DUAL-FRAME OMNIBUS SURVEY
JANUARY, 2012

TECHNICAL AND METHODOLOGICAL SUMMARY REPORT

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1 Introduction

1.1 Overview

This report summarises and evaluates the methodology used to undertake the Social Research Centre’s Dual-frame Omnibus Survey.

The report is structured as follows:

- Section 2 provides an overview of the survey
- Section 3 provides details of the sampling processes and survey procedures
- Section 4 provides an overview of questionnaire design and testing
- Section 5 details data collection and quality control procedures
- Section 6 provides call statistics and an analysis of response
- Section 7 covers data processing, weighting and survey outputs
- Section 8 provides selected findings, and
- Section 9 looks at next steps in the development of this methodology.

The survey questionnaire is appended.

1.2 Project background

One of the emerging issues facing telephone survey researchers is the increasing proportion of the population residing in ‘mobile phone only’ households. Residents of these households (currently estimated to be around 19% of adults)\(^1\) are not contactable via traditional telephone interviewing methods which only sample households with a landline telephone connection. The non-coverage of mobile phone only households by landline sample frames is a source of potential bias for telephone surveys and, as such, has been the subject of a great deal of research in recent years. This is an emerging issue for survey researchers in Australia.

This issue was initially explored in an Australian context via the Social Research Centre’s Dual-frame Demonstration Survey\(^2\). The results from that survey, jointly funded by the Social Research Centre and the Institute for Social Science Research at the University of Queensland, showed non-ignorable biases in survey estimates which exclude the ‘mobile phone only’ population.

This early work generated considerable interest in this area and prompted us to launch the Social Research Centre Dual-Frame Omnibus Survey. This first omnibus survey was funded by the Social Research Centre and several subscriber organisations. These being:

- AGB Nielsen
- Australian Research Centre for Sex, Health and Society (ARCSHS)
- Burnett Institute

\(^1\)ACMA, 2011.
\(^2\)Pennay, 2010.
We would like to thank these subscribers for supporting what is still a relatively new approach to telephone survey research in this country.

1.3 Conditions of use

As per the subscriber’s agreement several conditions apply to the use of data and associated material from the Dual-frame Omnibus Survey. These are:

1. It is agreed that all data collected via the Dual-frame Omnibus Survey will be able to be used by the Social Research Centre for its own purposes.

2. Unless otherwise arranged it is agreed that all data and associated material from the survey will be made available to all subscribers for their INTERNAL USE ONLY.

3. If any subscriber wishes to disseminate any data from the survey, other than the results from their own questions, they will seek the permission of the subscriber/s who funded the questions and offer the ‘owner’ of the questions joint authorship of any papers, presentations, etc. arising from the use of their questions.

4. A subscriber who is approached to make their questions available for use by another subscriber will not unreasonably withhold permission.

5. Any public release of results from this survey must acknowledge the ‘Social Research Centre Dual-frame Omnibus’ as the source of the data.

6. All data from the survey will be lodged with the Australian Data Archives in January 2013.

7. Nothing in this agreement prevents the parties from mutually agreeing to vary any aspect or term of this agreement.

Suggested citation:

2 Survey overview

The in-scope population for the Dual-frame Omnibus Survey was Australian residents aged 18 years and over contactable by either a landline or mobile phone. Data collection was via Computer Assisted Telephone Interviewing (CATI).

The survey used a dual-frame sample design which resulted in 1,012 interviews being conducted with respondents who were part of the landline sample frame and 1,002 interviews with respondents who were members of the mobile phone sample frame. The commercial sample provider, Sampleworx, provided both the landline and mobile phone RDD frames for this survey.

Respondents for the landline survey were selected using the “next birthday” method. Respondents for the mobile phone component of the survey were in-scope phone answerers. The strategies adopted to maximise response included repeated call backs to establish contact, the operation of a 1800 number by the Social Research Centre, leaving messages on answering machines / voicemail, refusal conversion interviewing and interviewing in languages other the English. Further details about response rates are provided in Section 6.3.

Table 1: Survey overview

<table>
<thead>
<tr>
<th></th>
<th>Landline sample</th>
<th>Mobile phone sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviews completed</td>
<td>1,012</td>
<td>1,002</td>
</tr>
<tr>
<td>Response rate (AAPOR Response Rate 3)</td>
<td>22.2%</td>
<td>12.7%</td>
</tr>
<tr>
<td>Start date</td>
<td>2 Dec 11</td>
<td>2 Dec 11</td>
</tr>
<tr>
<td>Finish date</td>
<td>20-Dec 11</td>
<td>20 Dec 11</td>
</tr>
<tr>
<td>Average interview length (minutes)</td>
<td>19.8 mins</td>
<td>19.8 mins</td>
</tr>
</tbody>
</table>

3 Refer to Section 6.3 for further information.
3 Sample Design & Survey Procedures

3.1 Sample design and stratification

A geographically stratified probability proportional to size quota sample was used for the landline component of the study. A simple random sample was used for the mobile phone component of the study. The distribution of interviews across the 15 geographic strata used for the survey is provided in Table 2, below. Given this methodology the geographic distribution of the landline sample very closely matches that of the population. It is pleasing to note that the random sample of mobile phone numbers also produces a distribution similar to that of the Australian population aged 18 years and over. (Note: it is not possible to geographically stratify a mobile phone sample frame as there are no geographic identifiers available for mobile phone numbers).

The geographic distribution of those interviews achieved via the mobile phone frame reveals a slight under representation of areas outside of the capital cities. This accords with the slightly lower take up of mobile phones outside of the major cities (see ACMA, 2011, Figure 8).

Table 2: Geographic distribution by sample frame.

<table>
<thead>
<tr>
<th>Location</th>
<th>Pop’n,a</th>
<th>Landline b</th>
<th>Mobile c</th>
<th>Diff (c-a)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney</td>
<td>20.6</td>
<td>20.5</td>
<td>20.9</td>
<td>0.3</td>
</tr>
<tr>
<td>Rest of NSW</td>
<td>11.9</td>
<td>12.1</td>
<td>8.5</td>
<td>-3.4</td>
</tr>
<tr>
<td>Melbourne</td>
<td>18.5</td>
<td>19.3</td>
<td>20.7</td>
<td>2.2</td>
</tr>
<tr>
<td>Rest of VIC</td>
<td>6.5</td>
<td>6.3</td>
<td>7.1</td>
<td>0.6</td>
</tr>
<tr>
<td>Brisbane</td>
<td>9.0</td>
<td>8.3</td>
<td>11.3</td>
<td>2.3</td>
</tr>
<tr>
<td>Rest of QLD</td>
<td>10.9</td>
<td>11.5</td>
<td>8.3</td>
<td>-2.6</td>
</tr>
<tr>
<td>Adelaide</td>
<td>5.5</td>
<td>5.9</td>
<td>6.6</td>
<td>1.1</td>
</tr>
<tr>
<td>Rest of SA</td>
<td>2.0</td>
<td>2.0</td>
<td>1</td>
<td>-1.0</td>
</tr>
<tr>
<td>Perth</td>
<td>7.6</td>
<td>6.8</td>
<td>7.2</td>
<td>-0.4</td>
</tr>
<tr>
<td>Rest of WA</td>
<td>2.6</td>
<td>2.4</td>
<td>2.4</td>
<td>-0.2</td>
</tr>
<tr>
<td>Hobart</td>
<td>1.0</td>
<td>1.0</td>
<td>0.9</td>
<td>-0.1</td>
</tr>
<tr>
<td>Rest of TAS</td>
<td>1.3</td>
<td>1.4</td>
<td>0.9</td>
<td>-0.4</td>
</tr>
<tr>
<td>Darwin</td>
<td>0.6</td>
<td>0.6</td>
<td>0.5</td>
<td>-0.1</td>
</tr>
<tr>
<td>Rest of NT</td>
<td>0.4</td>
<td>0.5</td>
<td>0.3</td>
<td>-0.1</td>
</tr>
<tr>
<td>ACT</td>
<td>1.6</td>
<td>1.6</td>
<td>3.6</td>
<td>2.0</td>
</tr>
</tbody>
</table>

3.2 Number of call-backs

An unlimited call cycle was used for this survey. The advantage of such an approach is that it enables interviews to be achieved with hard to reach individuals (see Section 6.5 for an analysis of the call procedures adopted for this survey).

ABS, 2011.
3.3 Call times

For the landline sample, 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 11.00 am and 4.00 pm on Sundays. Appointments were made for any time within the hours of operation of the call centre. Given the time zone differences across the country initial calls to mobile phone numbers were not made prior to 1.00 pm.

The survey call procedures required interviewers to record the State / Territory of residence for all mobile phone sample members with whom contact was established so this information could be used by the sample management system to allocate the correct time zone for subsequent call attempts.

3.4 Interviewing in languages other than English

Non-English language interviewing was limited to the six most commonly spoken community languages across Australia. These being Mandarin, Cantonese, Vietnamese, Italian, Greek and Arabic. Having identified the preferred language of a sample member, these records were stockpiled until a reasonable workload for a bi-lingual interviewer was formed.

Where the preferred language could not be immediately identified a call-back was made in the hope that another household member / phone answerer 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.

A total of 25 interviews were conducted in a language other than English.

3.5 Leaving messages on answering machines

Up to two pre-scripted messages were left on answering machines / voicemails providing a brief description of the survey along with an invitation to call the Social Research Centre’s 1800 number to participate in the survey.

3.6 Refusal conversion interviews

Discretionary calls were made to 634 ‘soft refusals’ and ‘immediate hang ups’ in order to try again to obtain an interview from that household / individual. This resulted in 97 interviews from records that would otherwise have been classified as refusals and a conversion rate of 15% (see Section 6.5 for further information).
4 Questionnaire Design

4.1 Questionnaire overview

An overview of the questionnaire modules is provided below. The content was driven by subscribers with the Social Research Centre responsible for question ordering and formatting. The wording changes suggested by the Social Research Centre were relatively minor.

Table 3: Questionnaire modules

<table>
<thead>
<tr>
<th>Module</th>
<th>Subscriber</th>
</tr>
</thead>
<tbody>
<tr>
<td>A – Health</td>
<td>SRC</td>
</tr>
<tr>
<td>EQ-5D</td>
<td></td>
</tr>
<tr>
<td>B – Road Safety Attitudes and Behaviours</td>
<td>TAC</td>
</tr>
<tr>
<td>Main method of public transport, drivers’ license, driver’s license disqualification, driver behavior, involvement in road accidents, speeding and drink driving</td>
<td></td>
</tr>
<tr>
<td>C – Labour Force</td>
<td>UniSA</td>
</tr>
<tr>
<td>Rushed or pressed for time, employment status, hours of work</td>
<td></td>
</tr>
<tr>
<td>D – Physical activity</td>
<td>VicHealth</td>
</tr>
<tr>
<td>Involvement in regular physical activity and encouragement and support for involvement in physical activity</td>
<td></td>
</tr>
<tr>
<td>E – Sun Protection</td>
<td>SunSmart, CCV</td>
</tr>
<tr>
<td>Propensity to tan / burn, Desirability of a suntan, Recall of TV advertising about the dangers of tanning</td>
<td></td>
</tr>
<tr>
<td>X – Climate Change</td>
<td>Walls Consulting Group</td>
</tr>
<tr>
<td>Belief in climate change, cause of climate change, attitudes towards climate change</td>
<td></td>
</tr>
<tr>
<td>F – Television viewing</td>
<td>AGB Nielsen</td>
</tr>
<tr>
<td>Number of TV sets, weekday and weekend hours watching TV</td>
<td></td>
</tr>
<tr>
<td>G – Tobacco, Alcohol and Marijuana</td>
<td>QUIT, CCV, SRC</td>
</tr>
<tr>
<td>Smoking status, Tobacco consumption, Quit attempts</td>
<td></td>
</tr>
<tr>
<td>Alcohol – Audit C</td>
<td>Turning Point</td>
</tr>
<tr>
<td>Alcohol – Binge drinking, Frequency of drinking in licensed venues, Drinking before attending licensed venues</td>
<td>Burnett Institute / NDRI</td>
</tr>
<tr>
<td>Marijuana – Lifetime and last 12 months consumption, age of first use</td>
<td></td>
</tr>
<tr>
<td>H – Experience of Racism</td>
<td>McCaughey Centre</td>
</tr>
<tr>
<td>Ever experiences racism, Experienced racism in the last 2 years, Frequency of experiencing racism</td>
<td></td>
</tr>
<tr>
<td>I – Problem Gambling</td>
<td>PGRTC</td>
</tr>
<tr>
<td>Frequency of gambling, Internet gambling, gambling problems</td>
<td></td>
</tr>
<tr>
<td>J – Sexual Activity and Experiences and Pap Tests</td>
<td>ARCSHS, SRC</td>
</tr>
<tr>
<td>Gender of sexual partners, Number of sexual partners in last 12 months, Ever had a Pap Test</td>
<td></td>
</tr>
<tr>
<td>Demographics</td>
<td>All</td>
</tr>
</tbody>
</table>
4.2 Questionnaire pilot testing

A two-stage pilot test comprising 30 interviews was conducted from 28 to 30 November. The average interview length for the pilot test was 20.8 minutes.

