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Research

# **Household Assistance Package Campaign Evaluation**

## **Pre-Campaign Benchmark**

May 2012

*- Prepared for -*

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## **1. EXECUTIVE SUMMARY**

### **1.1 About the Study**

The Australian Government has developed the Clean Energy Future (CEF) Plan to cut pollution and drive investment. Central to the plan is the introduction of a carbon price, which will put a price on every tonne of carbon pollution released into the atmosphere by the country's biggest polluters.

About half the money raised from the carbon price is intended to support lower to middle-income households. As a result, millions of Australians will receive increased payments, tax cuts or both through the CEF Household Assistance Package (HAP).

Prior to the announcement of the Federal Budget on May 8<sup>th</sup> 2012, no significant communication strategy had been undertaken to clarify and/or communicate the specifics of the HAP to the target audiences. The Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) is responsible for communicating the HAP, and has developed an information-based communication strategy that will raise awareness and understanding of the HAP.

This research was commissioned in order to benchmark, track and evaluate the campaign, and in particular to measure:

- awareness of campaign messages;
- awareness of communication materials e.g. advertisements, website;
- knowledge of the HAP payments, tax cuts and entitlements;
- understanding that the HAP is designed to support households; and
- awareness and use of the website for more information.

### **1.2 Major Findings**

#### **Australian Population**

- Unprompted awareness of the Household Assistance Package in the Australian population is low, with only 14% aware of the package
  - Those eligible for the Clean Energy Advance and Clean Energy Supplement are slightly more likely to be aware of the package (19%)
  - There is more awareness of the package among older people, with 24% of those aged 65+ aware of the package
  - When asked who was eligible, those aware of the package were most likely to identify pensioners (32%) or low income earners (25%)
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- Just over a quarter (28%) of those aware of the package said it would involve cash or direct financial assistance
  - Only one in ten people aware of the package said it would involve a tax cut (11%)
  - There is little knowledge among those aware of the package of when it starts, with two in five (38%) saying they do not know
  - Those who were able to provide a time were most likely to say the package starts in July 2012 (32%)
  - Two thirds of those aware of the package found out about it on television (65%)
  - Prompted awareness was higher than unprompted awareness (21% compared with 14%) but still low
  - Those aged 65+ are more aware of the package, with 34% saying they had heard of it when it was described
  - Those who only speak English at home were significantly more likely to say they have heard of the package once it was described (22%) than those who speak a language other than English at home (15%)
  - While fewer than half of people said they thought they would receive assistance, even among groups eligible for assistance, this was largely due to lack of knowledge
  - A relatively large proportion of people correctly identified groups they belong to as being eligible for assistance, but did not think they would receive assistance themselves
  - The groups most commonly identified as eligible for assistance are low income households (66%), aged pensioners (60%), those receiving a disability support pension (53%) and those with an annual income below \$80,000 (51%)
  - Two in four (40%) people said they would go to government websites to get more information, while a third (33%) said they would use internet search engines

### **Indigenous Population**

- Unprompted awareness of the Household Assistance Package is slightly lower among Indigenous Australians than in the general population, with only one in ten (11%) aware of the package
  - Those aware of the package knew little about it. Two in five (42%) said they do not know what the package was about or much about it, while a third (33%) could not say who is eligible. Half (50%) do not know when the package starts
  - Half of those Indigenous Australians aware of the package heard about it on TV (47%)
  - Unlike the Australian population, prompted awareness among Indigenous Australians is similar to unprompted awareness (12%)
-

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- Half (49%) of Indigenous people think they will get assistance and benefits from the package
  - The groups most commonly identified as eligible for assistance by Indigenous Australians are low income households (68%), aged pensioners (60%) and those receiving a disability support pension (58%)
  - A third (35%) of Indigenous Australians said they would go to government shop-fronts (such as a Centrelink office) to get more information, while just over a quarter (28%) said they would use internet search engines and a quarter (25%) said they would visit a government website

### **1.3 Conclusions**

- Awareness of the Household Assistance Package is low, with 14% of the Australian population and 11% of Indigenous Australians aware of the package
- Describing the package increased awareness among the Australian population (to 21%) but not among Indigenous Australians
- There is a disconnect between knowledge of the package and perceived relevance of the package. A large proportion of people correctly identified who will receive assistance through package, but did not think they would receive assistance themselves, despite being part of the groups they identified.
- Awareness of the tax cuts is particularly low. Only 11% of those aware of the package without being prompted said it would involve tax cuts. In-line with this, only 25% of those eligible for the tax cut believe they will receive assistance through the package. This proportion is even lower (15%) among those eligible for the tax cut but not the Clean Energy Advance or Clean Energy Supplement.

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## **2. INTRODUCTION**

### **2.1 Background**

The Australian Government has developed the Clean Energy Future (CEF) Plan to cut pollution and drive investment. Central to the plan is the introduction of a carbon price, which will put a price on every tonne of carbon pollution released into the atmosphere by the country's biggest polluters.

About half the money raised from the carbon price is intended to support lower to middle-income households. As a result, millions of Australians will receive increased payments, tax cuts or both through the CEF Household Assistance Package (HAP). Prior to the announcement of the Federal Budget on May 8<sup>th</sup> 2012, no significant communication strategy had been undertaken to clarify and/or communicate the specifics of the HAP to the target audiences.

The initial HAP payment will be given in a lump sum, which means recipients may become confused as to the purpose, structure or amount of the payment. Consequently, there is a need for communication to inform target audiences of the assistance and its effect on their entitlements, rights and obligations.

The Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) is responsible for communicating the HAP, and has developed an information-based communication strategy that will raise awareness and understanding of the HAP.

In order to assess the extent to which the HAP campaign is delivering against the campaign communication objectives, FaHCSIA commissioned evaluation research to benchmark, track and evaluate the levels of awareness of the campaign messages and communication materials throughout the implementation of the communication strategy.

### **2.2 Research Objectives**

The aim of the research is to assess the extent to which the HAP campaign is delivering against the communication objectives. In particular, the research should measure:

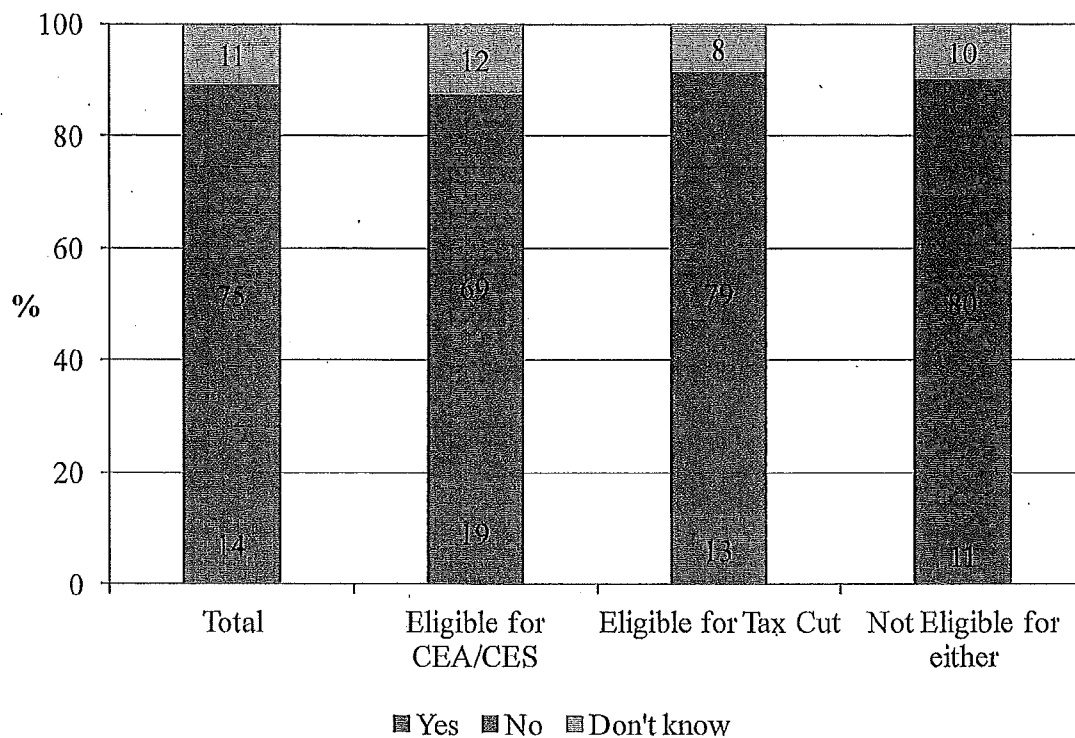
- awareness of campaign messages;
- awareness of communication materials e.g. advertisements, website;
- knowledge of the HAP payments, tax cuts and entitlements;
- understanding that the HAP is designed to support households; and
- awareness and use of the website for more information.

### 3. AUSTRALIAN POPULATION

#### 3.1 Unprompted Awareness of HAP

One in seven (14%) Australians are aware of the Household Assistance Package. This proportion is higher among those who are eligible for the Clean Energy Advance and Clean Energy Supplement (19%). This difference is statistically significant at the 99% confidence level. However, those who are eligible for the tax cut showed similar awareness to those not eligible for either benefit (13% of those eligible for tax cut compared with 11% of those not eligible for either).

Awareness of the package is higher among older people, with 24% of those aged 65+ aware of the package.



B1. Have you heard about the new Household Assistance Package the Australian Government will be introducing?

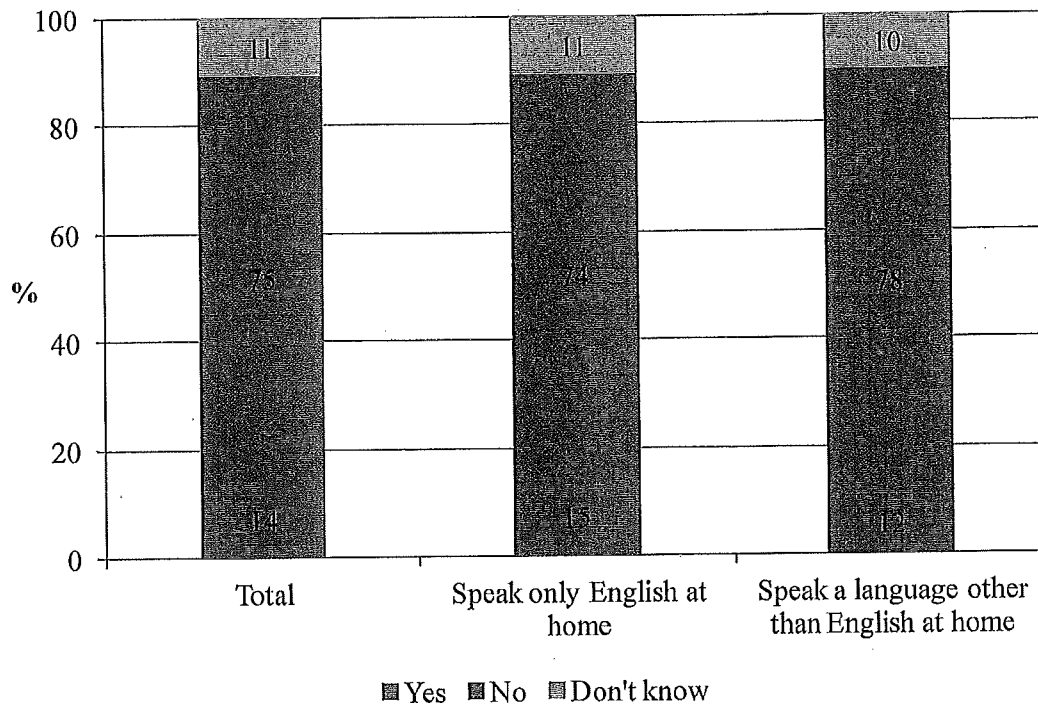
C6. Roughly speaking, into which of the following ranges would your annual personal income fall?

C9. Do you receive any of the following social benefits?

Base: All Australian population respondents (n=4,118); those eligible for CEA and CES (n=2,149); those eligible for tax cut (n=1,471); those not eligible for CEA, CES or tax cut (n=933).



Unprompted awareness of the Household Assistance Package was similar among those who only speak English at home (15%) and those who speak a language other than English at home (12%).



B1. Have you heard about the new Household Assistance Package the Australian Government will be introducing?

A5. Do you speak a language other than English at home?

Base: All Australian population respondents (n=4,118); Respondents only speak English at home (n=3,439); Respondents speak a language other than English at home (n=679).

### 3.2 Unprompted Knowledge of HAP

Those who were aware of the Household Assistance Package were most likely to identify pensioners (32%) and low income earners (25%) as being eligible for assistance. A quarter of those aware of the package could not say who was eligible to receive assistance.

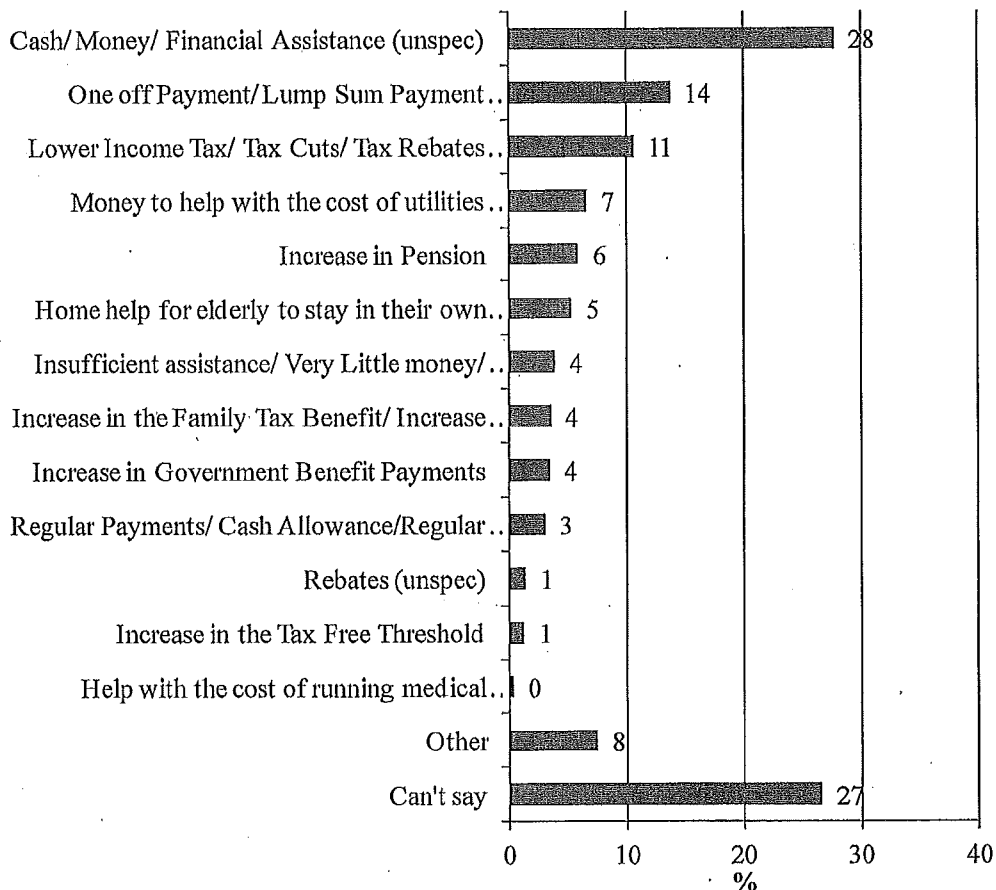


B2. What do you understand/know about the Household Assistance Package? (Who is eligible)

Base: Those aware of the Household Assistance Package (n=631)

Note: Percentages may not add to 100% because respondents were able to give more than one response.

Just over a quarter (28%) of those aware of the Household Assistance Package said it would involve cash or direct financial assistance, while 14% said it would involve a one off, lump sum payment. Only one in ten people said it would involve tax cuts.

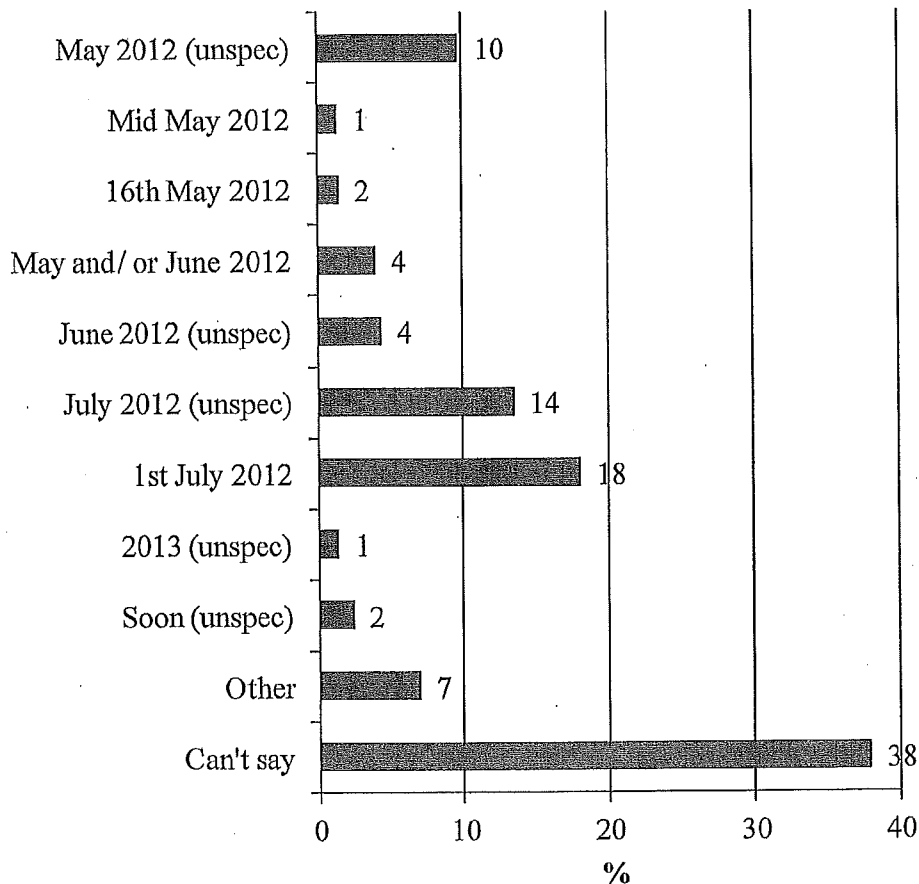


B2. What do you understand/know about the Household Assistance Package? (What type of assistance will people receive)

Base: Those aware of the Household Assistance Package (n=631)

Note: Percentages may not add to 100% because respondents were able to give more than one response.

Two in five (38%) people aware of the Household Assistance Package did not know when the package starts. Those who were able to provide a time were most likely to say the package starts in July 2012, with 18% specifying July 1<sup>st</sup> and a further 14% saying July 2012 but no specific date.

