,436	2,526	2,018
Not interested	908	49.8%	52.1%	50.6%	49.7%	42.3%	46.0%	51.6%	50.4%	48.4%
No comment / just hung up	408	21.7%	21.6%	22.8%	21.3%	20.6%	17.8%	19.2%	16.1%	22.2%
Too busy	335	17.7%	15.5%	15.6%	16.1%	19.4%	18.5%	12.9%	13.9%	21.9%
Too old / frail / deaf / unable to do survey	54	3.2%	-	1.3%	2.5%	5.0%	4.2%	3.2%	6.1%	-
Never do surveys	24	1.3%	2.3%	2.9%	2.5%	2.0%	1.8%	1.5%	2.7%	1.7%
Other (Specify)	24	1.1%	-	-	-	-	-	-	-	-
12 minutes is too long	13	0.8%	-	-	-	-	-	-	-	-
Get too many calls for surveys / telemarketing	10	0.6%	-	1.1%	-	-	-	-	-	-
Don't trust surveys / government	10	0.6%	-	-	-	-	-	-	-	-
Silent number	10	0.5%	0.7%	1.8%	2.2%	1.1%	0.8%	1.8%	2.2%	2.0%
<i>All other</i>	53	2.9%	6.5%	3.8%	2.8%	3.7%	5.2%	7.0%	6.8%	2.6%

## 6. Data Processing

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### 6.1 Coding

Back coding to A2a, A2b and Dem2 was conducted by SRC.

### 6.2 Weighting

Data were weighted back to the sample size of 1,200 and in accordance with the age (18 to 34 years, 35 to 54 years, and 55 years and over) by sex distribution within state / territory. The split between capital cities and rest of state was controlled at the sample design stage. Data were weighted using the latest available Estimated Residential Population figures (July 2009). These adjust for census under-counting and people overseas at the time of the survey.

## 7. Issues for Future Studies

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### 7.1 Questionnaire issues

Because questions are sourced from other surveys with an eye towards comparing outcomes, there is often little scope for change. Moreover, it is unlikely the same questions will be repeated in future surveys. Nevertheless, SRC makes the following recommendations regarding the questions contained in this ANU Poll:

- Dem7: suggest adding 'Non-denominational Christian' and perhaps 'Other (specify)'

## Appendix 1 - Final Questionnaire

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**728 ANU Poll  
FINAL Questionnaire v8  
2 December 2010**

**CALL OUTCOME CODES (SMS SCREEN)**

Proceed with interview  
No answer  
Answering machine  
Fax machine / modem  
Engaged  
Appointment  
Stopped interview  
LOTE – No follow up  
Named person not known (only applies if calling back to keep an appointment and phone answerer denies knowledge of named person)  
Telstra message / Disconnected  
Not a residential number  
Too old / deaf / disabled/health/family reasons  
Claims to have done survey  
Away for duration  
Other out of scope (SUPPRESS)  
Terminated during screening / midway (HIDDEN CODE)

**\*INTRODUCTION**

**\*TIMESTAMP**

Intro1 Good afternoon/evening my name is <SAY NAME> and I'm calling on behalf of the Australian National University from the Social Research Centre. The University is doing a short survey of community attitudes towards a number of issues.

IF NECESSARY: It's about peoples' attitudes towards issues facing Australia, but also covers a range of topics like citizenship, voluntarism and the Internet.

**\*(ALL)**

S1 To help with this important study we'd like to arrange a short interview with the person aged 18 or over who is going to have the next birthday.

May I speak to that person please?

1. Selected respondent (GO TO S3)
2. Change respondents (GO TO S2)
3. Stop interview, make appointment (RECORD NAME AND GENDER AND ARRANGE CALL BACK)
4. Household refusal (ATTEMPT CONVERSION / RECORD REASON) (GO TO RR1)
5. Queried about how telephone number was obtained (GO TO ATELQ)
6. Wants further information about survey (GO TO AINFO)
7. No one in household over 18 (GO TO TERMINATION SCRIPT)

**\*(SELECTED RESPONDENT)**

S2 REINTRODUCE IF NECESSARY: Good afternoon/evening my name is <SAY NAME>. I'm calling on behalf of the Australian National University from the Social Research Centre. The University is doing a short survey of community attitudes towards a number of issues.