The main changes arising from pilot testing were as follows:

- The shortening of the introduction
- Adding an interviewer note which identified all survey subscribers in case sample members requested this information
- A series of minor wording changes and clarifications (e.g. clarification that participation in a footy tipping competition does not count as gambling), and
- The removal of questions on the following topics:
  - Whether the respondents mainly used their mobile, mainly used their landline or used both fairly equally
  - Whether or not the respondent was a parent of any children aged 18 years and younger
  - Dwelling type
  - Birthplace of parents, and
  - Student status.

The removal of these questions to reduce interview length was partially offset by the addition of a module of questions on climate change (the Wallis Group). As such, the final interview length was 19.8 minutes.
5 Data Collection & Quality Control

5.1 Ethical considerations

This survey was approved by the University of Queensland, Behavioural and Social Sciences Ethical Review Committee as complying with the provisions obtained in the *National Statement on Ethical Conduct in Human Research*. Clearance Number 2011001133.

In addition to meeting the requirement of the Ethics Committee, the ASMRO Privacy Principles and the AMSRS Code of Professional Behaviour, appropriate interviewer training was provided with regard to dealing with sensitive situations and adverse events. All interviewers also had a list of appropriate referral numbers they could offer sample members in each State and Territory.

A very important ethical consideration with respect to conducting interviews via a mobile phone is to ensure that it is safe for the sample member to take the call. Intro 5 (see Appendix 2) asks “May I just check whether or not it is safe for you to take this call at the moment? If not, I am happy to call you back when it is more convenient for you”.

Social Research Centre interviewers are trained in appropriate call escalation procedures. No call alerts were issued over the course of this survey.

5.2 Field team briefing

All interviewers selected to work on Dual-frame Omnibus attended a two-hour 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
- Special procedures for calling mobile phone numbers (e.g. ensuring safety, recording of State / Territory, offering to call back on a landline).

The briefing sessions were delivered by the Social Research Centre project manager and supervisory staff. A total of 59 interviewers were briefed to work on the survey.

5.3 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 supervisors.
6 Call Results & Analysis of Response

6.1 All call attempts

A total of 76,342 calls were placed to achieve 2,014 completed surveys. This equates to an interview every 37.9 calls and an average of 4.3 calls per sample record. The most commonly occurring call outcome was no answer (40.0%). There were also a high proportion of ‘answering machine / voicemail’ outcomes (25.8%) and ‘appointments’ (14.0%).

The average number of calls per interviews for the mobile phone frame was 48.2 compared with 27.7 for the landline frame. The main reason for this difference is the much higher proportion of voicemail outcomes resulting from calls to mobile phones (32.5%) relative to the proportion of answering machine outcomes obtained when calling landlines (14.3%).

Table 4: All call attempts

<table>
<thead>
<tr>
<th>Total calls made</th>
<th>Total sample</th>
<th>Landline sample</th>
<th>Mobile phone sample</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>All call attempts</td>
<td>76,342</td>
<td>100.0</td>
<td>28,070</td>
</tr>
<tr>
<td></td>
<td>48,272</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>No answer</td>
<td>30,531</td>
<td>40.0</td>
<td>10,839</td>
</tr>
<tr>
<td></td>
<td>19,692</td>
<td>25.8</td>
<td>4,000</td>
</tr>
<tr>
<td>Answering machine / Voicemail</td>
<td>10,706</td>
<td>14.0</td>
<td>5,208</td>
</tr>
<tr>
<td>Appointments</td>
<td>3,408</td>
<td>4.5</td>
<td>2,528</td>
</tr>
<tr>
<td>Engaged</td>
<td>2,740</td>
<td>3.6</td>
<td>669</td>
</tr>
<tr>
<td>Telstra message, number disconnected</td>
<td>2,347</td>
<td>3.1</td>
<td>489</td>
</tr>
<tr>
<td>Respondent Refusals</td>
<td>2,014</td>
<td>2.6</td>
<td>1,012</td>
</tr>
<tr>
<td>Completed interviews</td>
<td></td>
<td></td>
<td>1,002</td>
</tr>
<tr>
<td>Household Refusal</td>
<td>1,488</td>
<td>1.9</td>
<td>1,488</td>
</tr>
<tr>
<td>Not a residential number</td>
<td>854</td>
<td>1.1</td>
<td>657</td>
</tr>
<tr>
<td>Fax/Modem</td>
<td>517</td>
<td>0.7</td>
<td>497</td>
</tr>
<tr>
<td>Incoming Call restrictions</td>
<td>461</td>
<td>0.6</td>
<td>28</td>
</tr>
<tr>
<td>Too old / frail / deaf / unable to do survey</td>
<td>343</td>
<td>0.4</td>
<td>278</td>
</tr>
<tr>
<td>LOTE - NO FOLLOW-UP</td>
<td>303</td>
<td>0.4</td>
<td>141</td>
</tr>
<tr>
<td>Under 18 mobile</td>
<td>264</td>
<td>0.3</td>
<td>-</td>
</tr>
<tr>
<td>Selected respondent away duration</td>
<td>233</td>
<td>0.3</td>
<td>96</td>
</tr>
<tr>
<td>Remove number from list</td>
<td>125</td>
<td>0.2</td>
<td>67</td>
</tr>
<tr>
<td>Terminated midway</td>
<td>74</td>
<td>0.1</td>
<td>14</td>
</tr>
<tr>
<td>Refused state</td>
<td>71</td>
<td>0.1</td>
<td>-</td>
</tr>
<tr>
<td>No one 18+ in the household</td>
<td>58</td>
<td>0.1</td>
<td>9</td>
</tr>
<tr>
<td>Wrong number/Respondent not known at this address</td>
<td>52</td>
<td>0.1</td>
<td>21</td>
</tr>
<tr>
<td>Refused Age</td>
<td>49</td>
<td>0.1</td>
<td>24</td>
</tr>
<tr>
<td>Claims to have done survey</td>
<td>8</td>
<td>&lt;0.1</td>
<td>4</td>
</tr>
<tr>
<td>Respondent unreliable/ Drunk</td>
<td>4</td>
<td>&lt;0.1</td>
<td>1</td>
</tr>
<tr>
<td>Average calls per interview</td>
<td>37.9</td>
<td></td>
<td>27.7</td>
</tr>
<tr>
<td>Calls per number initiated</td>
<td>4.3</td>
<td></td>
<td>4.5</td>
</tr>
</tbody>
</table>
6.2 Final call disposition

In order to enable the response dynamics of this survey to be more easily compared with international studies using a dual-frame methodology the final call disposition codes used for this survey were those recommended by the American Association of Public Opinion Research5.

Table 5: Final Call Disposition

<table>
<thead>
<tr>
<th>Call Disposition Code</th>
<th>Dual-frame</th>
<th>Landline sample</th>
<th>Mobile sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total records</td>
<td>17,779</td>
<td>6,197</td>
<td>11,582</td>
</tr>
<tr>
<td>Interview (Category 1)</td>
<td>Complete</td>
<td>2,014</td>
<td>1,002</td>
</tr>
<tr>
<td></td>
<td>Partial</td>
<td>40</td>
<td>14</td>
</tr>
<tr>
<td>Eligible, non-interview (Category 2)</td>
<td>2,0000</td>
<td>1,369</td>
<td>1,281</td>
</tr>
<tr>
<td>Household-level refusal</td>
<td>2,1110</td>
<td>1,164</td>
<td>106</td>
</tr>
<tr>
<td>Known-respondent refusal</td>
<td>2,1120</td>
<td>941</td>
<td>567</td>
</tr>
<tr>
<td>Respondent never available</td>
<td>2,2100</td>
<td>2,781</td>
<td>459</td>
</tr>
<tr>
<td>Telephone answering device</td>
<td>2,2200</td>
<td>5.3</td>
<td>91</td>
</tr>
<tr>
<td>Physically or mentally unable/incompetent</td>
<td>2,3200</td>
<td>340</td>
<td>268</td>
</tr>
<tr>
<td>Language problem</td>
<td>2,3300</td>
<td>289</td>
<td>133</td>
</tr>
<tr>
<td>Location/Activity not allowing interview</td>
<td>2,3500</td>
<td>28</td>
<td>0</td>
</tr>
<tr>
<td>Unknown eligibility, non-interview (Category 3)</td>
<td>3,0000</td>
<td>197</td>
<td>129</td>
</tr>
<tr>
<td>Always busy</td>
<td>3,1200</td>
<td>3,617</td>
<td>800</td>
</tr>
<tr>
<td>No answer</td>
<td>3,1300</td>
<td>449</td>
<td>16</td>
</tr>
<tr>
<td>Call blocking</td>
<td>3,1500</td>
<td>115</td>
<td>24</td>
</tr>
<tr>
<td>No screener completed</td>
<td>3,2100</td>
<td>338</td>
<td>319</td>
</tr>
<tr>
<td>Not eligible (Category 4)</td>
<td>4,0000</td>
<td>2,477</td>
<td>407</td>
</tr>
<tr>
<td>Fax/data line</td>
<td>4,2000</td>
<td>850</td>
<td>654</td>
</tr>
<tr>
<td>Non-working/disconnect</td>
<td>4,3000</td>
<td>320</td>
<td>8</td>
</tr>
<tr>
<td>Non-residence</td>
<td>4,5000</td>
<td>530</td>
<td>1,800</td>
</tr>
<tr>
<td>No eligible respondent</td>
<td>4,7000</td>
<td>6.1</td>
<td>11.6</td>
</tr>
</tbody>
</table>

In terms of the final call outcomes the major differences between the sample frames (Table 5) are the much higher proportion of telephone answering devices (answering machines / voicemail) for the mobile frame (20%) compared with the landline frame (7.4%), a higher proportion of ‘no answer’ outcomes amongst the mobile phone frame (24.3%) compared with 12.9% for the landline frame and a higher proportion of non-working / disconnected numbers in the mobile frame (17.9%) compared with the landline frame (6.6%). The relatively high proportion of un-contactable numbers in the

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5 AAPOR,2011

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mobile phone frame is reflected in the much higher ratio of records used per interview for the mobile phone frame (11.6:1) compared with the landline frame (6.1:1).