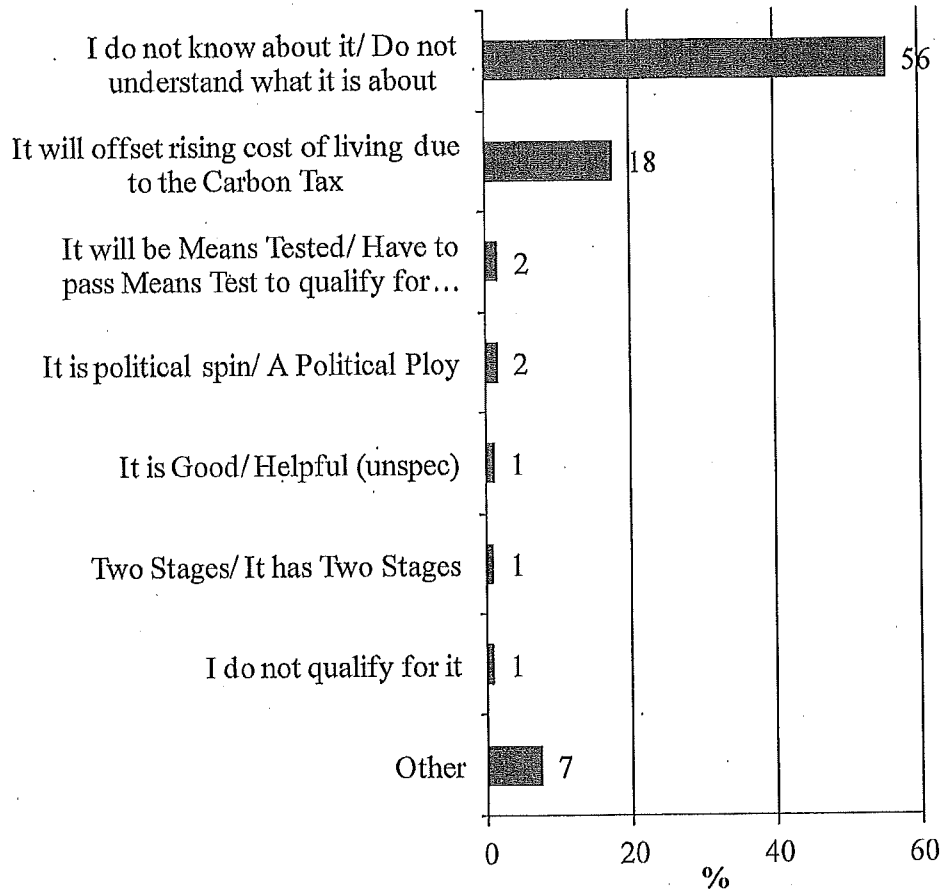


*B2. What do you understand/know about the Household Assistance Package? (When does the package start)*

*Base: Those aware of the Household Assistance Package (n=631)*

*Note: Percentages may not add to 100% because respondents were able to give more than one response.*

More than half (56%) of those aware of the package said they do not anything further about it. One in five (18%) people knew it was related to the introduction of the carbon tax.



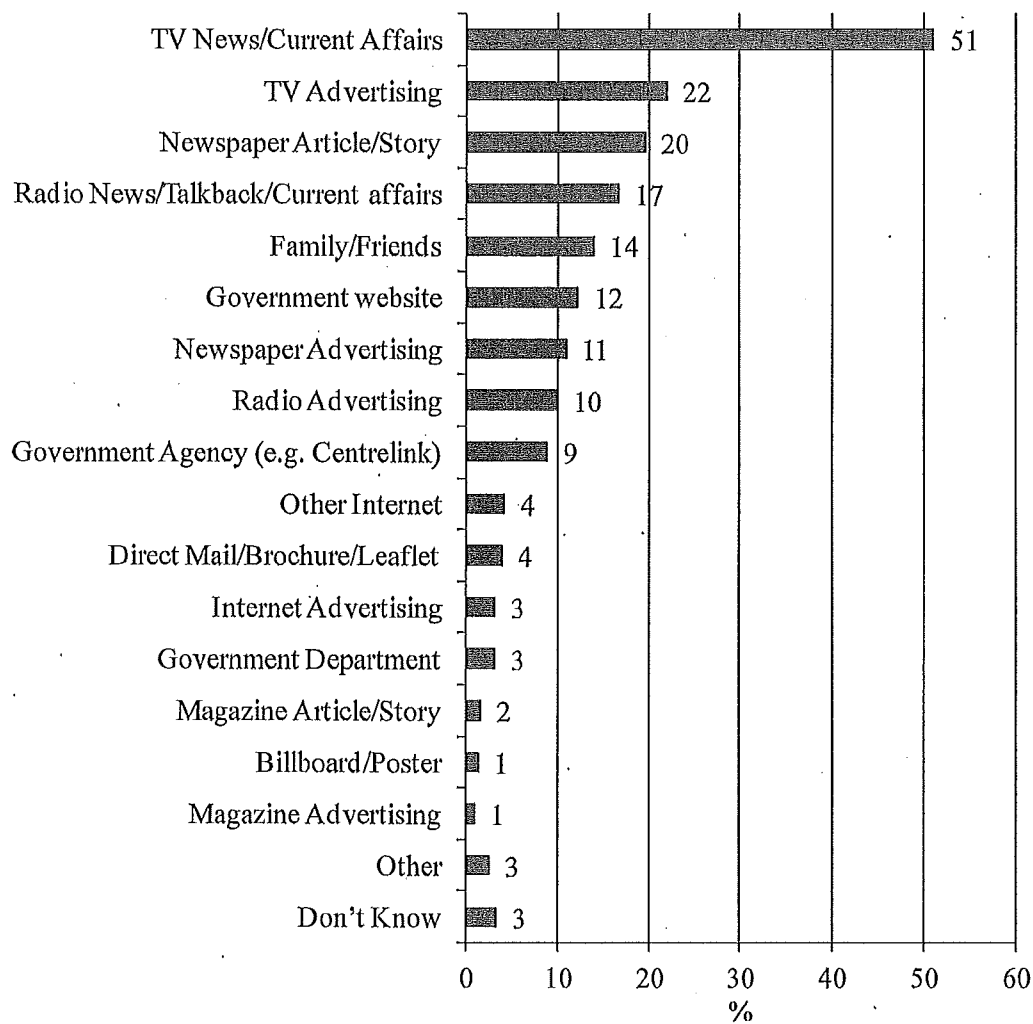
*B2. What do you understand/know about the Household Assistance Package? (Anything else)*

*Base: Those aware of the Household Assistance Package (n=631)*

*Note: Percentages may not add to 100% because respondents were able to give more than one response.*

### 3.3 Source of Awareness of HAP

Amongst those with unprompted awareness of HAP, one in two (51%) found out about the Household Assistance Package from TV News or Current Affairs, while smaller proportions found out about it from TV Advertising (22%), newspaper articles or stories (20%) or on the radio (17%).



B3. Where did you hear about the new Household Assistance Package?

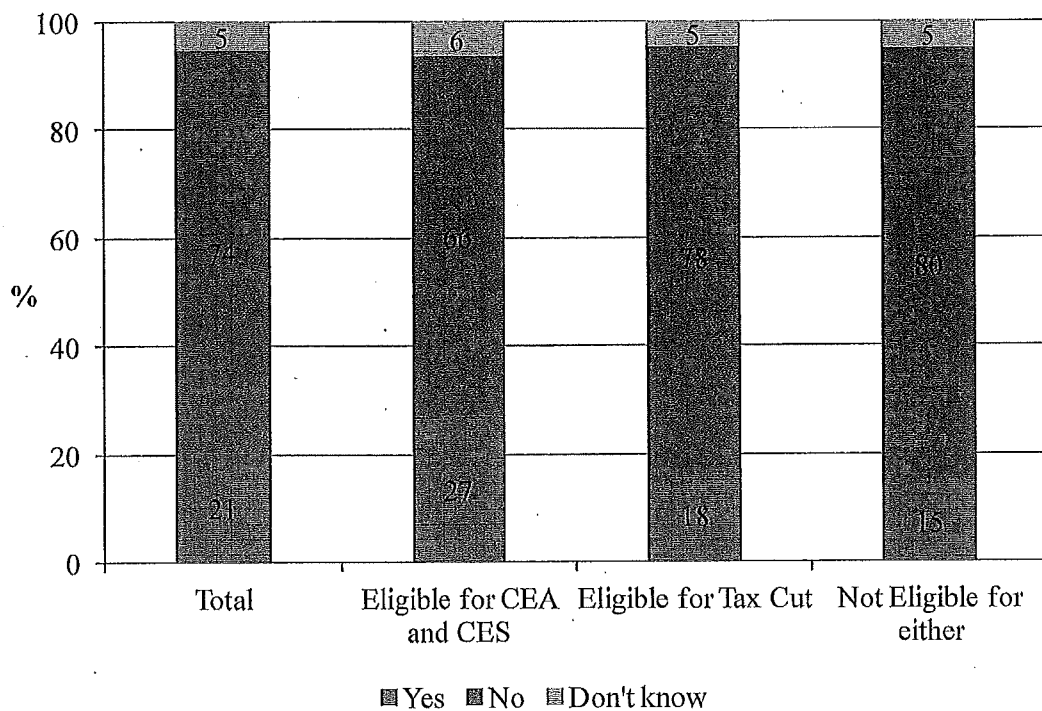
Base: Those aware of the Household Assistance Package (n=631)

Note: Percentages may not add to 100% because respondents were able to give more than one response.

### 3.4 Prompted Awareness of HAP

When prompted with a description of the Household Assistance Package, awareness of the package rose by 7 points in the population to 21%. Similar to unprompted awareness, those eligible for assistance were more aware of the package than those who are not. Just over a quarter (27%) of those eligible for the Clean Energy Advance or Clean Energy Supplement said they were aware of the package after it was described, while only 15% of those ineligible for the CEA, CES or tax cut were aware of the package. This difference is statistically significant at the 99% confidence level. However, awareness among those eligible for the tax cut is remains lower (18%).

Awareness of the package is higher among older people, with 34% of those aged 65+ aware of the package after being prompted.



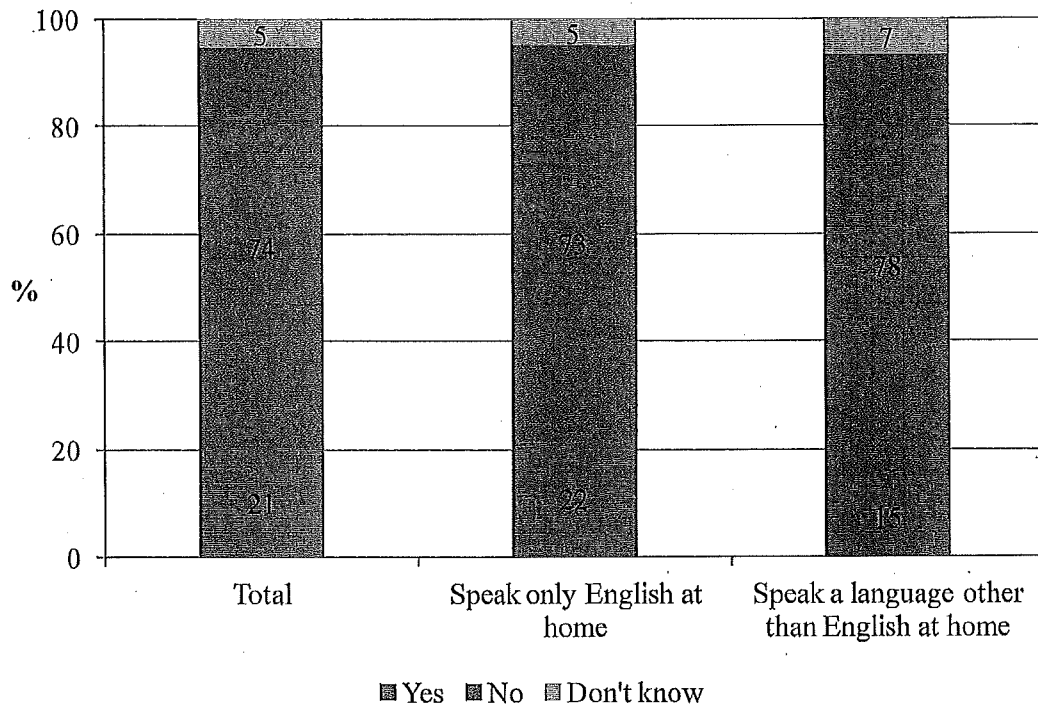
B4. Before today, had you heard about the Household Assistance Package?

C6. Roughly speaking, into which of the following ranges would your annual personal income fall?

C9. Do you receive any of the following social benefits?

Base: All Australian population respondents (n=4,118); those eligible for CEA and CES (n=2,149); those eligible for tax cut (n=1,471); those not eligible for CEA, CES or tax cut (n=933).

Prompted awareness of the Household Assistance Package was significantly higher among those who only speak English at home (22%) than those who speak a language other than English at home (15%).



B4. Before today, had you heard about the Household Assistance Package?

A5. Do you speak a language other than English at home?

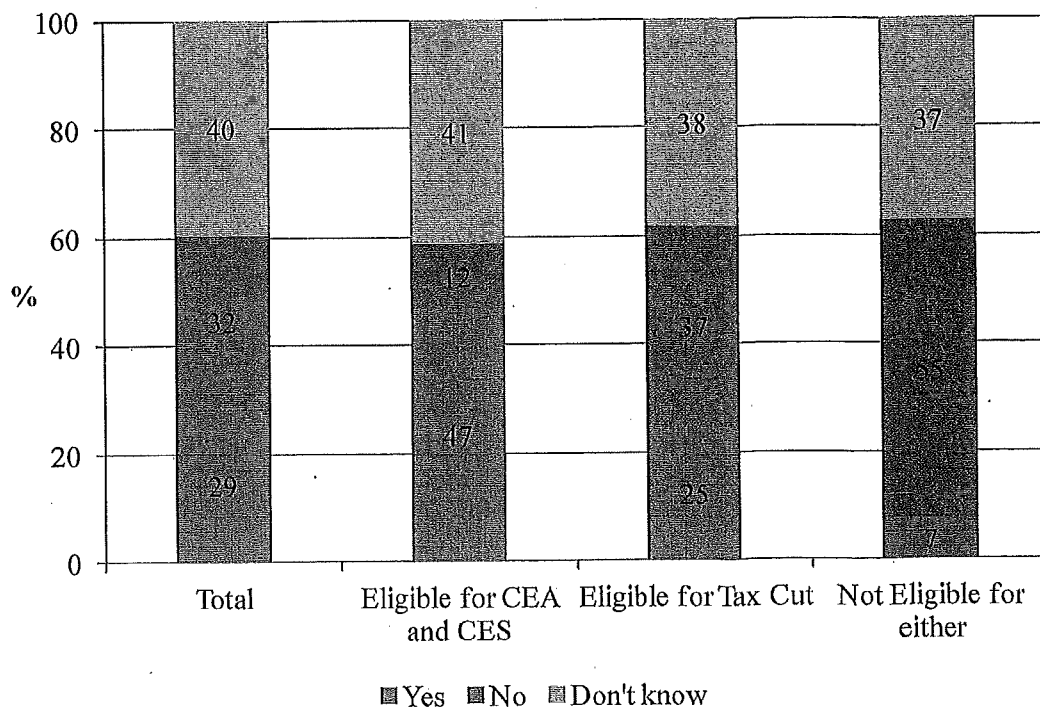
Base: All Australian population respondents (n=4,118); Respondents only speak English at home (n=3,439); Respondents speak a language other than English at home (n=679).



### 3.5 Perceived Eligibility for HAP

Although only half (47%) of those eligible said they thought they would receive assistance, this was largely due to lack of knowledge, with almost half (41%) saying they did not know. Only 12% of those who are eligible for the CEA and CES said they thought they would not receive assistance. However, a third (37%) of those eligible for the tax cut did not think they would receive assistance or benefits through the Household Assistance Package, with only 25% saying they would.

There is a disconnect between perceptions of the package and belief that a person will receive assistance. For example, a quarter (26%) of those who are eligible for the tax cut and who said that individuals with incomes below \$80,000 would receive assistance, said they did not think they would receive assistance themselves. That is, while they correctly identified who would receive assistance in general, they did not identify themselves as part of that group.



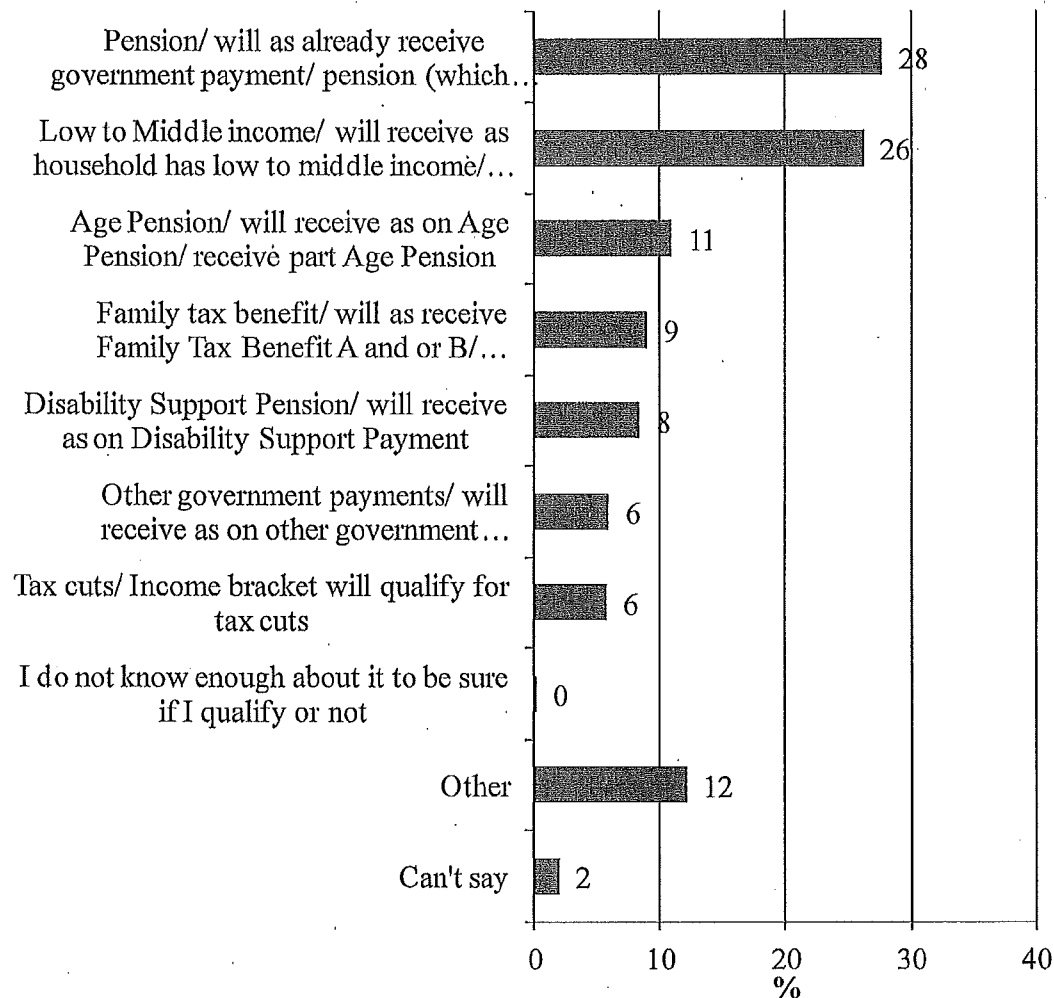
B5. Do you think you will receive any assistance and benefits as a result of the Household Assistance Package?

