

Household Assistance Package Campaign Evaluation

Campaign Phase 1 Wave 1

June 2012

- Prepared for -

Department of Families, Housing, Community Service & Indigenous Affairs
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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).

on the 13th of May, following the announcement of the Federal Budget on May 8th 2012, an information-based communication strategy began to communicate the specifics of the HAP to the target audiences. This campaign involved a combination of television, radio and print advertising, and was developed by The Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA), which is responsible for communicating the HAP. Communications materials aimed specifically at Indigenous Australians and speakers of languages other than English were launched on May 20th.

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.

1.2 Major Findings

Australian Population

- Unprompted awareness has increased significantly since the benchmark from 14% to 64%
- The increase in unprompted awareness is consistent by eligibility for assistance, although those who are eligible for CEA/CES show the highest awareness (74%)
- A quarter (25%) of those who had heard about the HAP without being prompted said it was for those on the aged pension, while one in five (20%) said it was for low income earners.

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- Fewer people in Phase 1 Wave 1 who were aware without being prompted said those on the aged pension or low income earners are eligible, while a greater proportion said those who receive Centrelink benefits are eligible, compared with Benchmark.
 - Just under half (48%) of those aware of the HAP without being prompted said it would involve financial assistance but gave no further details. One in six (15%) said it involved a one-off, lump sum payment.
 - The proportion of people who said the HAP involved financial assistance increased greatly from Benchmark, from 28% to 48% in Phase 1 Wave 1.
 - Just under half (42%) of people aware of the HAP without being prompted said it started at some time in May 2012, with the bulk of those (33%) not giving a specific date.
 - The proportion of people who correctly identified May as the start of the HAP increased from 17% at Benchmark to 42% in Phase 1 Wave 1.
 - More than half (54%) of those aware of the package without being prompted said they do not know anything further about it.
 - Generally, further knowledge of the HAP has remained consistent with Benchmark, with similar proportions saying they did not know anything further, or that it was related to the Carbon Tax.
 - As expected, TV advertising as a source of information about the HAP increased greatly following the introduction of the communications materials, with 61% of those who knew about the HAP saying they heard about it from TV advertising.
 - Just over half of people have seen or heard at least one of the nine HAP campaign advertisements
 - People are most aware of the TV advertisement, with half (50%) saying they have seen one of the three TVCs, while one in five (21%) have heard one of the radio ads and one in ten (11%) have seen one of the print ads.
 - Awareness of the advertising campaign was relatively similar across groups, although those eligible for the CEA/CES are slightly more likely to have seen any of the advertisements.
 - The most seen of the television commercials was the “Families” ad, with 30% saying they had seen it before.
 - The most heard radio commercial was the “Singles” ad (15% heard it before)
 - The most seen of the print advertisements was the “Singles” ad, with 7% saying they had seen it before.
 - Seven in ten people identified help with everyday expenses as a key message of the campaign (71%) or that the assistance will happen automatically (69%).
 - Very few people identified incorrect key messages of the campaign.
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- Half of people (50%) identified utilities such as electricity, gas and telephone as the everyday expenses covered. A further third (38%) said the HAP is to provide assistance paying for food and groceries.
 - Three in five (60%) people think the campaign is a good way for the government to inform the public about the HAP, while 24% think it is not a good way to inform people.
 - Just under a third (29%) of those who think the media campaign is a good way to inform the public said they think that because the mix of different medias is the best way to reach everyone.
 - Opinions about why the campaign is not a good way to inform the public were more divided, with the most common reason (19% of those who do not think it is a good way to inform people) being that the advertisements are confusing or don't provide enough information.
 - Negative pinions about the campaign are heavily influenced by negative perceptions of the HAP, with one in six of those who do not think it is a good way to inform people (16%) saying the campaign is a political ploy.
 - The number of people who said they do not know whether they are eligible has decreased from 40% at benchmark to 22%.
 - The proportion of those eligible for the CEA/CES who said they were eligible increased from 47% at benchmark to 67% following the start of the advertising campaign. Of the remaining third of eligible people, 23% said they do not know, while 10% think they are not eligible.
 - Perception of eligibility among those eligible for the tax cut has not changed since benchmark.
 - Just under a third of those who said they will receive assistance said it is because they already receive a pension or government payment (30%).
 - Similar proportions to benchmark said they would receive assistance because they already receive a government payment (30% in Phase 1 Wave 1 compared with 28% at benchmark). A lower proportion of people said those on middle incomes would receive assistance in this wave.
 - Those who said they will receive assistance were most likely to say they would receive unspecified financial assistance (14%) or a small amount of financial assistance (11%).
 - Just under half (43%) of those who said they will not receive assistance said it is because they do not receive any government payments, while 22% said it is because they are high income earners.
 - The proportion of people who said they would not receive assistance because they do not receive a government payment increased from 18% at benchmark to 43% in Phase 1 Wave 1.
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- Two thirds (68%) of people said those eligible for assistance would be aged pensioners or low income households (62%).
 - Only one in five people who had seen one of the advertisements before said they sought further information afterwards. Of those, the most common source of information used was government websites (16%), followed by internet search engines (7%).
 - The most common information source that would be used to find more information on the Household Assistance Package is “government website” (53%), followed by “internet search engine” (25%).