6.3 Analysis of response

The response rate used for this report is AAPOR Response Rate 3 (RR3). This relies on estimating the proportion of cases of unknown eligibility that may have been eligible for the survey and including this estimate in the denominator for the calculation of the survey response rate. The formula for Response Rate 3 is:

\[
RR3 = \frac{I}{(I+P)+(R+NC+O) + e(UH+UO)}
\]

Where:

I=Interviews
P=Partial interviews
R=Refusals
NC=Non-contacts
O= Other
e= Estimate of the proportion of unknown outcomes likely to have been in-scope
UH=Unknown, if household / occupied
UO=Unknown, other.

The e value for this survey is the default value calculated by the AAPOR on-line Response Rate Calculator. In this case 0.703. This was calculated as follows ...

\[
e = \frac{(Interviews + Partial completes) + (Eligible non-interviews)}{(Interviews + Partial completes) + (Eligible non-interviews) + (Not eligible)}
\]
On this basis (refer to Table 6) the overall response rate for the survey was 16.1%, 22.2% for the landline frame and 12.7% for the mobile phone frame. Advice provided by Paul Lavrakas suggests that these response rates would be judged as ‘good’ by US standards where typical response rates for dual-frame media polls are between 10-15% for the landline frame and 6-10% for the mobile phone frame.

Table 6: Calculation of response rates

<table>
<thead>
<tr>
<th>Total phone numbers used</th>
<th>Total sample</th>
<th>Landline</th>
<th>Mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total phone numbers used</td>
<td>17,779</td>
<td>6,197</td>
<td>11,582</td>
</tr>
<tr>
<td>I=Complete Interviews (1.1)</td>
<td>2,014</td>
<td>1,012</td>
<td>1,002</td>
</tr>
<tr>
<td>P=Partial Interviews (1.2)</td>
<td>40</td>
<td>14</td>
<td>26</td>
</tr>
<tr>
<td>R=Refusal and break off (2.1)</td>
<td>2,983</td>
<td>1,387</td>
<td>1,596</td>
</tr>
<tr>
<td>NC=Non Contact (2.2)</td>
<td>3,722</td>
<td>1,026</td>
<td>2,696</td>
</tr>
<tr>
<td>O=Other (2.0, 2.3)</td>
<td>657</td>
<td>401</td>
<td>256</td>
</tr>
<tr>
<td>e</td>
<td>0.703</td>
<td>0.735</td>
<td>0.682</td>
</tr>
<tr>
<td>UH=Unknown Household (3.1)</td>
<td>4263</td>
<td>945</td>
<td>3318</td>
</tr>
<tr>
<td>UO=Unknown other (3.2-3.9)</td>
<td>115</td>
<td>24</td>
<td>91</td>
</tr>
<tr>
<td>Response Rate 3</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>I/((I+P) + (R+NC+O) + e(UH+UO))</td>
<td>16.1</td>
<td>22.2</td>
<td>12.7</td>
</tr>
<tr>
<td>Cooperation Rate 3</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>I/((I+P)+R))</td>
<td>40.0</td>
<td>41.9</td>
<td>38.2</td>
</tr>
<tr>
<td>Refusal Rate 3</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>R/((I+P)+(R+NC+O))</td>
<td>31.7</td>
<td>36.1</td>
<td>28.6</td>
</tr>
<tr>
<td>Contact Rate 3</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>(I+P)+R+O / (I+P)+R+O+NC</td>
<td>60.5</td>
<td>73.3</td>
<td>51.6</td>
</tr>
</tbody>
</table>

The cooperation rates for the survey (interviews / interviews + refusals) are more typically reported as the ‘response rate’ for Australian surveys. The overall cooperation rate was 40.0%, with little variation between the landline frame (41.9%) and the mobile phone frame (38.2%). This would also be considered an acceptable outcome by Australian standards, particularly for a survey in which the survey sponsor was a research company rather than a government department or university and where no primary approach letters were used.

The refusal rate for members of the landline frame was 36.1% compared with 28.6% for the mobile phone frame. This dispels the notion (for this survey at least) that people are more likely to regard calls made to a mobile phone to request an interview as more intrusive than calls made to a landline phone and therefore be more likely to refuse a request for interview via a mobile phone.

The other major difference between the frames is in terms of contact rates with 73.3% of the landline frame contactable compared with 51.6% of the mobile phone frame. This is reflected by analysis of the data presented in Table 5 which shows that 17.8% of the mobile phone numbers dialled were non-working / disconnected numbers compared with 6.6% of the landline numbers.
6.4 Reason for refusal

The reasons given by sample members for refusing to participate in the survey were captured by interviewers wherever possible. The results are shown in Table 7. At an overall level:

- 44.8% of refusals were not interested
- 21.5% simply hung up before a reason could be ascertained, and
- A similar proportion (19.2%) were too busy.

Members of the mobile phone frame who refused to be interviewed were less likely than their landline counterparts to be uninterested (40.3% compared with 50.0%) and more likely to report being too busy (22.3% compared with 15.5%). About one in 20 of those members of the mobile phone frame who refused an interview (4.8%) said they objected to being called on their mobile phone to participate in a survey.

<table>
<thead>
<tr>
<th>Table 7: Reason for refusal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>Not interested</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>No comment / just hung up</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Too busy</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Never do surveys</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Objected to being called on their mobile phone</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Too personal / intrusive</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Don't believe surveys are confidential / privacy concerns</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>15 minutes is too long</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Get too many calls for surveys / telemarketing</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Silent number</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Don't trust surveys / government</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Asked to be taken off list and never called again</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Don't like subject matter</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Total (excludes missing)</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
6.5 Review of call cycle

The impact of using an extended call regime

The value of using an extended call cycle (a six call cycle being more typical) is evident from the results presented in Table 8. This shows that 196 out of a total of 2,014 interviews (9.7%) were achieved from the seventh or subsequent call attempt.

The extended call cycle improved the representation of persons aged 25 to 39 years, persons born outside of Australia, mortgagees, persons who had been residents of their current neighbourhood for 5 years or more and employed persons.

Table 8: Analysis of response by call attempt

<table>
<thead>
<tr>
<th>Selected characteristics</th>
<th>Number of calls</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1-3 (n=1,332)</td>
</tr>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>43.2</td>
</tr>
<tr>
<td>Female</td>
<td>56.8</td>
</tr>
<tr>
<td>Age group (years)</td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>11.7</td>
</tr>
<tr>
<td>25-39</td>
<td>21.6</td>
</tr>
<tr>
<td>40-49</td>
<td>15.5</td>
</tr>
<tr>
<td>50-64</td>
<td>28.4</td>
</tr>
<tr>
<td>65+</td>
<td>22.8</td>
</tr>
<tr>
<td>Region</td>
<td></td>
</tr>
<tr>
<td>Capital city</td>
<td>67.3</td>
</tr>
<tr>
<td>Other</td>
<td>32.7</td>
</tr>
<tr>
<td>Indigenous status</td>
<td></td>
</tr>
<tr>
<td>A&amp;TSI</td>
<td>1.7</td>
</tr>
<tr>
<td>Birthplace</td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>70.2</td>
</tr>
<tr>
<td>Overseas</td>
<td>29.8</td>
</tr>
<tr>
<td>Time in neighbourhood</td>
<td></td>
</tr>
<tr>
<td>5 years or less</td>
<td>25.5</td>
</tr>
<tr>
<td>More than 5 years</td>
<td>74.5</td>
</tr>
<tr>
<td>Home ownership</td>
<td></td>
</tr>
<tr>
<td>Own home</td>
<td>37.7</td>
</tr>
<tr>
<td>Paying mortgage</td>
<td>27.3</td>
</tr>
<tr>
<td>Paying rent</td>
<td>27.3</td>
</tr>
<tr>
<td>Living arrangements</td>
<td></td>
</tr>
<tr>
<td>Group household</td>
<td>9.4</td>
</tr>
<tr>
<td>Educational attainment</td>
<td></td>
</tr>
<tr>
<td>Bachelors Degree or higher</td>
<td>31.0</td>
</tr>
<tr>
<td>Employment status</td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>63.3</td>
</tr>
</tbody>
</table>

Statistically significant at the 95% confidence interval. Significance testing carried out for columns a/b, a/c. For example, the proportion of respondents aged 25 to 39 years contacted from the 7th or subsequent call attempt (30.6%) is significantly different to the proportion of 25 to 39 year olds contacted in the first three call attempts (21.6%).
The impact of converting refusals

Two thirds (n=65) of the refusal conversion interviews achieved were from the landline frame with the remainder (n=32) from the mobile frame. This is reflected in the data provided in Table 9 insofar as females, older persons, Australian born persons, longer term residents and home owners are over represented amongst the refusal conversion interviews.

Table 9: Analysis of refusal conversion interviews

<table>
<thead>
<tr>
<th>Selected characteristics</th>
<th>Type of interview</th>
<th>Normal (n=1,917)</th>
<th>Refusal conversion (n=97)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>44.5</td>
<td>41.2</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>55.5</td>
<td>58.8</td>
</tr>
<tr>
<td></td>
<td>Age group (years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>18-24</td>
<td>11.8</td>
<td>11.3</td>
</tr>
<tr>
<td></td>
<td>25-39</td>
<td>24.5</td>
<td>18.6</td>
</tr>
<tr>
<td></td>
<td>40-49</td>
<td>17.3</td>
<td>14.4</td>
</tr>
<tr>
<td></td>
<td>50-64</td>
<td>27.4</td>
<td>30.9</td>
</tr>
<tr>
<td></td>
<td>65+</td>
<td>19.1</td>
<td>24.7</td>
</tr>
<tr>
<td></td>
<td>Region</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Capital city</td>
<td>68.2</td>
<td>58.8</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>31.8</td>
<td>41.2</td>
</tr>
<tr>
<td></td>
<td>Indigenous status</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>A&amp;TSI</td>
<td>1.4</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>Birthplace</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Australia</td>
<td>68.0</td>
<td>79.4*</td>
</tr>
<tr>
<td></td>
<td>Overseas</td>
<td>32.0</td>
<td>20.6</td>
</tr>
<tr>
<td></td>
<td>Time in neighbourhood</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 years or less</td>
<td>37.3</td>
<td>23.7</td>
</tr>
<tr>
<td></td>
<td>More than 5 years</td>
<td>62.5</td>
<td>76.3*</td>
</tr>
<tr>
<td></td>
<td>Home ownership</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Own home</td>
<td>34.6</td>
<td>40.2</td>
</tr>
<tr>
<td></td>
<td>Paying mortgage</td>
<td>30.3</td>
<td>32.0</td>
</tr>
<tr>
<td></td>
<td>Paying rent</td>
<td>27.5</td>
<td>17.5*</td>
</tr>
<tr>
<td></td>
<td>Living arrangements</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Group household</td>
<td>8.9</td>
<td>6.2</td>
</tr>
<tr>
<td></td>
<td>Educational attainment</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bachelors Degree or higher</td>
<td>32.2</td>
<td>16.5</td>
</tr>
<tr>
<td></td>
<td>Employment status</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Employed</td>
<td>67.1</td>
<td>57.7</td>
</tr>
</tbody>
</table>

Statistically significant at the 95% confidence interval.
6.6 Achieved sample profile

Given that one of the main objectives of this study was to better understand the impact that the exclusion of ‘mobile phone only’ persons has on the estimates produced from surveys using a traditional landline RDD sampling frame, the differences in the profiles of landline respondents and mobile phone only respondents is of interest. The major differences (as evident in Table 10 columns a and f) are summarised below.

Table 10: Sample profile by sample frame and telephone status (Unweighted data).

