



Australia's Progress in the 21st Century: Results from the pilot project online survey

JUNE 2013

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Version: 3.0 Date: June 19th, 2013.

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Executive Summary

Background and objectives.

Australia's progress in the 21st century (AP21C) is a strategic national research project. It aims to create a sound scientific evidence-based foundation for the measurement of progress towards desirable long-term goals for the future of Australia. AP21C is administered by the Australian Council of Learned Academies (ACOLA) and is co-funded by ACOLA and VicHealth. The project has two major partners: VicHealth and the Australian National Development Index (ANDI). Supporting partners include the Australian Bureau of Statistics (ABS), Australian Council of Social Service (ACOSS), the Young & Well Collaborative Research Centre (YAW CRC), The Foundation for Young Australians (FYA) and the Australian Conservation Foundation (ACF).

The Social Research Centre was commissioned by ACOLA to carry out a pilot program comprising seven focus groups and an online survey with a view to undertaking an initial exploration of community perceptions in this area. This report presents the findings from the online survey conducted in March 2013 and complements (and draws on as required) the previous report detailing the focus group findings (Kellard and Pennay, March, 2013).

Building on the 'national priorities' identified in the focus groups the aim of the online survey is to measure the relative importance of these national priorities, to measure perceived performance in each of these areas, to gain insights into the factors which underpin perceptions as to whether or not Australia is heading in the right direction and to better understand the complex multi-dimensional nature of community priorities for Australia's future.

Research method

The questionnaire for the online survey was based on the findings from the focus groups and developed in close consultation with ANDI reference group. Prior to finalising the questionnaire a near-final draft was sent to members of the ACOLA Secretariat and ACOLA Board for comment / review. The questionnaire was thoroughly tested before going 'live.'

The sampling frame used for the survey was the online research panel (Live Tribe) administered by i-Link Research. The panel currently has over 280,000 members and is exclusively used for market and social research; meaning no direct marketing activity is undertaken through this panel. A total of 7,400 invitations were sent out to panel members to generate the 1,012 completed surveys. The online survey took place from 19 to 23 March, 2013. The average time taken to complete the survey was 15 minutes and 40 seconds.

Given the use of this nonprobability sampling method a degree of caution is needed in drawing inferences about the general population from these data.

Main findings

The online survey findings are presented around the following themes: the underlying values which shape our perceptions as to the sort of country we want Australia to be, perceived performance in areas of national importance and perceptions as to whether or not Australia is heading in the right direction (and associated factors).

Underlying values

This survey tackled the task of identifying the values which underpin our aspirations for Australia's future in a number of ways. Firstly, our underlying values are reflected in the relative importance ascribed to those national priorities which emerged from the focus group discussions. To measure this respondents were asked to assign an importance score to each of 22 national priorities using an 11 point scale where 0 is not at all important and 10 is extremely important. The top three national priority areas that emerged from this process are 'preventing war from occurring on Australian soil' (mean score 9.2), 'everyone having access to a high quality health system' (9.1) and 'ensuring that our children grow up healthy, happy and well-educated and can reach their full potential' (also 9.1).

The bottom ranked areas in terms of national importance are 'making sure as a country we provide our fair share of foreign aid to people around the world in need of help' (6.6), 'ensuring the wellbeing of Australia's Indigenous people', (7.6) and 'having diverse ownership and control of the media' (7.7). 'Increasing economic growth and national wealth' ranks 16th on this list of 22.

Further insight into the values which underpin our national aspirations was also gleaned by asking respondents to choose up to five words from a list of 24 with the instruction *"If Australia is to be the sort of country you want it to be, which of these qualities do you consider most important?"* Using this process the words 'secure' (38%), 'peaceful' (36%) and 'productive' (33%) were the most commonly chosen words while 'open' (7%), 'creative' (6%) and 'giving' (5%) were least likely to be selected.

An exploratory factor analysis was performed on the words selected by respondents in order to detect commonalities. This analysis suggests that there are five predominant value propositions which shape respondents' perceptions as to the sort of country they would like Australia to be. These are:

- Benevolence. The words "giving", "caring" and "spiritual" loaded most strongly on this factor.
- Economic performance. The words "competitive", "productive" and "innovative" loaded most strongly on this factor in one direction and the words "peaceful" and "happy" in the other direction.
- Tolerance. The words "tolerant" and "fair" loaded on this factor in one direction and "secure" in the other direction.
- Egalitarianism. The words which loaded on this factor were "free", "independent" and "equal". This factor could be considered to be associated with the Australian concept of a "fair go", and
- Traditional values. The words "hard working" and "traditional" loaded strongly on this factor in one direction and "diverse" in the other direction. This suggests an association with traditional values and, perhaps, a lack of tolerance of diversity.

These values co-exist and suggest that 'economic performance' is just one of several value constructs shaping respondents' thinking as to the type of future they desire for Australia.

The economy versus the environment

The online survey shows that respondents tend to view economic growth and the preservation of the natural environment as almost equally important. "Preserving the natural environment" attracted a mean importance rating of 8.6, slightly higher than the mean importance rating given to "increasing economic growth and national wealth (8.4)." Further exploration of this issue shows that 37% of respondents endorse the

statement that the environment should be given priority even if it causes slower economic growth and some job losses and 41% endorse the view that economic growth and creating jobs should be the top priority, even if the environment suffers to some extent. As such, people seem evenly divided on this issue.

Perceived performance in key national priority areas

In addition to asking respondents to rate selected national priorities, respondents were also asked to rate perceived performance in each of these areas '*How do you rate Australia's current performance in this (insert area)?*' Respondents used an 11 point performance scale (0-10) where 0 is extremely poor and 10 is excellent. This provides an insight into community perceptions as to how well Australia is performing against each of these items.

The top five ranked areas in terms of national performance are:

- Preventing war from occurring on Australian soil (7.1)
- Ensuring we have a safe banking and financial system (7.0)
- Providing access to a range of arts, sport, leisure and recreational activities that all people have the opportunity to get involved in (6.7)
- Making sure as a country that we provide our fair share of foreign aid (6.7), and
- Protecting the freedom of speech of all people, even those with whom I may not agree (6.2).

The bottom five areas in terms of perceived national performance are:

- High standards of honesty in politics and public life (3.7)
- Providing enough job opportunities so that everyone who is capable of working can find a paid job (5.1)
- Having access to high quality rail, road and transport networks and having access to a high quality health system (both 5.2), and
- Being a society in which people from different backgrounds all get on well together (5.3).

Is Australia heading in the right direction?

In order to measure attitudes regarding Australia's future direction all respondents were asked "Thinking about the sort of country you would like Australia to be in the future, do you agree or disagree that we are currently heading in the right direction?" Respondents were asked to provide their answer on an 11 point scale where 0 is completely disagree and 10 is completely agree.

The overall mean score given by respondents to this question is 4.7 on a scale where the mid-point (5) was labelled as neither agree nor disagree. This suggests overall dissatisfaction with the direction Australia is heading in and a disconnect between what is perceived to be the nation's current settings and our preferred future.

The predominant underlying reasons given by respondents for holding a negative view with regard to the direction Australia is heading are concerns about the standard of governance / political leadership and negative perceptions regarding multiculturalism / immigration. Those with a more positive view as to the

direction Australia is heading tended to cite our relative position vis-à-vis other nations and our high quality of life.

Younger persons, particularly 25 to 34 year olds, tended to be more positive about Australia's future as did university graduates, the overseas born and residents of major cities. More positive perceptions about Australia's future were also associated with higher levels of life satisfaction and financial wellbeing, being in good health, being a Labor voter and having positive perceptions about your local area as a place to live.

Correlation analyses were undertaken to examine the strength of association between selected variables and perceptions of whether or not Australia is heading in the right direction. These data provide some insights into how influential perceptions of Australia's performance in certain areas are in terms of shaping overall perceptions as to whether or not Australia is heading in the right direction.

The most influential factors shaping perceptions of whether or not Australia is heading in the right direction are:¹

- High standards of honesty in politics and public life (.542), and
- Increasing economic growth and national wealth (.532).

This least influential factors in terms of shaping perceptions of whether or not Australia is heading in the right direction relate to 'having an independent and high quality media' (.217), 'diverse ownership and control of the media (.217), 'providing our fair share of foreign aid' (.182) and 'ensuring the wellbeing of Australia's Indigenous people' (.157).

The fact that 'high standards of honesty in public life' and 'increasing economic growth and national prosperity' are the items most highly correlated with the perceptions as to whether or not Australia is heading in the right direction indicates that the prevailing political and economic discourse is quite pervasive in shaping responses to this question. While this is the case, several items have a correlation of 0.4 or above (i.e. are moderately correlated) with perceptions as to whether or not Australia is heading in the right direction (refer to page p32, Table 4.3a).

Taken together these results suggest that while the prevailing political and economic discourse exerts a major influence on perceptions regarding Australia's future, 'big picture' issues such as our children's future, social cohesion, maintaining a democratic system of government, social justice and access to high quality health and education services also shape perceptions as to whether or not Australia is seen to be heading in the right direction. Seemingly, the wellbeing of Indigenous Australians and our foreign aid efforts are not major contributors to overall perceptions as to whether or not Australia is heading in the right direction.

Our analysis of the survey data also shows that, generally speaking, local and personal factors were less highly correlated than 'national issues' in shaping perceptions as to whether or not Australia is seen to be heading in the right direction. This suggests that, by and large, respondents are able to elevate national issues over personal and local-level factors when considering whether or not Australia is heading in the right direction and that respondents have a multi-dimensional view of what it will take for Australia to be the sort of country they want it to be.

¹ The larger the correlation coefficient (r value) the stronger the level of association between perceived performance and heading in the right direction.

Implications for future studies

The qualitative and quantitative findings from the AP21C pilot project have provided some important insights into perceptions regarding Australia's future and the values underpinning these perceptions. Both aspects of the study have also provided some important learnings with respect to the next phase of the AP21C project.

The focus group report which preceded this report makes a number of observations about the adequacy of the focus group methodology as a consultative mechanism for the future development of the AP21C project. While the non-directive approach used for these initial group discussions was in line with the objectives of this stage of the pilot study a more directive approach with groups dedicated to particular themes / domains is recommended for the next phase of the project.

Similarly the conduct of this online pilot study has generated a number of specific recommendations about the structure on any future questionnaires (see Section 6), the need for cognitive testing of questions and a recommendation for future large-scale surveys in this area to adopt probability based sampling methodology so as to better support drawing population inferences.

1. Introduction

1.1 Background

Australia's progress in the 21st century (AP21C) is a strategic national research project. It aims to create a sound scientific evidence-based foundation for the measurement of progress towards desirable long-term goals for the future of Australia. AP21C is administered by the Australian Council of Learned Academies (ACOLA) and is co-funded by ACOLA and VicHealth.

The Social Research Centre was commissioned by ACOLA to carry out a pilot program, comprising seven focus groups and an online survey, with a view to undertaking an initial exploration of community perceptions in this area. This report presents the findings from the online survey conducted in March 2013 and complements (and draws on as required) the previous report detailing the focus group findings (Kellard and Pennay, March, 2013).

1.2 Research objectives

The qualitative research phase of the AP21C pilot was designed to explore – in a focus group setting – the language, values, goals and priorities expressed by the focus group participants when they talk about national progress.

The specific objectives of these discussions were:

- To bring groups of people together to discuss what is important for them, and people like them, in assessing how well Australia is doing – and as such begin to engage the community with regard to views on progress, and to begin to understand how the general public talk about progress
- To encourage participants to discuss, debate and agree responses to questions such as:
 - What do we want for Australia's future – what kind of Australia do you want to live in?
 - What kind of society should we be leaving for future generations? What should it look like?
 - What defines community and society 'well-being'? What kinds of things are important?
 - How do we know if Australia is progressing as a society – what kinds of things should we be looking at or measuring?
- To begin to identify and define different areas or 'domains' that are important, and why they are important. In this respect, the purpose of these exploratory discussions was not to test existing domain structures (as could be derived from, for example, the related work being undertaken by the Australian Bureau of Statistics² or by ANDI)
- To identify the extent to which there are differences or similarities in these domains between different groups of people (defined for this pilot exercise by life-stage).

The focus group stage provided an opportunity for a genuine dialogue among community members about what is important for them in thinking about Australia's progress. The findings from these focus groups discussions were used to inform the design of the questionnaire used for the online survey.

² As part of the Measuring our Progress project, a consultation process was undertaken and reported in 'Aspirations for our Nation'. The report was published in November 2012 (after the completion of the fieldwork for this pilot study).

Building upon this foundation, the overarching aim of the online survey is to provide quantitative information on those progress priorities and values and potential progress domains as suggested by the focus groups.

The specific objectives to be addressed by the online survey include:

- Taking the emergent issues from the focus groups and measuring their relative importance
- Taking the emergent issues from the focus groups and measuring perceptions of national performance in each of these areas
- Gaining insights into the factors which underpin perceptions as to whether or not Australia is heading in the right direction, and
- Better understanding the complex multi-dimensional nature of community priorities for Australia's future.

1.3 Research method

1.3.1 *The sampling frame used for the survey*

The online panel (i.e. sampling frame) used for this survey is called Live Tribe and is administered by i-Link Research. The panel currently has over 280,000 members and is exclusively used for market and social research; meaning no direct marketing activity is undertaken through this panel. A total of 7,400 invitations were sent out to panel members to generate the 1,012 completed surveys. The online survey took place from 19 to 23 March, 2013. The average time taken to complete the survey was 15 minutes and 40 seconds.

i-Link Research is a specialist online research company and abides by industry standards and guidelines as prescribed by the Australian Market & Social Research Society (AMSRS) and the world association of research professionals (ESOMAR). In addition, they hold the following membership and promote adherence to these guidelines / codes of practice:

- Accredited to ISO 20252.
- Adheres to the ESOMAR guidelines on conducting market and opinion research using the internet.
- Is an Australian Market and Social Research Organisation (AMSRO) member.
- Adheres to AMSRO privacy principles and fully conforms to the Australian national privacy principles as detailed in the Privacy Amendment Act (2000).
- Adheres to the AMSRS code of professional behaviour and guidelines on the confidential handling and delivery of respondent information.
- AMRSO Quality Standards for Online Research (Access panels).
- Adheres to the Australian anti-spam laws.

In order to ensure the distribution of completed surveys broadly reflected the distribution of the Australian population non-interlocking quotas were applied to the sample by gender, age and location (see Table 1).

Table 1: Quotas imposed on the number of interviews obtained by gender, age and location.

Quotas	%
Gender	
Male	49
Female	51
Age	
18-44	49
45+	51
Location	
Greater Sydney	21
Rest of NSW	12
Greater Melbourne	19
Rest of Vic.	6
Greater Brisbane	10
Rest of Qld	10
Greater Adelaide	6
Rest of SA	2
Greater Perth	8
Rest of WA	2
Tasmania	2
NT	1
ACT	2

1.3.2 Development and testing of the online questionnaire

The online questionnaire was developed in close consultation with ANDI reference group and based on the findings of the focus groups. Prior to launching the questionnaire a test link was sent to members of the ACOLA Secretariat and ACOLA Board and a pre-test skirmish was undertaken by releasing the questionnaire to Social Research Centre staff who commented upon visual layout, comprehension, question flow and wording and also identified the need for some minor editorial changes.

1.4 This report

The questionnaire developed for the online survey includes measures of respondents' individual characteristics, life satisfaction and personal wellbeing, self-reported health, financial satisfaction, materialistic orientation, interest in politics and voting behaviour and selected perceptions of their local area as a place to live. The reason for including these measures (detailed in Appendix 1) is to determine the extent to which these items are associated with perceptions as to whether or not Australia is heading in the right direction.

This pilot study has enabled the identification of the main values respondents regard as important if Australia is to be the sort of country we want it to be and to help us arrive at a better understanding of the factors that shape community perceptions as to whether or not Australia is heading in the right direction.

This report is structured along the following lines:

- Section 2 explores the underlying values respondents regard as important if Australia is to be the sort of country we want it to be.
- Section 3 sets out respondents' perceptions of our national performance in selected areas and identifies national improvement priorities.
- Section 4 explores the question. "*Is Australia heading in the right direction?*" and tries to help us understand the key factors that help shape community perceptions in this area.
- Section 5 discusses the findings in an attempt to draw out the common themes and tie these back to the research objectives
- Section 6 then looks at the implications arising from this pilot study for the development of a national progress or wellbeing index and for the next stage of the AP21C project
- Appendix 1 provides data tables of the key variables of interest (individual and household characteristics, life satisfaction and personal wellbeing, self-assessed health, financial satisfaction, materialistic orientation, interest in politics and voting behaviour and perceptions of one's local area) by selected characteristics, and
- The survey questionnaire is provided as Appendix 2.