Speakers of languages other than English

- Although unprompted awareness at benchmark was similar (15% among English speakers, 12% among those who speak a language other than English), in Phase 1 Wave 1 unprompted awareness among those who speak a language other than English was much lower, with less than half (49%) aware (compared with 68% of English speakers)
- Those who speak only English at home are slightly more likely to have seen or heard any of the ads than those who speak another language at home (60% compared with 51%), due to a larger proportion who have seen at least one of the TVCS (51% compared with 42%).
- Significantly smaller proportions of those who speak a language other than English identified that it happens automatically (55%) or that it becomes part of regular payments from March next year (56%) and that those who receive a government payment will receive an initial payment (48%) than those who speak only English at home (72%, 67% and 65% respectively).
- Two thirds (66%) of those who speak a language other than English said the campaign is a good way to inform the public, significantly higher than the proportion of those who speak only English (59%).
- Despite increases since benchmark, those who speak a language other than English remain significantly less likely to perceive themselves as eligible than those who speak only English (26% compared with 37%).

Indigenous Population

- Unprompted awareness of the HAP among Indigenous Australians has increased significantly since benchmark from 11% to 56%.
- The increase in unprompted awareness is consistent across eligibility groups

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- A quarter (27%) of Indigenous respondents who had heard about the HAP said it was for those on the aged pension, while one in six (13%) said it was for low income earners. A quarter of Indigenous respondents (28%) who have heard about the HAP could not say who it was for.
 - A quarter of those aware of the HAP said it would involve financial assistance but gave no further details (24%) or said it would involve a lump sum payment (22%).
 - A third of Indigenous respondents (31%) aware of the HAP said it started at some time in May 2012, with half of those (15%) not giving a specific date. Almost a quarter could not say when the package starts (24%).
 - Two thirds (66%) of Indigenous respondents aware of the package said they do not know anything further about it
 - As expected, TV advertising as a source of information about the HAP increased greatly following the introduction of the communications materials. Three quarters (76%) of Indigenous Australians who had heard of the HAP said they found out about it from TV advertising.
 - Almost three quarters of Indigenous Australians said they have seen or heard at least one of the nine HAP campaign advertisements.
 - People are most aware of the TV advertisement, with over half (59%) saying they have seen one of the three TVCs, while over a third (39%) have heard one of the radio ads and one in five (18%) have seen one of the print ads.
 - The most seen of the television commercials was the “Families” ad, with 38% saying they had seen it before.
 - The most heard radio commercial was the “Indigenous Seniors” ad (34% heard it before)
 - The most seen of the print advertisements was the “Indigenous Families” ad, with 15% saying they had seen it before.
 - Just over half of Indigenous respondents identified help with everyday expenses (54%), that those who already receive a government payment will receive an initial payment (54%) or that the assistance will become part of regular payments from March next year (53%) as key messages of the advertising.
 - Over half of Indigenous respondents identified utilities such as electricity, gas and telephone (59%) or food and groceries (58%) as the everyday expenses covered.
 - Three quarters (75%) of Indigenous Australians think the campaign is a good way for the government to inform the public about the HAP.
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- Just over a third (37%) of Indigenous respondents who think the media campaign is a good way to inform the public said they think the campaign provides information on what is going to happen through the HAP.
 - Opinions about why the campaign is not a good way to inform the public were more divided, with the most common reason (21%) being that the advertisements are confusing or don't provide enough information.
 - There has been little change in perceived eligibility of Indigenous respondents since benchmark, with 54% of respondents saying they are eligible in wave 1 of Phase 1 compared with 49% at benchmark.
 - Perceived eligibility among those Indigenous respondents eligible for the CEA/CES has increased from 52% at benchmark to 60% in wave 1 of Phase 1. However, perceived eligibility among those eligible for the tax cut has decreased from 46% to 39%.
 - A quarter of those who said they will receive assistance said it is because they already receive a pension (26%) or other government payment (23%).
 - A third (30%) of Indigenous respondents who thought they are eligible for assistance said they would receive unspecified financial assistance.
 - A third (33%) of Indigenous respondents who said they are not eligible said it is because they work full time, while one in five (22%) said it is because they do not receive any government payment.
 - Three quarters of people said those eligible for assistance would be low income households (77%) or aged pensioners (73%).
 - Just under half (43%) of Indigenous respondents who had seen one of the advertisements before said they sought further information afterwards.
 - The most common source of information used was Australian government shopfronts, such as Centrelink offices (22%).
 - 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 (38%), with a further 34% saying they would visit a government website