<table>
<thead>
<tr>
<th>Selected characteristics</th>
<th>Landline frame</th>
<th>Mobile phone frame</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total (n=1,012)</td>
<td>Dual-user (n=838)</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>36.6</td>
<td>36.9</td>
</tr>
<tr>
<td>Female</td>
<td>63.4</td>
<td>63.1</td>
</tr>
<tr>
<td>Age group (years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>3.5</td>
<td>3.7</td>
</tr>
<tr>
<td>25-39</td>
<td>15.3</td>
<td>17.1</td>
</tr>
<tr>
<td>40-49</td>
<td>18.4</td>
<td>20.9</td>
</tr>
<tr>
<td>50-64</td>
<td>31.3</td>
<td>32.7</td>
</tr>
<tr>
<td>65+</td>
<td>31.5</td>
<td>25.7</td>
</tr>
<tr>
<td>Region</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital city</td>
<td>63.9</td>
<td>63.8</td>
</tr>
<tr>
<td>Other</td>
<td>36.1</td>
<td>36.2</td>
</tr>
<tr>
<td>Indigenous status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A&amp;TSI</td>
<td>1.3</td>
<td>1.4</td>
</tr>
<tr>
<td>Birthplace</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>74.1</td>
<td>73.9</td>
</tr>
<tr>
<td>Overseas</td>
<td>25.9</td>
<td>26.1</td>
</tr>
<tr>
<td>Time in neighbourhood</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 years or less</td>
<td>22.3</td>
<td>23.4</td>
</tr>
<tr>
<td>Home ownership</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Own home</td>
<td>48.6</td>
<td>46.1</td>
</tr>
<tr>
<td>Paying mortgage</td>
<td>31.1</td>
<td>34.4</td>
</tr>
<tr>
<td>Paying rent</td>
<td>13.9</td>
<td>13.5</td>
</tr>
<tr>
<td>Living arrangements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group household</td>
<td>3.1</td>
<td>3.1</td>
</tr>
<tr>
<td>Educational attainment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelors Degree or higher</td>
<td>27.9</td>
<td>30.4</td>
</tr>
<tr>
<td>Employment status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>58.0</td>
<td>63.5</td>
</tr>
</tbody>
</table>

Statistically significant at the 95% confidence interval. Significance testing carried out for columns a/d, a/f, b/e. For example, the proportion mobile phone only respondents living in a group household (26.8%) is significantly different from the proportion reported in column (a) – the total landline sample (3.1%).
Compared with the landline frame, mobile phone only respondents were more likely to be male, were younger, more likely to reside in capital cities, more likely to be born overseas, more likely to be living in a rental property, to have been living in their neighbourhood for less than five years and to be living in a group household. The mobile phone only sample also yielded a higher proportion of employed persons and university graduates and a higher proportion of respondents who identified as being of Aboriginal and Torres Strait Islander. These findings largely confirm those of the Social Research Centre / ISSR Dual-frame Demonstration Survey\(^9\) and are based on a larger sample size.

The differences in the respondent profiles produced from the landline and mobile phone frames (Table 10, column a compared with column d) are not wholly explained by the differences in sample coverage. This is evident in the extent to which the profile of dual-users captured via the landline frame is different to that of dual-users captured via the mobile phone frame (columns b and e, Table 10). The fact that there are differences where the landline and mobile phone frames overlap is an interesting finding from this research and, again, confirms the findings of our earlier work in this area. These variations can, at least in part, be attributed to the differences between a household-based and a person-based sampling methodology (with persons not being distributed across households proportionally) and also suggest that a different set of response dynamics may exist for the landline and mobile phone samples.

\(^{9}\) Pennay, 2010.
7 Data Processing & Outputs

7.1 Approach to weighting

A two-stage approach was used to weight the survey data. This involved the calculation of a design weight (to adjust for the varying chances of selection of sample members) and a post stratification weight to further weight the data to known population procedures.

The calculation of the design weight

The approach adopted for the calculation of the design weight was based on the work of Jonathan Best.\(^{10}\) In addition to typical adjustments relating to the number of in-scope persons in each household and the number of landline telephone connections per household, this approach also determines a pre-weight to adjust for the overlapping chances of selection for persons with both a mobile phone and a landline.

Task 1 – Calculating the probability of each record being sampled in the landline sample frame (\(P_{LL}\))

\[
P_{LL} = \frac{S_{LL}}{U_{LL}} \times \frac{LL}{AD}
\]

Where:

\(P_{LL}\) = Probability of being in the landline sample frame

\(S_{LL}\) = the number of interviews achieved with the landline sample (n=1,012)

\(U_{LL}\) = the residential landline universe = 7,228,117\(^{11}\)

\(LL\) – is the number of landlines in the household (See Variable SMP2 – Capped at 3 for weighting purposes. If dk/ref replaced with ‘1’).

\(AD\) is the number of in-scope adults per household. (Dem1). Note: When the value for AD (Dem 1) was missing and could not be inferred from the response to Dem3 the missing Dem1 value was replaced with the mean Dem1 value for the relevant Dem3 category.

- At home with parents or guardians 3.25
- Couple with dependent children 2.37
- Couple with non-dependent children 3.27
- One parent with dependent children 1.55
- One parent with non-dependent children 2.22
- Group household 3.14
- Other 2.87

This variable is saved in the accompanying data file as \(P_{LL}\).

\(^{10}\) Best, 2010.
\(^{11}\) See Appendix 1
Task 2 – Calculate the probability of being sampled in the mobile phone sample ($P_{MP}$)

$$P_{MP} = \frac{S_{MP}}{U_{MP}}$$

Where …

$P_{MP}$ = Probability of being in the mobile phone sample frame

$S_{MP}$ = the number of interviews achieved with the Mobile Phone sample ($n=1,002$)

$U_{MP}$ = the number of persons with a cell phone = $15,334,107^{12}$

This variable is saved to the accompanying data file as $P_{MP}$ and is zero for respondents without a mobile phone.

Task 3 – Calculate the design weight for each record in the data file.

Using the previous information the design weight for each record was calculated as follows.

$$WTPRE_t = \frac{1}{P_{LL} + P_{MP} - P_{LL}P_{MP}}.$$  

This variable is saved in the accompanying data file as $WTPRE$.

The calculation of the post stratification weight

The calculation of the post stratification weighting factors was undertaken using a “rim weighting” approach, sometimes referred to as ‘raking’ or iterative proportional fitting. This technique was used to adjust for the disproportionate nature of the sample and differential survey response rates across age, gender, educational attainment, country of birth, location and telephony status. The sample was weighted to independent population benchmarks.

The weights created by “rim weighting” were created using a statistical regression approach which seeks to achieve the “best fit” possible with the population proportions specified by the weighting variables while disturbing the overall data as little as possible.

The algorithm used for this purpose was provided in the Social Research Centre’s Quantum analysis software to develop sample weights which incorporate the variables location, 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.

The population targets used for weighting purposes, and their sources, are provided in Table 11, see next page. The final weight to be applied to the data file is saved as $weight_{final}$.

---

12 See Appendix 1
Table 11: Population parameters for post stratification weighting

<table>
<thead>
<tr>
<th>Population characteristic</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong>&lt;sup&gt;a&lt;/sup&gt;</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>0.493</td>
</tr>
<tr>
<td>Female</td>
<td>0.507</td>
</tr>
<tr>
<td><strong>Location</strong>&lt;sup&gt;a&lt;/sup&gt;</td>
<td></td>
</tr>
<tr>
<td>Sydney</td>
<td>0.206</td>
</tr>
<tr>
<td>Rest of NSW</td>
<td>0.119</td>
</tr>
<tr>
<td>Melbourne</td>
<td>0.185</td>
</tr>
<tr>
<td>Rest of Victoria</td>
<td>0.065</td>
</tr>
<tr>
<td>Brisbane</td>
<td>0.090</td>
</tr>
<tr>
<td>Rest of Qld</td>
<td>0.109</td>
</tr>
<tr>
<td>Adelaide</td>
<td>0.055</td>
</tr>
<tr>
<td>Rest of SA</td>
<td>0.020</td>
</tr>
<tr>
<td>Perth</td>
<td>0.076</td>
</tr>
<tr>
<td>Rest of WA</td>
<td>0.026</td>
</tr>
<tr>
<td>Hobart</td>
<td>0.010</td>
</tr>
<tr>
<td>Rest of Tas</td>
<td>0.013</td>
</tr>
<tr>
<td>Darwin</td>
<td>0.006</td>
</tr>
<tr>
<td>Rest of NT</td>
<td>0.004</td>
</tr>
<tr>
<td>ACT</td>
<td>0.016</td>
</tr>
<tr>
<td><strong>Telephone status</strong>&lt;sup&gt;b&lt;/sup&gt;</td>
<td></td>
</tr>
<tr>
<td>Mobile only</td>
<td>0.190</td>
</tr>
<tr>
<td>Dual user</td>
<td>0.721</td>
</tr>
<tr>
<td>Landline only</td>
<td>0.089</td>
</tr>
<tr>
<td><strong>Age x education</strong>&lt;sup&gt;c&lt;/sup&gt;</td>
<td></td>
</tr>
<tr>
<td>18 – 24 years, Uni graduate</td>
<td>0.013</td>
</tr>
<tr>
<td>18 – 24 years, Not Uni graduate</td>
<td>0.115</td>
</tr>
<tr>
<td>25 – 39 years, Uni graduate</td>
<td>0.070</td>
</tr>
<tr>
<td>25– 39 years, Not Uni graduate</td>
<td>0.213</td>
</tr>
<tr>
<td>40-49 years, Uni graduate</td>
<td>0.038</td>
</tr>
<tr>
<td>40-49 years, Not Uni graduate</td>
<td>0.142</td>
</tr>
<tr>
<td>50 -64 years, Uni graduate</td>
<td>0.037</td>
</tr>
<tr>
<td>50 - 64 years, Not Uni graduate</td>
<td>0.203</td>
</tr>
<tr>
<td>65 + years, Uni graduate</td>
<td>0.011</td>
</tr>
<tr>
<td>65 + years, Not Uni graduate</td>
<td>0.158</td>
</tr>
<tr>
<td><strong>Birthplace</strong>&lt;sup&gt;d&lt;/sup&gt;,&lt;sup&gt;e&lt;/sup&gt;</td>
<td></td>
</tr>
<tr>
<td>Australia / Overseas ESB</td>
<td>0.793</td>
</tr>
<tr>
<td>Overseas NESB</td>
<td>0.207</td>
</tr>
</tbody>
</table>

Sources of data for weighting parameters:

a) ABS, 2011.
b) ACMA, 2011.
c) 2006 Census of Population and Housing, Customised Data Report. Count of persons aged 15 and over with Highest Level of Educational Attainment Bachelor Degree or higher, by Age and Sex, for each Capital City/Balance of State or Territory, based on Usual Residence Census Night.
d) ABS Cat. No. 2001.0 - 2006 Community Profile Series, Table B09 Country of Birth by Gender.
e) ESB defined as UK, Ireland, USA, Canada, New Zealand and South Africa.
7.2 Data file

The data file was produced using IBM.SPSS Statistics, Version 19. The file contains 2,014 records and 164 variables. The variable to be used for weighting purposes is “Final_weight”. A base description has been included in the variable labels for all questions asked of a sub-set of respondents.

For those users interested in the differences in the survey estimates by sample frame and telephone status the variables to use are “Samtype” (1 - Landline sample, 2 - Mobile sample) and “Telstatus” (1- Mobile only, 2 - Dual-user, 3 - Landline only).

The survey data can be provided in different formats upon request.