1. Continue
2. Refusal (GO TO RR1)

IF NECESSARY: It's about peoples' attitudes towards issues facing Australia, but also covers a range of topics like citizenship, voluntarism and the Internet.

\*(SELECTED RESPONDENT)

S3 This survey is mainly about your opinions. There are no right or wrong answers. If I come to any question you prefer not to answer, just let me know and I'll skip over it. You can withdraw from the study at any point and the information collected will not be retained, or you may complete the rest of the interview at another time. All interviews are voluntary, and we will treat all information you give in strict confidence.

This interview should take around 10-12 minutes depending on your answers. I'll try and make it as quick as I can. Are you happy to continue?

1. Continue (GO TO S4)
2. Stop interview, make appointment (RECORD NAME AND GENDER AND ARRANGE CALL BACK)
3. Respondent refusal (ATTEMPT CONVERSION / RECORD REASON) (GO TO RR1)
4. Wants further information about survey (GO TO AINFO)
5. Queried about how telephone number was obtained (GO TO ATELQ)

\*(QUERIED HOW TELEPHONE NUMBER WAS OBTAINED)

ATELQ Your telephone number has been chosen at random from all possible telephone numbers in Australia. We find that this is the best way to obtain a representative sample and to make sure we get opinions from a wide range of people.

1. Snap back to S1 / S3

\*(WANTS ADDITIONAL INFORMATION)

AINFO Further information can also be found on our website [www.srcentre.com.au](http://www.srcentre.com.au) or the ANU website at <http://poll.anu.edu.au>

I can also give you a telephone number so that you can talk with the researchers:  
(02) 6125 2135 (Carrie Wright)

1. Snap back to S1 / S3

\*(ALL)

S4 This call may be monitored for training and quality purposes. Is that OK?

1. Monitor
2. Do not monitor

\*TIMESTAMP

**\*MOST IMPORTANT PROBLEMS**

\*(ALL)

A1 I'd like to start with a general question about your views on life in Australia. All things considered, are you satisfied or dissatisfied with the way the country is heading?

(PROBE FOR VERY OR JUST)

1. Very satisfied
2. Satisfied
3. Neither satisfied nor dissatisfied
4. Dissatisfied
5. Very dissatisfied
6. (Don't know / Not sure)
7. (Refused)

\*(ALL)

A2a What do you think is the most important problem facing Australia today?

(SINGLE RESPONSE)

1. Economy/jobs
2. Industrial relations

3. Interest rates
4. Housing affordability
5. Health care
6. Education
7. Defence/national security
8. Terrorism
9. Iraq war
10. Afghan war
11. Environment/global warming
12. Water management
13. Immigration
14. Indigenous affairs
15. Taxation
16. Better government
17. Law and order/ crime/ justice system
18. Ageing population
19. Values/ morals/ respect for others
20. Poverty/ Social exclusion/ inequality
21. Other (Specify \_\_\_\_\_)
22. (Don't Know / Can't Say) (GO TO B1)
23. (None/ no other) (GO TO B1)
24. (Refused) (GO TO B1)

\*(A2a=1-16) (ANSWERED A2a)

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

(SINGLE RESPONSE)

[PROGRAMMER NOTE: DO NOT DISPLAY RESPONSE GIVEN IN A2a]

1. Economy/jobs
2. Industrial relations
3. Interest rates
4. Housing affordability
5. Health care
6. Education
7. Defence/national security
8. Terrorism
9. Iraq war
10. Afghan war
11. Environment/global warming
12. Water management
13. Immigration
14. Indigenous affairs
15. Taxation
16. Better government
17. Law and order/ crime/ justice system
18. Ageing population
19. Values/ morals/ respect for others
20. Poverty/ Social exclusion/ inequality
21. Other (Specify \_\_\_\_\_)
22. (Don't Know / Can't Say)
23. (None/ no other)
24. (Refused)

\*TIMESTAMP

**\*NORMS OF CITIZENSHIP**

\*(ALL)

B1 The next few questions are about citizenship.