1.3 Overall Conclusions

- Unprompted awareness has increased significantly since the benchmark from 14% to 64%
- Just over half of Australians said they have seen or heard at least one of the nine HAP campaign advertisements

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- The proportion of Indigenous Australians who have seen any of the ads is higher than the general population, with 72% saying they recognise at least one of the nine ads. In contrast, speakers of other languages have lower recognition, with 51% of those who speak a language other than English at home saying they recognise any of the ads
 - People are generally positive about the campaign, with 60% saying it is a good way to inform the public about the HAP
 - Although smaller proportions of the those who speak a language other than English recognise the ads, they are more positive about it. Two thirds (66%) of those who speak a language other than English said the campaign is a good way to inform the public, significantly higher than the proportion of those who speak only English (59%).
 - The number of people who said they do not know whether they are eligible has decreased from 40% at benchmark to 22%.
 - Perception of eligibility among those eligible for the tax cut has not changed since benchmark.
 - The disconnect between eligibility and perceived eligibility among those eligible for the CEA/CES in the Australian population has decreased since benchmark. The proportion of those eligible for the CEA/CES who said they were eligible increased from 47% at benchmark to 67% following the start of the advertising campaign. This has largely been driven by a decrease in the proportion of people who said they don't know if they are eligible.
 - Those who speak a language other than English remain significantly less likely to say they are eligible for assistance than those who speak only English (26% compared with 37%)
 - There has been little change in perceived eligibility of Indigenous respondents since benchmark, with 54% of respondents saying they are eligible in wave 1 of Phase 1 compared with 49% at benchmark.

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 8th 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. The communications strategy launched on the 13th of May with a mixture of television, radio and print advertising. Communications materials aimed specifically at Indigenous Australians and speakers of languages other than English were launched on May 20th.

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:

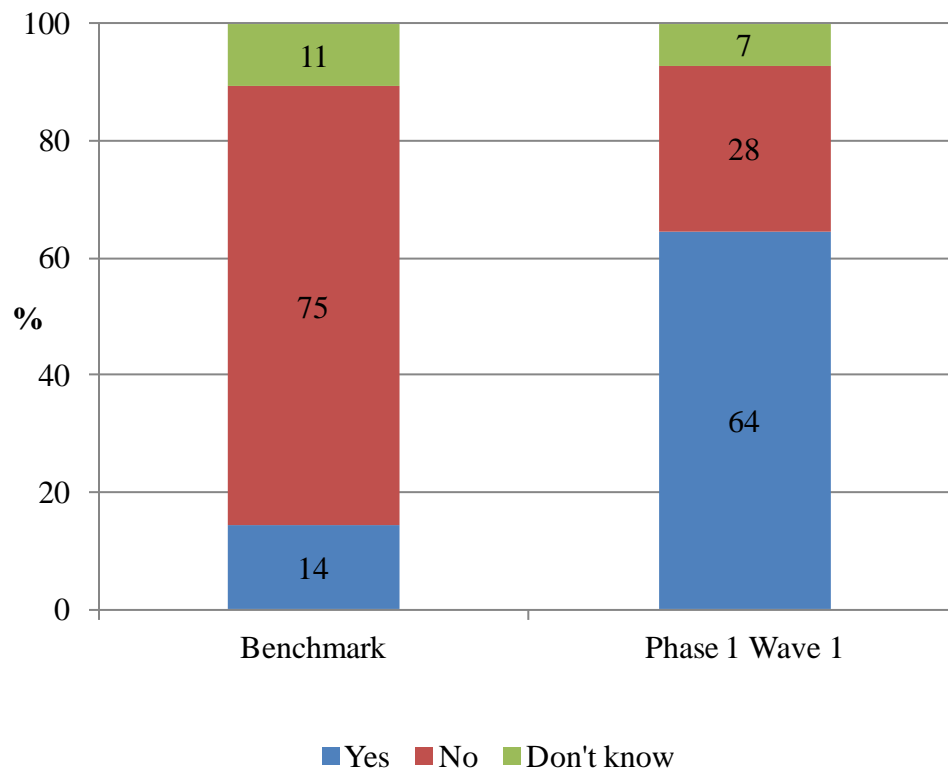
- awareness of campaign messages;
- awareness of communication materials e.g. advertisements, website;
- knowledge of the HAP payments, tax cuts and entitlements;