7.3 Data tables

The Social Research Centre will produce data tables on a fee for service basis, upon request.
8 Selected findings

Selected findings by sample frame and mobile phone only status are provided below to illustrate, for selected variables of interest, whether there were differences in the results obtained via the landline frame and the mobile frame (with particular regard to the mobile phone only group).

These findings confirm earlier research undertaken by the Social Research Centre and the University of Queensland, Institute for Social Science Research in showing significant differences between the sample frames and between the landline sample and the mobile phone only sample with respect to tobacco, alcohol and marijuana usage, indicators of problem gambling and exposure to racism. These results also show differences between the frames with regard to selected health characteristics (e.g. mobility, pain and discomfort, anxiety and depression), and health behavioural risk factors such as drink driving, pap test behaviour and attitudes to sun tanning.

The Social Research Centre Dual-frame Omnibus also shows differences between the sample frames and between the landline sample and the mobile phone only sample with respect to television viewing habits, exposure to the SunSmart social marketing campaign, attitudes to climate change and self-reported same-sex sexual experiences.

These findings reinforce the view that there are significant and non-ignorable biases in telephone surveys that continue to rely solely on landline telephone frames.

Table 12: Selected findings by sample frame and ‘mobile phone only’ status (weighted data).

<table>
<thead>
<tr>
<th>Selected characteristics</th>
<th>Landline frame</th>
<th>Mobile phone frame</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total (n=1,012) %</td>
<td>Total (n=1,002) %</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
</tr>
<tr>
<td>Health, time pressure, physical activity and Pap test behaviour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No problems</td>
<td>82.0</td>
<td>87.6$^f$</td>
</tr>
<tr>
<td>Problems</td>
<td>17.9</td>
<td>12.1$^f$</td>
</tr>
<tr>
<td>Pain or discomfort</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No problems</td>
<td>61.4</td>
<td>71.3$^f$</td>
</tr>
<tr>
<td>Problems</td>
<td>38.3</td>
<td>28.4$^f$</td>
</tr>
<tr>
<td>Anxiety or depression</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No problems</td>
<td>83.9</td>
<td>76.9$^f$</td>
</tr>
<tr>
<td>Problems</td>
<td>16.1</td>
<td>22.8$^f$</td>
</tr>
<tr>
<td>Rushed or pressed for time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Always / often</td>
<td>39.0</td>
<td>44.0$^f$</td>
</tr>
<tr>
<td>Does regular physical activity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>75.7</td>
<td>75.6</td>
</tr>
<tr>
<td>No</td>
<td>24.3</td>
<td>24.2</td>
</tr>
<tr>
<td>Ever had a Pap test (Base: Females)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>92.5</td>
<td>85.3$^f$</td>
</tr>
<tr>
<td>No</td>
<td>7.2</td>
<td>14.3$^f$</td>
</tr>
</tbody>
</table>

Significance testing carried out for columns b/c against a.
Table 12 (cont.) Selected findings by sample frame and by ‘mobile phone only’ status (weighted data).

<table>
<thead>
<tr>
<th>Selected characteristics</th>
<th>Landline frame</th>
<th>Mobile phone frame</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total (n=1,012)</td>
<td>Total (n=1,002) &amp; Mobile phone only (n=295)</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>&amp;</td>
</tr>
<tr>
<td>Transport, road safety, climate change, television viewing and sun protection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public transport is main method of transport</td>
<td>9.4</td>
<td>16.6#</td>
</tr>
<tr>
<td>Currently hold a driver’s license</td>
<td>92.3</td>
<td>89.2#</td>
</tr>
<tr>
<td>Ever had license cancelled or disqualified</td>
<td>9.5</td>
<td>19.9#</td>
</tr>
<tr>
<td>Driven near or over the legal blood alcohol limit in the last three months</td>
<td>4.4</td>
<td>7.8#</td>
</tr>
<tr>
<td>Believes in climate change is real</td>
<td>64.0</td>
<td>74.7#</td>
</tr>
<tr>
<td>Likes getting a suntan</td>
<td>25.1</td>
<td>35.2#</td>
</tr>
<tr>
<td>Watches TV 5 nights per week on weeknights</td>
<td>76.7</td>
<td>61.8#</td>
</tr>
<tr>
<td>Avg. hours watches TV per week night</td>
<td>2.9</td>
<td>2.5#</td>
</tr>
<tr>
<td>Seen TV advertising about the dangers of tanning</td>
<td>81.5</td>
<td>78.7</td>
</tr>
<tr>
<td>Tobacco, alcohol, marijuana and same sex partners</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current daily smoker</td>
<td>13.6</td>
<td>20.6#</td>
</tr>
<tr>
<td>11 drinks or more at least once a month</td>
<td>6.3</td>
<td>14.6#</td>
</tr>
<tr>
<td>Smoked marijuana in the last 12 months</td>
<td>4.4</td>
<td>12.4#</td>
</tr>
<tr>
<td>Had same-sex sexual experience</td>
<td>5.0</td>
<td>8.5#</td>
</tr>
<tr>
<td>Racism and Gambling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experienced racism</td>
<td>15.0</td>
<td>25.7#</td>
</tr>
<tr>
<td>Ever tried to stop, cut down or control your gambling</td>
<td>5.2</td>
<td>8.6#</td>
</tr>
</tbody>
</table>

Significance testing carried out for columns b/c against a.
9  Next steps

Given that this survey provides further evidence of the biases inherent in relying solely on landline sample frames for telephone-based population research, our hope is that subscribers will continue to work with us to advance the practise of dual-frame telephone surveys in Australia. This requires access to better quality information about telephone usage for weighting purposes and access to some sort of geographic identifier (say postcode information from billing addresses) for mobile phone numbers. The Australian Bureau of Statistics and the Department of Broadband, Communications and the Digital Economy (DBCDE) have roles to play here. The Social Research Centre recently made a submission to the DBCDE review of the Integrated Public Number Database the focus of which was improving access to the IPND and enhancing its use for permitted research purposes.

In the meantime we encourage subscribers to use this data for their internal research purposes and encourage further collaborative research with the consent of other subscribers. For our part, we will be presenting the findings of this survey at the 8th International Conference in Social Science Methodology in Sydney in July, 2012 and will be re-convening our Telephone Sampling and Mobile Phone Workshop on 17 July, 2012.

Depending upon the reaction to these findings and subsequent demand we may look to conducting this Dual-frame Omnibus on a regular basis.

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References


Australian Bureau of Statistics, Projected Number of Households by Household Type, Australia, 2006 to 2031. ABS Cat 3236.0, December, 2010.


Australian Bureau of Statistics, 2006 Census of Population and Housing, Customised Data Report. Count of persons aged 15 and over with Highest Level of Educational Attainment Bachelor Degree or higher, by Age and Sex, for each Capital City/Balance of State or Territory, based on Usual Residence Census Night.


Best, Jonathon, First-Stage Weights for Overlapping Dual Frame Telephone Surveys. Presented at AAPOR’s 65th Annual Conference, Chicago, IL May 15, 2010

Pennay, Darren W. Profiling the ‘mobile phone only’ population. Results from a dual-frame telephone survey using a landline and mobile phone sample frame. Presented at the ACSPRI Social Science Methodology Conference, Sydney, December, 2010.
Appendix 1: Calculating $U_{LL}$ and $U_{MP}$

Calculating $U_{LL}$

$U_{LL}$

Total number of private dwellings – 8,498,668\textsuperscript{13}

- Proportion of households with a landline telephone connection - 81% of persons aged 18 years and over live in a household with a fixed-line telephone connection (ACMA, 2011, p8\textsuperscript{14})

- Number of landlines for each household with a telephone connection. The default estimate is 1.05.

$U_{LL} = 8,498,668 \times 0.81 \times 1.05$

$U_{LL}$ - Estimate of the number of residential phone lines in Australia = \textbf{7,228,117}.

Calculating $U_{MP}$

Proportion of persons with a mobile phone in Australia is - 89% of people aged 18 years and over living in a household with a fixed line have a mobile (ACMA 2011, p13)

Number of persons aged 18 years and over in Australia is 17,229,344\textsuperscript{15} (Note to researchers this statistic might change depending upon the in-scope population for your study. This number should also be updated annually either with the release of the 2011 census data or with the release of the previous years ERP figures in August each year).

$U_{MP} = 0.89 \times 17,229,344 = \textbf{15,334,107}$.

\textsuperscript{13} ABS Cat 3236.0 Projected Number of Households by Household Type, Australia, 2006 to 2031.

\textsuperscript{14} Australian Communications and Media Authority, Communications Report, 2010-11 series. Report 2 – Converging communications channels: Preferences and behaviours of Australian communications users, 2011.

\textsuperscript{15} Source: ABS Cat. 3201.0 - Population by Age and Sex, Australian States and Territories, Jun 2010.
Appendix 2: Questionnaire
Social Research Centre
Dual-frame Omnibus Survey, 2011
Draft Questionnaire – (2-12-2011)

*INTRODUCTORY QUESTION FOR LANDLINE SAMPLE

*LANDLINE SAMPLE
Intro1 Good (morning/afternoon/evening). My name is <SAY NAME>. I’m calling from the Social Research Centre. The reason I’m calling is to see if you can help out with an important academic survey about health and wellbeing issues. The results will be used to improve the quality of population research in Australia. The interview will take around 15 minutes depending on your answers. Would you be willing to do the survey at this time?

*LANDLINE SAMPLE
Intro2 For this research we’d like to speak to the person in the household aged 18 years and over who had the most recent birthday – would that be you? IF NECESSARY – This is just a way of randomising who we talk to in the household
1. Continue with same person
2. Switch to new person
3. Make appointment
4. Phone answerer refused to pass on to selected person
5. No-one in household aged 18 years and over
6. Selected respondent refusal

*INTRODUCTORY QUESTION FOR MOBILE PHONE SAMPLE

*MOBILE SAMPLE
Intro4 Good (morning/afternoon/evening). My name is <SAY NAME>. I’m calling from the Social Research Centre. The reason I’m calling is to see if you can help out with an important academic survey about health and wellbeing issues. To be eligible you need to be aged 18 years or over. The interview will take around 15 minutes depending on your answers. Would you be willing to do the survey at this time?

*MOBILE SAMPLE
Intro5 May I just check whether or not it is safe for you to take this call at the moment. If not, I am happy to call you back when it is more convenient for you.
1. Safe to take call
2. Not safe to take call
3. Selected respondent refusal

Intro6 To check whether you are eligible for this survey would you mind telling me how old you are?
1. Age given (RECORD AGE IN YEARS __________) (RANGE 18 TO 99)
2. Refused (PROGRAMMER NOTE - RECORD IN DATA AS 8888 and ask Intro7)

*(REFUSED AGE Intro6=2)
Intro7 Could you please tell me which of the following age groups you are in? (READ OUT)
3. 18 - 24 years
4. 25 - 39 years
5. 40 - 49 years
6. 50 – 64 years
7. 65 – 74 years, or
8. 75 + years
9. (Refused) PROGRAMMER NOTE - RECORD IN DATA AS 8888) (GO TO TERMINATION SCRIPT 2)
*TELEPHONE STATUS*

PRE SMP1 IF SAMTYP=2 (MOBILE SAMPLE) CONTINUE, ELSE GO TO PRESMP2

*(MOBILE SAMPLE) (SAMTYP=2)*

SMP1 To start with I have a question or two about your use of telephone services. Is there at least one working fixed line telephone inside your home that is used for making and receiving calls?