C6. Roughly speaking, into which of the following ranges would your annual personal income fall?

C9. Do you receive any of the following social benefits?

Base: All Australian population respondents (n=4,118); those eligible for CEA and CES (n=2,149); those eligible for tax cut (n=1,471); those not eligible for CEA, CES or tax cut (n=933).

A quarter of those who said they will receive assistance said it is because they already receive a pension or government payment (28%), or are low to middle income earners (26%).



B6. Why do you think you will receive financial assistance and benefits as a result of the Household Assistance Package?

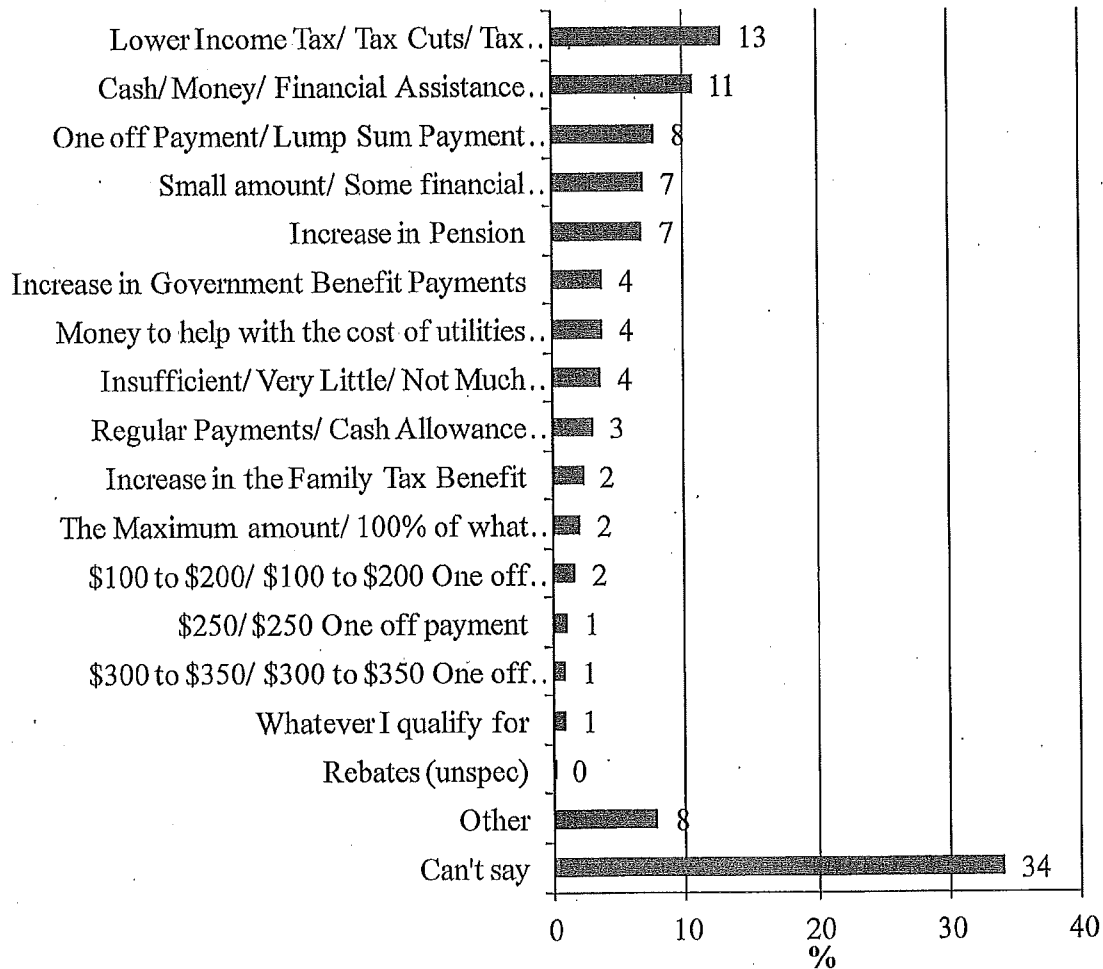
Base: Those who think they will receive financial assistance and benefits (n=1,246)

Note: Percentages may not add to 100% because respondents were able to give more than one response.

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Those who said they will receive assistance were most likely to identify tax cuts (13%) or other, unspecified financial assistance (11%) as the type of assistance they would receive.



B7. What sort/degree of assistance do you think you'll receive?

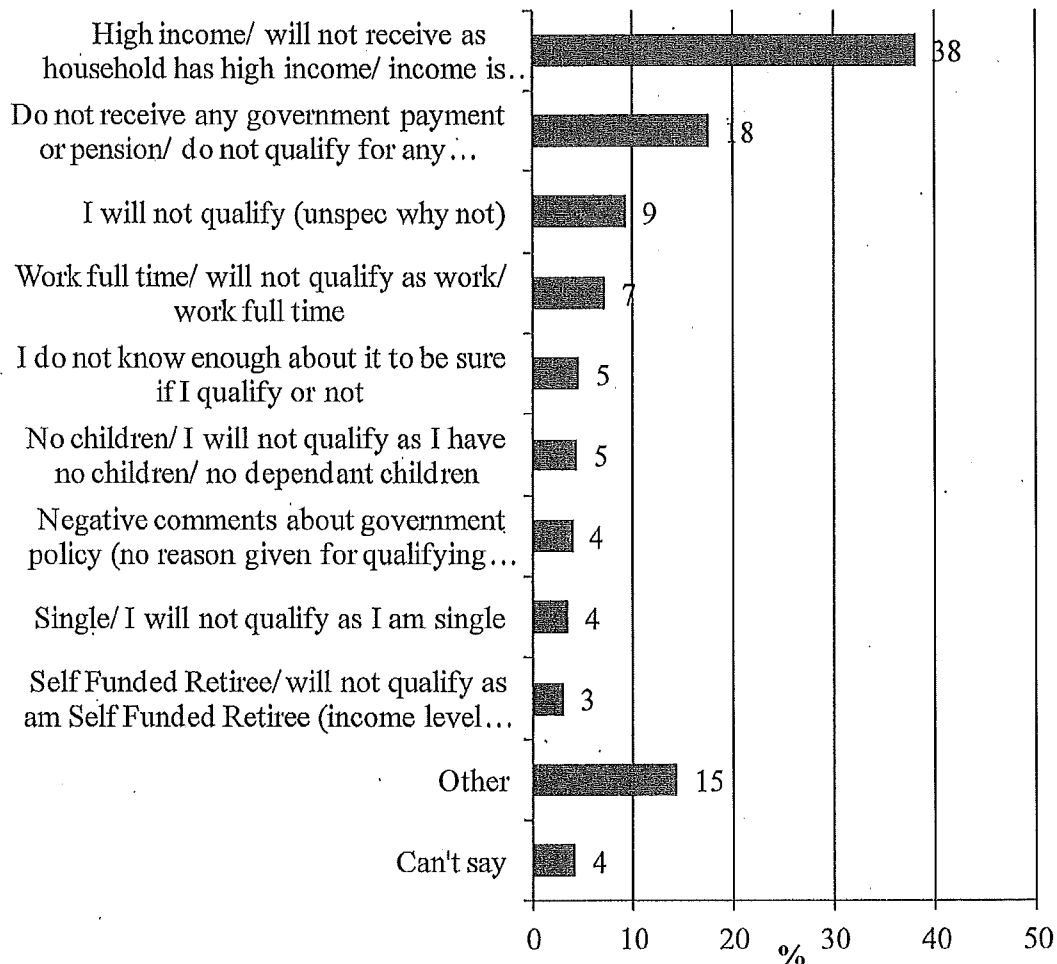
Base: Those who think they will receive financial assistance and benefits (n=1,246)

Note: Percentages may not add to 100% because respondents were able to give more than one response.

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One in four (38%) of those who said they will not receive assistance said it is because they are high income earners, while 18% said it is because they do not receive or qualify for any existing government payment or pension.



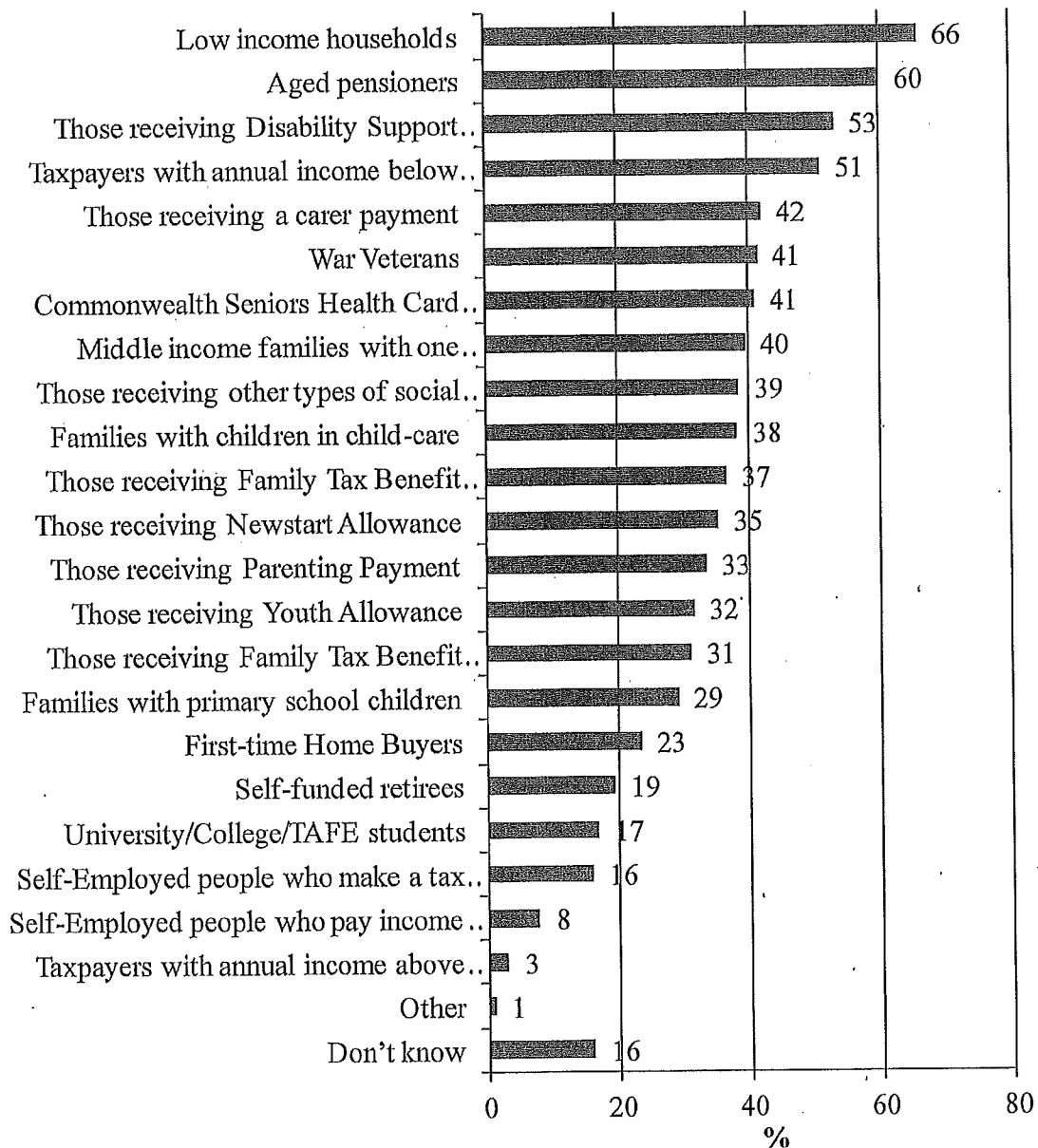
B6. Why do you think you will not receive financial assistance and benefits as a result of the Household Assistance Package?

Base: Those who think they will not receive financial assistance and benefits (n=1,228)

Note: Percentages may not add to 100% because respondents were able to give more than one response.

### 3.6 Perception of Types of People Who Will Receive HAP Assistance

Two-thirds (66%) of people said those eligible for assistance would be low income households (66%) or those with an annual income below \$80,000 (51%). A further 60% said aged pensioners would receive assistance and 53% said those receiving a disability support pension would receive assistance.



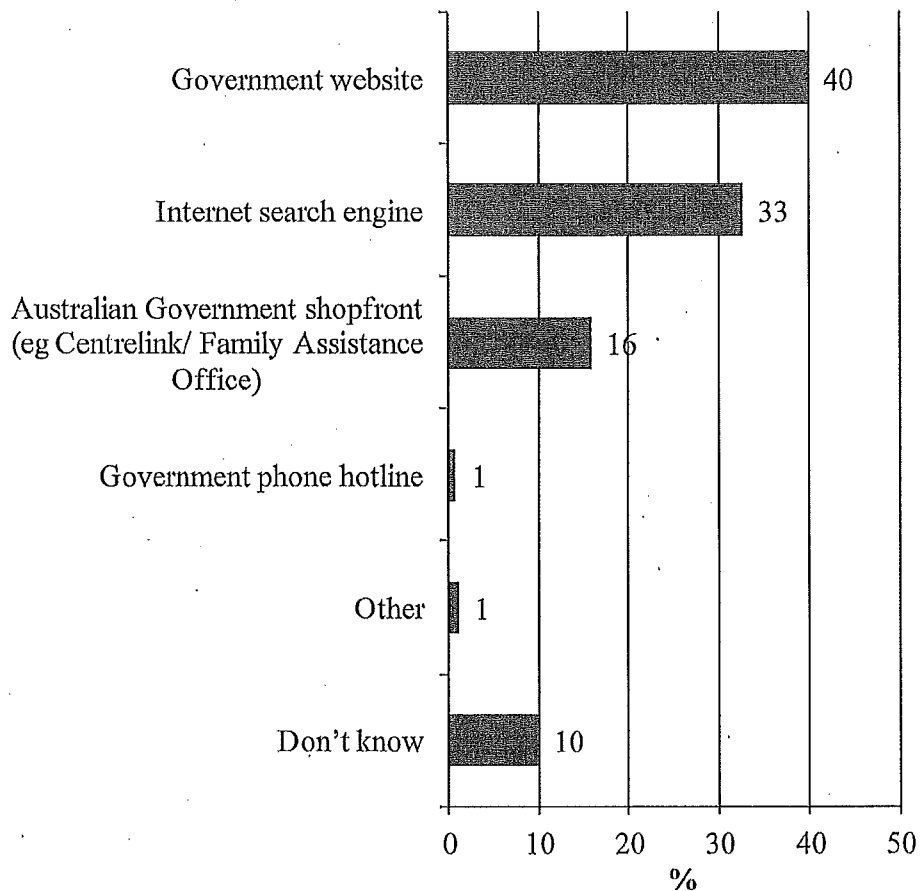
B8. Which of these types of people do you think will get financial assistance and benefits as a result of the Household Assistance Package?

Base: All Australian population respondents (n=4,118)

Note: Percentages may not add to 100% because respondents were able to give more than one response.

### 3.7 Sources of Further Information About HAP

The most common information source that would be used to find more information on the Household Assistance Package is "government website" (40%), followed by "internet search engine" (33%).



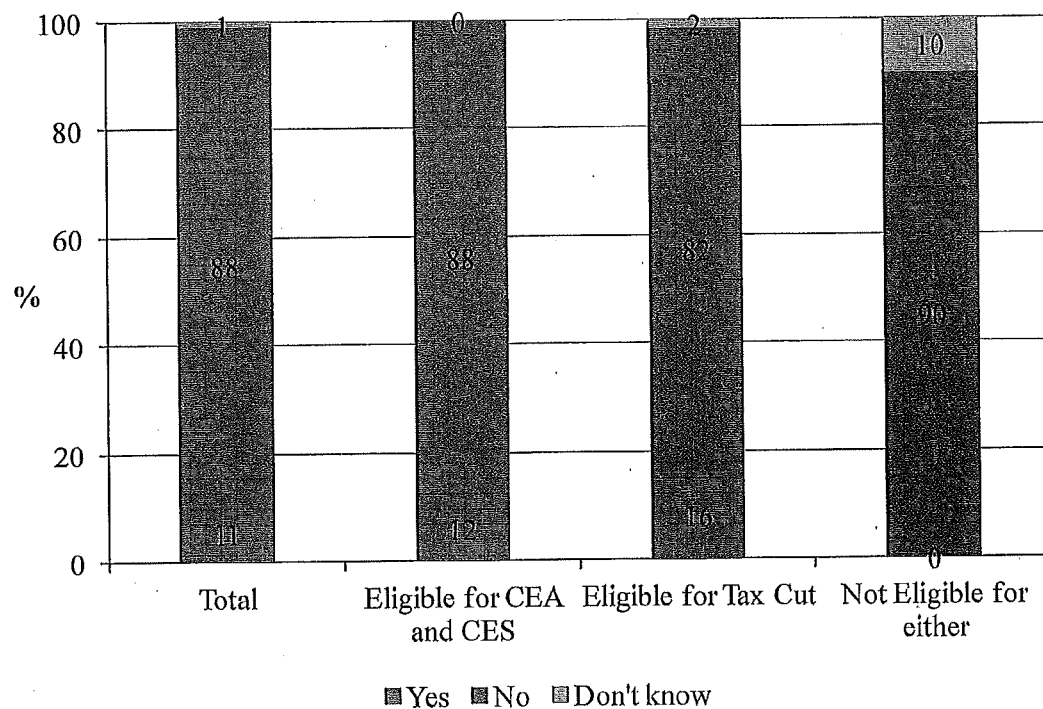
B9. If you wanted to find out more about the Household Assistance Package, where would you look/ask first to find out more information?

Base: All Australian population respondents (n=4,118)

## 4. INDIGENOUS POPULATION

### 4.1 Unprompted Awareness of HAP

Unprompted awareness of the Household Assistance Package among Indigenous Australians is low, with only one in ten (11%) aware of the package.



B1. Have you heard about the new Household Assistance Package the Australian Government will be introducing?

C6. Roughly speaking, into which of the following ranges would your annual personal income fall?

C9. Do you receive any of the following social benefits?

Base: All Indigenous respondents (n=178); those eligible for CEA and CES (n=141); those eligible for tax cut (n=60); those not eligible for CEA, CES or tax cut (n=10).

## 4.2 Unprompted Knowledge of HAP

The small proportion of Indigenous Australians aware of the package knew little about the package itself, with 42% saying they did not know what the package was about or much about it. One in three were not able to say who is eligible (33%) or what type of assistance would be given (28%). Half did not know when it started (50%).