- 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

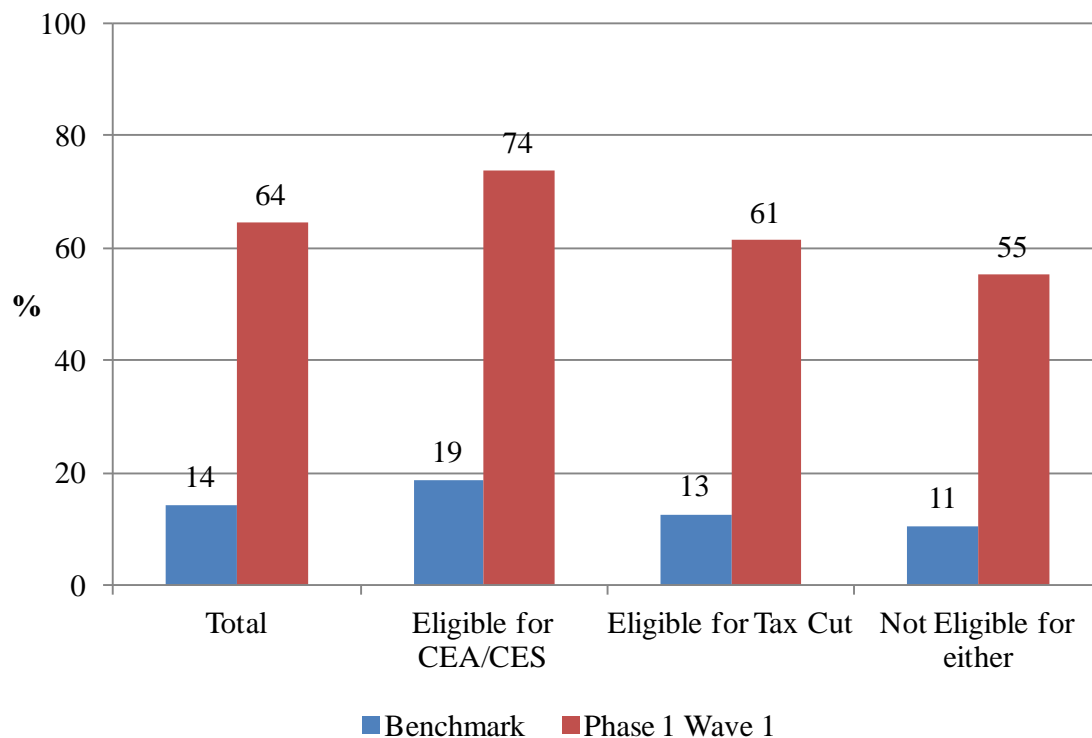
Since the benchmark, unprompted awareness of the Household Assistance package has increased significantly from 14% to 64%.



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

Base: Benchmark (n=4,118), PIW1 (n=4,000).

The increase in unprompted awareness is consistent across eligibility groups, although those who are eligible for the CEA/CES show the highest awareness, with three quarters (74%) aware, compared to just over half of those who are not eligible for either the CEA/CES or tax cuts (55%).