The data presented in the tables and charts throughout this report are based on weighted survey estimates unless indicated otherwise. The survey estimates are weighted so as to reflect the age, sex, location, educational attainment and birthplace status of the Australian population. Having said that, the survey estimates are based on the responses given by persons who complete questionnaires as a result of their membership of an opt-in online research panel. This being the case, a degree of caution is needed in drawing inferences about the general population from these data. The results can, however, be used to better understand broad-based perceptions about whether or not Australia is heading in the right direction, the relative importance of several factors in helping shape this overall view and our perceived performance, as a people, with respect to those factors that are perceived to be important in helping Australia achieve a desirable future.

In order to provide an overarching context for this discussion of the survey findings and to ensure the appropriate level of integration between the two phases of this project (the qualitative phase and the online survey phase) quotes and findings from the qualitative research are interspersed throughout this report. The integration of the qualitative research findings is both for illustrative purposes and to convey a qualitative sense of the community attitudes that are helping to shape these quantitative findings.

2. Underlying values

2.1 Underlying values as reflected in national priorities

An important objective of this pilot study is to try to better understand the values that underpin our hopes for Australia's future. The survey approached this task in two main ways – 1) by determining the relative importance of a pre-determined set of national priorities and 2) by asking respondents to nominate the qualities that are most important to them if Australia is to be the sort of country they want it to be.

Starting with the first of these methods, the survey included 22 national priority areas (see Table 2.1), as informed by the focus group discussions.

Respondents were asked to assign an importance score to each of these 22 items using an 11 point scale where 0 is not at all important and 10 is extremely important. While respondents were not asked to rank these items in terms of their relative importance, by comparing the mean scores for each item it is possible to determine their relative importance.

The top 3 national priority areas are 'preventing war from occurring on Australian soil (9.2), 'everyone having access to a high quality health system (9.1) and 'ensuring that our children grow up healthy, happy and well-educated and can reach their full potential' (also 9.1).

On reflection the question "*How important is preventing war from occurring on Australian soil if Australia is to be the sort of country you want it to be?*", even though similar in nature to a question used in the Centre for Policy study "*What is important to Australians?*"³ is probably too graphic a depiction of the issue and does not adequately reflect the more subtle discussion of national security that took place in the focus groups. A question such as "How important is it that Australia is in a strong position to defend itself from attack?" would have better reflected the focus group discussions and should be considered in future. That said, the recognition that "peace" is seen as a fundamental prerequisite for Australia's future is nonetheless a legitimate finding from this research.

The bottom ranked areas in terms of national importance are 'making sure as a country we provide our fair share of foreign aid to people around the world in need of help' (6.6), 'ensuring the wellbeing of Australia's Indigenous people, (7.6) and 'having diverse ownership and control of the media' (7.7).

Using this method for determining the relative importance of each of these items 'Increasing economic growth and national wealth' ranks 16th on this list of 22.

The 'Domain' column in Table 2.1 shows the ABS domain (society, economy, environment or governance) to which this item has been mapped⁴. It should be noted that the questions which emerged from the focus groups were not evenly balanced across the four ABS categories, 15 of the questions were in the social domain, 3 in the economic domain, 3 in the governance domain and 1 in the environment domain.

³ "In making life better in Australia how important is it that Australia is defended by attack from other countries?"

⁴ Australian Bureau of Statistics. *Measures of Australia's Progress- Aspirations for our nation: A Conversation with Australians About Progress*. Commonwealth of Australia, 2012.

Table 2.1: National priorities.

Priority Rank	Domain	National priorities	Priority Mean (0-10)
1	Social	Preventing war from occurring on Australian soil	9.2
2	Social	Everyone has access to a high quality health system	9.1
2	Social	Ensuring that our children grow up healthy, happy and well educated and can reach their full potential	9.1
4	Social	Everyone having access to a high quality education system	9.0
4	Governance	Everyone being treated equally and fairly by the law	9.0
4	Economy	Providing enough job opportunities so that everyone who is capable of working can find a paid job	9.0
7	Governance	High standards of honesty in politics and public life	8.9
7p	Economy	Ensuring we have a safe banking and financial system	8.9
9	Social	Having access to high quality rail, road and transport networks	8.8
9	Governance	Maintaining a fair and democratic system of government where everyone has a voice	8.8
11	Social	Adequate support provided in Australia for people who need it	8.7
12	Environment	Preserving the natural environment	8.6
13	Social	As a population, finding a balance between paid work and the other things in life	8.5
13	Social	Protecting the freedom of speech of all people, even for those with whom I may not agree	8.5
13	Social	Being a society in which people from different backgrounds all get on well together	8.5
16	Economy	Increasing economic growth and national wealth	8.4
17	Social	Everyone having access to high quality information and communications technology	8.3
18	Social	Having an independent and high quality media	8.1
19	Social	Access to a range of arts, sport, leisure and recreation activities that all people have the opportunity to get involved in	7.8
20	Social	Having diverse ownership and control of the media	7.7
21	Social	Ensuring the wellbeing of Australia's Indigenous people	7.6
22	Social	Making sure that as a country we provide our fair share of foreign aid to people around the world in need of help	6.6

Base: Total sample (n=1,012)

2.2 The environment versus the economy

The focus groups did not generate a lot of discussion about environmental issues and, on reflection, this suggests that future community consultations around this issue will need to adopt a more directive approach to exploring this issue.

The focus group discussions identified the importance that participants attributed to the enjoyment of the natural environment (e.g. nature, wildlife, green space, clean air, clean water) and, particularly, the beneficial impact of a clean environment on quality of life, recreation, access to nature and the general outdoors.

I think we have relatively clean living as well, I think generally our suburbs are very picturesque and clean compared to a lot of countries that seem to be cluttered, so we have a great urban spread and, you know, being able to get some quality land and quality parks.

Preserving the environment was seen as important (including managing the mining of natural resources). In particular, managing urban development and the built environment was seen as a priority. Greater investment in solar energy was given as an example, as well as better urban planning to ensure that green wedges were not eroded, and a greater emphasis on the preservation of water.

I'd stop the urban sprawl and keep all the green wedges and the parks and the beaches and the gardens, because people need that psychologically for good health and happiness.

The environmental issues raised are reflective of the predominately urban composition of the focus groups.

Table 2.2a: Environment versus economy by selected characteristics

	n	Environment %	Economy %	Don't Know / Prefer not to say %
Total	1,012	37	41	21
Gender				
Male	493	36	45	19
Female	519	38	38	24
Age				
18-24	45	34	41	26
25-34	178	33	32	35
35-44	271	38	41	21
45-54	148	46	36	18
55-64	194	38	48	15
65+	176	34	53↑	13
Educational attainment				
University graduate	337	46↑	35	19
Non-graduate	654	36	44↑	21
All other (incl. dk/ref)	20	24	16	60
Country of Birth				

Australia	740	39	39	22
Overseas	254	35	48	16
All other (incl. dk/ref)	18	17	7	76
Indigenous status				
Aboriginal and / or Torres Strait Islander	19	33	34	33
Non-Aboriginal and / or Torres Strait Islander	973	38	42	20
All other (incl. dk/ref)	20	20	26	53
State / Territory				
New South Wales	328	34	42	24
Victoria	254	38	43	20
Queensland	195	37	41	22
South Australia	85	33	43	23
Western Australia	96	46	36	18
Tasmania	21	28	42	30
Northern Territory	12	61	30	10
Australian Capital Territory	21	56	31	13
Region				
Major cities	742	39	40	22
Inner regional	184	32	47	21
Outer regional / remote / very remote	86	34	43	23

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) the result for the comparative point of view.

Table 2.2b: Environment versus economy by selected characteristics (cont.)

	n	Environment %	Economy %	Don't Know / Prefer not to say %
Total	1,012	37	41	21
Household type				
Single person	147	48	37	15
Couple only	269	40	43	17
Couple with children	407	34	45	22
One parent households	87	40	32	27
Group households	72	33	45	22
All other (incl. dk/ref)	30	17	21	62
Marital Status				
Married / Living with a partner	667	36	44	20
Separated / Divorced	121	45	40	15
Single - never married	187	40	33	26
Widowed	28	31	50	18
All other (incl. dk/ref)	9	19	3	78
Labour force status				
Employed	485	41	42	17
Unemployed	68	46↑	24	30
Home duties	100	37	36	27
Student	34	41	34	25
Retired	231	29	55↑	16

Unable to work	53	43	39	18
Other	41	26	17	57
Household Income				
Less than \$30,000	199	38	48	14
\$30,000 <\$60,000	233	35	44	21
\$60,000 < \$80,000	118	44	37	18
\$80,000 < \$100,000	110	36	40	24
\$100,000 or more	174	38	43	19
Don't Know / Prefer not to say	178	36	31	34

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) the result for the comparative point of view.

Table 2.2c: Environment versus economy by selected characteristics (cont.)

	n	Environment %	Economy %	Don't Know / Prefer not to say %
Total	1,012	37	41	21
Health status				
Excellent	96	44	36	20
Very good	273	37	42	21
Good	316	38	46	17
Fair	198	42	40	18
Poor	110	31	43	26
Don't Know / Prefer not to say	19	6	-	94
Voting behaviour				
Labor Party (ALP)	318	45↑	36	19
Liberal Party	290	25	59↑	16
Greens	94	55↑	32	13
National (Country) Party	24	21	73↑	6
Voted informal/Did not vote	79	45	31	24
Other	34	31	51	19
Don't know	73	34	26	40
Prefer not to say	100	31	29	41
Interest in politics				
Low (0-4)	236	35	34	31
Moderate (5-7)	457	38	38	23
High (8-10)	312	38	53	9
Don't Know / Prefer not to say	7	-	11	89

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) the result for the comparative point of view.

2.3 Underlying values as reflected in the most important qualities for Australia's future

The online survey also sought to tap into the underlying values of respondents by asking them choose up to five words from a list of 24 with the instruction *"If Australia is to be the sort of country you want it to be, which of these qualities do you consider most important?"* This question was taken from the 2011 Centre for Policy Development study, *"What is important to Australians?"*

The results are presented in Table 2.3a. 'Secure', 'peaceful' and 'productive' were the most commonly chosen words while 'open', 'creative' and 'giving' were least likely to be picked. There is an alignment between the most commonly chosen words 'secure' and 'peaceful' and the fact that 'preventing war from occurring on Australian soil' was the number one ranked national priority. This suggests that respondents appreciate that 'peace' is a necessary precondition for Australia to be the sort of country we want it to be.

It is interesting to note that the five top ranked values from this pilot study are the same top 5 as endorsed by respondents to the 2011 Centre for Policy Development⁵ survey. In the 2011 survey the top ranked values were productive (39%), secure (34%), peaceful (32%), hard-working (31%) and democratic (30%).

Table 2.3a: Most important qualities

Most important qualities	%
Secure	38
Peaceful	36
Productive	33
Hard-working	29
Democratic	28
Fair	27
Free	26
Stable	24
Prosperous	23
Equal	21
Tolerant	21
Happy	19
Independent	18
Caring	16
Innovative	12
Competitive	12
Unified	11
Traditional	10
Spiritual	9
Diverse	8
Clever	7
Open	7
Creative	6
Giving	5
Other	2

Base: Total sample (n=1,012)

⁵ Centre for Policy Development. *What is important to Australians*. Unpublished, 2011.

An exploratory factor analysis was performed on the words selected by respondents in order to detect commonalities with a view to trying to discern underlying community values. Based on a scree analysis five factors were chosen explaining 31% of the total variance (see Table 2.3b, below).

Table 2.3b: Factor Analysis of most important national qualities

Quality	Factor 1 - Benevolence	Factor 2 - Economic Performance	Factor 3 - Tolerance	Factor 4 - Egalitarianism	Factor 5 - Traditional
Base: All respondents (18+) 1012					
Giving	0.664639				
Caring	0.605478				
Spiritual	0.46116				
Competitive		0.452992			
Peaceful		-0.44307			
Happy		-0.45452			
Tolerant			0.556257		
Fair			0.488732		
Secure			-0.62714		
Free				-0.41822	
Independent				-0.44306	
Equal				-0.57335	
Diverse					0.468495
Hard-working					-0.50174
Traditional					-0.53989
Democratic					
Prosperous					
Productive		0.392			
Innovative		0.385			
Open					
Creative					
Clever					
Unified					
Stable					

This analysis suggests that there are five predominant value propositions which shape respondents' perceptions as to the sort of country they would like Australia to be. These are:

- Benevolence. The words "giving", "caring" and "spiritual" loaded most strongly on this factor.
- Economic performance. The words "competitive", "productive" and "innovative" loaded most strongly on this factor in one direction and the words "peaceful" and "happy" in the other direction.
- Tolerance. The words "tolerant" and "fair" loaded on this factor in one direction and "secure" in the other direction.
- Egalitarianism. The words which loaded on this factor were "free", "independent" and "equal". This factor is associated with the Australian concept of a "fair go", and

- Traditional values. The words “hard working” and “traditional” loaded strongly on this factor in one direction and “diverse” in the other direction. This suggests an association with traditional values and, perhaps, a lack of tolerance of diversity.

These values co-exist and suggest that ‘economic performance’ is just one of several value constructs shaping respondents’ thinking as to the type of future they desire for Australia. From this it seems that an Australian future that is based on a well-performing economy achieved through hard work would need to be achieved within a framework that is tolerant, egalitarian and caring in order to be broadly in accord with Australian values (as derived from this online survey).

3. National performance

3.1 Perceived national performance in key priority areas

In addition to asking respondents to rate selected national priorities, respondents were also asked to rate perceived performance in each of these areas '*How do you rate Australia's current performance in this (insert area)?*' Respondents used an 11 point performance scale (0-10) where 0 is extremely poor and 10 is excellent. This provides an insight into community perceptions as to how well Australia is performing against each of these items.

Table 3.1 (next page) shows that the top five ranked areas in terms of national performance are:

- Preventing war from occurring on Australian soil (7.1)
- Ensuring we have a safe banking and financial system (7.0)
- Providing access to a range of arts, sport, leisure and recreational activities that all people have the opportunity to get involved in (6.7)
- Making sure as a country that we provide our fair share of foreign aid (6.7), and
- Protecting the freedom of speech of all people, even those with whom I may not agree (6.2)

The bottom five areas in terms of perceived national performance are:

- High standards of honesty in politics and public life (3.7)
- Providing enough job opportunities so that everyone who is capable of working can find a paid job (5.1)
- 'Having access to high quality rail, road and transport networks' and 'Having access to a high quality health system' (both 5.2), and
- Being a society in which people from different backgrounds all get on well together (5.3)

The national performance in terms of increasing economic growth and national wealth ranked 13th.

Table 3.1: Perceived national performance in key priority areas

Priority			Performance
Rank	Domain	Perceived national performance	Mean (0-10)
1	Social	Preventing war from occurring on Australian soil	7.1
2	Economy	Ensuring we have a safe banking and financial system	7.0
3	Social	Access to a range of arts, sport, leisure and recreation activities that all people have the opportunity to get involved in	6.7
3	Social	Making sure that as a country we provide our fair share of foreign aid to people around the world in need of help	6.7
5	Social	Protecting the freedom of speech of all people, even for those with whom I may not agree	6.2
6	Social	Everyone having access to high quality information and communications technology	6.1
7	Social	Ensuring that our children grown up healthy, happy and well educated and can reach their full potential	6.0
8	Social	Having an independent and high quality media	5.9
8	Social	Ensuring the wellbeing of Australia's Indigenous people	5.9
8	Social	Everyone having access to a high quality education system	5.8
8	Environment	Preserving the natural environment	5.8
8	Social	As a country, finding a balance between paid work and the other things in life	5.8
13	Economy	Increasing economic growth and national wealth	5.7
14	Governance	Maintaining a fair and democratic system of government where everyone has a voice	5.5
15	Governance	Everyone being treated equally and fairly by the law	5.4
15	Social	Having diverse ownership and control of the media	5.4
17	Social	Adequate support provided in Australia for people who need it	5.3
17	Social	Being a society in which people from different backgrounds all get on well together	5.3
19	Social	Everyone has access to a high quality health system	5.2
19	Social	Having access to high quality rail, road and transport networks	5.2
21	Economy	Providing enough job opportunities so that everyone who is capable of working can find a paid job	5.1
22	Governance	High standards of honesty in politics and public life	3.7

Base: Total sample (n=1,012)

3.3 Improvement priorities

By examining both the importance scores and the performance scores for each attribute it is possible to 1) measure the gap between importance and performance for each attribute (see Table 3.3a, below) and 2) to plot these scores on two axis to produce an Improvement Matrix (see Figure 3.3b).