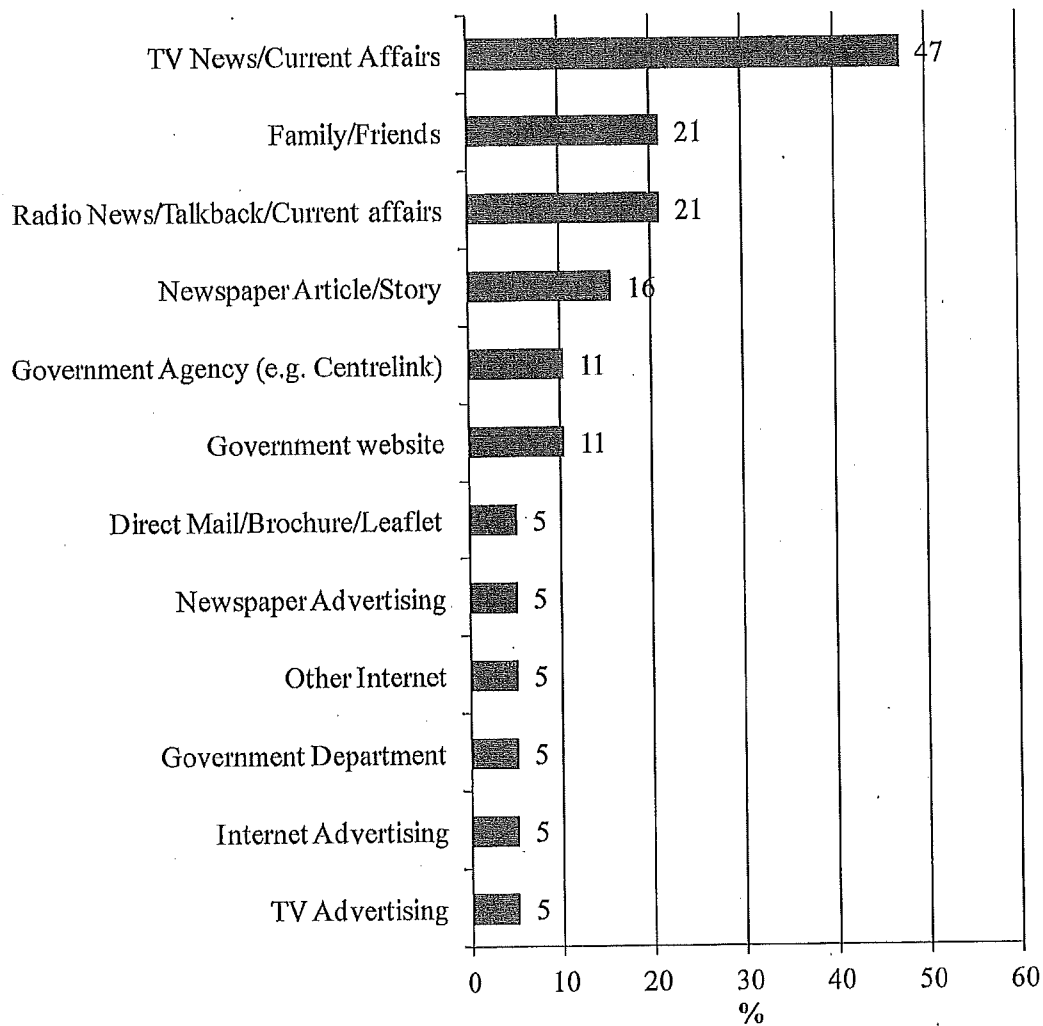
What is known about the Household Assistance Package	
Who is eligible	%
Those who qualify for family tax benefit/family tax benefit A or B	21
Age pension/those on the aged pension/pensioners	20
Low income earners (unspec)	12
Those receiving Centrelink benefits/government benefits (which unspec)	8
Disabled/those receiving disability support pension	5
Other	31
Can't say	33
Type of assistance	%
One off payment/lump sum payment (unspec)	18
Cash/money/financial assistance (unspec)	15
Money to help with the cost of utilities (electricity, gas, heating, etc)	15
Lower income tax/tax cuts/tax rebates (unspec)	5
Regular payments/cash allowance/regular small payments/fortnightly payments	5
Increase in pension	4
Other	16
Can't say	28
When it starts	%
June 2012 (unspec)	20
May 2012 (unspec)	16
1st July 2012	3
Other	12
Can't say	50
Anything else	%
I do not know about it/do not understand what it is about	42
It will offset rising cost of living due to the carbon tax	10
Other	18

B2. What do you understand/know about the Household Assistance Package?  
 Base: Those aware of the Household Assistance Package (n=21)



### 4.3 Source of Awareness of HAP

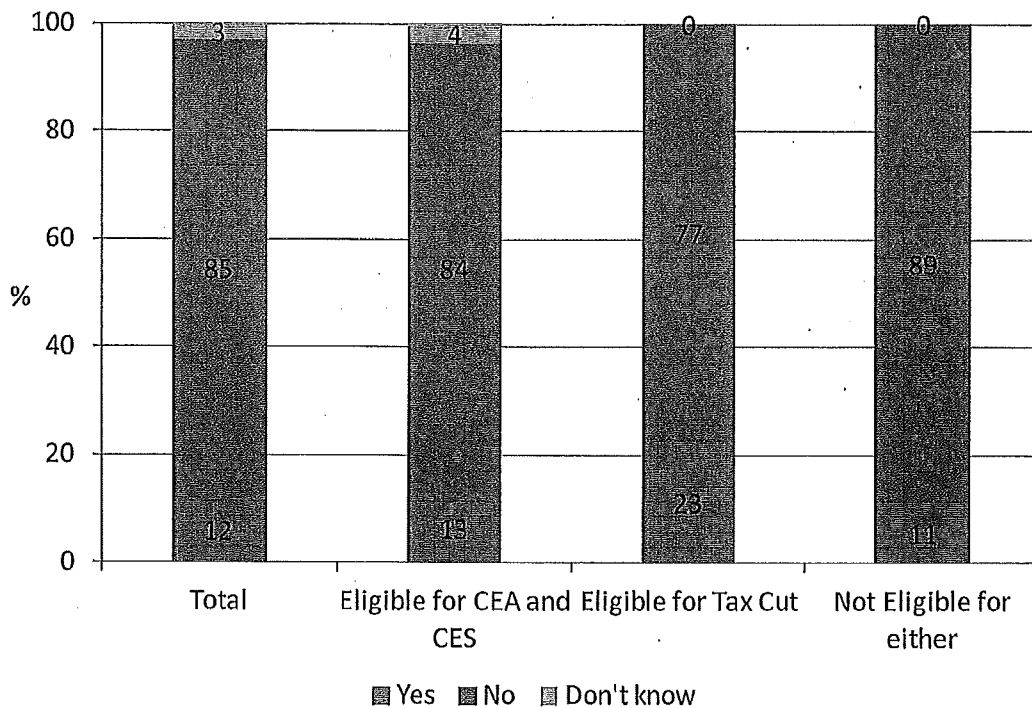
The most common source of awareness of the Household Information Package was TV news and current affairs, with half (47%) saying they had heard about the package on TV. One in five people (21% respectively) heard about it from family/friends or on the radio.



B3. Where did you hear about the new Household Assistance Package?  
 Base: Those aware of the Household Assistance Package (n=21)

#### 4.4 Prompted Awareness and Knowledge

Prompted awareness of the package was similar to unprompted awareness, with 12% saying they had heard of the package after it was described (compared with 11% unprompted awareness).



B4. Before today, had you heard about the Household Assistance Package?

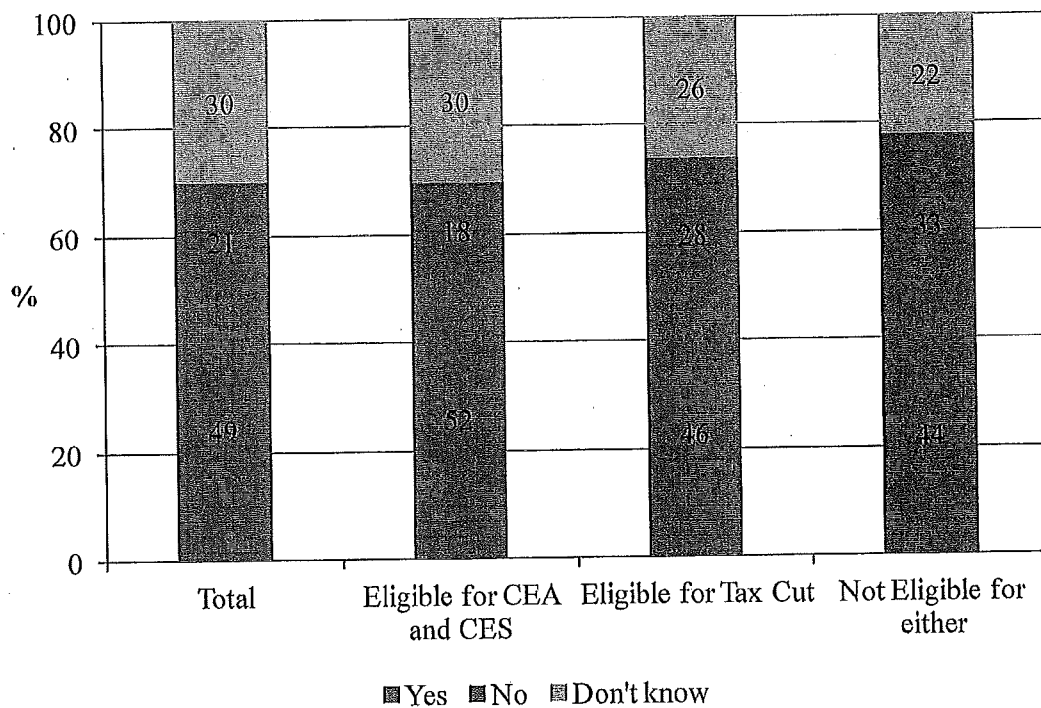
C6. Roughly speaking, into which of the following ranges would your annual personal income fall?

C9. Do you receive any of the following social benefits?

Base: All Indigenous respondents (n=178); those eligible for CEA and CES (n=141); those eligible for tax cut (n=60); those not eligible for CEA, CES or tax cut (n=10).

#### 4.5 Perceived Eligibility for HAP

Half (49%) of Indigenous people think they will get assistance and benefits from the package. This proportion is lower among those eligible for the tax cut (46%) or not eligible for either the CEA/CES or tax cut (44%).



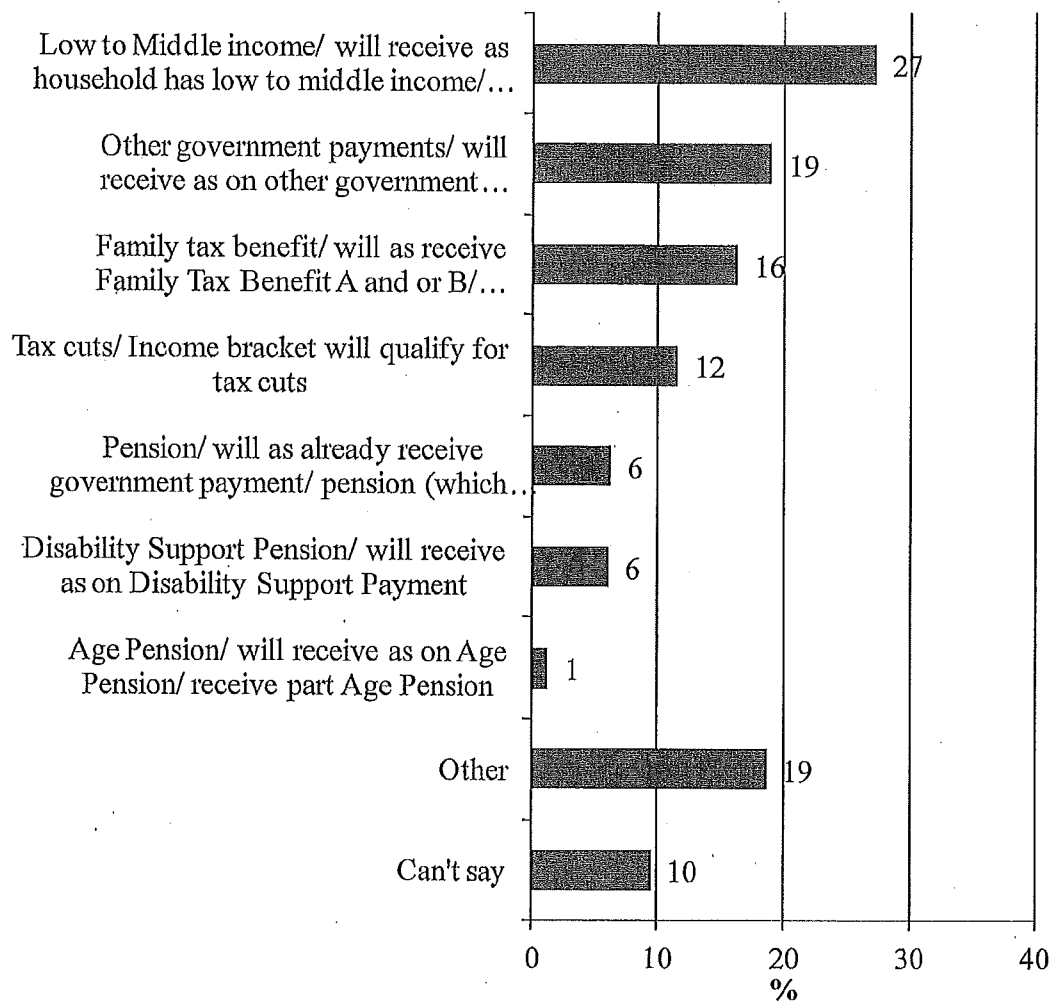
B5. Do you think you will receive any assistance and benefits as a result of the Household Assistance Package?

C6. Roughly speaking, into which of the following ranges would your annual personal income fall?

C9. Do you receive any of the following social benefits?

Base: All Indigenous respondents (n=178); those eligible for CEA and CES (n=141); those eligible for tax cut (n=60); those not eligible for CEA, CES or tax cut (n=10).

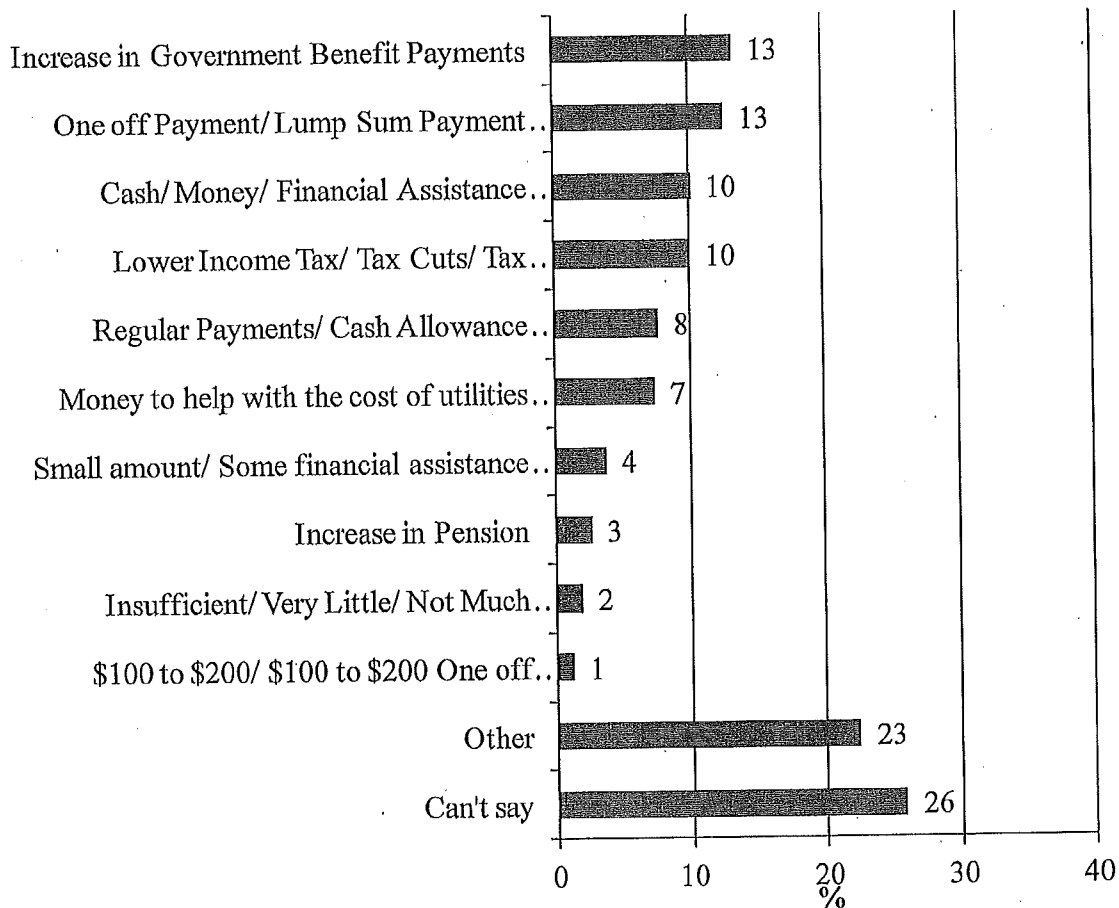
Those who said they think they will receive assistance were most likely to say it was because they were a low to middle income household (27%) or because they already receive a government payment (19%).



B6. Why do you think you will receive financial assistance and benefits as a result of the Household Assistance Package?

Base: Those who think they will receive financial assistance and benefits (n=86)

Around one in ten of those who think they will receive assistance said they think they will receive increased government payments (13%), a one off payment (13%), unspecified financial assistance (10%) or a tax cut (10%).