1. Yes (GO TO A1)
2. No (GO TO A1)
3. (Don’t know) (GO TO A1)
4. (Refused) (GO TO A1)

PRE SMP2 IF SAMTYP=1 (LANDLINE SAMPLE) OR SMP1=1 (MOBILE SAMPLE WITH LANDLINE) CONTINUE, ELSE GO TO PRESMP3

*(LANDLINE SAMPLE, MOBILE SAMPLE WITH LANDLINE) (SAMTYP=1 OR ((SAMTYP=2 AND SMP1=1)))*

SMP2 How many residential phone numbers do you have in your household not including lines dedicated to faxes, modems or business phone numbers? Do not include mobile phones.

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

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

PRE SMP3 IF SAMTYP=1 (LANDLINE SAMPLE) CONTINUE, ELSE GO TO A1

*(LANDLINE SAMPLE) (SAMTYP=1)*

SMP3 Do you also have a working mobile phone?

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

*MODULE A - HEALTH – EQ-5D (SRC QUESTIONS)*

A1 RECORD GENDER

1. Male
2. Female

PREA2 Now some standard questions used around the world to measure aspects of people’s health and wellbeing. I need to ask the same questions of everyone. I apologise in advance if any of these questions appear insensitive. Please let me know if you prefer not to answer any question and I will move on.

1. Continue

A2 Please tell me which of the following best describe your own health today? (READ OUT)

1. I have no problems in walking around
2. I have some problems in walking around
3. I am confined to bed
4. (Don’t Know)
5. (Refused)

A3 Next, which of these describes your health today? (READ OUT)
1. I have no problems with personal care
2. I have some problems washing or dressing myself
3. I am unable to wash or dress myself
4. (Don’t Know)
5. (Refused)

**A4**
Next, I’d like you to think about usual activities such as work, study, housework or family or leisure activities. Which of these best describes your health today? (READ OUT)

1. I have no problems with performing my usual activities
2. I have some problems with performing my usual activities
3. I am unable to perform my usual activities
4. (Don’t Know)
5. (Refused)

**A5**
And, which of these best describes your health today ... (READ OUT)

1. I have no pain or discomfort
2. I have moderate pain or discomfort
3. I have extreme pain or discomfort
4. (Don’t Know)
5. (Refused)

**A6**
And lastly, which of these best describes your health today ... (READ OUT)

1. I am not anxious or depressed
2. I am moderately anxious or depressed
3. I am extremely anxious or depressed
4. (Don’t Know)
5. (Refused)

**A7**
Please use a scale from zero to 100 to describe how good or bad your state of health is today. What score do you give your state of health today where the best state of health you can imagine is 100 and the worst state you can imagine is zero?

1. Record score (0-100)
2. (Don’t Know)
3. (Refused)
**MODULE B – ROAD SAFETY ATTITUDES AND BEHAVIOURS (TAC QUESTIONS)**

**TAC**

PREB1 Next some questions about transport.

1. Continue

B1 What is your usual main method of transport? (PROBE TO CLARIFY)

1. Public transport (train, bus or tram)
2. Private car as a driver
3. Private car as a passenger
4. Motorcycle
5. Bicycle
6. Taxi
7. Walk; or
8. Some other way (please specify)
9. Don’t Know
10. Refused

B2 Do you currently hold a driver’s license?

1. Yes
2. No
3. Don’t Know
4. Refused

B3 Have you ever had your license disqualified, cancelled or suspended?

1. Yes
2. No
3. Don’t Know
4. Refused

PREB4 IF B2=1 CONTINUE OTHERWISE GO TO B5

*(CURRENT LICENSE HOLDER) (B2=1)

B4 How often do you drive or ride a vehicle. Would that be ... (READ OUT)

1. Daily
2. A few times a week
3. About once a week
4. Less than once a week, or
5. Never
6. (Don’t Know)
7. (Refused)

B5 In the past five years, have you been involved in any road accidents, not including car parks or in driveways? (READ OUT)

(STATEMENTS)

a) As a driver
b) As a passenger, excluding public transport
c) As a pedestrian or cyclist
d) As a motorcyclist

(RESPONSE FRAME)

1. Yes
2. No
3. Don’t know
4. Refused
PREB6 DRIVERS (B4 IS CODES 1 – 4) CONTINUE OTHERWISE GO TO B10

*(DRIVERS) (B4 IS CODE 1 -4)
B6 What speed do you normally drive or ride at in a 100km/h zone?
   1. Record speed (0-199)
   2. (Don’t Know)
   3. (Refused)

*(DRIVERS) (B4 IS CODE 1 -4)
B7 What do you think is the most you would have exceeded the speed limit by, on any road, in any circumstances, in the last 12 months, regardless of whether you were ‘caught’ speeding or not? Please answer as accurately as possible. The options are ... (READ OUT) ...
   1. 0km
   2. 1-5km/h
   3. 6-10km/h
   4. 11-20km/h
   5. 21-30km/h
   6. 31-50km/h
   7. 51 km/h or more
   8. (Don’t know)
   9. (Refused)

*(DRIVERS) (B4 IS CODE 1 -4)
B8 Do you agree, disagree or are you unsure about the following statement ... speeding significantly increases my chances of crashing?
   1. Agree
   2. Disagree
   3. Unsure
   4. Don’t Know
   5. Refused

*(DRIVERS) (B4 IS CODE 1 -4)
B9 Have you driven a car or ridden a motorcycle in the last three months when you were near or over the legal blood alcohol limit?
   1. Yes
   2. No
   3. Unsure
   4. Don’t Know
   5. Refused
B10 Have you ever gotten into a car over the last 12 months when you knew or thought the driver was over the legal blood alcohol limit?

1. Yes
2. No
3. Unsure
4. Don’t Know
5. Refused

PREB11 IF DRIVERS (B4 IS CODE 1-4) CONTINUE OTHERWISE GO TO C1

*(DRIVERS) (B4 IS CODE 1-4)

B11 To what extent do you agree or disagree with the following statement. It is easy to predict where and when booze buses operate? Do you ... (READ OUT)

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree, or
5. Strongly disagree
6. (Don’t Know) (AVOID)
7. (Refused) (AVOID)

*(DRIVERS) (B4 IS CODE 1-4)

B12 When you drive a car do you wear a seatbelt... (READ OUT)

1. None of the time
2. Some of the time
3. About half of the time
4. Most of the time, or
5. All of the time
6. (Don’t drive a car)
7. (Don’t know)
8. (Refused)

*(DRIVERS) (B4 IS CODE 1-4)

B13 To what extent do you agree or disagree with the following statement. Whether or not I have an accident depends on my own driving skills and abilities. Do you ... (READ OUT)

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree, or
5. Strongly disagree
6. (Don’t Know)
7. (Refused)

*MODULE C - LABOUR FORCE AND RELATED ITEMS (SRC AND UniSA)

C1 Now, thinking about your life in general (PAUSE) how often do you feel rushed or pressed for time? Would it be...? (READ OUT)

1. Almost always
2. Often
3. Sometimes
4. Rarely, or
5. Never
6. (Don’t know)
7. (Refused)
C2 Do you currently do any paid work in a job, business or farm?

1. Yes
2. No (GO TO C4)
3. Don’t Know / Can’t Say (GO TO C4)
4. Refused (GO TO C4)

*(EMPLOYED) (C2=1)

C3 How many hours per week do you usually spend in paid work, including any paid or unpaid overtime?

(INTerviewer Note. Round to nearest whole number. Eg 4½ hours record as 05. If a range given, eg 4 or 5, record lower number. If 96 or more hours record as ‘96’. If none record as ‘00’. If unsure ask: Approximately how many?)

1. Record response (Specify) (Range 0-96)
2. Don’t Know
3. Refused

C4 Which of these best describes your current employment status? Are you ...

(Interviewer Note: If receiving disability allowance or disability pension please select ‘unable to work’)

1. Self employed (Display only if C2=1)
2. Employed for wages, salary or payment in kind (Display only if C2=1)
3. Unemployed
4. Engaged in home duties
5. A student
6. Retired
7. Unable to work
8. Other (Specify ______________________)
9. (Don’t know)
10. (Refused)

*MODULE D PHYSICAL ACTIVITY (VICHEALTH)

D1 Now some questions about physical activity. Do you do any regular physical activity in your spare time for recreation or exercise such as walking, jogging, cycling, going to the gym, fitness classes, swimming or playing sport?

1. Yes
2. No (GO TO D3)
3. Don’t know/Can’t say (GO TO D3)
4. Refused (GO TO D3)

*(REGULAR PHYSICAL ACTIVITY) (D1=1)

D2 How important is the support and encouragement of people close to you in helping you to maintain your regular physical activity? Would you say ...

1. Very important (GO TO X1)
2. Fairly important (GO TO X1)
3. Not all that important (GO TO X1)
4. Not important at all (GO TO X1)
5. (Don’t know / Can’t say) (GO TO X1)
6. (Refused) (GO TO X1)
*(DO NOT DO REGULAR PHYSICAL ACTIVITY) (D1=2,3 OR 4)

D3 If you were to take up regular physical activity do you think people close to you would support and encourage you to a great extent, to a moderate extent, only slightly or not at all?

1. To a great extent
2. To a moderate extent
3. Only slightly
4. Not at all
5. (Don't know/Can't say)
6. (Refused)

*MODULE X – CLIMATE CHANGE (The Wallis Consulting Group)

X1 I’d like you to think about Climate Change now. Firstly, do you believe that climate change, sometimes called global warming, is real?

1. Yes
2. No (GO TO X3)
3. Don’t Know (GO TO X3)
4. Refused (GO TO X3)

*(CLIMATE CHANGE IS REAL) (X1=1)

X2 In your opinion is climate change…

(READ OUT)

1. Entirely caused by humans
2. Partially caused by humans
3. Nothing to do with humans
4. Don’t Know (DO NOT READ)

X3 I’m now going to read you 8 statements and I’m going to ask you to tell me whether you agree or disagree with each of them. Do you agree or disagree that…

PROBE: Is that strongly or just agree/disagree

(STATMENTS)

a) Australia should be taking action on climate change now
b) A carbon tax will cause more harm than good to the Australian economy
c) Australia SHOULD act on climate change whether or not other countries are doing so
d) Australia should not take any action on climate change until other big polluters do so
e) There are other more important environmental issues than climate change
f) Taking action on climate change offers Australia an opportunity to develop new industries and jobs
g) Climate change is something that governments have to act on – the individual can’t do anything
h) The environment is important but there are other issues that are more important at the moment

(RESPONSE FRAME)

1. Strongly Agree
2. Agree
3. Neither
4. Disagree
5. Strongly Disagree
6. (Don’t Know)
7. (Refused)
*MODULE E – SUN PROTECTION (SUNSMART)*

E1  Now a couple of questions about your skin and the sun. Suppose your skin was exposed to strong sunshine at the beginning of summer with no protection at all. If you stayed in the sun for 30 minutes, would your skin ... (READ OUT) (INTERVIEWER INSTRUCTION. IF SAYS ‘GO RED’ INTERPRET AS BURN AND ASK: Would you then tan afterwards or not?)

1. Just burn and not tan afterwards
2. Burn first, then tan afterwards, or
3. Not burn at all, just tan
4. (Nothing Would Happen)
5. (Don’t Know / Can’t Say)
6. (Refused)

E2  Do you like to get a suntan or not?

1. Yes
2. No
3. Don’t Know / Can’t Say
4. Refused

E3  Do you remember seeing an advertisement on TV about the dangers of tanning? The TV ads feature computer graphics showing black melanoma cells moving through the blood stream. Do you remember ever seeing this advertisement?

1. Yes
2. No
3. Don’t Know
4. Refused

*MODULE F – TELEVISION (AGBNIELSEN)*

F1  Still talking about TV, could you please tell me how many TV sets there are in your home? Please include all TV sets of any size, whether or not they are still working?