Table 3.3a shows that the attribute with the biggest gap between its mean importance score and its mean performance scores is “high standards of honesty in politics and public life” (5.2). Other areas in which there seems to be a sizeable gap between the perceived importance and perceived performance relate to providing enough job opportunities (3.9) and everyone having access to a high quality health system (also 3.9). Those areas where there is more of a convergence between the importance and performance scores include foreign aid, access to arts, sport, leisure and recreational activities, ensuring the wellbeing of Indigenous Australians and ensuring we have a safe banking and financial system.

Table 3.3a: Gap analysis

National priorities and performance	Priority	Performance	Gap
	Mean (0-10)	Mean (0-10)	
High standards of honesty in politics and public life	8.9	3.7	5.2
Providing enough job opportunities so that everyone who is capable of working can find a paid job	9.0	5.1	3.9
Everyone has access to a high quality health system	9.1	5.2	3.9
Having access to high quality rail, road and transport networks	8.8	5.2	3.6
Everyone being treated equally and fairly by the law	9.0	5.4	3.6
Adequate support provided in Australia for people who need it	8.7	5.3	3.4
Maintaining a fair and democratic system of government where everyone has a voice	8.8	5.5	3.3
Everyone having access to a high quality education system	9.0	5.8	3.2
Being a society in which people from different backgrounds all get on well together	8.5	5.3	3.2
Ensuring that our children grown up healthy, happy and well educated and can reach their full potential	9.1	6	3.1
Preserving the natural environment	8.6	5.8	2.8
As a country, finding a balance between paid work and the other things in life	8.5	5.8	2.7
Increasing economic growth and national wealth	8.4	5.7	2.7
Protecting the freedom of speech of all people, even for those with whom I may not agree	8.5	6.2	2.3
Having diverse ownership and control of the media	7.7	5.4	2.3
Everyone having access to high quality information and communications technology	8.3	6.1	2.2
Having an independent and high quality media	8.1	5.9	2.2
Preventing war from occurring on Australian soil	9.2	7.1	2.1
Ensuring we have a safe banking and financial system	8.9	7.0	1.9
Ensuring the wellbeing of Australia's Indigenous people	7.6	5.9	1.7
Access to a range of arts, sport, leisure and recreation activities that all people have the opportunity to get involved in	7.8	6.7	1.1
Making sure that as a country we provide our fair share of foreign aid to people around the world in need of help	6.6	6.7	-0.1

An Improvement Matrix (Figure 3.3b) has been constructed by plotting the mean performance score for each attribute on the vertical axis and the mean importance score on the horizontal axis. Using this method, those attributes in the bottom right hand quadrant of the matrix (i.e. those which have relatively poor performance scores and relatively high importance scores) are the key priority areas for improvement.

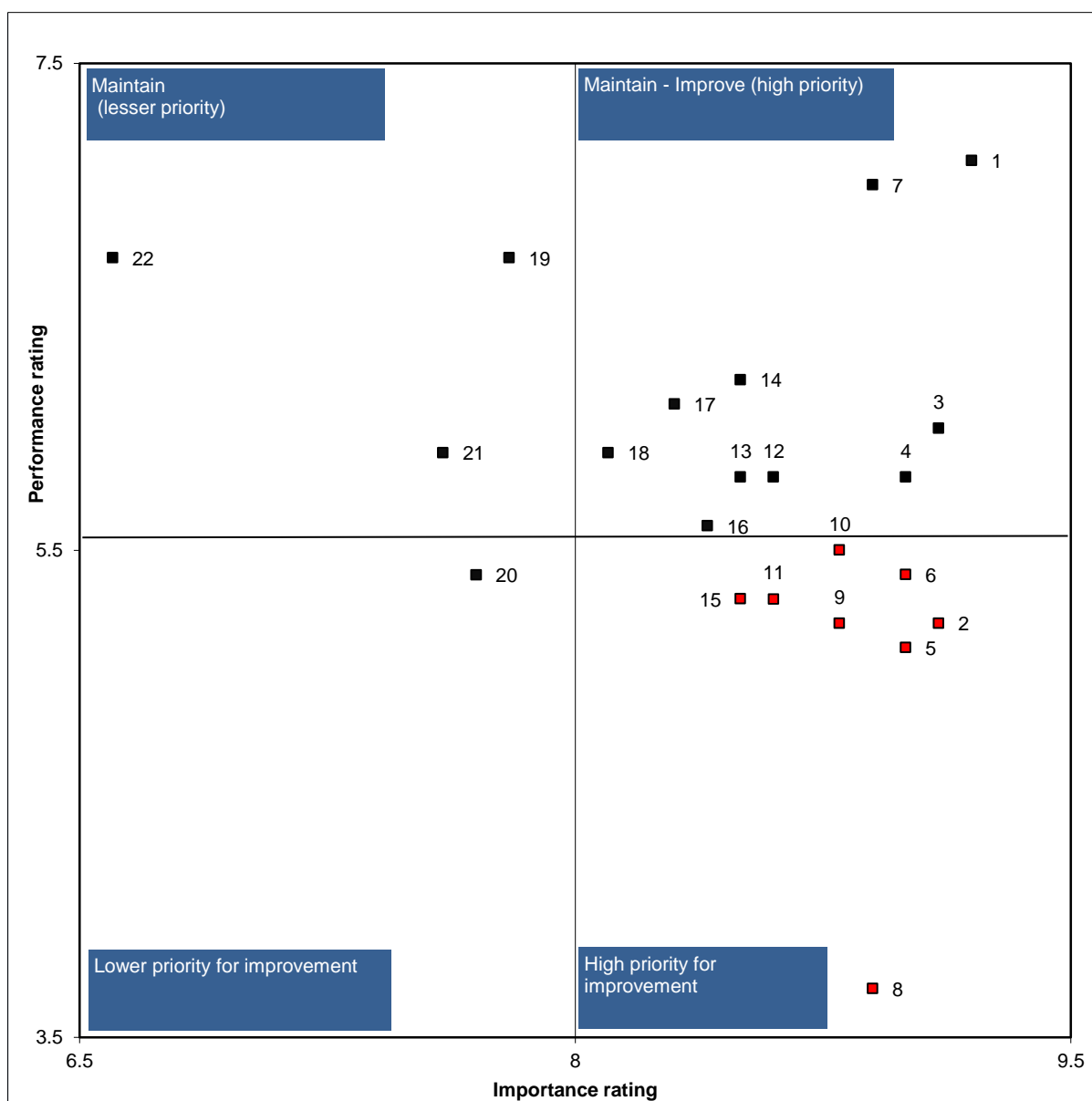
The issues which occupy the high priority for improvement quadrant (based on being regarded as important areas in which Australia is performing relatively poorly) are:

- High standards of honesty in politics and public life
- Providing access to a high quality health system
- Providing job opportunities for everyone who is capable of working
- Ensuring equal and fair treatment by the law
- Providing high quality road, rail and transport infrastructure
- Providing fair and democratic governance
- Providing support for people who need it, and
- Being a country where people from different backgrounds get on well together.

When looked at in this fashion our priority areas for improvement spread over several broad areas including health, infrastructure, equality, employment, tolerance and governance. Analysing the data in this way again suggests that Australian's have a nuanced view of what is required to deliver a better future for the country.

Figure 3.3b: Perceived national performance in key priority areas⁶

Legend		
1 Preventing war	9 High quality rail, road and transport	17 High quality ICT
2 High quality health system	10 Fair and democratic governance	18 Independent and high quality media
3 Children can reach full potential	11 Support for people who need it	19 Range of arts, sport, leisure and recreation activities
4 High quality education system	12 Preserving the natural environment	20 Diverse ownership and control of media
5 Job opportunities	13 Finding work life balance	21 Wellbeing of Australia's Indigenous people
6 Equal and fair treatment by the law	14 Freedom of speech for all	22 Fair share of foreign aid provided
7 Safe banking & financial system	15 Different backgrounds get on well	
8 High standards of honesty in politics	16 Economic growth and wealth	



Base: Total sample (n=1,012)

⁶ Items which ranked as a high priority for improvement have been highlighted in red in both the table and the matrix. These items were regarded by the respondents as important areas in which Australia is perceived to be performing relatively poorly.

4. Is Australia heading in the right direction?

4.1 'Heading in the right direction' – Overview

In order to measure top of mind attitudes regarding Australia's future direction all respondents were asked "Thinking about the sort of country you would like Australia to be in the future, do you agree or disagree that we are currently heading in the right direction?" Respondents were asked to provide their answer on an 11 point scale where 0 meant completely disagree and 10 meant completely agree.

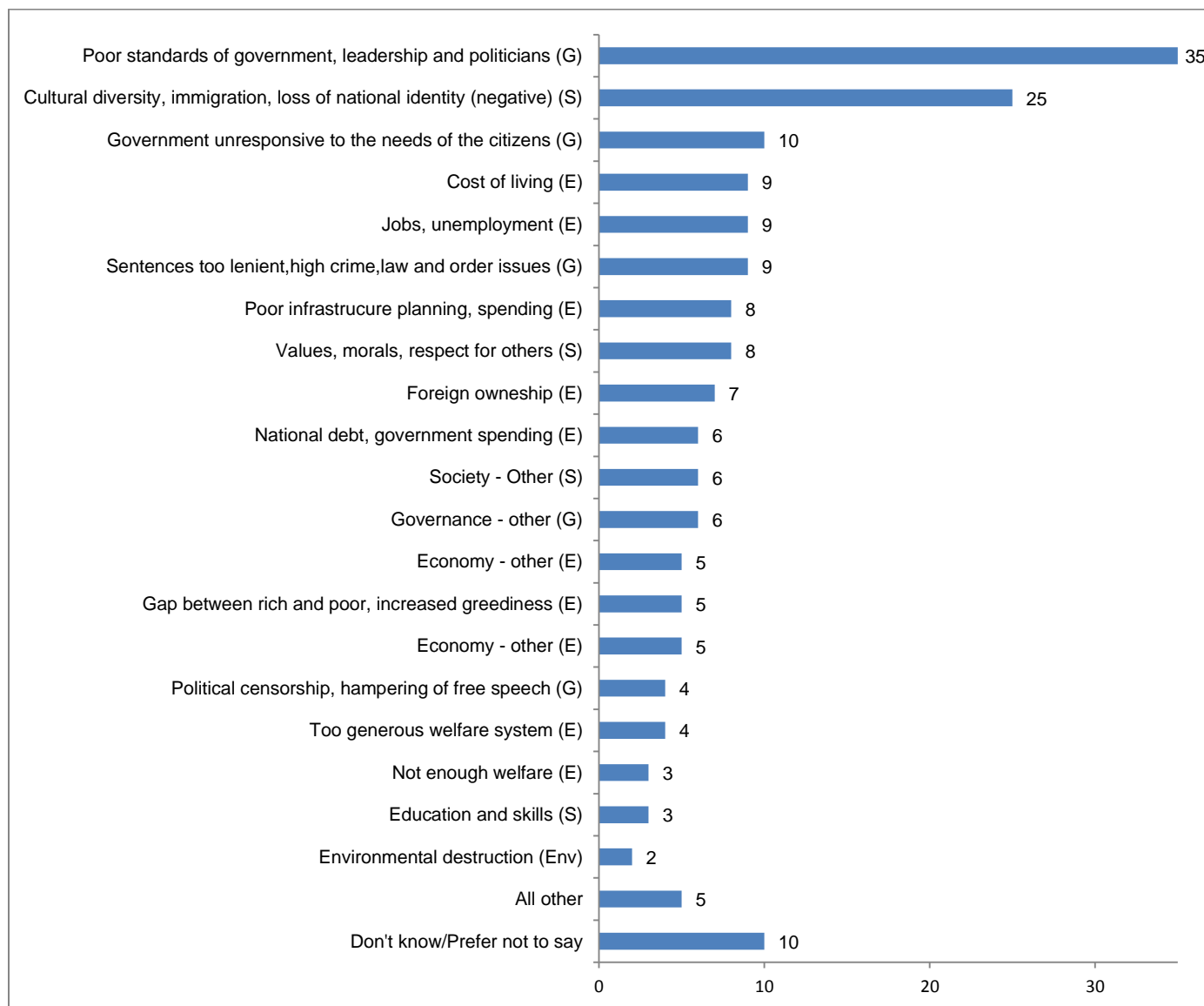
The overall mean score given by respondents to this question is 4.7 on a scale where the mid-point (5) was labelled as neither agree nor disagree. This suggests overall dissatisfaction with the direction Australia is heading in and a disconnect between what is perceived to be the nation's current settings and our preferred future.

The reasons given by respondents for a low 'heading in the right direction' score (0-4) are shown overleaf (Figure 4.1a). The letters next to each reason (G, S, E or Env) signify the overarching domain to which the reason has been attributed – Governance, Society, Economy or Environment).

The day to day political discourse comes through as a factor which influences perceptions as to whether or not Australia is heading in the right direction. This is evidenced by the fact that 'poor standards of government, leadership and politicians' was the most frequently mentioned reason for dissatisfaction with Australia's current direction (35%). This reinforces the previous finding (refer to back to Section 3.3) showing that 'high standards of honesty in politics and public life' was the issue with the biggest gap between perceived importance and Australia's current performance.

Negative view on Australia's immigration policy and loss of national identity (25%) was the second most frequently mentioned reason among those respondents who gave a low 'heading in the right direction' rating, followed by perception that the current government is unresponsive to the needs of the citizens (10%). Other reasons mentioned relatively in fairly equal proportions include law and order issues and sentences being too lenient (9%) and a number of economic concerns relating to jobs and unemployment (9%), cost of living (9%), poor infrastructure planning and spending (8%), foreign ownership (7%) and national debt (6%) as well as deteriorating values, morals and respect for others (8%). One in ten (10%) of respondents chose not give a reason for their negative rating.

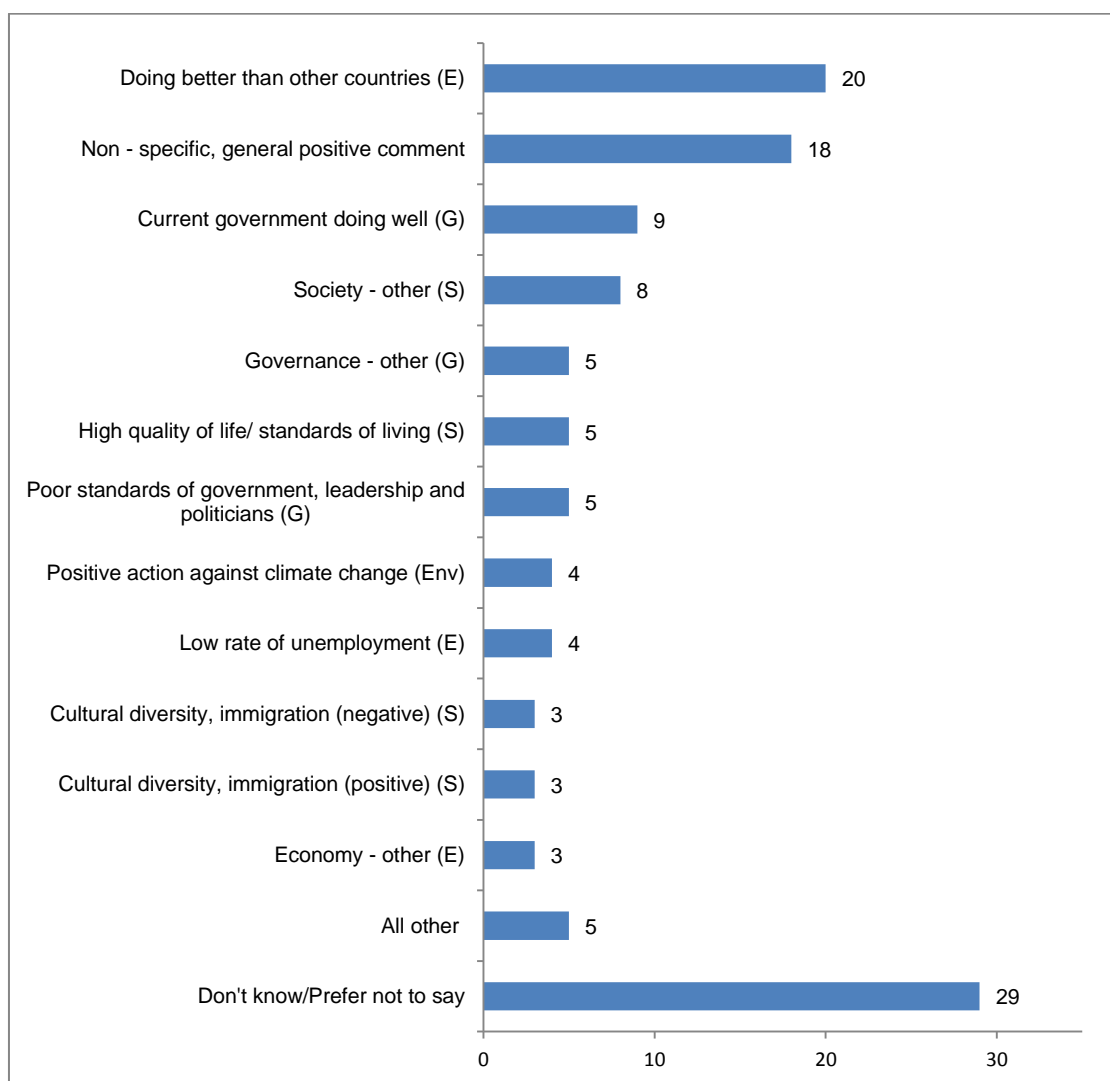
Figure 4.1a: Reasons for thinking that Australia is not heading in the right direction



Base: Those who gave a low score (0-4) for heading in the right direction (n=399).