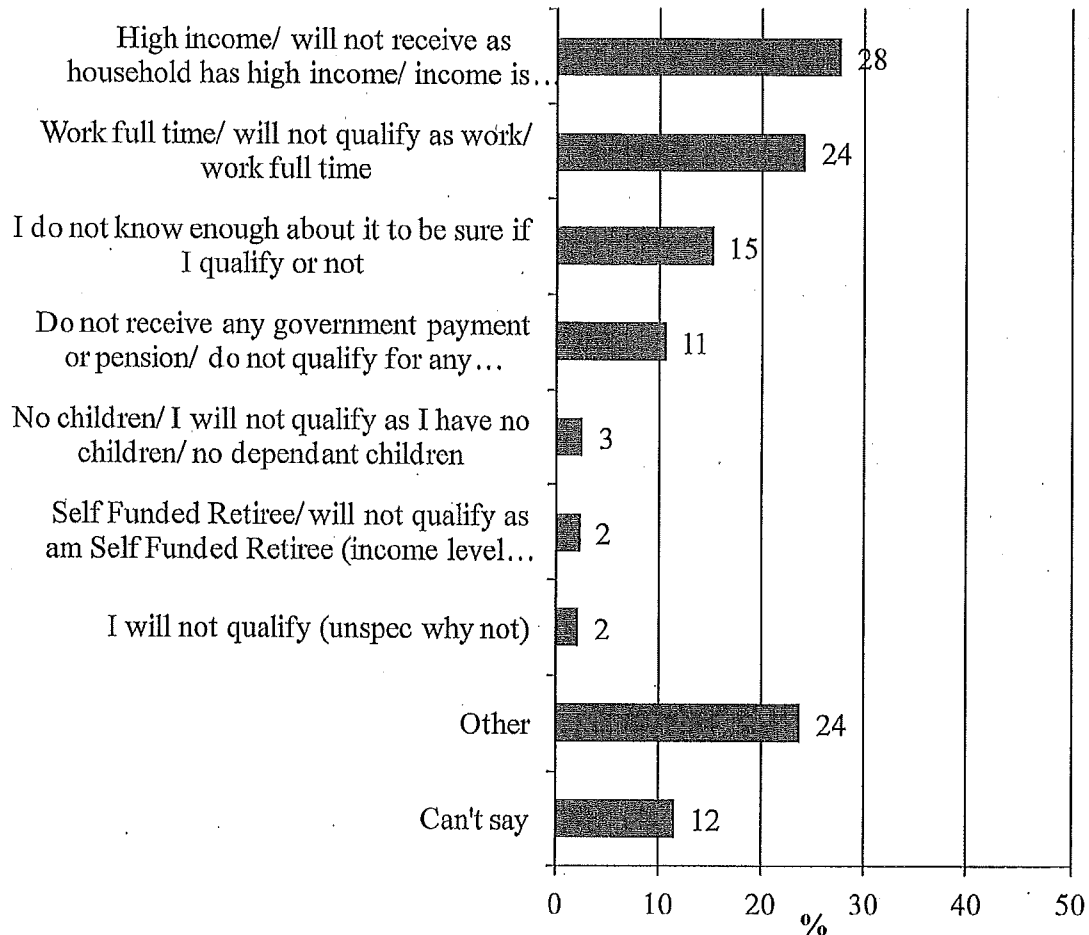
*B7. What sort/degree of assistance do you think you'll receive?*

*Base: Those who think they will receive financial assistance and benefits (n=86)*

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Just over a quarter (28%) of those who do not think they will receive assistance said it is because they earn a high income, while 24% said it is because they work full time.

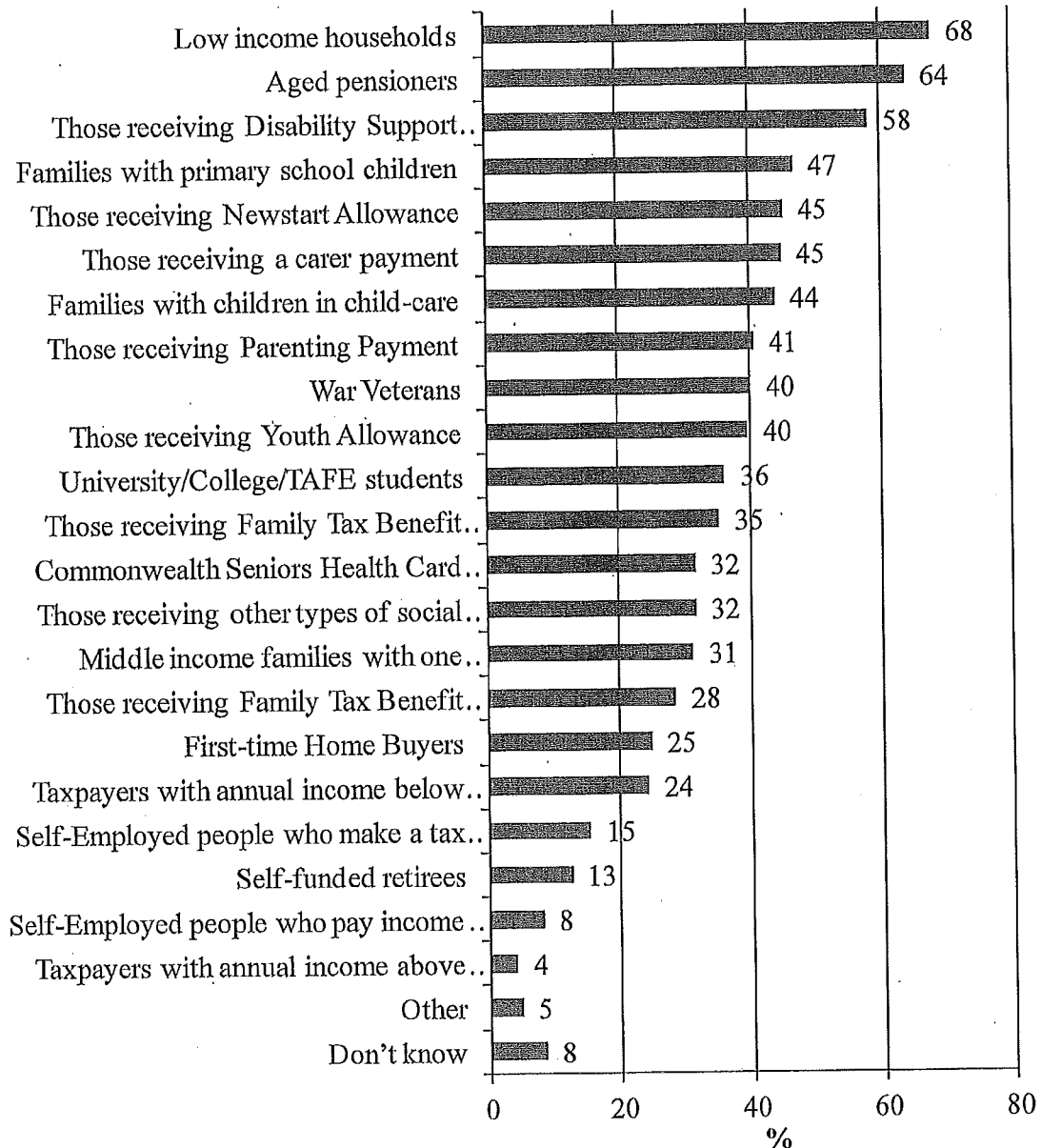


B6. Why do you think you will not receive financial assistance and benefits as a result of the Household Assistance Package?

Base: Those who think they will not receive financial assistance and benefits (n=38)

#### 4.6 Perception of Types of People Who Will Receive HAP Assistance

Two thirds of people said those eligible for assistance would be low income households (68%) or aged pensioners (64%). A further 58% said those receiving a disability support pension would receive assistance.

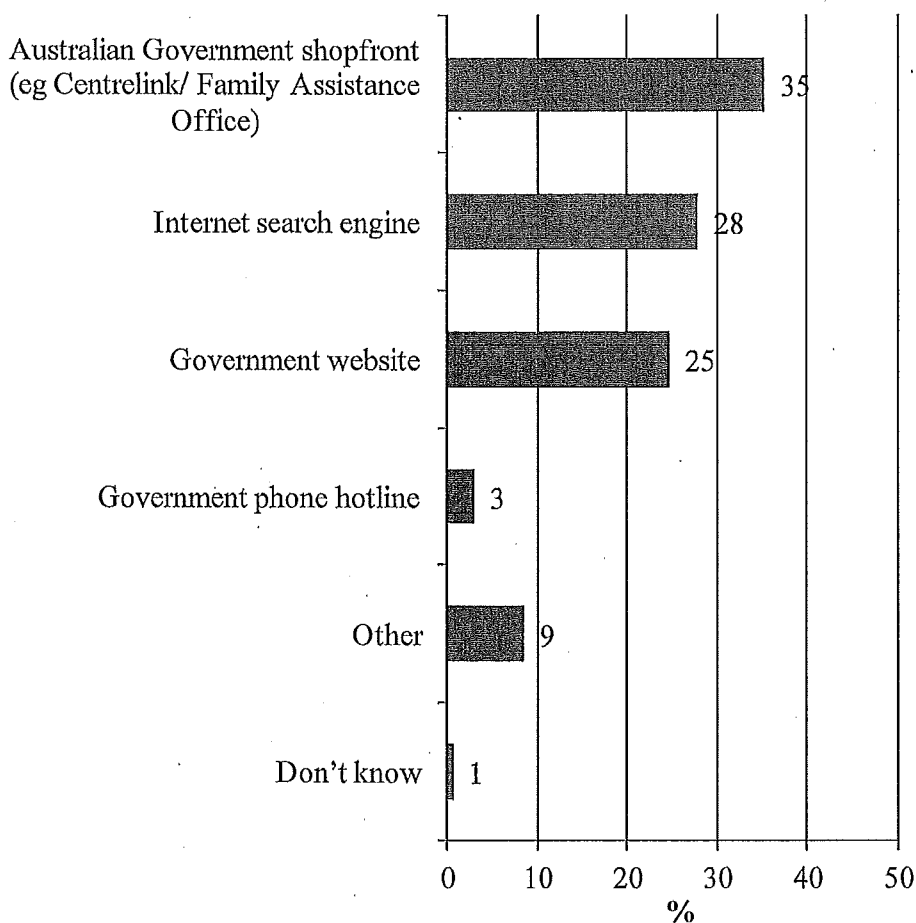


B8. Which of these types of people do you think will get financial assistance and benefits as a result of the Household Assistance Package?

Base: All Indigenous respondents (n=178)

#### 4.7 Sources of Further Information About HAP

The most commonly mentioned information source among Indigenous Australians to get further information on the Household Assistance Package are Australian government shopfronts, such as Centrelink offices (35%). Just over a quarter said they would use an internet search engine (28%) while a quarter said they would visit a government website (25%).



B9. If you wanted to find out more about the Household Assistance Package, where would you look/ask first to find out more information?

Base: All Indigenous respondents (n=178)



## **5. CONCLUSIONS**

- Awareness of the Household Assistance Package is low, with 14% of the Australian population and 11% of Indigenous Australians aware of the package
- Describing the package increased awareness among the Australian population (to 21%) but not among Indigenous Australians
- There is a disconnect between knowledge of the package and perceived relevance of the package. A large proportion of people correctly identified who will receive assistance through package, but did not think they would receive assistance themselves, despite being part of the groups they identified.
- Awareness of the tax cuts is particularly low. Only 11% of those aware of the package without being prompted said it would involve tax cuts. In line with this, only 25% of those eligible for the tax cut believe they will receive assistance through the package. This proportion is even lower (15%) among those eligible for the tax cut but not the Clean Energy Advance or Clean Energy Supplement.

## **APPENDIX A – BACKGROUND AND METHODOLOGY**

### **Background**

The Australian Government has developed the Clean Energy Future (CEF) Plan to cut pollution and drive investment, helping to ensure Australia can compete and remain prosperous in the future. Introducing a carbon price is central to the plan.

The government is doing this through the introduction of a carbon price into Australia's economy. This puts a price on every tonne of carbon pollution released into the atmosphere by the country's biggest polluters, creating a financial incentive to reduce carbon pollution that will flow through our economy.

About half the money raised from the carbon price—to be paid by around 500 of the biggest polluters—will support households. As a result, millions of Australians will receive increased payments, tax cuts or both through the CEF Household Assistance Package (HAP). This assistance is designed to support lower to middle-income households during a time of economic progress, and prepare them for the future.

New payments include:

- Clean Energy Advance and Clean Energy Supplement
- Low Income Supplement
- Single Income Family Supplement

The assistance means:

- pensioners and self-funded retirees will get up to \$338 extra per year if they are single and up to \$510 per year for couples combined
- families receiving Family Tax Benefit Part A will get up to an extra \$110 per child per year
- eligible families will get up to an extra \$69 in Family Tax Benefit Part B per year
- allowance recipients will get up to \$218 extra per year for singles, \$234 per year for single parents and \$390 per year for couples combined
- 7.5 million taxpayers with annual income of under \$80,000 will get a tax cut, with most receiving at least \$300 per year.

FaHCSIA is responsible for communicating the HAP, and has developed an information-based communication strategy that will raise awareness and understanding of the assistance to be provided to millions of Australians from mid-May 2012. The strategy focuses on communicating the assistance measures of the HAP to those who will benefit from it.

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## **Methodology**

The research will be conducted over four waves:

- Wave 1 - Benchmarking study conducted prior to the start of HAP communications campaign.
- Wave 2 – Conducted to coincide with Phase 1 of the campaign.
- Wave 3 – Conducted to coincide with Phase 2 of the campaign.
- Wave 4 – Conducted to coincide with Phase 2 of the campaign.

This report represents the findings from the first wave, the benchmarking study.

## ***Survey Method***

For the first wave of the study, Roy Morgan Research individually invited respondents, drawn from the panel provider My Opinions to participate in the survey. The invitation included a hyperlink to the survey website and a personalised, computer-generated password. The password was embedded into the hyperlink so that respondents needed only to click on the link without having to type in this password. The personalised password ensured that only those receiving an invitation can participate in the survey and that they can only participate once. This is a very effective way of 'authenticating' survey respondents.

Roy Morgan Research online surveys are designed to be user friendly. Respondents were provided with clear instructions at the beginning of the survey and each question was set up on a separate page to ensure that respondents did not accidentally miss any questions. All data entered by the respondent is saved automatically even if the respondent logs off or is automatically logged off due to a time lapse, etc. When the respondent next accesses the survey, he/she is taken to the section of the survey where he/she had stopped.

Fieldwork for the Wave 1 Benchmarking study was conducted from April 26 to April 30 2012.

## ***Sample Design***

The benchmarking study was conducted among 4,118 respondents drawn from the Australian population. This represents a maximum sample variance of  $\pm 1.5\%$  at the 95% confidence interval. Further information on sample variance is shown in Appendix E.

Stratified random sampling was applied, with quotas for location (state and metropolitan/country), age and sex. Final survey results were weighted by location, age and sex to the latest ABS population statistics.

**Sample Size**

The sample distribution of the Wave 1 CAWI survey is shown in the table below:

Location		Number of Interviews	
New South Wales	Sydney	738	1,286
	Other NSW	548	
Victoria	Melbourne	754	1,102
	Other Vic	348	
Queensland	Brisbane	335	788
	Other QLD	453	
South Australia	Adelaide	249	327
	Other SA	78	
Western Australia	Perth	311	426
	Other WA	115	
Northern Territory	NT	22	22
Tasmania	TAS	101	101
Australian Capital Territory	ACT	66	66
Total			4,118

It is important that the sample includes a sufficiently robust number of respondents who are eligible for a HAP supplement or tax cut to allow for reliable statistical analysis of this sub-group. The number of respondents eligible for the Clean Energy Advance, Clean Energy Supplement, or tax cut is shown in the following table:

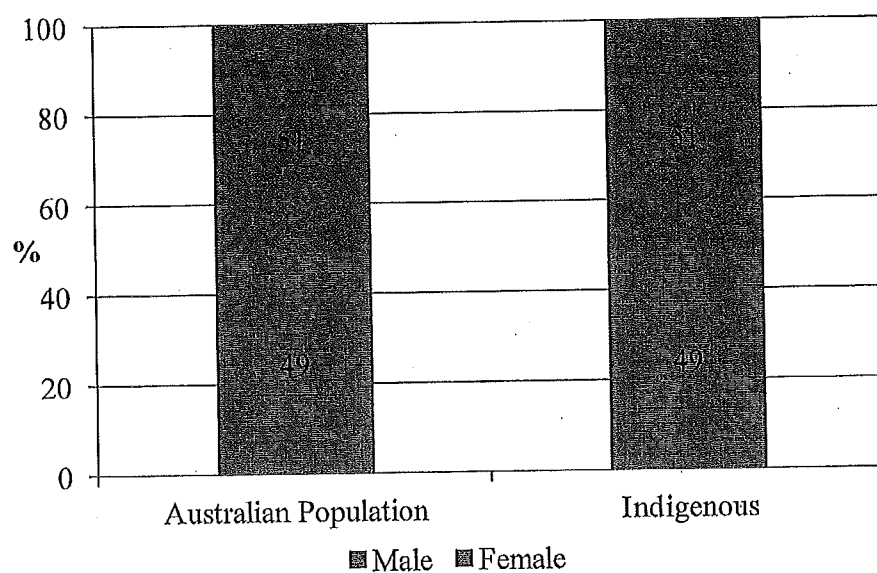
HAP	Population	Sample
Clean Energy Advance and Clean Energy Supplement	More than 6 million	n=2,149
Tax cut	c.8.7 million	n=1,471

**Aboriginal and Torres Strait Islander Audiences**

The research also included a separate face-to-face component with Aboriginal and Torres Strait Islander people, in order to ensure that the views of Indigenous people were represented in the study.

Computer Aided Personal Interviewing (CAPI) was used to conduct 178 face-to-face interviews with Indigenous people.

## APPENDIX B – DEMOGRAPHICS

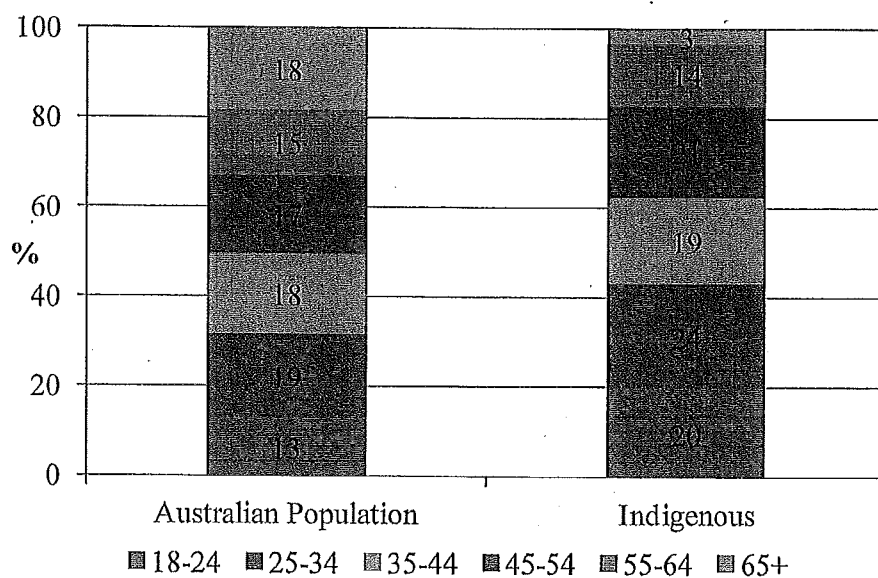


A1. Are you...