Using a scale of 0 to 10, where 0 means extremely unimportant and 10 means extremely important, could you please tell me, to be a good citizen, how important would you say it is for a person to do each of the following?

PROGRAMMER NOTE: WE NEED A BANNER BEFORE EACH STATEMENT WHICH SAYS: "To be a good citizen, how important is it to..."

(ROTATE)

(STATEMENTS)

- a) Support people who are worse off than themselves
- b) Always obey laws and regulations
- c) Be active in voluntary organizations
- d) Be active in politics
- e) Serve on a jury if called
- f) Report a crime that he or she may have witnessed

(RESPONSE FRAME)

0. Extremely unimportant
- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
10. Extremely important
11. (Don't know)
12. (Refused)

\*TIMESTAMP

**\*POLITICAL INTEREST, DISCUSSION, EFFICACY**

\*(ALL)

C2 How often does politics seem so complicated that you can't really understand what is going on?  
Would you say ... (READ OUT)

1. Frequently
2. Regularly
3. Occasionally
4. Seldom
5. Never
6. (Don't know)
7. (Refused)

\*(ALL)

C3 Do you think that politicians in general care what people like you think? Would you say ... (READ OUT)

1. Hardly any politicians care what people like me think
2. Very few care
3. Some care
4. Many care
5. Most politicians care what people like me think

6. (Don't know)
7. (Refused)

**\*POLITICAL INVOLVEMENT**

\*(ALL)

C4 And, during the last 12 months, have you done any of the following?

INTERVIEWER NOTE: Work refers to paid/unpaid/voluntary work. Political groups refers to any non-party political organisation

(ROTATE)

(STATEMENTS)

- a) Contacted a politician or a local government official
- b) Worked in a political party or group
- c) Signed a petition
- d) Deliberately bought certain products for political, ethical, or environmental reasons
- e) Visited websites of political organizations or candidates
- f) Forwarded electronic messages with political content
- g) Participated in political activities over the internet

(RESPONSE FRAME)

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

\*TIMESTAMP

**\*SOCIAL CAPITAL**

\*(ALL)

D1 Now thinking about voluntary organizations ...

Could you please tell me whether you are a member of the following voluntary organisations or if you have participated in its activities in the last 12 months?

PROGRAMMER NOTE: WE NEED A BANNER BEFORE EACH STATEMENT WHICH SAYS: "Have you participated in or been a member of..."

(ROTATE)

(STATEMENTS)

- a) A sports club or club for outdoor activities?
- b) An organization for cultural or hobby activities?
- c) A trade union?
- d) A business, professional, or farmers' organization?
- e) An organization for humanitarian aid or human rights?
- f) An organization for environmental protection, peace or animal rights?
- g) A religious organization?
- h) A political party?
- i) A social club, club for the young, the retired/elderly or women?
- j) Neighbourhood/ Homeowners/Condominium association
- k) Any other voluntary organization similar to the ones I've just mentioned?

(RESPONSE FRAME)

1. Yes – member (only)
2. Yes – participated (only)
3. Yes – both member and participated
4. Neither
5. (Don't know)
6. (Refused)

\*TIMESTAMP

\*(ALL)

D2 The next questions are about your perceptions of trust in the community.

On a scale of 0 to 10, where 0 means 'you can't be too careful' and 10 means that 'most people can be trusted', generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?

(RESPONSE FRAME)

0. You can't be too careful
- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
10. Most people can be trusted
11. (Don't know)
12. (Refused)

\*TIMESTAMP

**\*INTERNET USAGE**

\*(ALL)

E1 The next questions are about your use of the Internet.