The reasons given by respondents for a high 'heading in the right direction score' (8-10) are shown in Figure 4.1b. The most frequently mentioned reason for a high rating was a view that Australia was doing better than other countries (20%), followed by a non-specific general positive comment (18%) and a positive assessment regarding performance of the current government (9%). Other, less frequently mentioned reasons for a high rating included satisfaction with high quality of life and standards of living (5%), action taken against climate change (4%), low rate of unemployment (4%) and a positive view of immigration and cultural diversity in Australia (3%). Some of those who gave a high rating also mentioned a few negative reasons for their score, namely poor standards of government, leadership and politicians (5%) and negative assessment of cultural diversity and immigration issues (3%). From these responses it is apparent that although already giving a comparatively high score of eight or more, some respondents have chosen to identify reasons for not giving an even higher score as part of the reasoning for their rating. One-third (29%) of those who gave a high rating chose not to articulate reasons for their rating.

Figure 4.1b: Reasons for thinking that Australia is heading in the right direction



Base: Those who gave a high score (8-10) for heading in the right direction (n=151)

4.2 'Heading in the right direction' by variables of interest

This section analyses the mean 'heading in the right direction' score given by respondents by selected key variables of interest:- individual and household characteristics, life satisfaction and personal wellbeing, self-reported health, financial satisfaction, materialistic orientation, interest in politics and voting behaviour and selected perceptions of one's local area as a place to live with a view to better understanding the relationship between these factors and overall perceptions regarding the country's future.

4.2.1 'Heading in the right direction' by selected individual and household characteristics

Table 4.2.1 (next page) shows that 25-34 year olds and 45-64 year olds are the most positive age groups with respect to whether or not Australia is heading in the right direction (both 5.2) and 55 to 64 year olds (4.3) and those aged 65 years and over (4.0) the least positive. University graduates are more optimistic about Australia's future (5.4) than non-graduates (4.5) and the overseas born (5.2) more positive than the Australian born (4.5). Those living in Western Australia (5.2) were more positive than those living in other states and territories regarding Australia's future direction and those living in major cities (4.9) were more positive than those living in inner regional (4.4), outer regional, remote or very remote areas (4.3) regarding perceptions of Australia's future.

Table 4.2.1: Is Australia heading in the right direction by selected characteristics.

	n	Mean (0-10)
Total	1,012	4.7
Gender		
Male	493	4.7
Female	519	4.7
Age		
18-24	45	5.0
25-34	178	5.2↑
35-44	271	4.7
45-54	148	5.2↑
55-64	194	4.3↓
65+	176	4.0↓
Educational attainment		
University graduate	337	5.4↑
Non-graduate	654	4.5↓
All other (incl. dk/ref)	20	4.7
Country of Birth		
Australia	740	4.5↓
Overseas	254	5.2↑
All other (incl. dk/ref)	18	4.7
Indigenous status		
Aboriginal and / or Torres Strait Islander	19	5.7
Non-Aboriginal and / or Torres Strait Islander	973	4.7
All other (incl. dk/ref)	20	4.0
State / Territory		
New South Wales	328	4.7
Victoria	254	4.7
Queensland	195	4.5
South Australia	85	4.5
Western Australia	96	5.2↑
Tasmania	21	4.8
Northern Territory	12	5.8
Australian Capital Territory	21	4.5
Region		
Major cities	742	4.9↑
Inner regional	184	4.4↓
Outer regional / remote / very remote	86	4.3↓

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

4.2.2 'Heading in the right direction' by selected life satisfaction and personal wellbeing measures

A series of wellbeing questions were included in the survey to measure life satisfaction (Question D1), happiness (D2), anxiety (D3) and self esteem (i.e. the things you are doing in your life are worthwhile). The results contained in Table 4.2.2 show that respondents who have a high rating (8-10) in terms of their life satisfaction, happiness and self-esteem also have higher levels of agreement with the underlying premise that Australia is heading in the right direction. The relationship between self-reported anxiety and agreement that Australia is heading in the right direction is less clear with relatively little variation from the overall mean of 4.7.

Table 4.2.2: Is Australia heading in the right direction by selected life satisfaction and personal wellbeing characteristics.

	n	Mean (0-10)	%
Total	1,012	4.7	
Life satisfaction			
Low (0-4)	125	3.3↓	13
Moderate (5-7)	405	4.8	41
High (8-10)	472	5.1↑	45
Happy yesterday			
Low (0-4)	148	3.9↓	15
Moderate (5-7)	359	4.6	36
High (8-10)	495	5.1↑	48
Anxious yesterday			
Low (0-4)	556	4.5↓	53
Moderate (5-7)	306	4.9	32
High (8-10)	137	5.1	14
Life worthwhile			
Low (0-4)	124	3.5↓	13
Moderate (5-7)	360	4.8	37
High (8-10)	514	5.0↑	49

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Percentages may not add to 100% as don't know and refused responses are not shown.

4.2.3 'Heading in the right direction' by selected self-reported health status

There is also a relationship between self-reported health status and heading in the right direction with those in excellent or good health providing a significantly higher 'heading in the right direction' scores (5.5 and 5.2) than those in fair (4.3) or poor health (3.5).

Table 4.2.3: 'Is Australia heading in the right direction?' by selected characteristics.

	n	Mean (0-10)	%
Total	1,012	4.7	
Health status			
Excellent	96	5.5↑	11
Very good	273	4.6	24
Good	316	5.2↑	32
Fair	198	4.3↓	20
Poor	110	3.5↓	11
Don't Know / Prefer not to say	19	4.8	3

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Percentages may not add to 100% as don't know and refused responses are not shown.

4.2.4 'Heading in the right direction' by satisfaction with financial situation

As shown in Table 4.2.4 below, those that are highly satisfied or moderately satisfied with their financial situation were more likely to agree that Australia is heading in the right direction (5.7 and 4.9, respectively) than those reporting low levels of satisfaction with their financial situation (4.0).

Table 4.2.4: Is Australia heading in the right direction by satisfaction with financial situation.

	n	Mean (0-10)	%
Total	1,012	4.7	
Level of satisfaction with financial situation			
Low (0-4)	378	4.0↓	38
Moderate (5-7)	401	4.9↑	41
High (8-10)	226	5.7↑	20

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Percentages may not add to 100% as don't know and refused responses are not shown.

4.2.5 'Heading in the right direction' by selected measures of 'materialism'

Three items were included in the questionnaire to measure aspects of materialism. These items were taken from a larger scale developed by Richins and Dawson (1992). For this study we included one item from the acquisition centrality subscale (The things I own aren't all that important to me)⁷, one item from the acquisition as the pursuit of happiness subscale (I have all the things I need to really enjoy life) and one item from the possession defined success subscale (The things I own say a lot about how well I am doing).

The data in Table 4.2.5 indicate a relationship between material wellbeing (I have all the things I need to really enjoy life), possession defined success (the things I own say a lot about how well I am doing) and material importance (the things I own are important to me) and agreement that Australia is heading in the right direction.

Table 4.2.5: Is Australia heading in the right direction by level of agreement with selected measures of materialism.

	n	Mean (0-10)	%
Total	1,012	4.7	
I have all the things I need to really enjoy life			
Low (0-4)	219	4.0↓	22
Moderate (5-7)	424	4.8	42
High (8-10)	357	5.1↑	34
The things I own say a lot about how well I am doing			
Low (0-4)	285	4.2↓	29
Moderate (5-7)	528	4.7	52
High (8-10)	184	5.7↑	17
The things I own are important to me			
Low (0-4)	121	4.1↓	12
Moderate (5-7)	475	4.4↓	45
High (8-10)	406	5.2↑	42

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Percentages may not add to 100% as don't know and refused responses are not shown.

⁷ This item was changed to "Things I own are important to me" for ease of administration given the use of the agree / disagree rating scale.

4.2.6 'Heading in the right direction' by interest in politics and voting behaviour

Table 4.2.6 shows those who voted Labor at the 2010 federal election were more inclined to be of the view that Australia is heading in the right direction (5.7) than those who voted for the Liberal or National parties (3.8 and 4.0, respectively). Those with a high level of interest in politics (4.4) were less likely to agree with the statement that Australia is heading in the right direction than those with a moderate interest in politics (5.0).

Table 4.2.6: Is Australia heading in the right direction by selected characteristics.

	n	Mean (0-10)	%
Total	1,012	4.7	
Voting behaviour			
Labor Party (ALP)	318	5.7↑	32
Liberal Party	290	3.8↓	27
Greens	94	4.8	9
National (Country) Party	24	4.0↓	3
Voted informal/Did not vote	79	5.1↑	9
Other	34	3.6↓	3
Don't know	73	5.0	8
Prefer not to say	100	4.1↓	10
Interest in politics			
Low (0-4)	236	4.7	26
Moderate (5-7)	457	5.0↑	44
High (8-10)	312	4.4↓	29
Don't Know / Prefer not to say	7	4.3	1

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

4.2.7 'Heading in the right direction' by selected local area perceptions

In an attempt to assess how views on local issues may influence respondents' views on national issues, the survey included four items measuring respondents' perceptions of their local area. These questions measured local area change in the past few years, local area harmony (local area is a place where people of all backgrounds get on well together), local area helpfulness (local area is a place where people are willing to help their neighbours) and local area safety (how safe do you consider yourself to be when you are out in your local city or town during the day).

The results included in Table 4.2.7 below show that those respondents that thought their local area had become better (6.0) or remained unchanged (5.2) gave a significantly higher 'heading in the right direction' rating than those who thought the local area had declined in the past few years (3.3). In terms of local attributes, those who perceived their local area in a negative light with low levels of harmony (3.4), helpfulness (3.3) or safety (2.6) were less likely to agree that Australia was heading in the right direction than those who perceived their local area in a positive light as harmonious (5.3), helpful (5.2) or safe (5.1).

Table 4.2.7a: Is Australia heading in the right direction by level of agreement with selected perceptions of one's local area

	n	Mean (0-10)	%
Total	1,012	4.7	
In the last few years is local area getting better, worse or unchanged?			
Better	147	6.0↑	15
Unchanged	456	5.2↑	44
Worse	307	3.3↓	29
People of all backgrounds get on well together			
Low (0-4)	90	3.4↓	9
Moderate (5-7)	487	4.6	49
High (8-10)	375	5.3↑	36
People are willing to help their neighbours			
Low (0-4)	112	3.3↓	10
Moderate (5-7)	463	4.7	46
High (8-10)	386	5.2↑	38
Perception of safety in the streets and public places of your local area			
Low (0-4)	87	2.6↓	9
Moderate (5-7)	323	4.7	33
High (8-10)	589	5.1↑	57

Base: Total sample (n=1,012)

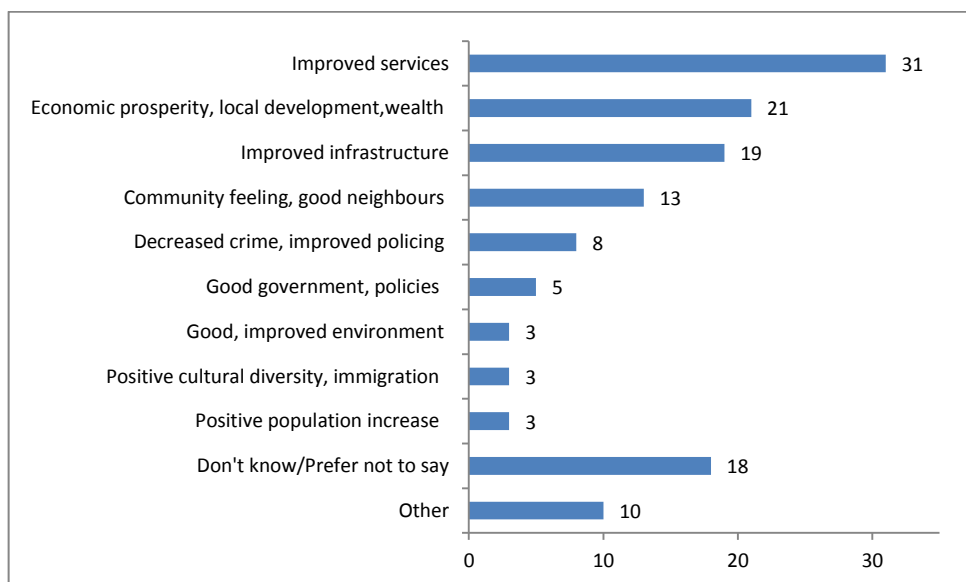
Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Percentages may not add to 100% as don't know and refused responses are not shown.

Those who thought their local area had either improved or declined were asked to give reasons for their rating. The reasons given by respondents for local area improvements are shown in Figure 4.2.7b.

The most commonly mentioned reasons for perceived improvement in one's local area relate to positive assessments of local economic development and improvements in local service delivery, with improved services (31%) the most commonly cited reason for local area improvement, followed by reasons relating to economic prosperity, local development and wealth (21%) and improved infrastructure (19%). Community feeling and good neighbours (13%) also contributed to perceptions of local area improvement. As a particular form of service delivery, improved policing and decreased crime (8%) was the fifth most commonly mentioned contributing factor to local area improvement. Other reasons included positive assessment of government and policies (5%), improved environment (3%), positive view on immigration and cultural diversity (3%) and population increase (3%). One-fifth (18%) of those who thought their local area had improved either did not know or preferred not to give a reason for their rating.

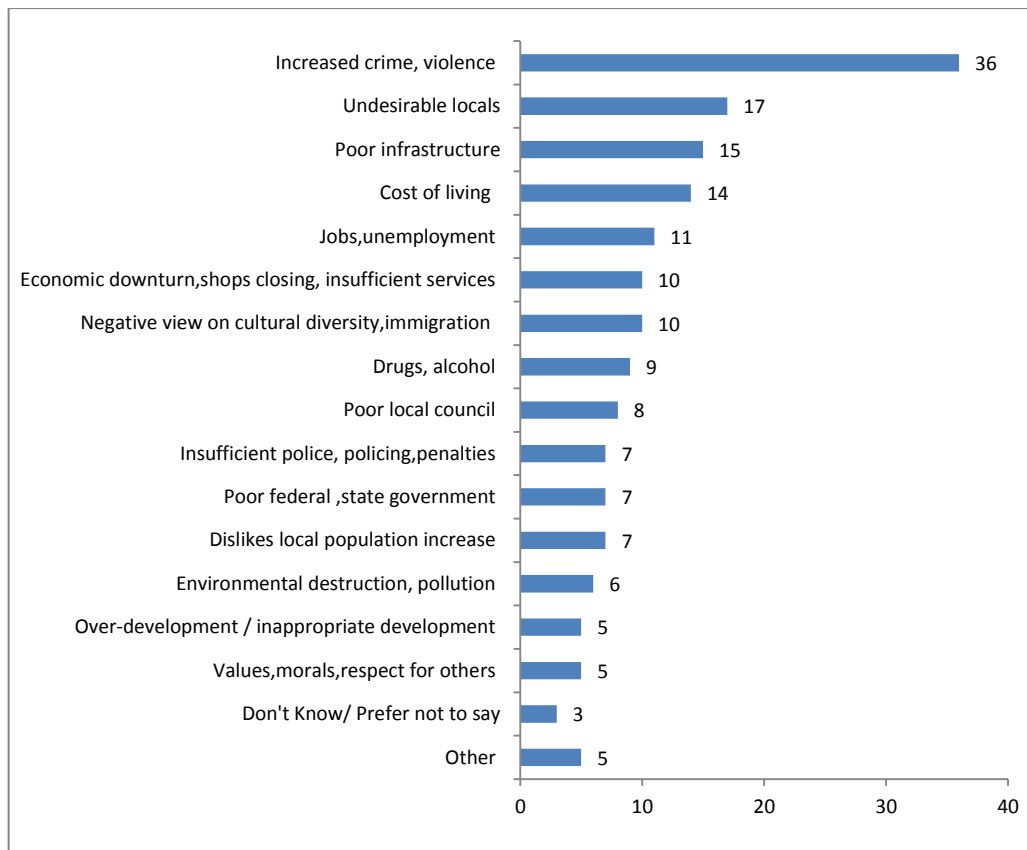
Figure 4.2.7b: Reasons for local area improvement.