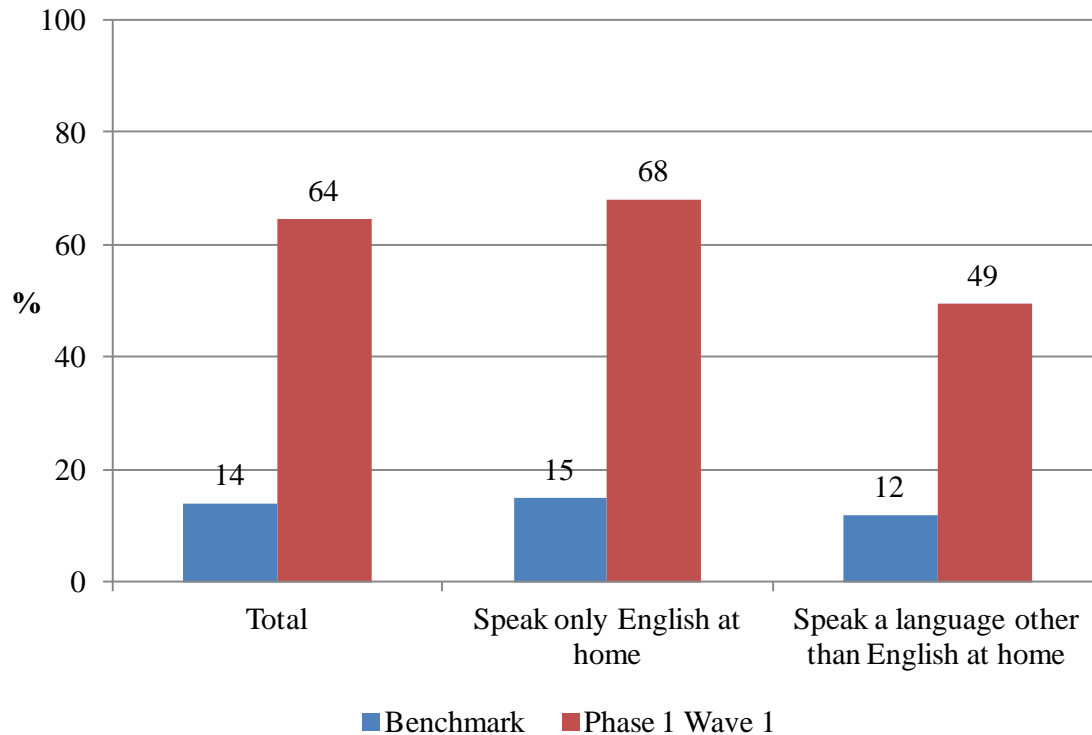
B1. Have you heard about the new Household Assistance Package the Australian Government will be introducing?

C7. Roughly speaking, into which of the following ranges would your annual personal income fall?

C10. Do you receive any of the following social benefits?

Base: All Australian population respondents (Benchmark=4,118, P1W1=4,000); those eligible for CEA and CES (Benchmark=2,149, P1W1=1,869); those eligible for tax cut (Benchmark=1,471, P1W1=1,616); those not eligible for CEA, CES or tax cut (Benchmark=933, P1W1=987).

While unprompted awareness increased greatly among those who speak a language other than English at home, this group shows much lower awareness than those who only speak English, with half aware (49%) of the HAP compared with 68% of English speakers.



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

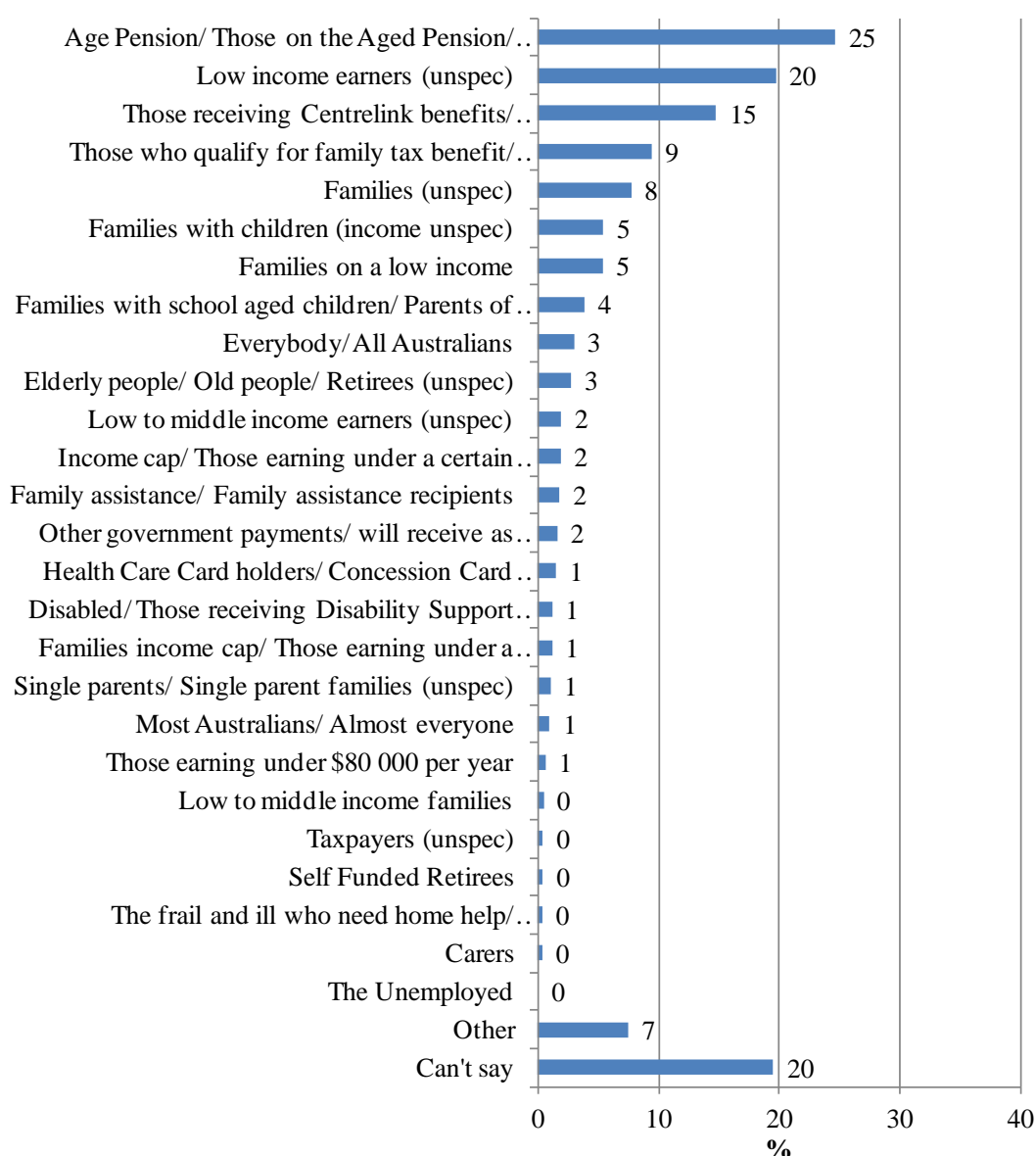
A5. Do you speak a language other than English at home?