In general, how often do you use the internet? (PROBE TO CLARIFY)

1. Several times a day
2. About once a day
3. Three to five days a week
4. One to two days a week
5. Every few weeks
6. Less often
7. Do not use the internet (GO TO C5)
8. (Don't know) (GO TO C5)
9. (Refused) (GO TO C5)

\*(E1=1-6) (USES INTERNET)

E2 When did you first start using the internet? (PROBE TO CLARIFY)

1. Within the last six months
2. About a year ago
3. Two or three years ago
4. More than three years ago
5. (Don't know)
6. (Refused)

\*(E1=1-6) (USES INTERNET)

E3 Have you done any of the following tasks on the Internet? (READ OUT)

(MULTIPLES ACCEPTED)

1. Sent an attachment with an email
2. Posted audio, video or image files
3. Personally designed a webpage or blog

4. Downloaded a software program to your computer
7. (None of the above)^s
5. (Don't know)^s
6. (Refused) ^s

\*(E1=1-6) (USES INTERNET)

E4 How much, if at all, has the Internet helped you do each of the following things? (READ OUT).

(ROTATE)

(STATEMENTS)

1. Become more involved with groups and organizations you already belong to
2. Interact with people or groups who share your hobbies or interests
3. Interact with people or groups who share your religious beliefs
4. Interact with people or groups who share your political views
5. Interact with people of a different race from yours
6. Interact with people of different ages or generations
7. Interact with people from other countries

(RESPONSE FRAME)

1. A lot
2. Some
3. Only a little
4. Not at all
5. (Don't know)
6. (Refused)

\*TIMESTAMP

\*(ALL)

C6 If a federal election for the House of Representatives was held today, which one of the following parties would you vote for? [READ OUT]

INTERVIEWER NOTE: IF 'UNCOMMITTED', SAY: 'TO WHICH ONE OF THESE DO YOU HAVE A LEANING?'

1. Liberal
2. Nationals
3. Labor
4. Greens, or
5. Some other party
6. (Don't know / Not sure)
7. (Refused)

### 1 Demographics

\*(ALL)

DEM1 Record gender

1. Male
2. Female

\*(ALL)

DEM2 And finally, just a few questions to make sure we've spoken to a good range of people.

How would you describe this household? For example, a couple, a couple with children, a single person household or something else? (PROBE TO CLARIFY)

1. Couple without children
2. Couple with children (INCLUDES CHILDREN AGED 18 YEARS AND OLDER)
3. One parent family (INCLUDES CHILDREN AGED 18 YEARS AND OLDER)
4. Group household (all people in household are non-related)
5. One person household, or
6. Something else (specify) (e.g. siblings living together and multigenerational families)
7. (Don't know)

8. (Refused)

PREDEM2A IF DEM2 = 2 OR 3 CONTINUE OTHERWISE GO TO DEM3

\*(DEM2=2 OR 3) (CHILDREN IN HOUSEHOLD)

DEM2a What are the ages of the children in this household?

(ACCEPT MULTIPLES)

1. 0-5 years
2. 6-12 years
3. 13 - 17 years
4. 18 years and over
5. (Don't know)
6. (Refused)

PREDEM2B IF DEM2a=1, 2 OR 3 (ANY CHILD UNDER 18 IN HOUSEHOLD) CONTINUE OTHERWISE GO TO DEM3

\*(CHILDREN UNDER 18 IN HOUSEHOLD (DEM2A=1, 2 OR 3))

DEM2b Are you a parent of any of the children under the age of 18 in this household?

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

\*(ALL)

DEM3 Were both of your parents born in Australia? (PROBE TO CODEFRAME)

1. Both parents born in Australia
2. One parent born in Australia
3. Neither parent born in Australia
4. (Don't know)
5. (Refused)

\*(ALL)

DEM4 In which country were you born?