Base: Thinks local area has improved (n= 147).

The reasons given by respondents for their thinking that their local area had declined in the past few years are shown in Figure 4.2.7c. The results show that increased crime and violence (36%) is driving the perceptions of dissatisfaction with the local area. Taken together with insufficient policing and penalties (7%), it is clear that law and order issues dominate the reasons given for local area decline with nearly half (43%) indicating an aspect of this as a reason for local area decline. Other frequently mentioned reasons given for perceived local area decline included undesirable locals (17%), poor infrastructure delivery (15%), cost of living (14%) and jobs and unemployment (11%). Declining local economy and insufficient services (10%) and negative views on immigration and cultural diversity issues (10%) as well as drugs and alcohol (9%) were also among reasons mentioned for perceived local area decline.

Figure 4.2.7c: Reasons for local area decline.



Base: Thinks local area has declined (n= 307).

4.3 'Heading in the right direction' - correlates

Correlation analyses were undertaken to examine the strength of association between selected variables and perceptions of whether or not Australia is heading in the right direction. These data provide some insights into how influential perceptions of Australia's performance in certain areas are in terms of shaping overall perceptions as to whether or not Australia is heading in the right direction. The larger the correlation coefficient (r value) the stronger the level of association between perceived performance and heading in the right direction. To help interpret these data, according to Cohen⁸ anything under 0.3 indicates a small correlation, 0.3 to 0.49 a moderate correlation while 0.5 to 1.0 is a large correlation.

Based on these data (see Table 4.3a, next page) the most influential factors shaping perceptions of whether or not Australia is heading in the right direction and constituting a large correlation are:

- High standards of honesty in politics and public life (.542), and
- Increasing economic growth and national wealth (.532).

This same analysis also shows that the least influential factors in terms of shaping perceptions of whether or not Australia is heading in the right direction relate to 'having an independent and high quality media' (.217), 'diverse ownership and control of the media (.217), 'providing our fair share of foreign aid' (.182) and 'ensuring the wellbeing of Australia's Indigenous people' (.157) – these items were also the lowest ranked national priorities, refer back to Section 2.1.

The fact that 'high standards of honesty in public life' and 'increasing economic growth and national prosperity' are the items most highly correlated with the perceptions as to whether or not Australia is heading in the right direction reinforces the finding that the prevailing political and economic discourse is quite pervasive in shaping responses to this question. While this is the case, several items have a correlation of 0.4 or above (i.e. are moderately correlated) with perceptions as to whether or not Australia is heading in the right direction. These items are:

- Providing enough job opportunities so that everyone who is capable of working can find a paid job (.483)
- Ensuring that our children grown up healthy, happy and well educated and can reach their full potential (.481)
- Being a society in which people from different backgrounds all get on well together (.459)
- Making sure adequate support is provided in Australia for people in need (.457)
- Maintaining a fair and democratic system of government where everyone has a voice (.453)
- Everyone being treated equally and fairly by the law (.445)
- Everyone has access to a high quality health system (.435)
- Finding a balance between paid work and the other things in life as a country (.434)
- Having access to high quality rail, road and transport networks (.413)

⁸ Cohen, J. *Statistical Power Analysis for the Behavioural Sciences*. 2nd ed. Lawrence and Erlbaum Associates, 1988

Taken together, these results suggest that while the prevailing political and economic discourse exerts a major influence on perceptions regarding Australia's future, 'big picture' issues such as our children's future, social cohesion, maintaining a democratic system of government, social justice and access to high quality health and education services also shape perceptions as to whether or not Australia is seen to be heading in the right direction. Seemingly, the wellbeing of Indigenous Australians and our foreign aid efforts are not major contributors to overall perceptions as to whether or not Australia is heading in the right direction.

Table 4.3a: Correlation between 'heading in the right direction' and perceived performance with respect to selected 'national priorities'.

Correlations - National priorities	r	p-value
High standards of honesty in politics and public life	.542	<.001
Increasing economic growth and national wealth	.532	<.001
Providing enough job opportunities so that everyone who is capable of working can find a paid job	.483	<.001
Ensuring that our children grown up healthy, happy and well educated and can reach their full potential	.481	<.001
Being a society in which people from different backgrounds all get on well together	.459	<.001
Making sure adequate support is provided in Australia for people in need	.457	<.001
Maintaining a fair and democratic system of government where everyone has a voice	.453	<.001
Everyone being treated equally and fairly by the law	.445	<.001
Everyone has access to a high quality health system	.435	<.001
Finding a balance between paid work and the other things in life as a country	.434	<.001
Having access to high quality rail, road and transport networks	.413	<.001
Protecting the freedom of speech of all people, even for those with whom I may not agree	.398	<.001
Everyone having access to a high quality education system	.394	<.001
Preventing war from occurring on Australian soil	.388	<.001
Performance on preserving the natural environment for future generations	.386	<.001
Everyone having access to high quality information and communications technology	.374	<.001
Ensuring we have a safe banking and financial system	.301	<.001
Access to a range of arts, sport, leisure and recreation activities that all people have the opportunity to get involved in	.234	<.001
Having an independent and high quality media	.217	<.001
Having diverse ownership and control of the media	.217	<.001
Making sure that as a country we provide our fair share of foreign aid to people around the world in need of help	.182	<.001
The Australia performance on Ensuring the wellbeing of Australia's Indigenous people	.157	<.001

Base: Total sample (n=1,012)

The data in Table 4.3b (next page) shows that, generally speaking, local and personal factors were less highly correlated (ie. have small correlation) than 'national issues' shaping perceptions as to whether or not Australia is seen to be heading in the right direction. Those local and personal factors that exerted most influence on perceptions as to whether or not Australia is heading in the right direction include satisfaction with one's personal financial situation (.290) 'whether or not the local area is a place where people of all backgrounds get on well together' (.260) and overall life satisfaction (.226). Political affiliations (as measured by party voted for at the 2010 federal election) also have some influence on perceptions as to whether or not Australia is heading in the right direction with a positive correlation (.250) for Labor voters and a negative correlation (-.277) for Coalition voters. As all these correlations are below 0.3, they are considered small according to Cohen. These findings

suggest that, by and large, respondents were able to elevate national issues over personal and local-level factors when considering whether or not Australia is heading in the right direction.

Table 4.3b: Correlation between 'heading in the right direction' and selected personal attributes and local area perceptions.

Correlations - Local level & personal attributes	r	p-value
Satisfaction with financial situation	0.290	<.001
Local area is a place where people of all backgrounds get on well together	0.260	<.001
Satisfaction with life	0.226	<.001
Safety in street and local area	0.212	<.001
Local area is a place where people are willing to help their neighbours	0.205	<.001
The things you do in your life are worthwhile	0.173	<.001
Feel happy yesterday	0.163	<.001
Feel anxious yesterday	0.111	<.001
Labor voter	0.250	<.001
Coalition voter	0.-277	<.001
Greens voter	-	ns

Base: Total sample (n=1,012)

5. Discussion

The mean score of 4.7 (out of 10) given by respondents to the question “Thinking about the sort of country you would like Australia to be in the future, do you agree or disagree that we are currently heading in the right direction?” is indicative of widespread dissatisfaction with our current settings (42% giving a rating of 0-4). The main stated reasons for this rating include dissatisfaction with the government / leadership, negative perceptions about the impact of cultural diversity and immigration and a clutch of economic concerns around the cost of living, national debt, foreign ownership, poor infrastructure and unemployment.

While the results of this survey indicate that economic concerns are a major factor in shaping Australians' perceptions of whether or not the country is heading in the right direction, they also reveal that Australians do, in fact, have a multi-layered view of our national priorities and the attributes that are important if Australia is to be the sort of place we want it to be. A major finding of this study is that while ‘economic growth and national prosperity’ is an important factor in shaping perceptions as to whether or not Australia is heading in the right direction, when respondents were directly asked to give an importance score to this attribute the resultant score of 8.4 (out of 10) saw this attribute ranked 16th out of 22 items. This compares with a rating of 8.6 and ranking of 12th for the environment. The survey findings show that respondents are very evenly divided when it comes to trying to balance environmental protection and economic growth with 37% in favour of protecting the environment even if it causes slower economic growth and some job loss and 41% favouring economic growth and employment at the expense of the environment.

Analyses of the survey data identified five dominant value propositions shaping respondents' perceptions as to the sort of country they would like Australia to be. These can be broadly categorised as benevolent, economically successful, tolerant, egalitarian and traditional. Again, these data suggest that ‘economic performance’ is just one of several value constructs shaping respondents' thinking as to the type of future they desire for Australia. From this it seems that an Australian future which is based on a well-performing economy achieved through hard work would need to be achieved within a framework that is tolerant, egalitarian and caring in order to be broadly in accord with Australian values. That said, these values co-exist in a culture which seemingly gives low importance to foreign aid and Indigenous wellbeing and has a high level of concern with regard to the perceived negative impact of immigration and cultural diversity.

The discussion in the focus groups clearly reflected this tension and suggested a ‘qualified tolerance’ for cultural diversity and immigration. Indicative quotes include:

“I don't want cultures just to come here and have to change but I just want them to somehow integrate properly.”, and

“...to be honest with you, people need to come here and be comfortable with the Australian ethos and want to be able to make a contribution to Australia as a society... it works both ways, the barriers need to be removed and they have to have the motivation to want to make a contribution.”

The relatively high correlation between the desire for 'high standards of honesty in politics and public life' and perceptions as to whether or not Australia is heading in the right direction suggests both that Australians want to be well led and that the prevailing political debate is influential in shaping perceptions. While it is undoubtedly the case that the current political dialogue is a major factor, the fact that concern for our children's future is so central to the dialogue about Australia's future and that other concerns relating to issues such as social cohesion, social justice, equality and democracy are also strongly associated with respondents' perceptions regarding Australia's future again suggest that Australian's have a multi-dimensional view of what it will take for Australia to be the sort of country they want it to be.

The fact that ratings of perceived performance across a range of national priority areas were more highly correlated with perceptions as to whether or not we are heading in the right direction than were ratings concerning a range of personal circumstances and local area perceptions indicate that respondents were able to elevate national issues over personal and local-level factors when considering whether or not Australia is heading in the right direction.

6. Implications for the AP21C project

The qualitative and quantitative aspects of the AP21C pilot project have provided some important insights into the perceptions regarding Australia's future and the values underpinning these perceptions. Both aspects of the study have also provided some important learnings with respect to the next phase of the AP21C project.

The focus group report which precedes this report makes a number of observations about the adequacy of the focus group methodology as a consultative mechanism for the future development of the AP21C project. While the non-directive approach used for these initial group discussions was in line with the objectives of this stage of the pilot study a more directive approach with groups dedicated to particular themes / domains is recommended for the next phase of the project.

The conduct of the pilot online survey also provides an opportunity to reflect on the methodological approach adopted for the survey component of this study with a view to trying to informing future design considerations.

Questionnaire construction

Further reflecting on the 22 national priorities identified for this study suggests that some of these items are in fact instrumentalities / enablers / prerequisites for our future and some reflect national goals or aspirations. For example, "preventing war from occurring on Australian soil", "ensuring we have a safe banking and financial system", "everyone having access to a high quality education system" and those items relating to national infrastructure can all be seen as **prerequisites** for our vision of Australia's future. By way of contrast, aspiring to adequate support for people in Australia who need it, striving to achieve a reasonable work-life balance, being a society in which people of different backgrounds get on well together and everyone being treated equally and fairly by the law area all **aspirations** that reflect our underlying values.

It is recommended that some thought be given to trying to structure national priorities along these lines as this would enable a more nuanced questioning to evolve to help distinguish between prerequisites for our future as well as aspirations for our future.

The approach used in determining the relative importance of national priorities for this study was to compare the mean scores generated for each item thereby enabling a relative ranking to be determined. It is suggested that future iterations of the survey ask respondents to **rank** a reduced set of items (perhaps pre-classified into prerequisites and aspirations) in terms of their importance. This approach may provide new insights into the values and priorities that underpin Australian's hopes for the future.

The word grid (Question 2) used for this survey was taken from the Centre for Policy Development study "What is important to Australians?" It is suggested that this grid be reviewed prior to being used in a future study. While this proved a very useful device in terms of enabling the underlying qualities nominated by respondents to be grouped into a set of aspirational factors, the words included in the grid were not balanced across domains, were not drawn from the preceding qualitative research and there were notable omissions from the word set, for example, "sustainable".

Consideration should also be given to adding a standard measure of 'optimism' to the survey questionnaire to enable the correlation between underlying optimism and perceptions for Australia's

future to be measured. This will provide important information about the validity of the current underlying measure (i.e. is it measuring what it purports to be measuring?).

Finally, with respect to the future development of the survey questionnaire it is strongly recommended that the time and budget be set aside to enable formal cognitive testing of the questionnaire.

Methodology

While the use of a nonprobability online panel of survey respondents was fit for purpose for this pilot exercise, when the AP21C project gets to the phase of wanting to measure the attitudes of a representative sample of the Australian population a different sampling strategy will be required. It is the view of the research team that the questions being asked of respondents and the cognitive nature of the tasks involved are most suited to a self-completion mode of data collection. This being the case, when a representative sample of the population is required consideration should be given to approaching the Australian Electoral Commission to request access to the electoral roll for sampling purposes and / or investigating alternative address-based sampling methodologies.