Base: All Australian population respondents (Benchmark=4,118, PIW1=4,000); Respondents only speak English at home (Benchmark=3,439, PIW1=3,225); Respondents speak a language other than English at home (Benchmark=679, PIW1=775).

3.2 Unprompted Knowledge of HAP

A quarter (25%) of those who had heard about the HAP said it was for those on the aged pension, while one in five (20%) said it was for low income earners. One in five people (20%) who have heard about the HAP could not say who it was for.

Speakers of languages other than English were generally consistent with the population in who they thought would be eligible for assistance.



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

Base: Those aware of the Household Assistance Package (n=2,573).

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

Fewer people in Phase 1 Wave 1 said those on the aged pension or low income earners are eligible, while a greater proportion said those who receive Centrelink benefits are eligible, compared with Benchmark.

Who is Eligible for HAP - Time Series		
Channel	Benchmark (%)	Phase 1 Wave 1 (%)
Age Pension/ Those on the Aged Pension/ Pensioners	32	25
Low income earners (unspec)	25	20
Those receiving Centrelink benefits/ Government benefits	5	15
Those who qualify for family tax benefit/ Family tax benefit a or b	4	9
Families (unspec)	5	8
Families with children (income unspec)	2	5
Families on a low income	4	5
Families with school aged children/ Parents of school children/ with Children under a certain age	-	4
Everybody/ All Australians	5	3
Elderly people/ Old people/ Retirees (unspec)	5	3
Low to middle income earners (unspec)	6	2
Income cap/ Those earning under a certain income (unspec)	4	2
Family assistance/ Family assistance recipients	-	2
Other government payments/ will receive as on other government payment (New Start, Youth Allowance etc)	-	2
Health Care Card holders/ Concession Card Holders	2	1
Disabled/ Those receiving Disability Support Pension	1	1
Families income cap/ Those earning under a certain income (unspec)	-	1
Single parents/ Single parent families (unspec)	-	1
Most Australians/ Almost everyone	2	1
Those earning under \$80 000 per year	1	1
Low to middle income families	1	0
Taxpayers (unspec)	1	0
Self Funded Retirees	1	0
The frail and ill who need home help/ assistance with daily care/ assistance with the costs of running medical aids	2	0
Carers	1	0
Elderly people who need help to stay at home/ Elderly people who do not wish to go into a nursing home	2	0
The Unemployed	1	0