Base: All CAWI respondents (n=4,118); All Indigenous respondents (n=178)

**HAP Campaign Evaluation - Benchmarking**

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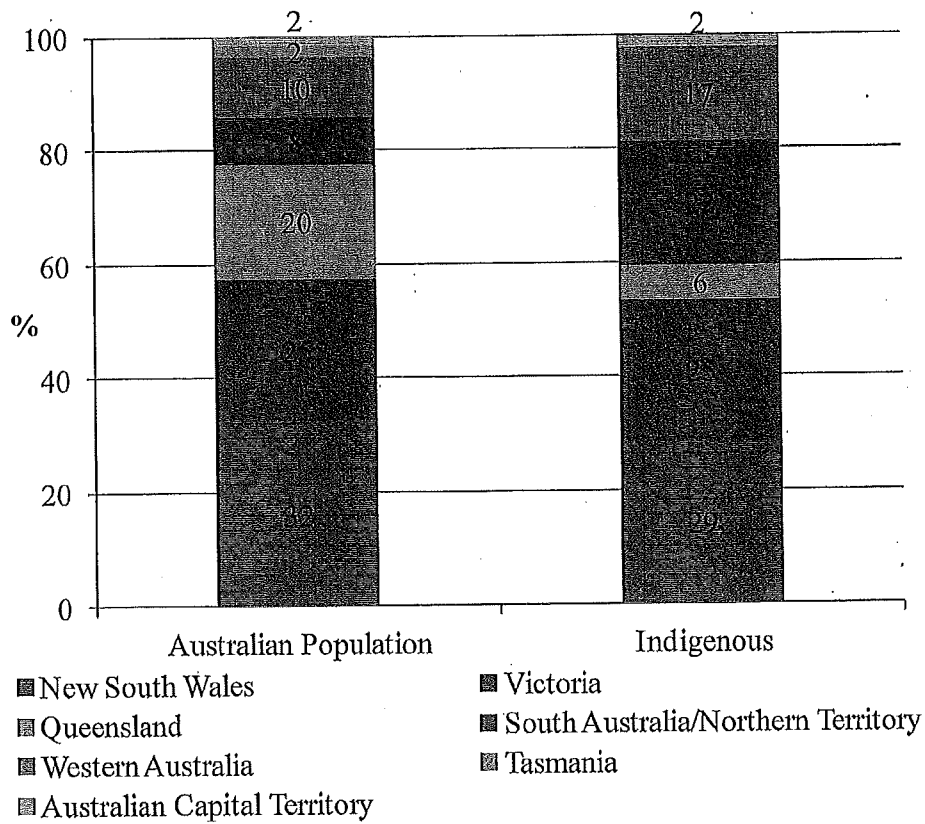


A2. In which of these age groups do you belong?

Base: All CAWI respondents (n=4,118); All Indigenous respondents (n=178)

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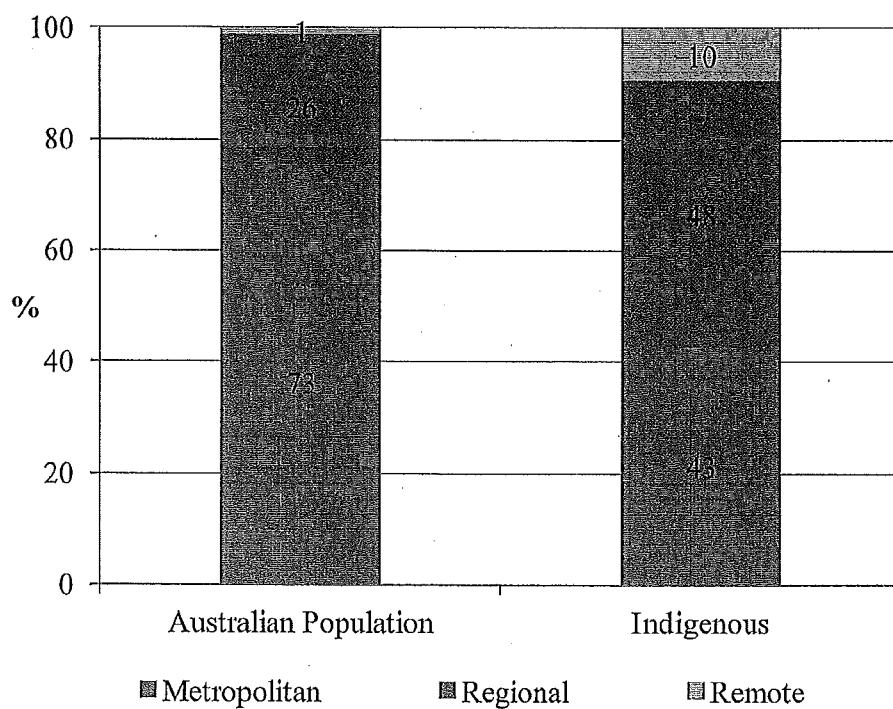
A3. Where do you live?

A4. Please enter your postcode

Base: All CAWI respondents (n=4,118); All Indigenous respondents (n=178)

*HAP Campaign Evaluation - Benchmarking*

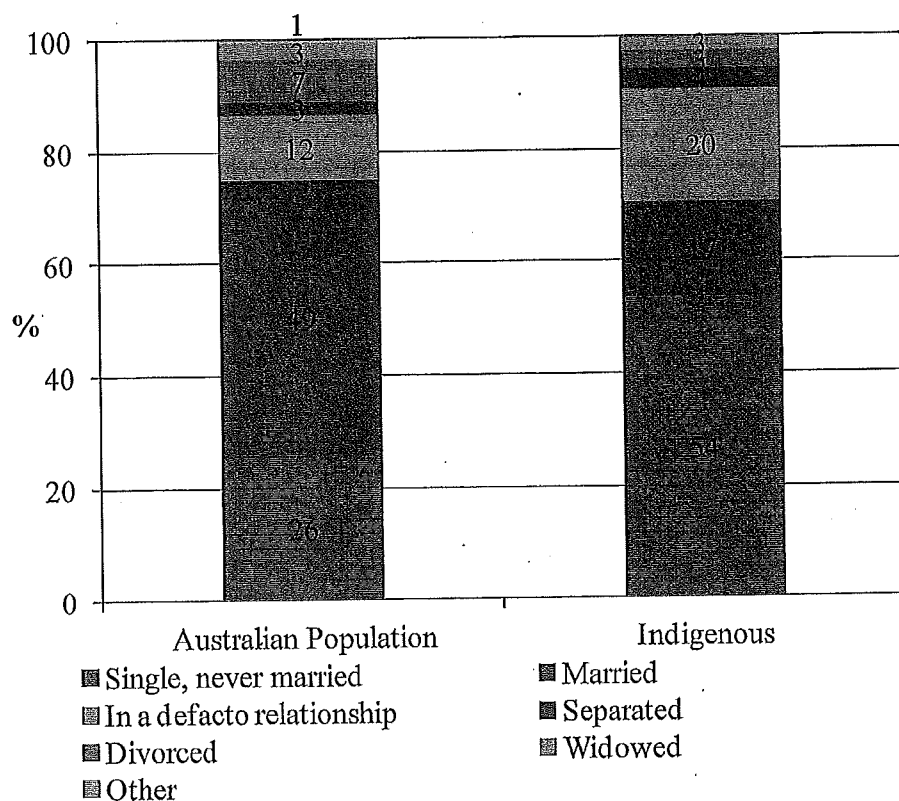
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*A3. Where do you live?**A4. Please enter your postcode**Base: All CAWI respondents (n=4,118); All Indigenous respondents (n=178)*



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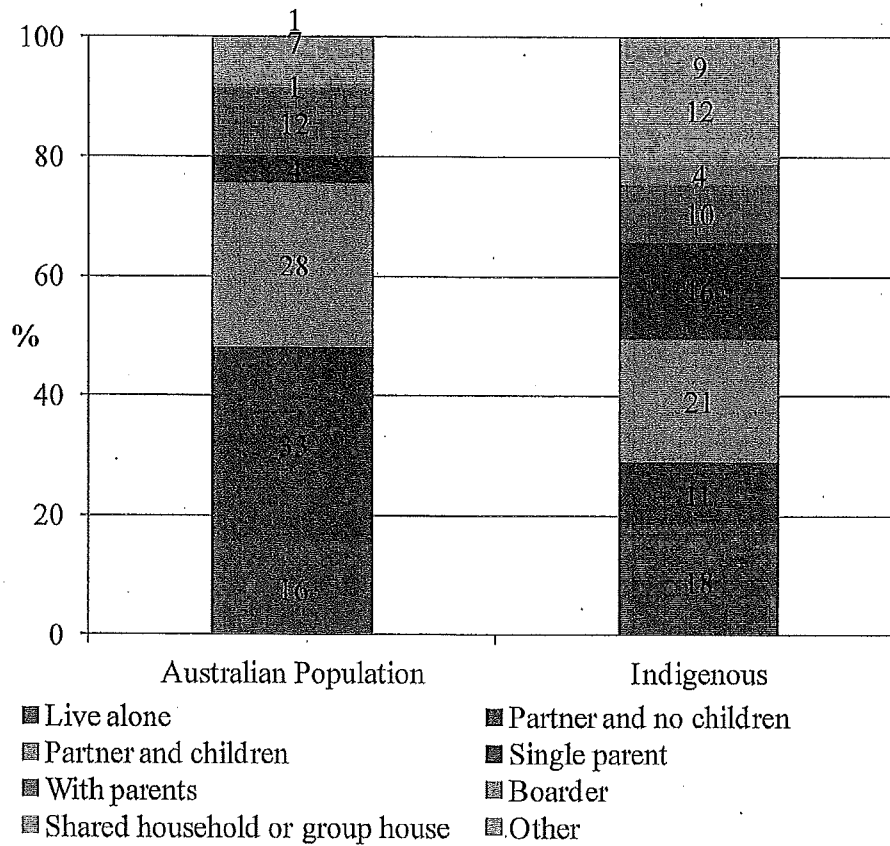


C1. What is your marital status?

Base: All CAWI respondents (n=4,118); All Indigenous respondents (n=178)

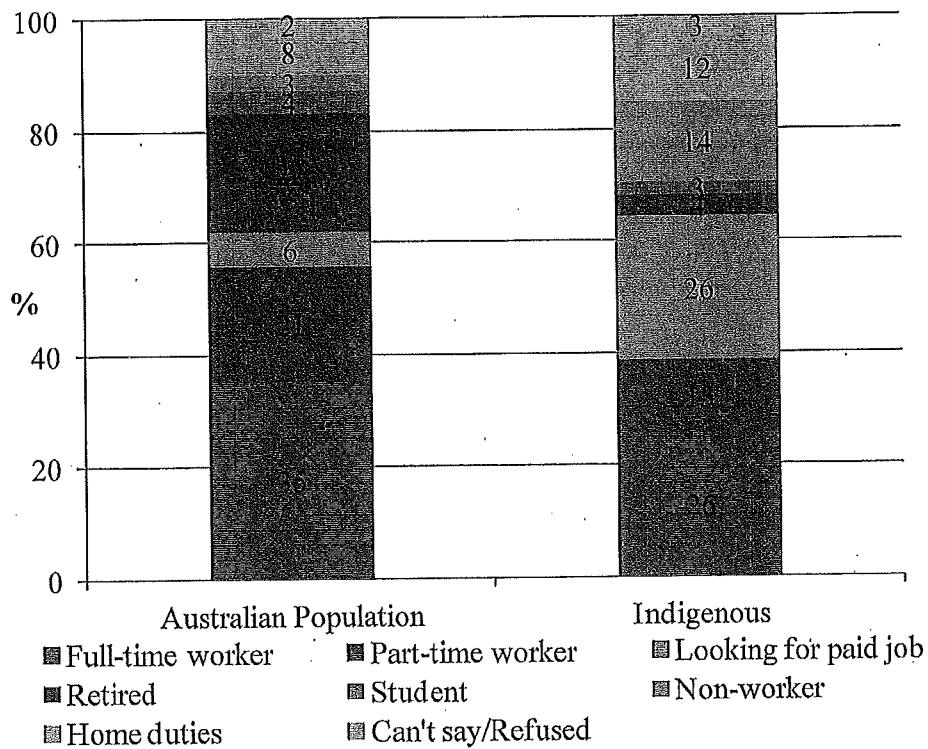
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C2. Which of these best describes your current living arrangement?

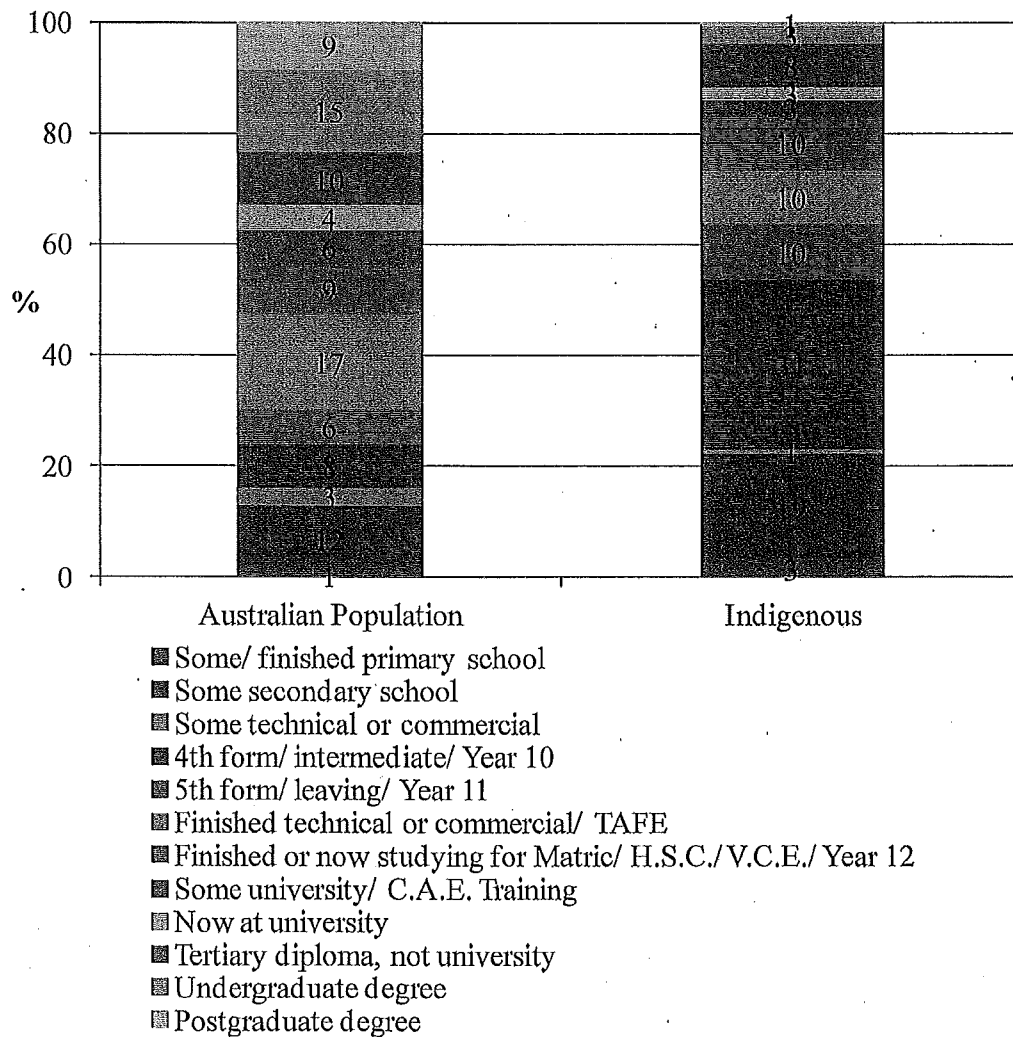
Base: All CAWI respondents (n=4,118); All Indigenous respondents (n=178)



C3. Are you now in paid employment?

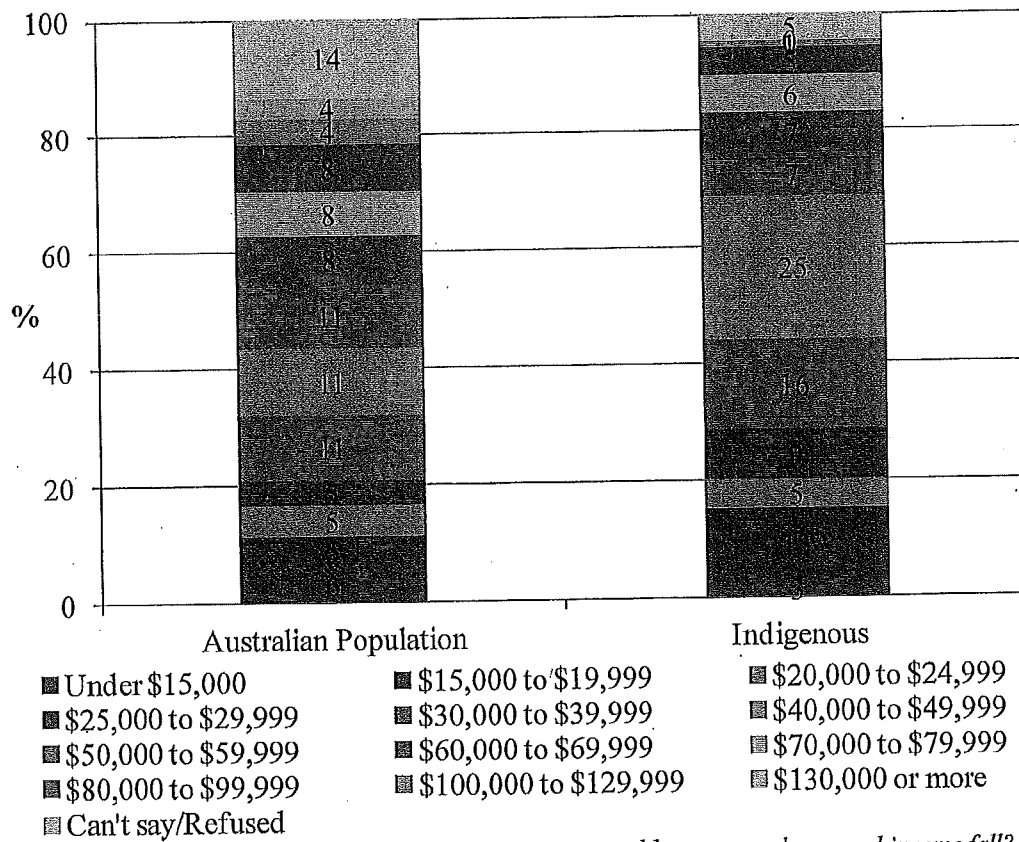
C4. Are you now looking for a paid job?

Base: All CAWI respondents (n=4,118); All Indigenous respondents (n=178)



C5. What is the highest level of education you've reached?