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Appendix 1 – Data Tables

A.1.1 Individual and household characteristics

Table A.1.1a: Sample profile by selected characteristics individual and household characteristics.

	n	Per cent
Total		
Gender		
Male	493	49
Female	519	51
Age		
18-24	45	7
25-34	178	23
35-44	271	19
45-54	148	18
55-64	194	15
65+	176	18
Educational attainment		
University graduate	337	20
Non-graduate	654	77
All other (incl. dk/ref)	20	3
Country of Birth		
Australia	740	63
Overseas	254	34
All other (incl. dk/ref)	18	2
Indigenous status		
Aboriginal and / or Torres Strait Islander	19	2
Non-Aboriginal and / or Torres Strait Islander	973	95
All other (incl. dk/ref)	20	3
State / Territory		
New South Wales	328	32
Victoria	254	25
Queensland	195	20
South Australia	85	8
Western Australia	96	10
Tasmania	21	2
Northern Territory	12	1
Australian Capital Territory	21	2
Region		
Major cities	742	
Inner regional	184	
Outer regional / remote / very remote	86	

Base: Total sample (n=1,012)

Table A.1.1b: Sample profile by selected characteristics individual and household characteristics (cont.).

	n	Per cent
Total		
Household type		
Single person	147	14
Couple only	269	27
Couple with children	407	39
One parent households	87	9
Group households	72	8
All other (incl. dk/ref)	30	4
Marital Status		
Married / Living with a partner	667	65
Separated / Divorced	121	11
Single - never married	187	19
Widowed	28	3
All other (incl. dk/ref)	9	1
Labour force status		
Employed	485	46
Unemployed	68	7
Home duties	100	10
Student	34	4
Retired	231	23
Unable to work	53	5
Other	41	5
Household Income		
Less than \$30,000	199	20
\$30,000 < \$60,000	233	25
\$60,000 < \$80,000	118	11
\$80,000 < \$100,000	110	10
\$100,000 or more	174	16
Don't Know / Prefer not to say	178	18

Base: Total sample (n=1,012)

Table A.1.1c: Sample profile by selected characteristics individual and household characteristics (cont.).

	n	Per cent
Total		
Health status		
Excellent	96	11
Very good	273	24
Good	316	32
Fair	198	20
Poor	110	11
Don't Know / Prefer not to say	19	3
Voting behaviour		
Labor Party (ALP)	318	32
Liberal Party	290	27
Greens	94	9
National (Country) Party	24	3
Voted informal/Did not vote	79	9
Other	34	3
Don't know	73	8
Prefer not to say	100	10
Interest in politics		
Low (0-4)	236	26
Moderate (5-7)	457	44
High (8-10)	312	29
Don't Know / Prefer not to say	7	1

Base: Total sample (n=1,012)

A.1.2 Life satisfaction

Table A.1.2a: Overall life satisfaction by selected characteristics.

	n	Mean (0-10)
Total	1,012	6.8
Gender		
Male	493	6.7
Female	519	6.9
Age		
18-24	45	6.3
25-34	178	6.2↓
35-44	271	6.5↓
45-54	148	6.7
55-64	194	7.2↑
65+	176	7.9↑
Educational attainment		
University graduate	337	6.9
Non-graduate	654	6.8
All other (incl. dk/ref)	20	6.6
Country of Birth		
Australia	740	6.7
Overseas	254	7.0
All other (incl. dk/ref)	18	4.5
Indigenous status		
Aboriginal and / or Torres Strait Islander	19	6.6
Non-Aboriginal and / or Torres Strait Islander	973	6.9
All other (incl. dk/ref)	20	5.1
State / Territory		
New South Wales	328	6.8
Victoria	254	7.0
Queensland	195	6.6
South Australia	85	6.3
Western Australia	96	7.0
Tasmania	21	7.0
Northern Territory	12	7.1
Australian Capital Territory	21	7.2
Region		
Major cities	742	6.7↓
Inner regional	184	7.2↑
Outer regional / remote / very remote	86	7.1↑

Base: Total sample (n=1,012).

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.2b: Overall life satisfaction by selected characteristics (cont.)

	n	Mean (0-10)
Total	1,012	6.8
Household type		
Single person	147	6.1↓
Couple only	269	7.1
Couple with children	407	7.1↑
One parent households	87	6.1↓
Group households	72	6.3
All other (incl. dk/ref)	30	6.5
Marital Status		
Married / Living with a partner	667	7.1↑
Separated / Divorced	121	6.6
Single - never married	187	5.6
Widowed	28	8
All other (incl. dk/ref)	9	5.8
Labour force status		
Employed	485	6.8
Unemployed	68	5.8↓
Home duties	100	7.0
Student	34	6.5
Retired	231	7.7↑
Unable to work	53	4.8↓
Other	41	5.9
Household Income		
Less than \$30,000	199	6.1↓
\$30,000 <\$60,000	233	7.3↑
\$60,000 < \$80,000	118	7.1
\$80,000 < \$100,000	110	6.7
\$100,000 or more	174	7.0
Don't Know / Prefer not to say	178	6.1

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.2c: Overall life satisfaction by selected characteristics (cont.)

	n	Mean (0-10)
Total	1,012	6.8
Health status		
Excellent	96	7.8↑
Very good	273	7.6↑
Good	316	6.8
Fair	198	6.3↓
Poor	110	5.4↓
Don't Know / Prefer not to say	19	4.7
Voting behaviour		
Labor Party (ALP)	318	6.8
Liberal Party	290	7.2↑
Greens	94	6.3↓
National (Country) Party	24	8.3↑
Voted informal/Did not vote	79	7.1
Other	34	6.8
Don't know	73	6.1↓
Prefer not to say	100	6.2↓
Interest in politics		
Low (0-4)	236	6.1↓
Moderate (5-7)	457	6.8
High (8-10)	312	7.4↑
Don't Know / Prefer not to say	7	6.1

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

A.1.3 Indicators of personal wellbeing

Table A.1.3a: Indicators of personal wellbeing by selected characteristics.

Indicators of personal wellbeing	n	Happiness (D1)	Anxiety (D2)	Life is worthwhile (D4)
		Mean (0-10)	Mean (0-10)	Mean (0-10)
Total	1,012	6.8	4.0	7.0
Gender				
Male	493	6.7↓	4.2↑	6.8↓
Female	519	6.9↑	3.8↓	7.2↑
Age				
18-24	45	6.3↓	4.3	6.4↓
25-34	178	6.1↓	4.7↑	6.4↓
35-44	271	6.7↓	4.1	6.7↓
45-54	148	6.5	4.3↑	6.9
55-64	194	7.2↑	3.6↓	7.3↑
65+	176	8.0↑	2.9↓	8.1↑
Educational attainment				
University graduate	337	7.0↑	4.4↑	7.2↑
Non-graduate	654	6.8	3.9↓	7.0
All other (incl. dk/ref)	20	6.6	3.4	7.1
Country of Birth				
Australia	740	6.7↓	3.9↓	6.9↓
Overseas	254	7.1↑	4.2	7.3↑
All other (incl. dk/ref)	18	4.7↓	3.4	4.8↓
Indigenous status				
Aboriginal and / or Torres Strait Islander	19	6.5	5.3	6.9
Non-Aboriginal and / or Torres Strait Islander	973	6.9	3.9	7.1
All other (incl. dk/ref)	20	4.8	4.1	5.7
State / Territory				
New South Wales	328	6.8	3.9	7.0
Victoria	254	7.0↑	3.9	7.0
Queensland	195	6.7	3.9	6.9
South Australia	85	6.3↓	4.4↑	6.3↓
Western Australia	96	6.9	4.5↑	7.4↑
Tasmania	21	6.4	3.9	7.7↑
Northern Territory	12	7.3	4.0	7.9
Australian Capital Territory	21	7.0	3.3	7.4
Region				
Major cities	742	6.7↓	4.1↑	6.9↓
Inner regional	184	7.2↑	3.5↓	7.4↑
Outer regional / remote / very remote	86	7.1↑	3.7	7.3

Base: Total sample (n=1,012).

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.3b: Indicators of personal wellbeing by selected characteristics (cont.)

Indicators of wellbeing	n	Happiness	Anxiety	Life is worthwhile
		Mean (0-10)	Mean (0-10)	Mean (0-10)
Total	1,012	6.8	4.0	7.0
Household type				
Single person	147	6.2↓	4.5↑	6.6↓
Couple only	269	7.1↑	3.6↓	7.2↑
Couple with children	407	7.0↑	4.0	7.3↑
One parent households	87	6.2↓	3.9	6.3↓
Group households	72	6.5	4.7↑	6.3↓
All other (incl. dk/ref)	30	6.7	3.4	7.3
Marital Status				
Married / Living with a partner	667	7.1↑	3.8↓	7.3↑
Separated / Divorced	121	6.8	4.1	7.1
Single - never married	187	5.8↓	4.6↑	5.9↓
Widowed	28	8.0↑	3.5	8.0↑
All other (incl. dk/ref)	9	5.9	4.4	6.1
Labour force status				
Employed	485	6.8	4.3↑	6.9
Unemployed	68	5.7↓	4.8	5.9↓
Home duties	100	7.1↑	3.8	7.2
Student	34	6.7	4.4	7.0
Retired	231	7.8↑	3.0↓	7.9↑
Unable to work	53	4.7↓	5.0↑	5.4↓
Other	41	6.3↓	3.6	6.6
Household Income				
Less than \$30,000	199	6.1↓	4.1	6.4↓
\$30,000 < \$60,000	233	7.4↑	3.6↓	7.4↑
\$60,000 < \$80,000	118	6.9	4.0	7.1
\$80,000 < \$100,000	110	6.7	4.7↑	7.0
\$100,000 or more	174	6.9	3.7↓	7.0
Don't Know / Prefer not to say	178	6.7	4.1	7.1

Base: Total sample (n=1,012).

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.3c: Indicators of personal wellbeing by selected characteristics (cont.)

Indicators of wellbeing	n	Happiness	Anxiety	Life is worthwhile
		Mean (0-10)	Mean (0-10)	Mean (0-10)
Total	1,012	6.8	4.0	7.0
Health status				
Excellent	96	7.7↑	3.1↓	7.9↑
Very good	273	7.7↑	3.1↓	7.6↑
Good	316	6.9	4.3↑	7.0
Fair	198	6.2↓	4.6↑	6.6↓
Poor	110	5.3↓	4.8↑	5.8↓
Don't Know / Prefer not to say	19	4.9	4.3	5.1↓
Voting behaviour				
Labor Party (ALP)	318	6.7	4.0	6.9
Liberal Party	290	7.3↑	3.8↓	7.3↑
Greens	94	6.7	4.6↑	6.9
National (Country) Party	24	8.4↑	2.6↓	8.1↑
Voted informal/Did not vote	79	7.2	4.0	7.2
Other	34	7.1	3.3↓	7.2
Don't know	73	5.6↓	4.7↑	6.1↓
Prefer not to say	100	6.3↓	4.1	6.6↓
Interest in politics				
Low (0-4)	236	6.1↓	4.0	6.4↓
Moderate (5-7)	457	6.8	4.0	6.9
High (8-10)	312	7.6↑	3.9	7.7↑
Don't Know / Prefer not to say	7	5.3	2.4	5.6

Base: Total sample (n=1,012).

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

A.1.4 Self-assessed health status

Table A.1.4a: Self-assessed health status by selected characteristics.

Self assessed health status	n	Excellent/Very good %	Good %	Fair/poor %	Don't Know / Prefer not to say %
Total	1,012	35	32	31	3
Gender		30↓	31	35↑	4
Male	493	38↑	33	27↓	2
Female	519	30↓	31	35↑	4
Age					
18-24	45	55↑	31	6↓	8↑
25-34	178	38	29	26	7↑
35-44	271	37	34	28	1
45-54	148	31	30	38	2
55-64	194	29	36	35	*
65+	176	28	35	37	-
Educational attainment					
University graduate	337	45↑	32	21↓	2
Non-graduate	654	32↓	33	33↑	2↓
All other (incl. dk/ref)	20	23	22	25	30
Country of Birth					
Australia	740	37↑	31	31	2↓
Overseas	254	32	36	32	1↓
All other (incl. dk/ref)	18	21	20	3	57
Indigenous status					
Aboriginal and / or Torres Strait Islander	19	42	24	34	-
Non-Aboriginal and / or Torres Strait Islander	973	35	33	31	1
All other (incl. dk/ref)	20	13	19	25	43
State / Territory					
New South Wales	328	37	33	28	2
Victoria	254	37	27	32	4
Queensland	195	33	31	33	2
South Australia	85	21↓	32	48↑	-
Western Australia	96	36	37	25	2
Tasmania	21	15	49	22	15
Northern Territory	12	10	81	9	-
Australian Capital Territory	21	66	32	3	-
Region					
Major cities	742	35	33	30	3
Inner regional	184	32	28	37	2
Outer regional / remote / very remote	86	36	35	26	4

Base: Total sample (n=1,012).

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.4b: Self-assessed health status by selected characteristics (cont.).

Self assessed health status	n	Excellent/very good %	Good %	Fair/poor %	Don't Know / Prefer not to say %
Total	1,012	35	32	31	3
Household type					
Single person	147	24↓	29	47↑	-
Couple only	269	35	39↑	25↓	2
Couple with children	407	40↑	30	28	1
One parent households	87	38	34	25	4
Group households	72	29	27	41	3
All other (incl. dk/ref)	30	19	24	28	29
Marital Status					
Married / Living with a partner	667	37↑	33	27↓	2
Separated / Divorced	121	36	33	31	1
Single - never married	187	28	28	41↑	3
Widowed	28	27	29	44	-
All other (incl. dk/ref)	9	-	41	6	53
Labour force status					
Employed	485	39↑	35	24↓	2
Unemployed	68	25	34	37	3
Home duties	100	43	31	24	2
Student	34	56	26	18	-
Retired	231	28	33	38↑	*
Unable to work	53	4↓	20	75↑	1↓
Other	41	36	19	23	22
Household Income					
Less than \$30,000	199	28	25↓	47↑	*
\$30,000 <\$60,000	233	35	35	29	1
\$60,000 < \$80,000	118	33	34	33	-
\$80,000 < \$100,000	110	40	35	23	2
\$100,000 or more	174	43↑	37	17↓	3
Don't Know / Prefer not to say	178	31	30	30	10

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population. Dash (-)= Zero, * = Low base.

Table A.1.4c Self-assessed health status by selected characteristics (cont.)

Self assessed health status	n	Excellent/very good %	Good %	Fair/poor %	Don't Know / Prefer not to say %
Total	1,012	35	32	31	3
Voting behaviour					
Labor Party (ALP)	318	36	31	33	*
Liberal Party	290	35	38↑	27	-
Greens	94	31	28	39	2
National (Country) Party	24	53	30	18	-
Voted informal/Did not vote	79	47	23	30	-
Other	34	26	23	51	-
Don't know	73	20↓	41	24	15↑
Prefer not to say	100	28	29	30	13↑
Interest in politics					
Low (0-4)	236	35	31	31	4
Moderate (5-7)	457	34	35	27	3
High (8-10)	312	35	29	35	*
Don't Know / Prefer not to say	7	20	42	7	32

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population. Dash (-)= Zero, * = Low base.

A.1.5 Financial satisfaction

Table A.1.5a: Satisfaction with financial situation by selected characteristics.

	n	Mean (0-10)
Total	1,012	4.8
Gender		
Male	493	5.2↑
Female	519	4.5↓
Age		
18-24	45	4.8
25-34	178	4.6↓
35-44	271	4.4↓
45-54	148	4.9
55-64	194	5.0
65+	176	5.5↑
Educational attainment		
University graduate	337	5.4↑
Non-graduate	654	4.7↓
All other (incl. dk/ref)	20	4.8
Country of Birth		
Australia	740	4.7↓
Overseas	254	5.2↑
All other (incl. dk/ref)	18	4.2
Indigenous status		
Aboriginal and / or Torres Strait Islander	19	4.9
Non-Aboriginal and / or Torres Strait Islander	973	4.9
All other (incl. dk/ref)	20	4.2
State / Territory		
New South Wales	328	4.8
Victoria	254	5.2↑
Queensland	195	4.6↓
South Australia	85	4.1↓
Western Australia	96	5.0
Tasmania	21	5.9↑
Northern Territory	12	5.7
Australian Capital Territory	21	4.8
Region		
Major cities	742	4.8↓
Inner regional	184	4.9
Outer regional / remote / very remote	86	5.4↑

Base: Total sample (n=1,012).

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.5b: Satisfaction with financial situation by selected characteristics (cont.)

	n	Mean (0-10)
Total	1,012	4.8
Household type		
Single person	147	4.4↓
Couple only	269	5.5↑
Couple with children	407	4.8
One parent households	87	3.7↓
Group households	72	4.6
All other (incl. dk/ref)	30	4.9
Marital Status		
Married / Living with a partner	667	5.2↑
Separated / Divorced	121	4.5↓
Single - never married	187	3.9↓
Widowed	28	5.5
All other (incl. dk/ref)	9	4.8
Labour force status		
Employed	485	5.0↑
Unemployed	68	3.7↓
Home duties	100	4.5↓
Student	34	4.6
Retired	231	5.7↑
Unable to work	53	2.9↓
Other	41	3.7
Household Income		
Less than \$30,000	199	3.9↓
\$30,000 <\$60,000	233	5.0
\$60,000 < \$80,000	118	5.2↑
\$80,000 < \$100,000	110	5.0
\$100,000 or more	174	5.6↑
Don't Know / Prefer not to say	178	4.8

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.5c: Satisfaction with financial situation by selected characteristics (cont.).

	n	Mean (0-10)
Total	1,012	4.8
Health status		
Excellent	96	5.8↑
Very good	273	5.4↑
Good	316	5.0↑
Fair	198	4.1↓
Poor	110	3.6↓
Don't Know / Prefer not to say	19	4.1
Voting behaviour		
Labor Party (ALP)	318	5.1↑
Liberal Party	290	5.1↑
Greens	94	4.1↓
National (Country) Party	24	6.0↑
Voted informal/Did not vote	79	4.5
Other	34	4.6
Don't know	73	4.5
Prefer not to say	100	4.4↓
Interest in politics		
Low (0-4)	236	4.0↓
Moderate (5-7)	457	4.9
High (8-10)	312	5.7↑
Don't Know / Prefer not to say	7	0.2

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

A.1.6 Materialism

Table A.1.6a: Aspect of materialism by selected characteristics.