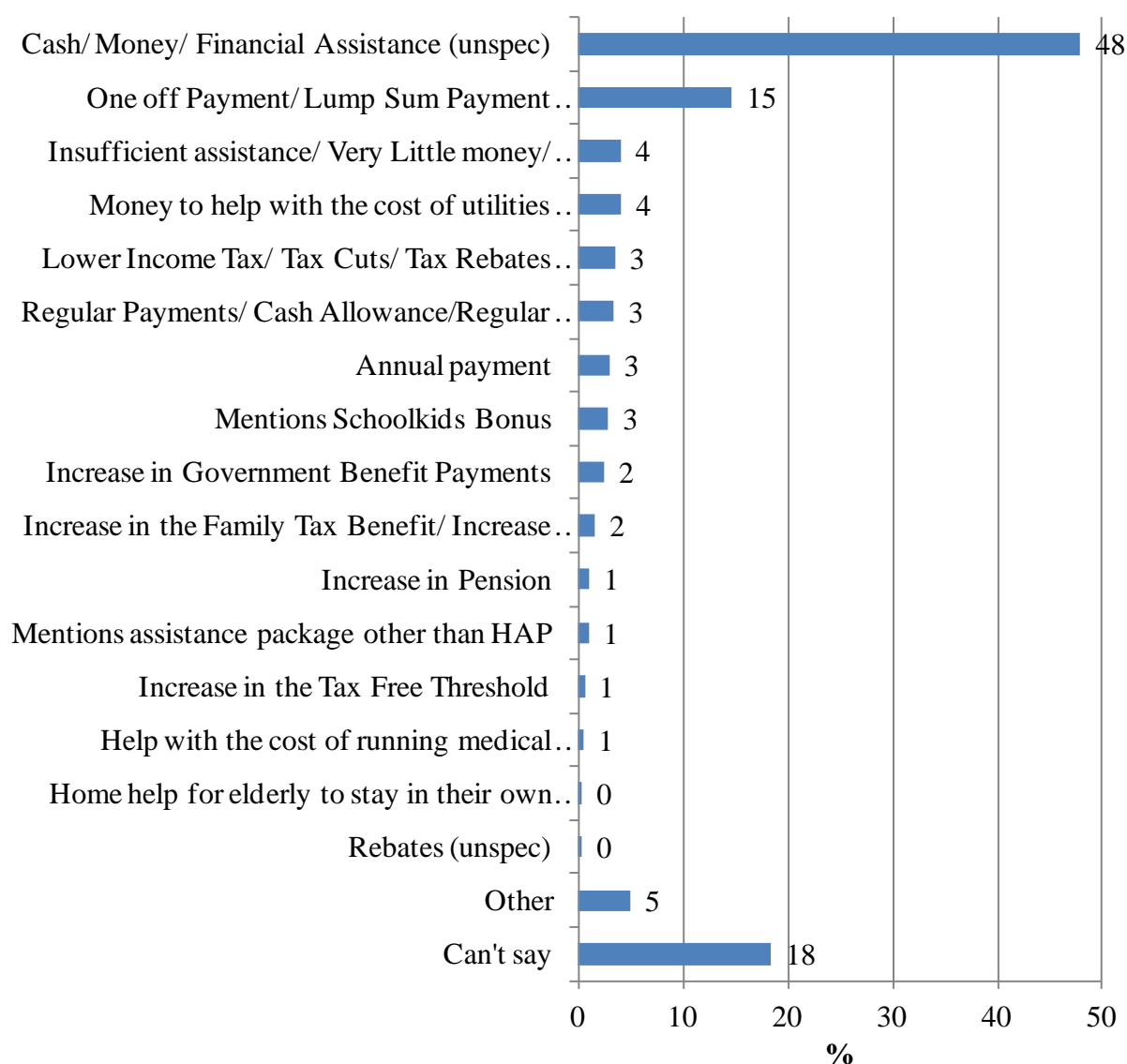
B2. What do you understand/know about the Household Assistance Package? (Who is eligible)

Base: Those aware of the Household Assistance Package (Benchmark=631, P1W1=2,573).

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

Just under half (48%) of those aware of the HAP said it would involve financial assistance but gave no further details. One in six (15%) said it involved a one-off, lump sum payment.

Speakers of languages other than English were generally consistent with the population in what type of assistance they thought would be provided.



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=2,573).

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

The proportion of people who said the HAP involved financial assistance increased greatly from Benchmark, from 28% to 48% in Phase 1 Wave 1.

Type Of Assistance Received - Time Series		
Channel	Benchmark (%)	Phase 1 Wave 1 (%)
Cash/ Money/ Financial Assistance (unspec)	28	48
One off Payment/ Lump Sum Payment (unspec)	14	15
Insufficient assistance/ Very Little money/ Not Much	4	4
Money to help with the cost of utilities (electricity, gas, heating, etc)	7	4
Lower Income Tax/ Tax Cuts/ Tax Rebates (unspec)	11	3
Regular Payments/ Cash Allowance/Regular Small Payments/ Fortnightly Payments	3	3
Annual payment	-	3
Mentions Schoolkids Bonus	-	3
Increase in Government Benefit Payments	4	2
Increase in the Family Tax Benefit/ Increase in the Family Allowance	4	2
Increase in Pension	6	1
Mentions assistance package other than HAP	-	1
Increase in the Tax Free Threshold	1	1
Help with the cost of running medical equipment (CPAP etc)	0	1
Home help for elderly to stay in their own homes longer/ Funding for services to help the elderly stay in their own	5	0
Rebates (unspec)	1	0