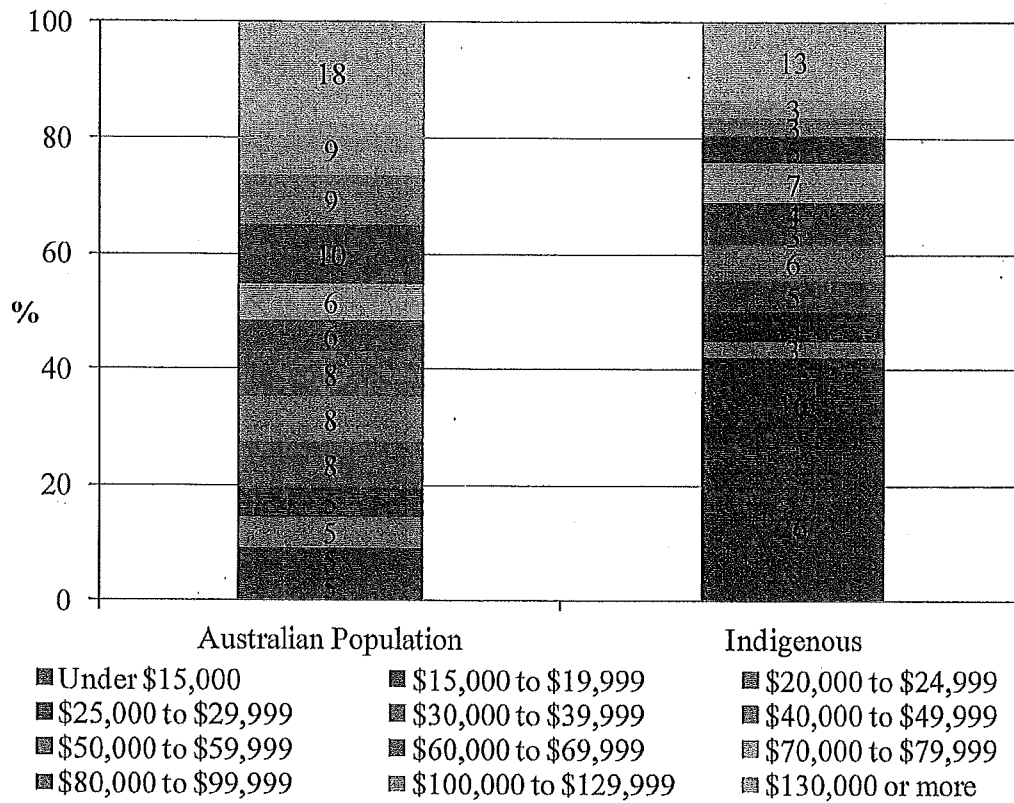
Base: All CAWI respondents (n=4,118); All Indigenous respondents (n=178)



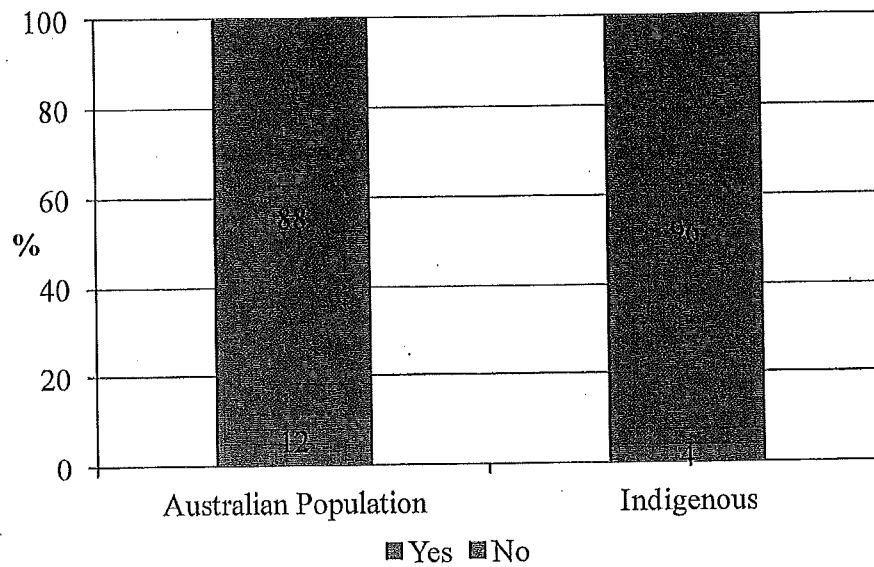
C6. Roughly speaking, into which of the following ranges would your annual personal income fall?  
 Base: All CAWI respondents in paid employment (n=2,067); All Indigenous respondents in paid employment (n=68)

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C7. Roughly speaking, into which of the following ranges would your annual household income fall?  
 Base: All CAWI respondents (n=4,118); All Indigenous respondents (n=178)

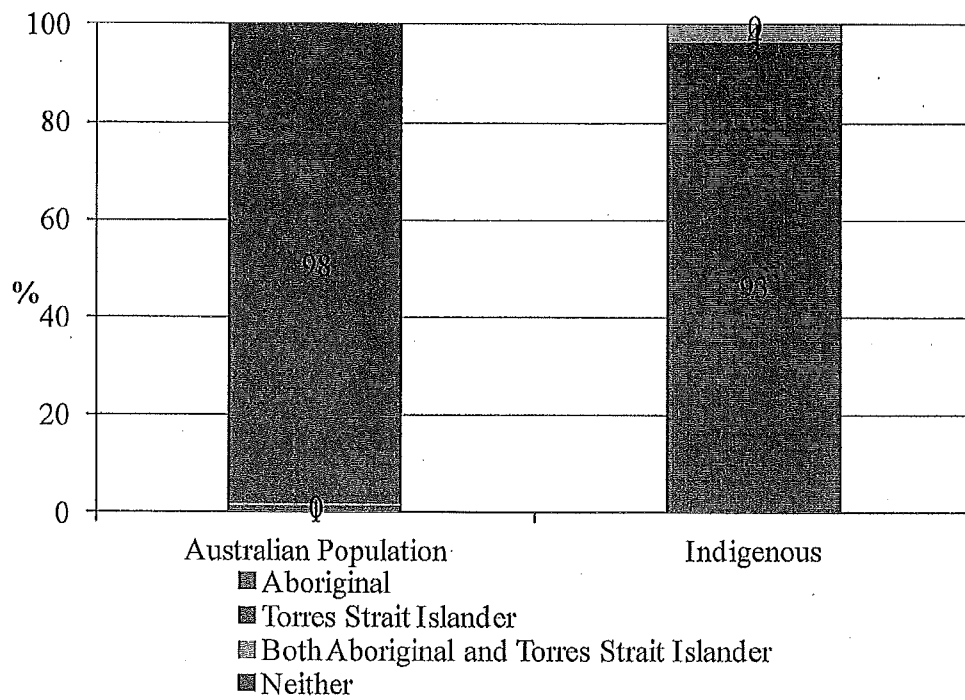


*C8. Are you self-employed?*

*Base: All CAWI respondents in paid employment (n=2,067); All Indigenous respondents in paid employment (n=68)*

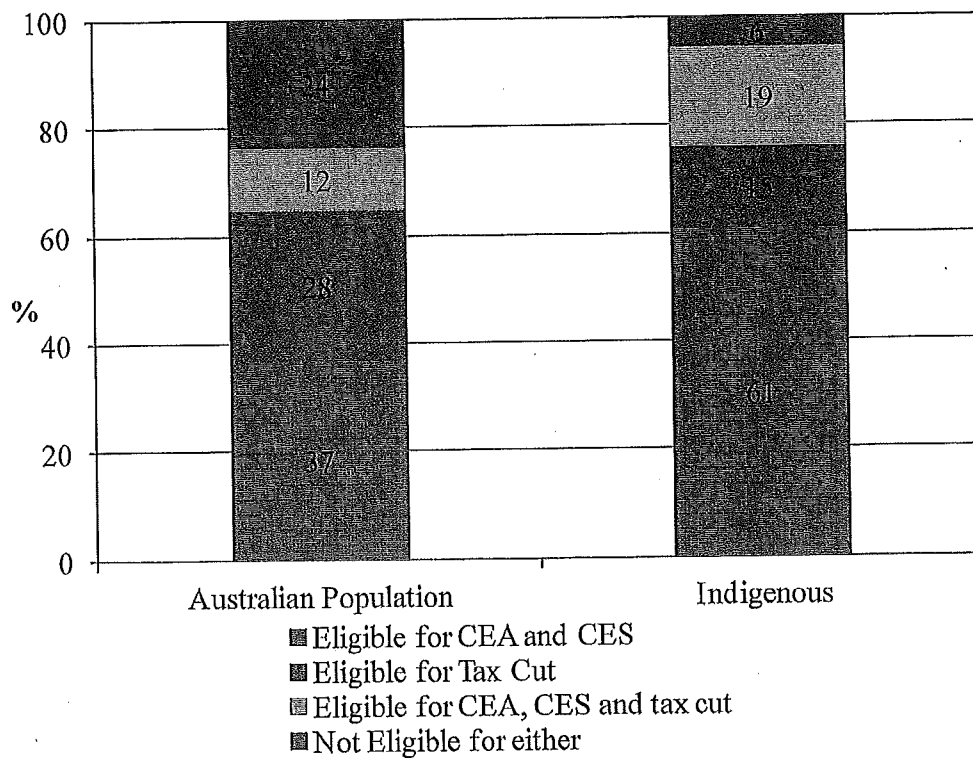
*HAP Campaign Evaluation - Benchmarking*

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C10. Do you consider yourself to be an Indigenous Australian – Aboriginal or Torres Strait Islander?  
Base: All CAWI respondents (n=4,118); All Indigenous respondents (n=178)





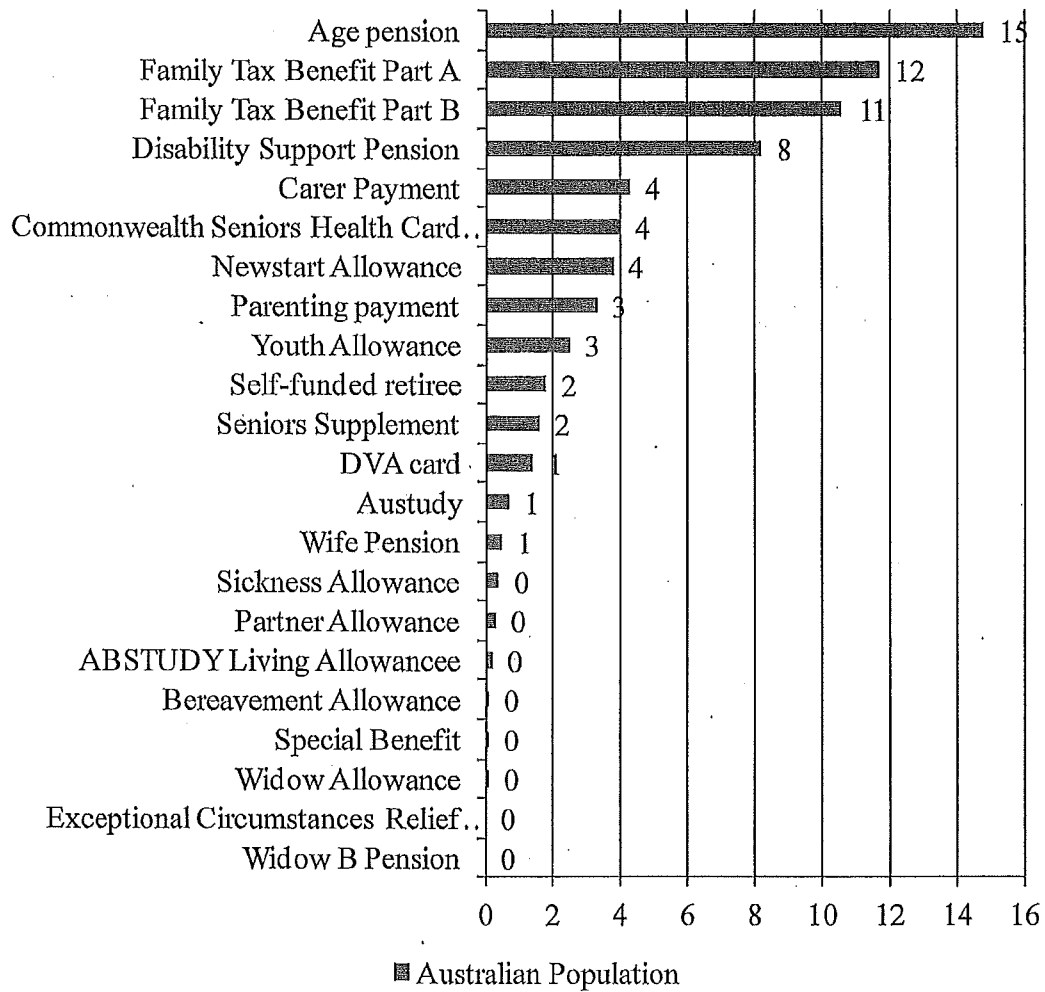
C6. Roughly speaking, into which of the following ranges would your annual personal income fall?

C9. Do you receive any of the following social benefits?

Base: All CAWI respondents (n=4,118); All Indigenous respondents (n=178)

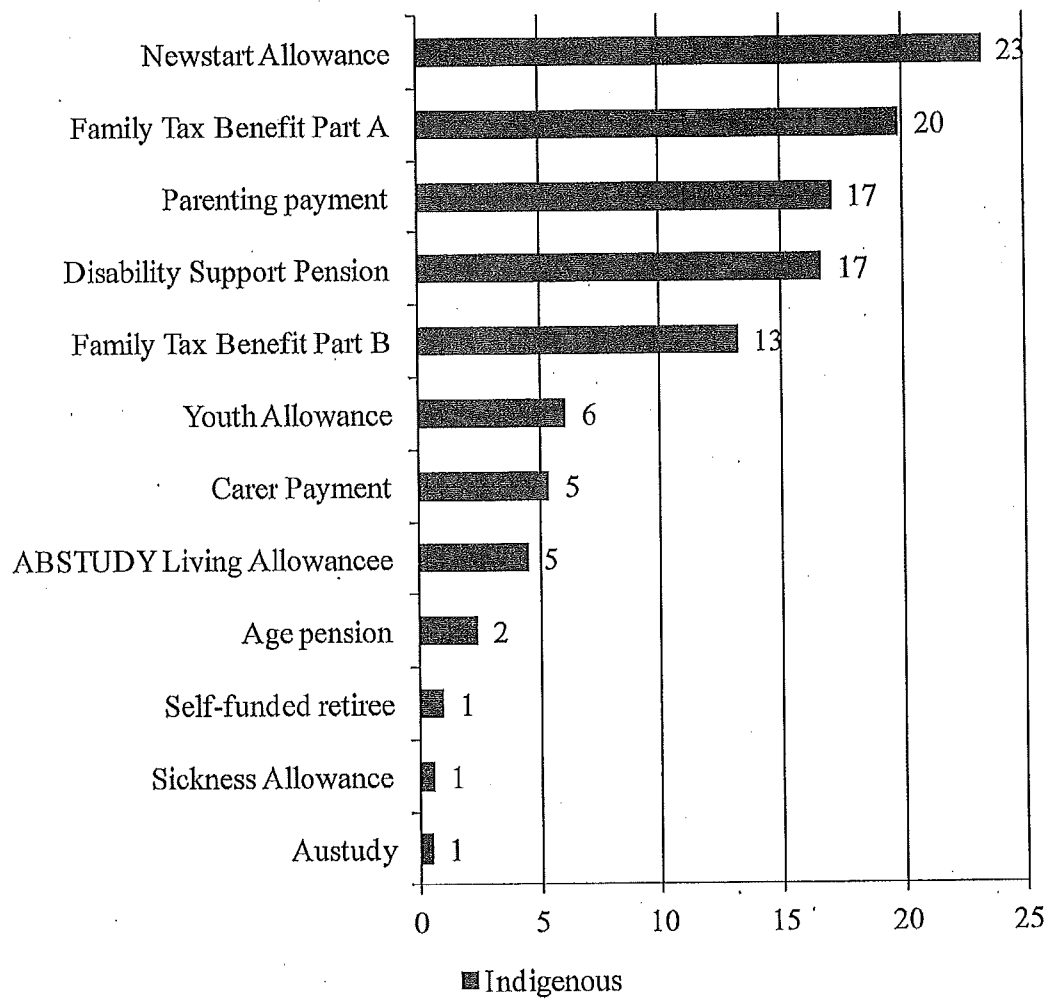
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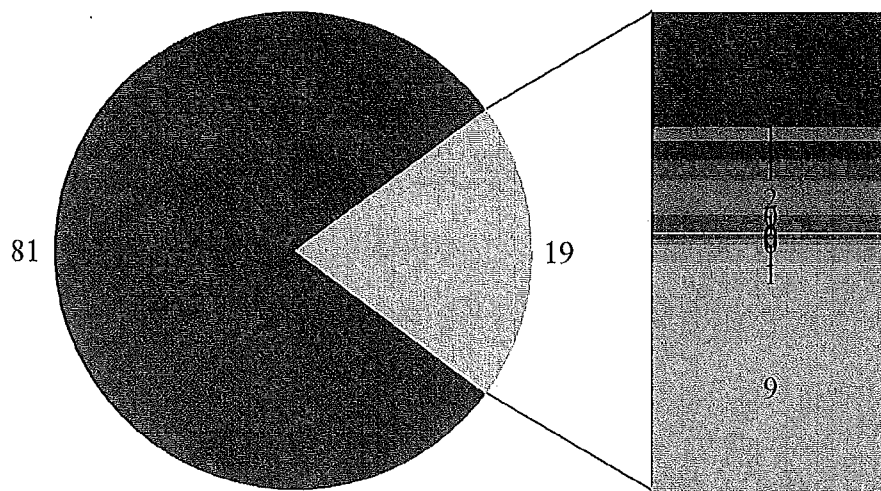


C9. Do you receive any of the following social benefits?

Base: All CAWI respondents (n=4,118)



C9. Do you receive any of the following social benefits?  
Base: All Indigenous respondents (n=178)



- English Only
- Vietnamese
- Greek
- Persian (Farsi)
- Turkish
- Serbian
- Hindi

- Chinese (Mandarin, Cantonese, etc.)
- Arabic (inc. Lebanese)
- Italian
- Spanish
- Macedonian
- German
- Other

A5. Do you speak a language other than English at home?

A6. Which language other than English do you speak at home?

Base: All CAWI respondents (n=4,118)

**APPENDIX C – CAWI BENCHMARKING QUESTIONNAIRE****PART A - SCREENERS**

- A1. Do you or does anyone in your household work in any of the following industries?  
Please select all that apply

Advertising	1	Terminate
Market or social research	2	Terminate
Marketing	3	Terminate
None of these	99	

**IF WORK IN ADVERTISING, MARKET/SOCIAL RESEARCH OR MARKETING, SAY:** Thank you for your time, but we are only interviewing people in certain industries.

- A2. Are you...

Male	1	Check Quota
Female	2	Check Quota

**IF SEX QUOTA FULL, SAY:** Thank you for your time and assistance but we have spoken to enough males/females

- A3. In which of these age groups do you belong?

Under 18	1	Terminate
18-24	2	Check Quota
25-34	3	Check Quota
35-44	4	Check Quota
45-54	5	Check Quota
55-64	6	Check Quota
65+	7	Check Quota
Refused	99	Terminate

**IF UNDER 18 OR REFUSED, SAY:** Thank you for your time, but we are only interviewing people in certain age groups.

**IF AGE QUOTA FULL, SAY:** Thank you for your time, but we are interviewing people in certain age groups and we have already spoken to enough people in your aged group.

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A4. Where do you live?

Sydney	1	Check Quota
Other NSW	2	Check Quota
Melbourne	3	Check Quota
Other Victoria	4	Check Quota
Brisbane	5	Check Quota
Other Queensland	6	Check Quota
Adelaide	7	Check Quota
Other SA	8	Check Quota
Perth	9	Check Quota
Other WA	10	Check Quota
ACT	11	Check Quota
Tasmania	12	Check Quota
NT	13	Check Quota

**CHECK LOCATION QUOTA. IF QUOTA FULL, SAY:** Thank you for your time, but we are interviewing people in certain locations around Australia and we have already spoken to enough people in your area.