- 1 Australia
- 2 Canada
- 3 China (excluding Taiwan)
- 4 Croatia
- 5 Egypt
- 6 Fiji
- 7 Germany
- 8 Greece
- 9 Hong Kong
- 10 Hungary
- 11 India
- 12 Indonesia
- 13 Ireland
- 14 Italy
- 15 Lebanon
- 16 Macedonia
- 17 Malaysia
- 18 Malta
- 19 Netherlands (Holland)
- 20 New Zealand
- 21 Philippines
- 22 Poland
- 23 Serbia / Montenegro
- 24 Singapore
- 25 South Africa



- 26 Sri Lanka
- 27 Sudan
- 28 United Kingdom (England, Scotland, Wales, Nth Ireland)
- 29 USA
- 30 Vietnam
- 31 Other (please specify)
- 32 Don't know
- 33 (Refused)

\*(ALL)

Dem5 Would you mind telling me how old you are?

1. Age given (RECORD AGE IN YEARS (RANGE 18 TO 99) (GO TO DEM7)
2. (Refused)

\*(Dem5=2) (REFUSED AGE)

Dem6 Would you mind telling me which of the following age groups are you in? READ OUT

1. 18 - 24 years
2. 25 - 34 years
3. 35 - 44 years
4. 45 - 54 years
5. 55 - 64 years
6. 65 - 74 years, or
7. 75 + years
8. (Refused)

\*(ALL)

Dem7 What is your religion or faith? (DO NOT READ OUT)

1. Roman Catholic
2. Anglican/Church of England
3. Uniting Church/Methodist
4. Orthodox Church
5. Presbyterian
6. Other
7. No Religion (includes Atheist and Agnostic)
8. (Don't know)
9. (Refused)

\*(ALL)

Dem8 Apart from weddings, funerals and baptisms, about how often do you attend religious services?  
(PROBE TO CODEFRAME)

1. At least once a week
2. At least once a month
3. Several times a year
4. At least once a year
5. Less than once a year
6. Never
7. (Don't know)
8. (Refused)

\*(ALL)

Dem9 What is the highest level of education you have completed?

1. Never attended school
2. Primary school
3. Year 7 to Year 9
4. Year 10
5. Year 11
6. Year 12
7. Trade/apprenticeship

8. Other TAFE/Technical Certificate
9. Diploma
10. Bachelor Degree
11. Post-Graduate Degree
12. Other (please specify)
13. (Refused)

\*(ALL)

Dem10 Which of these best describes your current employment situation? Are you... (READ OUT)

1. Working full-time for pay
2. Working part-time for pay
3. Unemployed and looking for work
4. Retired on pension
5. Self funded retiree
6. Combination of pension and self funded
7. A full-time school or university student
8. Keeping house, or
9. Something else (Specify)
10. (Don't know)
11. (Refused)

PREQDem11 IF Dem10=CODES 1 OR 2 CONTINUE OTHERWISE GO TO Dem11a

\*(Dem10=1,2) (WORKING)

Dem11 What's your (main) occupation?

(PROBE IF REQUIRED; JOB TITLE AND MAIN DUTIES)

1. Managers (Chief Executives, General Managers, Specialist Managers, Farmers and Farm Managers and Hospitality, Retail and Service Managers)
2. Professionals (Arts and Media professionals, Business, HR and marketing professionals, Design, education, ICT, legal, social and welfare professionals)
3. Technicians and trade workers (Engineers, ICT and science technicians, automotive, engineering and construction trade workers, electro-technology and telecommunications trades workers, food trades, skilled animal and horticultural workers and other trade and technical workers)
4. Community and personal service workers (Health and welfare support workers, carers and aides, hospitality workers, protective service workers and sports and service workers)
5. Clerical and administrative workers (Office managers and program administrators, personal assistants and secretaries, general clerical workers, Inquiry clerks and receptionists, numerical clerks, clerical office and support workers and other clerical and administrative workers)
6. Sales workers (sales reps and agents, sales assistants and sales persons and sales support persons)
7. Machine operators and drivers (machine and plant operators, road and rail drivers and store persons)
8. Labourers (Cleaners and laundry workers, construction and mining labourers, factory process workers, factory, forestry and garden workers, food preparation assistants and other labourers)
9. Other(Specify)
10. (Don't know/ not sure)
11. (Refused)

\*(ALL)

Dem11a. What is your total annual household income before tax or anything else is taken out? Would it be ... (READ OUT)

1. Less than \$20,000
2. \$20,000 to less than \$40,000
3. \$40,000 to less than \$60,000
4. \$60,000 to less than \$80,000
5. \$80,000 to less than \$100,000
6. \$100,000 to less than \$150,000, or
7. \$150,000 or more
8. (Don't know / can't say)
9. (Refused)

\*(ALL)

Dem12 Can the internet be accessed at this dwelling?