Aspects of materialism	n	Have all I need to enjoy life	Material possessions equated with success	Material possession are important
		Mean (0-10)	Mean (0-10)	Mean (0-10)
Total	1,012	6.2	5.1	6.8
Gender				
Male	493	6.0↓	5.2↑	6.8
Female	519	6.3↑	5.0↓	6.8
Age				
18-24	45	5.9	5.5	6.5
25-34	178	5.7↓	5.0	6.4
35-44	271	5.8↓	5.1	6.6
45-54	148	6.2	5.0	7.0
55-64	194	6.3	5.0	7.0
65+	176	7.1↑	5.2	7.1
Educational attainment				
University graduate	337	6.4	5.3	6.5
Non-graduate	654	6.1	5.0	6.9
All other (incl. dk/ref)	20	6.3	5.4	6.3
Country of Birth				
Australia	740	6.1	5.1	6.8
Overseas	254	6.3	5.2	7.0
All other (incl. dk/ref)	18	4.7	3.9	4.2
Indigenous status				
Aboriginal and / or Torres Strait Islander	19	5.8	4.9	6.3
Non-Aboriginal and / or Torres Strait Islander	973	6.2	5.1	6.9
All other (incl. dk/ref)	20	5.0	4.6	5.3
State / Territory				
New South Wales	328	6.1	5.1	6.8
Victoria	254	6.5	5.0	6.9
Queensland	195	6.0	4.8	6.7
South Australia	85	5.5↓	4.9	6.5
Western Australia	96	6.3	5.7	6.9
Tasmania	21	6.8	6.0	7.6
Northern Territory	12	6.8	6.9	7.5
Australian Capital Territory	21	5.9	4.1	5.8
Region				
Major cities	742	6.1	5.1	6.7↓
Inner regional	184	6.3	5.1	7.1↑
Outer regional / remote / very remote	86	6.5↑	5.3	6.8

Base: Total sample (n=1,012).

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.6b: Aspect of materialism by selected characteristics (cont.)

Aspects of materialism	n	Have all I need to enjoy life	Material possessions equated with success	Material possession are important
		Mean (0-10)	Mean (0-10)	Mean (0-10)
Total	1,012	6.2	5.1	6.8
Household type				
Single person	147	5.9	4.7	6.8
Couple only	269	6.4	5.3	7.2↑
Couple with children	407	6.4	5.2	6.6↓
One parent households	87	5.2↓	4.9	6.8
Group households	72	5.9	4.7	6.8
All other (incl. dk/ref)	30	5.7	5.6	6.6
Marital Status				
Married / Living with a partner	667	6.4↑	5.3↑	6.8
Separated / Divorced	121	6.1	5	7.2
Single - never married	187	5.3↓	4.6↓	6.7
Widowed	28	7	5.6	6.3
All other (incl. dk/ref)	9	5.1	5	5.3
Labour force status				
Employed	485	6.2	5.1	6.6
Unemployed	68	4.9↓	4.3↓	7.1
Home duties	100	6.5	5.4	6.8
Student	34	6.1	5.6	6.9
Retired	231	7.1↑	5.3	7.2↑
Unable to work	53	4.4↓	4.6	7.7↑
Other	41	5	4.6	5.3
Household Income				
Less than \$30,000	199	5.4↓	5	7.2↑
\$30,000 < \$60,000	233	6.5	5.2	6.9
\$60,000 < \$80,000	118	6.6	5.1	6.7
\$80,000 < \$100,000	110	6.3	4.8	6.3
\$100,000 or more	174	6.5	5.2	6.5
Don't Know / Prefer not to say	178	5.9	5	6.8

Base: Total sample (n=1,012).

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.6c: Aspect of materialism by selected characteristics (cont.)

Aspects of materialism	n	Have all I need to enjoy life	Material possessions equated with success	Material possession are important
		Mean (0-10)	Mean (0-10)	Mean (0-10)
Total	1,012	6.2	5.1	6.8
Health status				
Excellent	96	7.3↑	5.8↑	7.2↑
Very good	273	6.9↑	5	6.6↓
Good	316	6.2	5.2	6.8
Fair	198	5.6↓	4.8↓	6.9
Poor	110	4.9↓	4.8↓	7
Don't Know / Prefer not to say	19	4.6↓	4.7	4.8↓
Voting behaviour				
Labor Party (ALP)	318	6.1	5.2	6.8
Liberal Party	290	6.6↑	5.4↑	7.1↑
Greens	94	5.9	4.2↓	6.3↓
National (Country) Party	24	7.8↑	6.7↑	7.3
Voted informal/Did not vote	79	6.3	4.7	6.8
Other	34	5.9	4.1↓	6.4
Don't know	73	5.5↓	5.5↑	6.9
Prefer not to say	100	5.6↓	4.8↓	6.3↓
Interest in politics				
Low (0-4)	236	5.5↓	4.7↓	6.7
Moderate (5-7)	457	6	5	6.6↓
High (8-10)	312	7.1↑	5.5↑	7.1↑
Don't Know / Prefer not to say	7	2.8	5.5	6.5

Base: Total sample (n=1,012).

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

A.1.7 Voting behaviour and Interest in politics

Table A1.7a: Voting behaviour at the 2010 Federal election.

	(n=) %
Labor	32
Liberal	27
Greens	9
Nationals	3
Other	3
Voted informal / Did not vote+	9

Table A.1.7b: Interest in politics by selected characteristics.

	n	Mean (0-10)
Total	1,012	5.5
Gender		
Male	493	6.0↑
Female	519	5.1↓
Age		
18-24	45	4.7↓
25-34	178	4.8↓
35-44	271	4.8↓
45-54	148	5.5
55-64	194	6.2↑
65+	176	6.9↑
Educational attainment		
University graduate	337	5.9↑
Non-graduate	654	5.5
All other (incl. dk/ref)	20	4.7↓
Country of Birth		
Australia	740	5.6
Overseas	254	5.5
All other (incl. dk/ref)	18	4.2↓
Indigenous status		
Aboriginal and / or Torres Strait Islander	19	5.8
Non-Aboriginal and / or Torres Strait Islander	973	5.6
All other (incl. dk/ref)	20	3.7
State / Territory		
New South Wales	328	5.4
Victoria	254	6.1↑
Queensland	195	4.8↓
South Australia	85	5.5
Western Australia	96	5.5
Tasmania	21	6.3
Northern Territory	12	7.1
Australian Capital Territory	21	6.4↑
Region		
Major cities	742	5.5
Inner regional	184	5.5
Outer regional / remote / very remote	86	5.7

Base: Total sample (n=1,012).

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.7c: Interest in politics by selected characteristics (cont.)

	n	Mean (0-10)
Total	1,012	5.5
Household type		
Single person	147	5.9↑
Couple only	269	6↑
Couple with children	407	5.4
One parent households	87	4.7↓
Group households	72	5.3
All other (incl. dk/ref)	30	5.0
Marital Status		
Married / Living with a partner	667	5.7↑
Separated / Divorced	121	5.5
Single - never married	187	5.0↓
Widowed	28	6.1
All other (incl. dk/ref)	9	5.1
Labour force status		
Employed	485	5.5
Unemployed	68	4.9↓
Home duties	100	5.3
Student	34	4.1↓
Retired	231	6.8↑
Unable to work	53	4.6↓
Other	41	4.0↓
Household Income		
Less than \$30,000	199	5.5
\$30,000 < \$60,000	233	5.8↑
\$60,000 < \$80,000	118	5.5
\$80,000 < \$100,000	110	5.7
\$100,000 or more	174	5.6
Don't Know / Prefer not to say	178	5.1

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.7e: Interest in politics by selected characteristics (cont.)

	n	Mean (0-10)
Total	1,012	5.5
Health status		
Excellent	96	5.0↓
Very good	273	5.7
Good	316	5.6
Fair	198	5.7
Poor	110	5.5
Don't Know / Prefer not to say	19	3.4↓
Voting behaviour		
Labor Party (ALP)	318	5.7↑
Liberal Party	290	6.6↑
Greens	94	5.7
National (Country) Party	24	6.7↑
Voted informal/Did not vote	79	4.1↓
Other	34	4.7↓
Don't know	73	3.3↓
Prefer not to say	100	4.7↓

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

A.1.8 Perceptions of local area

Table A.1.8a: Local area has become a better place to live by selected characteristics.

	n	Better %	Unchanged %	Worse %	Don't Know / Prefer not to say %
Total	1,012	15	44	29	12
Gender					
Male	493	14	46	27	12
Female	519	15	42	31	12
Age					
18-24	45	17	58	6↓	19
25-34	178	18	38	18↓	26↑
35-44	271	16	45	28	10
45-54	148	14	47	32	7
55-64	194	11	42	41↑	6↓
65+	176	13	45	39↑	4↓
Educational attainment					
University graduate	337	19	47	21↓	13
Non-graduate	654	13	45	31↑	11↓
All other (incl. dk/ref)	20	27	5	24	43
Country of Birth					
Australia	740	13↓	46	31	11↓
Overseas	254	19	43	27	11
All other (incl. dk/ref)	18	5	12	10	73
Indigenous status					
Aboriginal and / or Torres Strait Islander	19	44	28	11	17
Non-Aboriginal and / or Torres Strait Islander	973	15	45	30	10
All other (incl. dk/ref)	20	3	17	18	62
State / Territory					
New South Wales	328	17	47↓	23	13
Victoria	254	19	38	29	14
Queensland	195	6↓	44	39↑	11
South Australia	85	9	58↑	27	6
Western Australia	96	21	45	28	7
Tasmania	21	-	35	36	29
Northern Territory	12	-	12	54	35
Australian Capital Territory	21	17	51	33	-
Region					
Major cities	742	16	44	27	13
Inner regional	184	14	42	33	10
Outer regional / remote / very remote	86	9	45	35	11

Base: Total sample (n=1,012).

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.8b: Local area has become a better place to live by selected characteristics (cont.)

	n	Better %	Unchanged %	Worse %	Don't Know / Prefer not to say %
Total	1,012	15	44	29	12
Household type					
Single person	147	12	49	32	7
Couple only	269	16	45	28	11
Couple with children	407	18	42	30	11
One parent households	87	7	55	29	9
Group households	72	15	44	20	20
All other (incl. dk/ref)	30	10	15	31	44
Marital Status					
Married / Living with a partner	667	16	43	29	11
Separated / Divorced	121	8	52	38	2↓
Single - never married	187	12	44	24	20↑
Widowed	28	18	51	25	5
All other (incl. dk/ref)	9	19	3	25	53
Labour force status					
Employed	485	16	47	27	11
Unemployed	68	5↓	38	31	26↑
Home duties	100	17	56↑	17↓	11
Student	34	23	45	17	16
Retired	231	16	43	36↑	5↓
Unable to work	53	12	29	47↑	12
Other	41	11	21	31	37
Household Income					
Less than \$30,000	199	14	40	37↑	9
\$30,000 < \$60,000	233	15	51↑	26	8
\$60,000 < \$80,000	118	9	47	35	9
\$80,000 < \$100,000	110	18	42	25	15
\$100,000 or more	174	21↑	40	27	11
Don't Know / Prefer not to say	178	11	42	24	23

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.8c: Local area has become a better place to live by selected characteristics (cont.)

	n	Better %	Unchanged %	Worse %	Don't Know / Prefer not to say %
Total	1,012	15	44	29	12
Health status					
Excellent	96	30↑	43	22	5
Very good	273	19	51↑	24	6↓
Good	316	12	49	28	12
Fair	198	11	42	36	11
Poor	110	11	29↓	46↑	15
Don't Know / Prefer not to say	19	-	5	6	89
Voting behaviour					
Labor Party (ALP)	318	15	50↑	27	8↓
Liberal Party	290	12	46	36↑	6↓
Greens	94	27↑	38	24	12
National (Country) Party	24	21	48	31	-
Voted informal/Did not vote	79	19	54	14↓	13
Other	34	5	31	38	27
Don't know	73	14	26↓	29	31↑
Prefer not to say	100	9	33↓	32	26↑
Interest in politics					
Low (0-4)	236	17	41	24	17↑
Moderate (5-7)	457	13	48	28	12
High (8-10)	312	16	42	35↑	7↓
Don't Know / Prefer not to say	7	-	-	42	58

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population

Table A1.8f: Rating various local attributes by selected characteristics.

	n	Local Harmony Mean (0-10)	Local Helpfulness Mean (0-10)	Local Safety Mean (0-10)
Total	1,012	6.6	6.5	7.4
Gender				
Male	493	6.4↓	6.4	7.3
Female	519	6.7↑	6.6	7.5
Age				
18-24	45	6.4	6.1	6.9
25-34	178	6.4	6.2	7
35-44	271	6.4	6.4	7.3
45-54	148	6.7	6.6	7.6
55-64	194	6.6	6.5	7.7
65+	176	6.7	7↑	7.6
Educational attainment				
University graduate	337	7↑	6.8	7.7↑
Non-graduate	654	6.4	6.4	7.3
All other (incl. dk/ref)	20	6.1	6.3	6.5
Country of Birth				
Australia	740	6.6	6.5	7.4
Overseas	254	6.7	6.6	7.5
All other (incl. dk/ref)	18	5.1	4.5	4.9
Indigenous status				
Aboriginal and / or Torres Strait Islander	19	7	6.5	7.4
Non-Aboriginal and / or Torres Strait Islander	973	6.6	6.5	7.4
All other (incl. dk/ref)	20	5.5	5.4	5.7
State / Territory				
New South Wales	328	6.5	6.6	7.5
Victoria	254	6.8	6.6	7.4
Queensland	195	6.5	6.6	7.7
South Australia	85	6.3	6.2	7.5
Western Australia	96	6.4	6.4	6.8↓
Tasmania	21	5.8	6.7	6.8
Northern Territory	12	5.5	5	6.6
Australian Capital Territory	21	6.6	5.4	7.3
Region				
Major cities	742	6.6	6.3↓	7.2↓
Inner regional	184	6.6	7.1↑	7.8↑
Outer regional / remote / very remote	86	6.4	6.8↑	7.8↑

Base: Total sample (n=1,012).

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.8g: Rating various local attributes by selected characteristics (cont.)

	n	Local Harmony Mean (0-10)	Local Helpfulness Mean (0-10)	Local Safety Mean (0-10)
Total	1,012	6.6	6.5	7.4
Household type				
Single person	147	6.5	6.1	7.2
Couple only	269	6.7	6.6	7.7
Couple with children	407	6.5	6.6	7.4
One parent households	87	6.4	6.3	7.3
Group households	72	6.8	6.5	7.2
All other (incl. dk/ref)	30	5.7	5.9	6.1
Marital Status				
Married / Living with a partner	667	6.6	6.6↑	7.5
Separated / Divorced	121	6.7	6.4	7
Single - never married	187	6.3	6.1↓	7.3
Widowed	28	7.1	7.6	8.7
All other (incl. dk/ref)	9	5.4	5	4.8
Labour force status				
Employed	485	6.4	6.3	7.2↓
Unemployed	68	6.9	6.2	7.1
Home duties	100	6.9	6.8	7.9↑
Student	34	6.7	6.5	8.2
Retired	231	6.8	7.1↑	7.8↑
Unable to work	53	6.1	5.8	7.1
Other	41	6	5.8	6.4
Household Income				
Less than \$30,000	199	6.6	6.2	7.1
\$30,000 < \$60,000	233	6.4	6.6	7.7↑
\$60,000 < \$80,000	118	6.9	6.5	7.4
\$80,000 < \$100,000	110	6.5	6.5	7.6
\$100,000 or more	174	6.6	6.6	7.3
Don't Know / Prefer not to say	178	6.4	6.5	7.3

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Table A.1.8h: Rating various local attributes by selected characteristics (cont.)

	n	Local Harmony Mean (0-10)	Local Helpfulness Mean (0-10)	Local Safety Mean (0-10)
Total	1,012	6.6	6.5	7.4
Health status				
Excellent	96	7.7↑	7.5↑	8.1↑
Very good	273	6.6	6.6	7.8↑
Good	316	6.4↓	6.5	7.4
Fair	198	6.5	6.3↓	7.3
Poor	110	6.2↓	6↓	6.5↓
Don't Know / Prefer not to say	19	4.6↓	4.7↓	4.7↓
Voting behaviour				
Labor Party (ALP)	318	6.5	6.5	7.3
Liberal Party	290	6.8↑	6.9↑	7.6↑
Greens	94	6.7	6.2↓	7.8↑
National (Country) Party	24	6.9↑	7.7↑	8.3↑
Voted informal/Did not vote	79	6.5	6.2↓	7.6
Other	34	6.3	5.9↓	8.2↑
Don't know	73	5.9↓	6↓	6.7↓
Prefer not to say	100	6.5	6.3	6.7↓
Interest in politics				
Low (0-4)	236	6.1↓	6.1↓	7.1↓
Moderate (5-7)	457	6.5	6.6	7.3
High (8-10)	312	7↑	6.8↑	7.8↑
Don't Know / Prefer not to say	7	6.4	6	7.1

Base: Total sample (n=1,012)

Subtotal result is significantly above (↑) or below (↓) the result for the total population.