1. Nil  (GO TO PREG1)
2. Number of TV sets (Specify__) (RANGE 1 TO 10)
3. Don’t Know / Can’t remember
4. Refused

F2  And how many of these TV sets are working and have been used at least once in the last six months?

1. Nil  (GO TO PREG1)
2. Number of working TV sets (Specify__) (RANGE 1 TO F1 ANSWER)
3. Don’t Know / Can’t remember
4. Refused
*(WORKING TV SET USED IN THE LAST 6 MONTHS) (F2=2,3,4)

F3 With regards to your television viewing during an AVERAGE WEEKDAY (Mon-Fri) AT HOME, on how many days or nights, out of 5, would you say that you watch TV?

1. Nil (GO TO F5)
2. Record number of days/nights (Specify__) (RANGE 1 TO 5)
3. Don’t Know / Can’t remember
4. Refused

*(WATCHES TV ON WEEKNIGHT) (F3=2,3,4)

F4 On those occasions when you watch TV during weekdays, on average, how many hours would you say that you watch PER DAY? (INTERVIEWER NOTE: IF LESS THAN 1 HOUR RECORD AS ‘1’. FOR PART HOURS EG 1.5 HOURS ROUND UP TO NEAREST WHOLE NUMBER)

1. Record number of hours (Specify__) (RANGE 1 TO 24)
2. Don’t Know / Can’t remember
3. Refused

*(WORKING TV SET USED IN THE LAST 6 MONTHS) (F2=2,3,4)

F5 Now, with regards to your television viewing during an AVERAGE WEEKEND (Sat, Sun) AT HOME, on how many days or nights, out of 2, would you say that you watch TV?

1. Nil (GO TO PREG1)
2. Record number of days/nights (Specify__) (RANGE 1 TO 2)
3. Don’t Know / Can’t remember
4. Refused

*(WATCHES TV ON WEEKEND) (F5=2,3,4)

F6 On those occasions when you watch TV during weekends, on average, how many hours would you say that you watch PER DAY? (INTERVIEWER NOTE: If less than 1 hour record as ‘1’. For part hours eg 1.5 hours round up to nearest whole number)

1. Record number of hours (Specify__) (RANGE 1 TO 24)
2. Don’t Know / Can’t remember
3. Refused

*MODULE G – TOBACCO, ALCOHOL AND MARIJUNA

*TOBACCO (CENTRE FOR BEHAVIOURAL RESEARCH IN CANCER)

PREG1 The next few questions are about tobacco, alcohol and marijuana. If there is anything you don’t want to answer just tell me and I’ll move onto the next question.

G1 I’ll start with tobacco. Do you now smoke cigarettes, cigars, pipes or any other tobacco products... (READ OUT)?

1. Daily (GO TO PREG3)
2. At least weekly (not daily)
3. Less often than weekly, or
4. Not at all
5. (Don’t Know / Can’t Say)

* (NOT DAILY SMOKER) G1=2-5

G2 Over your lifetime, would you have smoked at least 100 cigarettes or a similar amount of tobacco?

1. Yes
2. No
3. Don’t Know / Can’t Say
PREG3 IF G1=1, 2 OR 3 (CURRENT SMOKERS) CONTINUE ELSE GO TO G8
*(CURRENT SMOKERS)
G3 I am now going to read out the names of some tobacco products. I’d like you to tell me whether you currently smoke each of these products (PAUSE) daily, at least weekly, less than weekly or not at all? How often do you smoke…(READ OUT)? (PROMPT IF NECESSARY)

(STATEMENTS)

a) Manufactured cigarettes (Tailor made)
b) Roll your own cigarettes
c) Cigars
d) Pipes
e) Any other kind of tobacco product? (SPECIFY)

(RESPONSE FRAME)

1. Daily
2. At least weekly
3. Less than weekly
4. Not at all
5. Don’t know / Can’t say

PREG4 IF G3A IS 1 OR 2 (DAILY/WEEKLY SMOKER OF MANUFACTURED CIGARETTES) CONTINUE ELSE GO TO PREG5
*(DAILY/WEEKLY MANUFACTURED CIGARETTE SMOKERS) G3a=1 OR 2
G4 On average, how many manufactured (tailor made) cigarettes do you smoke per day or each week?

1. (RECORD 1 TO 100 CIGARETTES PER DAY)
2. (RECORD 1 TO 700 CIGARETTES PER WEEK)
3. Don’t know / Can’t say
4. Refused

PREG5 IF G3b= 1 OR 2 (SMOKE RYO CIGARETTES DAILY/WEEKLY) CONTINUE, ELSE GO TO PREG6
*(DAILY/AT LEAST WEEKLY RYO SMOKER) G3b= 1 OR 2
G5 On average, how many roll-your-own cigarettes do you smoke per day or each week?

1. (SPECIFY 1 TO 100 Cigarettes per day)
2. (SPECIFY 1 TO 700 Cigarettes per week)
3. Don’t know / Can’t say
4. Refused

QUIT ATTEMPTS
PREG6 IF G1=1, 2, or 3 (CURRENT SMOKER) CONTINUE, ELSE GO TO G8
*(CURRENT SMOKERS) G1=1, 2, OR 3
G6 Approximately how many times, if any, have you tried to give up smoking? (NOTE: don’t include ‘cutting down’)

1. Once
2. Twice
3. Three times
4. Four times
5. Five or more times
6. Don’t know / Can’t say
7. Never tried to give up (GO TO G8)
8. Refused (GO TO G8)
*(CURRENT SMOKER, HAVE TRIED TO QUIT) G6=1-6
G7   How long ago did your last attempt to quit smoking end?

1. 1 to 6 days ago
2. 1 week to less than 2 weeks ago
3. 2 weeks to less than 4 weeks ago
4. 1 month to less than 3 months ago
5. 3 months to less than 6 months ago
6. 6 months to less than 9 months ago
7. 9 months to less than 12 months ago
8. 1 year to less than 2 years ago
9. 2 to 5 years ago
10. More than 5 years ago
11. Don’t know / Can’t say
12. Refused

*ALCOHOL

AUDIT C (SRC)

G8   Now for the alcohol questions. In the last 12 months, how often did you have an alcoholic drink of any kind?

1. Every day
2. 5 to 6 days a week
3. 3 to 4 days a week
4. 1 to 2 days a week
5. 2 to 3 days a month
6. About 1 day a month
7. Less often
8. No longer drink, gave up in the last 12 months (GO TO G14)
9. Never drank (GO TO G14)
10. Can’t say (GO TO G14)
11. Refused (GO TO G14)

*(DRINKERS) (G8 CODES 1 – 7)

G9   On a day that you usually have an alcoholic drink, how many standard drinks do you usually have?

(EXPLAIN AS REQUIRED: A standard drink is any drink equal to 1 pot or middy of full strength beer, three quarters of a stubby, 1 small glass of wine, 1 pub sized shot of spirits or two-thirds of a can or bottle of premixed spirits or alcoholic soda)

1. 20 or more standard drinks a day
2. 11 – 19 standard drinks a day
3. 7 – 10 standard drinks a day
4. 5 – 6 standard drinks a day
5. 3 – 4 standard drinks a day
6. 1 – 2 standard drinks a day
7. Less than 1 standard drink per day
8. Can’t say
9. Refused

*(DRINKERS) (G8 CODES 1 – 7)

G10   How often do you have 5 or more drinks?

1. Every day
2. 5 to 6 days a week
3. 3 to 4 days a week
4. 1 to 2 days a week
5. 2 to 3 days a month
6. About 1 day a month
7. Less often
8. Never (GO TO G12)
9. Can’t say (GO TO G12)
10. Refused (GO TO G12)

*TURNING POINT

*(EVER HAS 5 OR MORE DRINKS) (G10 IS CODE 1 TO 7)
G11  How often do you have 11 or more drinks?

1. Every day
2. 5 to 6 days a week
3. 3 to 4 days a week
4. 1 to 2 days a week
5. 2 to 3 days a month
6. About 1 day a month
7. Less often
8. Never
9. Can’t say
10. Refused

*(DRINKERS) (G8 CODES 1 – 7)
G12  In the PAST 12 MONTHS, how often did you drink at a licensed venue – such as a pub or club or restaurant?

1. Every day
2. 5 to 6 days a week
3. 3 to 4 days a week
4. 1 to 2 days a week
5. 1 day a week
6. 2 to 3 days a month
7. About 1 day a month
8. Less often than 1 day a month (GO TO G14)
9. (Can’t say/Can’t recall) (GO TO G14)
10. (Never) (GO TO G14)
11. (Refused) (GO TO G14)

*(DRINK AT A LICENSED VENUE AT LEAST MONYHLY (G12 CODES 1 – 7)
G13  If you are going out to drink at a licensed venue, how often do you have some drinks before going there? Would you say ... (READ OUT)

1. Every time
2. Most times
3. Sometimes
4. A few times, or
5. Never
6. (Can’t say)
7. (Refused)

*MARIJUNANA (BURNETT INSITIUTE)

*(ALL)
G14  Changing topics now from alcohol to marijuana. Have you ever used MARIJUANA or CANNABIS? (Eg. Pot/ Grass/ Weed/ Reefer/ Joint/ Maryjane/ Acapulco Gold/ Rope/ Mull/ Cone/ Spliff/ Dope/ Hydro/ Bhang/ Ganja/ Hash/ Chronic)

1. Yes (GO TO H1)
2. No (GO TO H1)
3. (Refused) (GO TO H1)
4. (Don’t know) (GO TO H1)
*(HAVE EVER USED MARIJUANA or CANNABIS)
G15 About what age were you when you first used MARIJUANA or CANNABIS?

1. Record age (Specify__) (RANGE 5 TO INTRO6/INTRO7 ANSWER)
2. (Don’t know)
3. (Refused)

*(HAVE EVER USED MARIJUANA or CANNABIS)
G16 Have you used MARIJUANA or CANNABIS In the last 12 months?

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

*MODULE H – EXPERIENCE OF RACISM (McCAUGHEY CENTRE)

H1 Have you ever experienced discrimination in Australia because of your ethnic or national background or your religion?

1. Yes
2. No (GO TO PREI1)
3. (Don’t know) (GO TO PREI1)
4. (Refused) (GO TO PREI1)

*(EVER EXPERIENCED RACISM) (H1=1)
H2 Over the last two years how often have you experienced discrimination in Australia because of your ethnic or national background or your religion? Would you say…(READ OUT)

1. Very often
2. Fairly often
3. Occasionally
4. Rarely
5. Never (GO TO PREI1)
6. (Don’t know) (GO TO PREI1)
7. (Refused) (GO TO PREI1)

*(EXPERIENCED RACISM IN LAST 2 YEARS) (H2 IS CODE 1 TO 4)
H3 Please tell me how common this discrimination was over the last two years. Would you say … (READ OUT)

1. Daily or 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)
**MODULE I - PROBLEM GAMBLING RESEARCH AND TREATMENT CENTRE**

PREI1 Now some questions about gambling. Again, these are standard questions used internationally. If you’d prefer not to answer a question just let me know and I’ll skip to the next question.

1. Continue

I1 In the last 12 months, how many days per week, per month or per year have you played a gambling activity FOR MONEY? Gambling activities include playing poker machines, betting on horse or greyhound races, purchasing instant scratch tickets, playing a lottery or keno, playing casino table games, playing bingo, betting on sporting or other events, and betting on informal private games. Interviewer note: Exclude sweeps such as for Melbourne Cup. If multiple gambling activities, sum frequency of participation.

(RESPONSE FRAME)
1. Daily
2. Two to six days a week
3. Once a week
4. Two to three days a month
5. Once a month
6. Less than once a month
7. Not in past 12 months
8. (Don’t know)
9. (Refused)

I2 This is a more specific question about gambling over the INTERNET. Gambling over the Internet can involve betting on a computer, using betting apps, or using the internet on a mobile phone to bet. In the previous 12 months, how many days per week, per month or per year have you participated in any gambling activity over the INTERNET FOR MONEY?