1. No internet connection
2. Yes broadband (incl. ADSL, Cable, Wireless and Satellite connections)
3. Yes, dial up (incl. analogue modem and ISDN connections)
4. Yes, but not sure how connected
5. Other (internet access through mobile phones, etc)
6. (Don't know/ not sure)
7. (Refused)

\*(ALL)

Dem13 And finally, can I please have your postcode?

(EXPLAIN IF NECESSARY: It is important that we collect this information so we can analyse the results at a local level)

1. Record postcode
2. (REFUSED)

\*TIMESTAMP

### Recruitment Questions

Rec1 The ANU may be undertaking further surveys of this nature in the future. If so would you be prepared to provide your first name and telephone number so that we could re-contact you in the future?

1. Yes (SAY: We will keep your first name and telephone number only for the purpose of recontacting you)
2. No GO TO END1

\*(AGREED TO BE RECONTACTED)

Rec2 RECORD FIRST NAME \_\_\_\_\_

\*(AGREED TO BE RECONTACTED)

Rec3 RECORD TELEPHONE NUMBER (NOTE: DISPLAY PHONE NUMBER FROM SAMPLE AND EDIT AS REQUIRED – INCLUDE AREA CODE)

\*(AGREED TO BE RECONTACTED)

Rec4 And finally do you have an email address? (INTERVIEWER NOTE: IF RESPONDENT ASKS WHY WE NEED THIS, SAY: WE MAY EMAIL YOU IF WE HAVE TROUBLE REACHING YOU BY PHONE)

1. Yes – ENTER EMAIL ADDRESS
2. No

**\*End of Survey, Ethics and Thank you**

END1 And that's the end of our questions. Thank you for taking the time to complete this interview. Just in case you missed it, my name is (...) and this survey was conducted on behalf of the Australian National University. If you have any queries or concerns about the survey I can give you the contact details for the ANU Human Research Ethics Committee.

Human Ethics Officer, Research Office, The Australian National University, Canberra ACT 0200,

human.ethics.officer@anu.edu.au, 02 6125 3427

If you would like to talk to a researcher, the number is 02 6125 2135.

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

CLOSE SUITABLY

\*TIMESTAMP

TERMINATION SCRIPT:

T1 Thanks anyway, but for this survey we need to speak to people aged 18 or more. Thanks for being prepared to help.

RR1 OK, that's fine, no problem, but could you just tell me the main reason you do not want to participate, because that's important information for us?

1. No comment / just hung up
2. Too busy
3. Not interested
4. Too personal / intrusive
5. Don't like subject matter
6. Don't believe surveys are confidential / privacy concerns
7. Silent number
8. Don't trust surveys / government
9. Never do surveys
10. 12 minutes is too long
11. Get too many calls for surveys / telemarketing
12. Too old / frail / deaf / unable to do survey (CODE AS TOO OLD / FRAIL / DEAF)
13. Not a residential number (business, etc) (CODE AS NOT A RESIDENTIAL NUMBER)
14. Language difficulty (CODE AS LANGUAGE DIFFICULTY NO FOLLOW UP)
15. Going away / moving house (CODE AS AWAY DURATION)
16. Asked to be taken off list (add to do not call register)
17. Other (Specify)

\*(REFUSED)

RR2 RECORD RE-CONTACT TYPE

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

## Appendix 2 - Interviewer Briefing Notes

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**Australian National University (ANU) Poll  
(November, 2010 – Internet and social capital)**

**A Research Project for:**  
**Dept of Political Science, ANU**