Appendix 2 – Questionnaire

Progress 21 Online Survey (PR0954)
ACOLA
27 March 2013 – Version FINAL

PROJECT SPECS

Sample:

- National
- 1,000 aged 18 years and over

Quotas

Non-interlocking quota selected:

Gender	Male	49%
	Female	51%
Age	18-44	49%
	45+	51%
Location	Greater Sydney	21%
	Rest of NSW	12%
	Greater Melbourne	19%
	Rest of Vic.	6%
	Greater Brisbane	10%
	Rest of Qld	10%
	Greater Adelaide	6%
	Rest of SA	2%
	Greater Perth	8%
	Rest of WA	2%
	Tasmania	2%
	NT	1%
	ACT	2%

PARTICIPANT SCREENING & INTRODUCTION

*(ALL)
 INTRO1 (RESPONDENTS)

Welcome to the Progress 21 Survey. This survey has been designed to identify and measure Australians' opinions about what are the important things that make life worthwhile and how well Australia is doing in enabling its citizens to lead worthwhile and fulfilling lives. This research is part of a much larger study called Progress 21 - 'Measuring Australia's Progress in the 21st Century.

The results from this important survey will be used to gain a better understanding of what the Australian community think our national priorities should be to ensure the best possible quality of life for current and future generations. The survey is being conducted by the [Social Research Centre](#) on behalf of the [Australian Council of Learned Academies](#) – whose members comprise Australia's leading experts in all major fields of knowledge.

This survey is about your opinions. There are no right or wrong answers.

Participation in this survey is completely voluntary and you are also free to not answer any question. The answers you do provide will be held in the strictest confidence. Under the Privacy Act all information provided will only be used for research purposes.

This survey also complies with Australian (AMSRS) and International (ESOMAR) codes of practice for Market & Social Research.

The survey will take 15 to 20 minutes to complete.

Please note that if you are unable to finish the survey in one sitting, your answers will be saved and you are able to re-enter and complete the study at a time that is more convenient.

To navigate through the survey, please use the Click to continue button-provided within the survey, NOT the browser's buttons.

Please click on the 'Next' button below to begin the survey.

Next (GO TO S1)

*(ALL)

S1 Are you:

(SINGLE RESPONSE)

1. Male
2. Female

*(ALL)

S2 How old are you:

1. Record age _ _ _ _ _

ENTER NUMBER

S2.QUOTA (AUTOFILL)

1. 18-44 years
2. 45 years and over

*(ALL)

S3 What is your postcode please?

1. Record postcode _ _ _ _ _

(Programmer note: Insert post code -> suburb drop down list here)

S3QUOTA (AUTOFILL)

(SINGLE RESPONSE)

1. Greater Sydney area
2. Rest of NSW
3. Greater Melbourne area
4. Rest of Vic
5. Greater Brisbane area
6. Rest of Qld

- 7. Greater Adelaide area
- 8. Rest of SA
- 9. Greater Perth area
- 10. Rest of WA
- 11. Tasmania
- 12. NT
- 13. ACT

CHECK QUOTAS AND PROCEED

SECTION A: HEADING IN THE RIGHT DIRECTION

*(ALL)

A1a Thinking about the sort of country you would like Australia to be in the future, do you agree or disagree that we are currently heading in the right direction?

Completely disagree						Neither agree nor disagree						Completely agree	Don't Know	Prefer not to say
0	1	2	3	4	5	6	7	8	9	10	11	12		

*(ALL)

A1b What reasons do you have for giving this rating?

- 11. Don't know
- 12. Prefer not to say

*(ALL)

A2 If Australia is to be the sort of country you want it to be, which of these qualities do you consider most important? Please tick up to 5 boxes.

PPRGORAMMER NOTE: HIGHLIGHTED WORDS TO BE RANDOMISED

competitive	productive	giving
creative	happy	equal
open	caring	spiritual
hard-working	unified	free
peaceful	independent	traditional
democratic	innovative	clever
tolerant	prosperous	secure
fair	stable	Other (<i>Specify</i>)_____
diverse		Don't know (SINGLE RESPONSE)
		Prefer not to say (SINGLE RESPONSE)

SECTION B: NATIONAL PRIORITIES AND PERFORMANCE

*(ALL)

This section sets out a series of possible national priorities. **Based on your own values**, for each topic please indicate how important you think each issue is and how well you think Australia is currently performing that area.

PROGRAMMER NOTE: ALL STATEMENTS AND QUESTIONS IN SECTION B TO BE RANDOMIZED
 QUESTIONS A AND B WITH EACH SET TO BE ON SAME SCREEN

*(ALL)

Increasing economic growth and national wealth ...

B1a How important is this if Australia is to be the sort of country you want it to be?

Not at all
important

Neither
important
nor

Extremely
important

Don't
Know

Prefer
not to
say

0 1 2 3 4 5 6 7 8 9 10 11 12

unimportant

*(ALL)

B1b How do you rate Australia's current performance in this area?

Extremely poor

Fair

Excellent

Don't Know

Prefer not to say

0 1 2 3 4 5 6 7 8 9 10 11 12

*(ALL)

B1c Do you think Australia currently places too much or not enough emphasis on increasing economic growth and national wealth or that the current balance is about right?

1. Too much emphasis on increasing economic growth and national wealth
2. Not enough emphasis on increasing economic growth and increasing national wealth
3. Balance about right
4. (Don't know)
5. (Prefer not to say)

*(ALL)

Making sure adequate support is provided in Australia for people in need

B2a How important is this if Australia is to be the sort of country you want it to be?

Not at all important

Neither important nor unimportant

Extremely important

Don't Know

Prefer not to say

0 1 2 3 4 5 6 7 8 9 10 11 12

*(ALL)

B2b How do you rate Australia's current performance in this area?

Extremely poor

Fair

Excellent

Don't Know

Prefer not to say

0 1 2 3 4 5 6 7 8 9 10 11 12

*(ALL)

Preserving the natural environment for future generations

B3a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B3a How do you rate Australia's current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B3c Below are two statements people sometimes make when discussing the **environment and economic growth**. Which of them comes closer to your own point of view? (PLEASE SELECT ONE ONLY)

Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs	<input type="checkbox"/> 1
Economic growth and creating jobs should be the top priority, even if the environment suffers to some extent	<input type="checkbox"/> 2
Don't know	<input type="checkbox"/> 3
Prefer not to say	<input type="checkbox"/> 4

*(ALL)

As a county, finding a balance between paid work and the other things in life

B4a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B4b How do you rate Australia's current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Providing enough job opportunities so that everyone who is capable of working can find a paid job

B5a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B5b How do you rate Australia's current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Preventing war from occurring on Australian soil

B6a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B6b How do you rate Australia's current performance in this area?

Extremely					Fair					Excellent	Don't	Prefer
-----------	--	--	--	--	------	--	--	--	--	-----------	-------	--------

poor Know not to say
 0 1 2 3 4 5 6 7 8 9 10 11 12

*(ALL)

Being a society in which people from different backgrounds all get on well together

B7a How important is this if Australia is to be the sort of country you want it to be?

Not at all important Neither important nor unimportant Extremely important Don't Know Prefer not to say
 0 1 2 3 4 5 6 7 8 9 10 11 12

*(ALL)

B7b How do you rate Australia's current performance in this area?

Extremely poor Fair Excellent Don't Know Prefer not to say
 0 1 2 3 4 5 6 7 8 9 10 11 12

*(ALL)

B7c Do you agree or disagree that the best way of measuring the success of our immigration policy is how quickly immigrants start participating in the Australian economy and society?

Completely disagree Neither Completely agree Don't Know Prefer not to say
 0 1 2 3 4 5 6 7 8 9 10 11 12

*(ALL)

Having access to high quality rail, road and transport networks ...

B8a How important is this if Australia is to be the sort of country you want it to be?

Not at all important Neither important nor unimportant Extremely important Don't Know Prefer not to say

0 1 2 3 4 5 6 7 8 9 10 11 12

*(ALL)

B8b How do you rate Australia's current road, rail and transport infrastructure?

Extremely poor					Fair					Excellent	Don't Know
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11

*(ALL)

Everyone having access to high quality information and communications technology

B9a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B9b How do you rate Australia's current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Everyone having access to a high quality education system....

B10a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B10b How do you rate Australia’s current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Maintaining a fair and democratic system of government where everyone has a voice...

B11a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B11b How do you rate Australia’s current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

High standards of honesty in politics and public life ...

B12a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B12b How do you rate Australia's current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Ensuring we have a safe banking and financial system

B13a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B13b How do you rate Australia's current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Everyone being treated equally and fairly by the law

B14a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B14b How do you rate Australia's current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Making sure that as a country we provide our fair share of foreign aid to people around the world in need of help

B15a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B15b How do you rate Australia's current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Everyone has access to a high quality health system ...

B16a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

B16b How do you rate Australia's current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Protecting the freedom of speech of all people, even for those with whom I may not agree

B17a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B17b How do you rate Australia's current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Having an independent and high quality media

B18a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B18b How do you rate Australia's current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Having diverse ownership of the media ...

B19a How important is this if Australia is to be the sort of country you would like it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B19b How do you rate Australia's current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Ensuring the wellbeing of Australia's Indigenous people ...

B20a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B20b How do you rate Australia’s current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Ensuring that our children grow up healthy, happy and well educated and can reach their full potential ...

B21a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

B21b How do you rate Australia’s current performance in this area?

Extremely poor					Fair					Excellent	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

Access to a range of arts, sport, leisure and recreation activities that all people have the opportunity to get involved in ...

B22a How important is this if Australia is to be the sort of country you want it to be?

Not at all important					Neither important nor unimportant					Extremely important	Don't Know	Prefer not to say
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

B22b How do you rate Australia’s current performance in this area?

*(ALL)

C3 Do you agree or disagree that your local area is a place where people are willing to help their neighbours?

Completely disagree	Neither						Completely agree	Don't Know	Prefer not to say			
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

*(ALL)

C5 How safe do you consider yourself to be when you go about your normal day time activities in the streets and public places of your local area?

Very unsafe							Very safe	Don't Know	Prefer not to say			
<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

SECTION D: YOUR-FEELINGS AND ATTITUDES

INTROD1 Now some questions about how you are feeling and your attitudes.

*(ALL)

D1 Overall, how satisfied are you with your life as a whole?

Not at all satisfied											Completely satisfied	Don't Know	Prefer not to say
0	1	2	3	4	5	6	7	8	9	10	11	12	

*(ALL)

D2 Overall, how happy did you feel yesterday?

Not at all happy											Completely happy	Don't Know	Prefer not to say
0	1	2	3	4	5	6	7	8	9	10	11	12	

*(ALL)

D3 Overall, how anxious did you feel yesterday?

Not at all anxious										Completely anxious	Don't Know	Prefer not to say
0	1	2	3	4	5	6	7	8	9	10	11	12

*(ALL)

D4 Overall, to what extent do you feel the things you do in your life are worthwhile?

Not at all worthwhile										Completely worthwhile	Don't Know	Prefer not to say
0	1	2	3	4	5	6	7	8	9	10	11	12

D5 How satisfied are you with your financial situation?

Completely dissatisfied					Neutral					Completely satisfied	Don't Know	Prefer not to say
0	1	2	3	4	5	6	7	8	9	10	11	12

*(ALL)

D6 How interested are you in politics?

Not at all interested					Neither interested nor uninterested					Extremely interested	Don't Know	Prefer not to say
0	1	2	3	4	5	6	7	8	9	10	11	12

*(ALL)

D7a. In the last Federal election in August 2010, which party did you vote for first in the House of Representatives?

PRORAMMER: Rotate options 1-4

Liberal Party1

Labor Party (ALP).....2

- National (Country) Party.....3
- Greens.....4
- Other (please specify party below).....5
- Voted informal/Did not vote6
- Don't know..... 7
- Prefer not to say.....8

*(ALL)

D7 To what extent do you agree or disagree with the following statements ...

	Completely disagree			Neither				Completely agree			Don't Know	Prefer not to say	
I have all the things I really need to enjoy life	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12
The things I own say a lot about how well I am doing in life	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12
The things I own are important to me	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12

SECTION E: ABOUT YOU

INTROE1 To finish off just some questions about you to help us analyze the results..

*(ALL)

E1 In general, would you say that your health is currently.....

1. Excellent
2. Very good
3. Good
4. Fair
5. Poor
6. Don't know
7. Prefer not to say

*(ALL)

E2 In which country were you born?

1. Australia
 2. United Kingdom (incl. England, Scotland, Wales, Northern Ireland)
 3. New Zealand
 4. Italy
 5. India
 6. China
 7. Vietnam
 8. Philippines
 9. Other (Specify)
 10. Don't know
 11. Prefer not to say
-

*(ALL)

E3 Were either of your parents born outside of Australia?

1. Yes
 2. No
 3. Don't know
 4. Prefer not to say
-

*(ALL)

E4 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. Prefer not to say
-

*(ALL)

E5 Do you speak a language other than English at home?

1. Yes
 2. No
 3. Don't know
-

4. Prefer not to say

*(ALL)

E6 Which of the following best describes your current marital status?

1. Married
 2. Living with a partner
 3. Widowed
 4. Divorced
 5. Separated, or
 6. Single – never married
 7. Don't know
 8. Prefer not to say
-

*(ALL)

E7 Which of these BEST describes your household?

1. Couple only
 2. Couple with dependent child / children
 3. Couple with non-dependent child / children
 4. Couple with dependent and non-dependent children
 5. One parent family with dependent child / children
 6. One parent family with non-dependent child / children
 7. One parent family with dependent and non-dependent children
 8. Group household
 9. One person household
 10. Other (Specify)
 11. Don't know
 12. Prefer not to say
-

*(ALL)

E8 What is the highest level of education and training you have completed?

1. Never attended school
 2. Some primary school
 3. Completed primary school
 4. Some high school (i.e. Year 7 to Year 11, Form 1 to Form 5)
 5. Completed high school (i.e. Year 12, Form 6, HSC)
 6. TAFE or Trade Certificate or Diploma but did not complete Year 12 at secondary school
-

7. TAFE or Trade Certificate or Diploma and also completed Year 12 at secondary school
 8. University degree – Bachelor level
 9. University degree – Postgraduate (Masters, MBA, etc)
 10. University degree – Doctoral level (PhD)
 11. Other (Specify)
 12. Don't know
 13. Prefer not to say
-

*(ALL)

E9 Which of these best describes your current employment status? Are you

1. Self employed
 2. Employed for wages, salary or payment in kind
 3. Unemployed
 4. Engaged in home duties
 5. A student
 6. Retired
 7. Unable to work
 8. Other (Specify)
 9. Don't know
 10. Prefer not to say
-

*(ALL)

E10 Which of the following ranges best describes your HOUSEHOLD'S approximate income, from all sources, before tax is taken out, over the last 12 months?

1. Less than \$10,000
 2. \$10,000 – less than \$20,000
 3. \$20,000 – less than \$30,000
 4. \$30,000 – less than \$40,000
 5. \$40,000 – less than \$50,000
 6. \$50,000 – less than \$60,000
 7. \$60,000 – less than \$80,000
 8. \$80,000 – less than \$100,000
 9. \$100,000 – less than \$125,000
 10. \$125,000 – less than \$150,000
 11. \$150,000 – to less than 200,000
 12. \$200,000 or more
 13. Don't know
 14. Prefer not to say
-

CLOSE

That is the end of the questionnaire.

Thank you very much for your time on behalf of the [Social Research Centre](#) and the [Australian Council of Learned Academies](#).

Please click on the 'Next' button below to submit your answers.