1. Enter times per week (SPECIFY) (ALLOWABLE RANGE 1 TO 14 times)
2. Enter times per month (SPECIFY) (ALLOWABLE RANGE 1 TO 62 times)
3. Enter times per year (SPECIFY) (ALLOWABLE RANGE 1 TO 730 times)
4. Not in the past 12 months
5. (Don’t know)
6. (Refused)

I3 Have there ever been periods lasting 2 weeks or longer when you spent a lot of time thinking about your gambling experiences, or planning out future gambling ventures or bets?

1. Yes
2. No
3. Don’t Know / Can’t Say
4. Refused

I4 Have you ever lied to family members, friends, or others about how much you gamble or how much money you lost on gambling?

1. Yes
2. No
3. Don’t Know / Can’t Say
4. Refused

I5 Have you ever tried to stop, cut down, or control your gambling?

1. Yes
2. No
3. Don’t Know / Can’t Say
4. Refused
*MODULE J – SEXUAL ACTIVITY AND EXPERIENCES (ARCSHS)*

PREJ1 The next few questions ask about your sexual activity and sexual experiences. If you prefer not to answer these I can just skip over them.

1. Continue
2. Skip (GO TO Dem1)

PREJ2 In the next question when I say ‘Sexual experience’ I mean any kind of contact with another person that you felt was sexual. It could be kissing or touching, or intercourse, or any other form of sex.

1. Continue
2. Skip (GO TO Dem1)

PREJ3a IF FEMALE (A1=2) CONTINUE OTHERWISE GO TO PREJ4a

J3a Which of these statements best describes your sexual experiences? I will read out a list and please just tell me the number that applies to you? (INTERVIEWER NOTE: REPEAT / RE-READ AS NECESSARY)

I have had sexual experiences ...(READ OUT)

1. One - only with males, never with females
2. Two - more often with males, and at least once with a female
3. Three - equally often with males and with females
4. Four - more often with females, and at least once with a male
5. Five - only with females, never with males
6. Six - I have never had any sexual experience with anyone at all
7. (Don’t Know)
8. (Refused)
PREJ3B IF J3a IS 1, 2, 3 OR 4 CONTINUE OTHERWISE GO TO PREJ3d

J3b: In the last 12 months (since month/year), how many men have you had vaginal intercourse with?
   1. Record number (Specify __) (RANGE 0 TO 10)
   2. Don’t Know / Can’t remember
   3. Refused

PREJ3C IF J3b IS CODE 2 CONTINUE OTHERWISE GO TO PREJ3d

J3c: Would it be roughly ... (READ OUT)
   (INTERVIEWER NOTE: IF RESPONDENT GIVES AN ANSWER OF 0-10 GO BACK AND ENTER RESPONSE INTO J3b)
   1. 11-15
   2. 16-20
   3. 21-30
   4. 31-40
   5. 41-50
   6. 51-100
   7. 101-500
   8. More than 500
   9. (Refused)

PREJ3d IF J3a IS 2, 3, 4 OR 5 CONTINUE OTHERWISE GO TO PREJ3f

J3d: In the last 12 months (since month/year) how many women have you had sex with?
   1. Record number (Specify __) (RANGE 0 TO 10)
   2. Don’t Know / Can’t remember
   3. Refused

PREJ3e IF J3d IS CODE 2 CONTINUE OTHERWISE GO TO PREJ3f

J3e: Would it be roughly ... (READ OUT)
   (INTERVIEWER NOTE: IF RESPONDENT GIVES AN ANSWER OF 0-10 GO BACK AND ENTER RESPONSE INTO J3d)
   1. 11-15
   2. 16-20
   3. 21-30
   4. 31-40
   5. 41-50
   6. 51-100
   7. 101-500
   8. More than 500
   9. (Refused)

PRE J3f IF FEMALE (A1=2) CONTINUE OTHERWISE GO TO PREJ4A *(FEMALES)

J3f: And just one question about methods for the early detection of cervical cancer. Have you ever had a Pap test? (IF NECESSARY: A Pap test is a quick and simple test done by a doctor or nurse that is used to check for changes to the cells of the cervix that may lead to cervical cancer.)
   1. Yes
   2. No
   3. (Don’t know / can’t say)
   4. (Refused)
PREJ4a IF MALE (A1=1) CONTINUE. IF FEMALE (A1=2) GO TO Dem1

J4a Which of these statements best describes your sexual experiences? I will read out a list and please just tell me the number that applies to you? (INTERVIEWER NOTE: REPEAT / READ AS NECESSARY)

I have had sexual experiences ...(READ OUT)

1. One - only with females, never with males
2. Two - more often with females, and at least once with a male
3. Three - equally often with females and with males
4. Four - more often with males, and at least once with a female
5. Five - only with males, never with females
6. Six - I have never had any sexual experience with anyone at all
7. (Don't Know)
8. (Refused)

PREJ4b IF J4a IS 1,2,3 OR 4 CONTINUE OTHERWISE GO TO PREJ4d

J4b: In the last 12 months (since month/year), how many women have you had vaginal intercourse with?

1. Record number (Specify__) (RANGE 0 TO 10)
2. Don't Know / Can't remember
3. Refused (GO TO PREJ4d)

PREJ4c IF J4b IS CODE 2 CONTINUE OTHERWISE GO TO PREJ4d

J4c Would it be roughly... (READ OUT)

(INTERVIEWER NOTE: IF RESPONDENT GIVES AN ANSWER OF 0-10 GO BACK AND ENTER RESPONSE INTO J4b)

1. 11-15
2. 16-20
3. 21-30
4. 31-40
5. 41-50
6. 51-100
7. 101-500
8. More than 500
9. (Refused)

PREJ4d IF J4a IS 2,3 4 OR 5 CONTINUE OTHERWISE GO TO Dem1

J4d In the last 12 months (since month/year) how many men have you had oral or anal sex with?

1. Record number (Specify__) (RANGE 0 TO 10)
2. Don't Know / Can't remember
3. Refused (GO TO NEXT SECTION)

PREJ4e IF J4d IS CODE 2 CONTINUE OTHERWISE GO TO Dem1

J4e Would it be roughly ... (READ OUT)

(INTERVIEWER NOTE: IF RESPONDENT GIVES AN ANSWER OF 0-10 GO BACK AND ENTER RESPONSE INTO J4d)

1. 11-15
2. 16-20
3. 21-30
4. 31-40
5. 41-50
6. 51-100
7. 101-500
8. More than 500
9. (Refused)
*DEMOGRAPHICS*

Dem1 Finally, these questions are to help us analyse the results of the survey. Including yourself, how many people aged 18 years and over live in your household?

(PROGRAMMER NOTE: ALLOW RESPONSES 1-20. DISPLAY ‘UNLIKELY RESPONSE’ IF ANSWER IS GREATER THAN 10)

1. Number given (Specify ___) (RANGE 1 TO 20)
2. (Don’t know)
3. (Refused)

Dem3 Which of these BEST describes your current living arrangements?

(INTerviewer NOTE: No need to read out codes that seem inappropriate to respondent)

(READ OUT)

1. At home with my parents / guardians
2. Couple only
3. Couple with dependent children at home
4. Couple with non-dependent children at home
5. One parent family with dependent children at home
6. One parent family with non-dependent children at home
7. Group household
8. One person household, or
9. Something else (Specify __________________)
10. (Don’t know)
11. (Refused)

Predem4 IF Dem3 IS CODE 1 OR CODE 5-11 CONTINUE OTHERWISE GO TO Dem5

Dem4 Are you currently in an ongoing relationship with someone?

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

Dem5 How long have you lived in your current neighbourhood?

1. Less than 1 year
2. Greater than one year but less than or equal to 5 years
3. Greater than 5 years but less than or equal to 10 years
4. Greater than 10 years
5. (Don’t know)
6. (Refused)

Dem7 Do you...(READ OUT)

1. Own your home outright
2. Have a mortgage on it
3. Pay rent
4. Live rent free, or
5. Have some other arrangement (Specify ___)
6. (Don’t know)
7. (Refused)
Dem8  In which country were you born?

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

Dem9  Are you of Aboriginal or Torres Strait Islander origin?

1. No, not Aboriginal or Torres Strait Islander
2. Yes, Aboriginal
3. Yes, Torres Strait Islander
4. Yes, Aboriginal and Torres Strait Islander
5. (Don't know)
6. (Refused)

Dem11  What is the highest level of education you have completed?

1. Never attended school
2. Some primary school
3. Completed primary school
4. Attended secondary school but left before Year 9
5. Completed Year 9
6. Completed Year 10
7. Completed Year 11
8. Completed Year 12
9. Post school trade certificate
10. Post-school diploma
11. Bachelors degree or higher
12. Other
13. Don't know
14. (Refused)

Dem12  Thinking about your household’s income...

Before tax is taken out, which of the following ranges best describes your household’s approximate income, from all sources, over the last 12 months? (EXPLAIN IF NECESSARY: We are asking this because we are interested in how income relates to health, lifestyle and access to health services.)

1. Less than $10,000
2. $10,000 – less than $20,000
3. $20,000 – less than $40,000
4. $40,000 – less than $60,000
5. $60,000 – less than $80,000
6. $80,000 to $100,000
7. $100,000 or more
8. Don’t know
9. Refused

Dem13 To help us analyse this data geographically, may I please confirm your postcode?

1. Postcode from sample record correct
2. Postcode from sample record incorrect (Specify correct postcode______) (RANGE 800 TO 8999)
3. Don’t know postcode (Specify suburb / locality______)
4. (Refused)

PREDem14 IF SAMTYP=2 (MOBILE SAMPLE) CONTINUE, ELSE GO TO PREDem15

*(MOBILE SAMPLE) (SAMTYP=2)

Dem14 Just to finish off, could you please tell me, have I reached you at home or someplace else?

1. Home (GO TO Dem16)
2. Elsewhere (Specify ___________________________ ) (GO TO Dem16)
3. (Don’t know) (GO TO Dem16)
4. (Refused) (GO TO Dem16)

PREDem15 IF SAMTYP=1 (LANDLINE SAMPLE) CONTINUE, ELSE GO TO Dem16

Dem15 Could you please tell me if you have been speaking with me on a cordless phone or a fixed phone?

1. Cordless phone
2. Fixed phone
3. (Don’t Know)
4. (Refused)

Dem16 And finally, we know that while people are speaking on the telephone they may be engaged in other activities. Please think back over the time that you’ve been speaking with me today. Other than sitting down, what else if anything, were you doing while I was interviewing you, or were you not doing anything else?

1. Not doing anything else
2. Doing something else (Specify ___________________________ )
3. (Don’t know)
4. (Refused)

*RECRUITMENT QUESTIONS

Rec1 The Social Research Centre and some of the agencies that funded this research may be interested in undertaking further similar surveys in the future either by phone or over the internet. 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 END)

*(AGREED TO BE RECONTACTED Rec1=1)

Rec2 RECORD FIRST NAME ___________________________

*(AGREED TO BE RECONTACTED Rec1=1)

Rec3 Is the number I’ve called you on today the best number to reach you on?
DISPLAY TELNUM FROM SAMPLE
1. Yes
2. No – ENTER NEW TELNUM (INCLUDE AREA CODE)

END

That’s the end of the survey, thanks very much for your help. Just in case you missed it my name is (…) and this survey was conducted by the Social Research Centre on behalf of a range of government departments, universities and not for profit agencies. This research was approved by the University of Queensland Ethics Committee.