A5. Please enter your postcode

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A6. Do you speak a language other than English at home?

Yes	1	Ask A7
No	2	Go to B1

**IF 'YES' (CODE 1 AT A7) ASK A7**

A7. Which language other than English do you speak at home?

Chinese (Mandarin, Cantonese, etc.)	1
Vietnamese	2
Arabic (inc. Lebanese)	3

Greek	4
Italian	5
Persian (Farsi)	6
Spanish	7
Turkish	8
Macedonian	9
Serbian	10
German	11
Hindi	12
Other	98

**PART B – HOUSEHOLD ASSISTANCE PACKAGE**

- B1. Have you heard about the new Household Assistance Package the Australian Government will be introducing?

Yes	1	Ask B2 & B3
No	2	Go To B4
Don't know	3	Go To B4

**IF 'YES' (CODE 1 AT B1) ASK B2 AND B3**

- B2. What do you understand/know about the Household Assistance Package?

PLEASE TYPE YOUR ANSWERS IN THE TEXT BOXES BELOW

Who is eligible?

What type of assistance will people receive?

When does the package start?

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What else do you know about the Household Assistance Package?

B3. Where did you hear about the new Household Assistance Package?

(Please choose as many sources as apply to you)

MULTIPLE RESPONSE

TV Advertising	1
TV News/Current Affairs	2
Newspaper Advertising	3
Newspaper Article/Story	4
Radio Advertising	5
Radio News/Talkback/Current affairs	6
Magazine Advertising	7
Magazine Article/Story	8
Billboard/Poster	9
Government website	10
Internet Advertising	11
Other Internet	12
Government Department	13
Government Agency (e.g. Centrelink)	14
Direct Mail/Brochure/Leaflet	15
Family/Friends	16
Other (specify)	98
Don't Know	99

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B4. In July 2011 the Australian Government announced the Household Assistance Package, which is designed to provide a range of Australian households with some help with their everyday expenses.

The Household Assistance Package includes:

- An initial payment to many people already receiving a government payment
- Increases to regular government payments from 2013
- Tax cuts for low and middle income households
- Additional payments for other low/single income households

Before today, were you aware of any of the assistance or benefits in the Household Assistance Package?

Yes	1
No	2
Don't know	3

**ASK ALL**

B5. Do you think you will receive any assistance and benefits as a result of the Household Assistance Package?

Yes	1	Ask B6
No	2	Ask B6
Don't know	3	Go To B8

**IF CODE 1 OR 2 AT B5, ASK B6**

B6. Why do you think you will/will not receive financial assistance and benefits as a result of the Household Assistance Package?

PLEASE TYPE YOUR ANSWER IN THE TEXT BOX BELOW

**IF CODE 1 AT B5, ASK B7**

B7: What sort/degree of assistance do you think you'll receive?

PLEASE TYPE YOUR ANSWER IN THE TEXT BOX BELOW

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**ASK ALL**

- B8. Which of these types of people do you think will get financial assistance and benefits as a result of the Household Assistance Package?

(Please choose as many as you think)

**MULTIPLE RESPONSE**

First-time Home Buyers	1
Taxpayers with annual income below \$80,000	2
Taxpayers with annual income above \$80,000	3
Self-funded retirees	4
Middle income families with one primary earner	5
Families with children in child-care	6
Those receiving Family Tax Benefit Part A	7
Those receiving Family Tax Benefit Part B	8
Aged pensioners	9
Families with primary school children	10
Those receiving Newstart Allowance	11
Those receiving Youth Allowance	12
Commonwealth Seniors Health Card Holders	13
War Veterans	14
Those receiving Disability Support Pension	15
Those receiving a carer payment	16
Self-Employed people who make a tax loss	17
Self-Employed people who pay income tax	18
Those receiving Parenting Payment	19
Low income households	20
Those receiving other types of social benefit payments	21
University/College/TAFE students	22
Other (specify)	98
Don't know	99

**ASK ALL**

- B9. If you wanted to find out more about the Household Assistance Package, where would you look/ask first to find out more information?

Internet search engine	1
Government website	2
Government phone hotline	3
Australian Government shopfront (eg Centrelink/Family Assistance Office)	4
Other (specify)	98
Don't know	99

### **PART C – DEMOGRAPHICS**

- C1. What is your marital status?

Single, never married	1
Married	2
In a de facto relationship	3
Separated	4
Divorced	5
Widowed	6
Other (specify)	98

- C2. Which of these best describes your current living arrangements?

Live alone	1
Partner and no children	2
Partner and children	3
Single parent	4
With parents	5
Boarder	6
Shared household or group house	7
Other (specify)	98

- C3. Are you now in paid employment?

Yes, full-time (35 hours or more per week)	1
Yes, part-time (Less than 35 hours per week)	2
No	3

**IF NOT EMPLOYED (CODE 3 ON C3)**

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C4. Are you now looking for a paid job?

Looking for paid job	1
Retired	2
Student	3
Non-worker	4
Home duties	5
Can't say	98
Refused	99

C5. What is the highest level of education you've reached?

Some/finished primary school	1
Some secondary school	2
Some technical or commercial	3
4 <sup>th</sup> Form/Intermediate/Year 10	4
5 <sup>TH</sup> Form/Leaving/Year 11	5
Finished technical or commercial/TAFE	6
Finished or now studying for matriculation/H.S.C./V.C.E./Year 12	7
Some university/C.A.E. training	8
Now at university	9
Tertiary diploma, not university	10
Undergraduate degree	11
Postgraduate degree	12

**IF EMPLOYED (CODE 1 OR 2 ON C3) ASK C6:**C6. Roughly speaking, into which of the following ranges would your annual personal income fall?

Under \$15,000	1
\$15,000 to \$19,999	2
\$20,000 to \$24,999	3
\$25,000 to \$29,999	4

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\$30,000 to \$39,999	5
\$40,000 to \$49,999	6
\$50,000 to \$59,999	7
\$60,000 to \$69,999	8
\$70,000 to \$79,999	9
\$80,000 to \$99,999	10
\$100,000 to \$129,999	11
\$130,000 or more	12
Can't say	98
Refused	99

- C7. Roughly speaking, into which of the following ranges does your household annual income before tax fall?

Under \$15,000	1
\$15,000 to \$19,999	2
\$20,000 to \$24,999	3
\$25,000 to \$29,999	4
\$30,000 to \$39,999	5
\$40,000 to \$49,999	6
\$50,000 to \$59,999	7
\$60,000 to \$69,999	8
\$70,000 to \$79,999	9
\$80,000 to \$99,999	10
\$100,000 to \$129,999	11
\$130,000 or more	12
Can't say	98
Refused	99

**IF EMPLOYED (CODE 1 OR 2 ON C3) ASK C8:**

- C8. Are you self-employed or not?

Yes	1
No	2

**ASK ALL**

C9. Do you receive any of the following social benefits?

ABSTUDY Living Allowance	1
Age pension	2
Austudy	3
Bereavement Allowance	4
Carer Payment	5
Commonwealth Seniors Health Card holders	6
Disability Support Pension	7
DVA card holders	8
Exceptional Circumstances Relief Payment Special Benefit	9
Family Tax Benefit Part A	10
Family Tax Benefit Part B	11
Newstart Allowance	12
Parenting payment	13
Partner Allowance	14
Self-funded retirees	15
Seniors Supplement	16
Sickness Allowance	17
Special Benefit	18
Widow Allowance	19
Widow B Pension	20
Wife Pension	21
Youth Allowance	22
None of these	99

C10. Do you consider yourself to be an Indigenous Australian – Aboriginal or Torres Strait Islander?

Yes - Aboriginal	1
Yes – Torres Strait Islander	2
Yes – Both Aboriginal and Torres Strait Islander	3
No	4

## APPENDIX D – CAPI BENCHMARKING QUESTIONNAIRE

### PART A - SCREENERS

A1. Do you consider yourself to be an Indigenous Australian – Aboriginal or Torres Strait Islander?

Yes - Aboriginal	1
Yes – Torres Strait Islander	2
Yes – Both Aboriginal and Torres Strait Islander	3
No	4

A2. Do you or does anyone in your household work in any of the following industries?  
Please select all that apply

Advertising	1	Terminate
Market or social research	2	Terminate
Marketing	3	Terminate
None of these	99	

**IF WORK IN ADVERTISING, MARKET/SOCIAL RESEARCH OR MARKETING, SAY:** Thank you for your time, but we are only interviewing people in certain industries.

A3. Are you...

Male	1	Check Quota
Female	2	Check Quota

**IF SEX QUOTA FULL, SAY:** Thank you for your time and assistance but we have spoken to enough males/females

A4. In which of these age groups do you belong?

Under 18	1	Terminate
18-24	2	Check Quota
25-34	3	Check Quota
35-44	4	Check Quota

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45-54	5	Check Quota
55-64	6	Check Quota
65+	7	Check Quota
Refused	99	Terminate

**IF UNDER 18 OR REFUSED, SAY:** Thank you for your time, but we are only interviewing people in certain age groups.

**IF AGE QUOTA FULL, SAY:** Thank you for your time, but we are interviewing people in certain age groups and we have already spoken to enough people in your aged group.

A5. Where do you live?

Sydney	1	Check Quota
Other NSW	2	Check Quota
Melbourne	3	Check Quota
Other Victoria	4	Check Quota
Brisbane	5	Check Quota
Other Queensland	6	Check Quota
Adelaide	7	Check Quota
Other SA	8	Check Quota
Perth	9	Check Quota
Other WA	10	Check Quota
ACT	11	Check Quota
Tasmania	12	Check Quota
NT	13	Check Quota

**CHECK LOCATION QUOTA. IF QUOTA FULL, SAY:** Thank you for your time, but we are interviewing people in certain locations around Australia and we have already spoken to enough people in your area.

A6. Please enter your postcode

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**PART B – HOUSEHOLD ASSISTANCE PACKAGE**

B1. Have you heard about the new Household Assistance Package the Australian Government will be introducing?



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Yes	1	Ask B2 & B3
No	2	Go To B4
Don't know	3	Go To B4

**IF 'YES' (CODE 1 AT B1) ASK B2 AND B3**

B2. What do you understand/know about the Household Assistance Package?

PLEASE TYPE YOUR ANSWERS IN THE TEXT BOXES BELOW

Who is eligible?

What type of assistance will people receive?

When does the package start?

What else do you know about the Household Assistance Package?

B3. Where did you hear about the new Household Assistance Package?

(Please choose as many sources as apply to you)

MULTIPLE RESPONSE

TV Advertising	1
TV News/Current Affairs	2

Newspaper Advertising	3
Newspaper Article/Story	4
Radio Advertising	5
Radio News/Talkback/Current affairs	6
Magazine Advertising	7
Magazine Article/Story	8
Billboard/Poster	9
Government website	10
Internet Advertising	11
Other Internet	12
Government Department	13
Government Agency (e.g. Centrelink)	14
Direct Mail/Brochure/Leaflet	15
Family/Friends	16
Other (specify)	98
Don't Know	99

B4. In July 2011 the Australian Government announced the Household Assistance Package, which is designed to provide a range of Australian households with some help with their everyday expenses.

The Household Assistance Package includes:

- An initial payment to many people already receiving a government payment
- Increases to regular government payments from 2013
- Tax cuts for low and middle income households
- Additional payments for other low/single income households

Before today, were you aware of any of the assistance or benefits in the Household Assistance Package?

Yes	1
No	2
Don't know	3

**ASK ALL**

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- B5. Do you think you will receive any assistance and benefits as a result of the Household Assistance Package?

Yes	1	Ask B6
No	2	Ask B6
Don't know	3	Go To B8

**IF CODE 1 OR 2 AT B5, ASK B6**

- B6. Why do you think you will/will not receive financial assistance and benefits as a result of the Household Assistance Package?

PLEASE TYPE YOUR ANSWER IN THE TEXT BOX BELOW

**IF CODE 1 AT B5, ASK B7**

- B7: What sort/degree of assistance do you think you'll receive?

PLEASE TYPE YOUR ANSWER IN THE TEXT BOX BELOW

**ASK ALL**

- B8. Which of these types of people do you think will get financial assistance and benefits as a result of the Household Assistance Package?

(Please choose as many as you think)

MULTIPLE RESPONSE

First-time Home Buyers	1
Taxpayers with annual income below \$80,000	2
Taxpayers with annual income above \$80,000	3
Self-funded retirees	4
Middle income families with one primary earner	5
Families with children in child-care	6
Those receiving Family Tax Benefit Part A	7
Those receiving Family Tax Benefit Part B	8

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Aged pensioners	9
Families with primary school children	10
Those receiving Newstart Allowance	11
Those receiving Youth Allowance	12
Commonwealth Seniors Health Card Holders	13
War Veterans	14
Those receiving Disability Support Pension	15
Those receiving a carer payment	16
Self-Employed people who make a tax loss	17
Self-Employed people who pay income tax	18
Those receiving Parenting Payment	19
Low income households	20
Those receiving other types of social benefit payments	21
University/College/TAFE students	22
Other (specify)	98
Don't know	99

**ASK ALL**

B9. If you wanted to find out more about the Household Assistance Package, where would you look/ask first to find out more information?

Internet search engine	1
Government website	2
Government phone hotline	3
Australian Government shopfront (eg Centrelink/Family Assistance Office)	4
Other (specify)	98
Don't know	99

**PART C – DEMOGRAPHICS**

C1. What is your marital status?

Single, never married	1
Married	2
In a de facto relationship	3

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Separated	4
Divorced	5
Widowed	6
Other (specify)	98

C2. Which of these best describes your current living arrangements?

Live alone	1
Partner and no children	2
Partner and children	3
Single parent	4
With parents	5
Boarder	6
Shared household or group house	7
Other (specify)	98

C3. Are you now in paid employment?

Yes, full-time (35 hours or more per week)	1
Yes, part-time (Less than 35 hours per week)	2
No	3

**IF NOT EMPLOYED (CODE 3 ON C3)**

C4. Are you now looking for a paid job?

Looking for paid job	1
Retired	2
Student	3
Non-worker	4
Home duties	5
Can't say	98
Refused	99

C5. What is the highest level of education you've reached?

Some/finished primary school	1
Some secondary school	2
Some technical or commercial	3

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4 <sup>th</sup> Form/Intermediate/Year 10	4
5 <sup>th</sup> Form/Leaving/Year 11	5
Finished technical or commercial/TAFE	6
Finished or now studying for matriculation/H.S.C./V.C.E./Year 12	7
Some university/C.A.E. training	8
Now at university	9
Tertiary diploma, not university	10
Undergraduate degree	11
Postgraduate degree	12

**IF EMPLOYED (CODE 1 OR 2 ON C3) ASK C6:**

- C6. Roughly speaking, into which of the following ranges would your annual personal income fall?

Under \$15,000	1
\$15,000 to \$19,999	2
\$20,000 to \$24,999	3
\$25,000 to \$29,999	4
\$30,000 to \$39,999	5
\$40,000 to \$49,999	6
\$50,000 to \$59,999	7
\$60,000 to \$69,999	8
\$70,000 to \$79,999	9
\$80,000 to \$99,999	10
\$100,000 to \$129,999	11
\$130,000 or more	12
Can't say	98
Refused	99

- C7. Roughly speaking, into which of the following ranges does your household annual income before tax fall?

Under \$15,000	1
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\$15,000 to \$19,999	2
\$20,000 to \$24,999	3
\$25,000 to \$29,999	4
\$30,000 to \$39,999	5
\$40,000 to \$49,999	6
\$50,000 to \$59,999	7
\$60,000 to \$69,999	8
\$70,000 to \$79,999	9
\$80,000 to \$99,999	10
\$100,000 to \$129,999	11
\$130,000 or more	12
Can't say	98
Refused	99

**IF EMPLOYED (CODE 1 OR 2 ON C3) ASK C8:**

C8. Are you self-employed or not?

Yes	1
No	2

**ASK ALL**

C9. Do you receive any of the following social benefits?

ABSTUDY Living Allowance	1
Age pension	2
Austudy	3
Bereavement Allowance	4
Carer Payment	5
Commonwealth Seniors Health Card holders	6
Disability Support Pension	7
DVA card holders	8
Exceptional Circumstances Relief Payment Special Benefit	9
Family Tax Benefit Part A	10
Family Tax Benefit Part B	11

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Newstart Allowance	12
Parenting payment	13
Partner Allowance	14
Self-funded retirees	15
Seniors Supplement	16
Sickness Allowance	17
Special Benefit	18
Widow Allowance	19
Widow B Pension	20
Wife Pension	21
Youth Allowance	22
None of these	99



## APPENDIX E – STATISTICAL RELIABILITY

### *Statistical reliability of the results*

The estimates derived for this study are based on information obtained from a sample survey and are therefore subject to sampling variability. That is, they may differ from results that would be obtained if all people in Australia who have contacted government were interviewed (i.e. a Census), or if the survey was repeated with a different sample of respondents. One measure of the likelihood of any difference is the standard error (SE) which shows the extent to which an estimate might vary by chance because only a sample of people were interviewed. An alternative way of showing this is the relative standard error (RSE) which is the SE as a percentage of the estimate.

The table below shows the SE for various sample sizes and response levels. The interpretation of this table is shown in the example below.

For example:

With a sample size of 4,000, a response set of 50% for example, has a standard error of +/-1.5 at a 95% confidence level (i.e. there are 95 chances in 100 that a repeat survey would produce a response set of between 51.5% and 48.5%).

If there were 500 respondents (i.e. n=500) to a question and 50% gave a particular response, then the standard error for that response is +/- 4.4%.

Where the relative standard error is between 30% and 49% results should be regarded as moderately reliable and where the relative standard error is 50% or higher results should be regarded as indicative estimates only.

Total sample & sub-sets								
Survey estimate	4,000	3,500	3,000	2,500	2,000	1,500	1,000	500
Sample variance (+/-) 95% confidence intervals								
10%	0.9%	1.0%	1.1%	1.2%	1.3%	1.5%	1.9%	2.6%
20%	1.2%	1.3%	1.4%	1.6%	1.8%	2.0%	2.5%	3.5%
30%	1.4%	1.5%	1.6%	1.8%	2.0%	2.3%	2.8%	4.0%
40%	1.5%	1.6%	1.8%	1.9%	2.1%	2.5%	3.0%	4.3%
50%	1.5%	1.6%	1.8%	2.0%	2.2%	2.5%	3.1%	4.4%
60%	1.5%	1.6%	1.8%	1.9%	2.1%	2.5%	3.0%	4.3%
70%	1.4%	1.5%	1.6%	1.8%	2.0%	2.3%	2.8%	4.0%
80%	1.2%	1.3%	1.4%	1.6%	1.8%	2.0%	2.5%	3.5%
90%	0.9%	1.0%	1.1%	1.2%	1.3%	1.5%	1.9%	2.6%