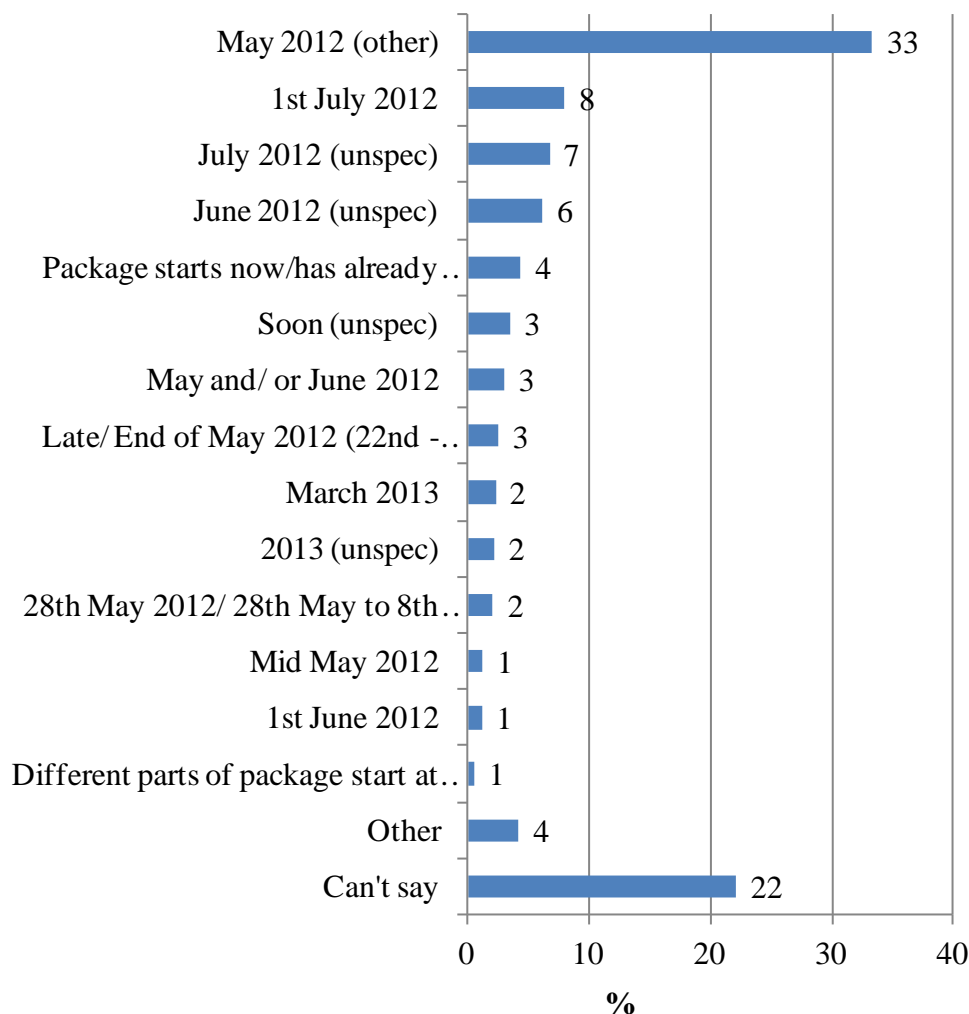
B2. What do you understand/know about the Household Assistance Package? (What type of assistance will people receive)

Base: Those aware of the Household Assistance Package (Benchmark=631, PIW1=2,573).

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

Just under half (42%) of people aware of the HAP said it started at some time in May 2012, with the bulk of those (33%) not giving a specific date. Almost a quarter could not say when the package starts (23%).

A significantly smaller proportion of those who speak a language other than English said they thought the package starts in May 2012 (33%). Otherwise, speakers of other languages were generally consistent with the population in when they think the package starts.



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=2,573).

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

The proportion of people who correctly identified May as the start of the HAP increased from 17% at Benchmark to 42% in Phase 1 Wave 1.

When HAP Starts - Time Series		
Channel	Benchmark (%)	Phase 1 Wave 1 (%)
May 2012 (other)	10	33
1st July 2012	18	8
July 2012 (unspec)	14	7
June 2012 (unspec)	4	6
Package starts now/has already started	-	4
Soon (unspec)	2	3
May and/ or June 2012	4	3
Late/ End of May 2012 (22nd - 31st, except 28th)	-	3
March 2013	-	2
2013 (unspec)	1	2
28th May 2012/ 28th May to 8th June 2012/ Pensioners from 28th May to 8th June	-	2
Mid May 2012	1	1
1st June 2012	-	1
Different parts of package start at different times	-	1
16th May 2012	2	0

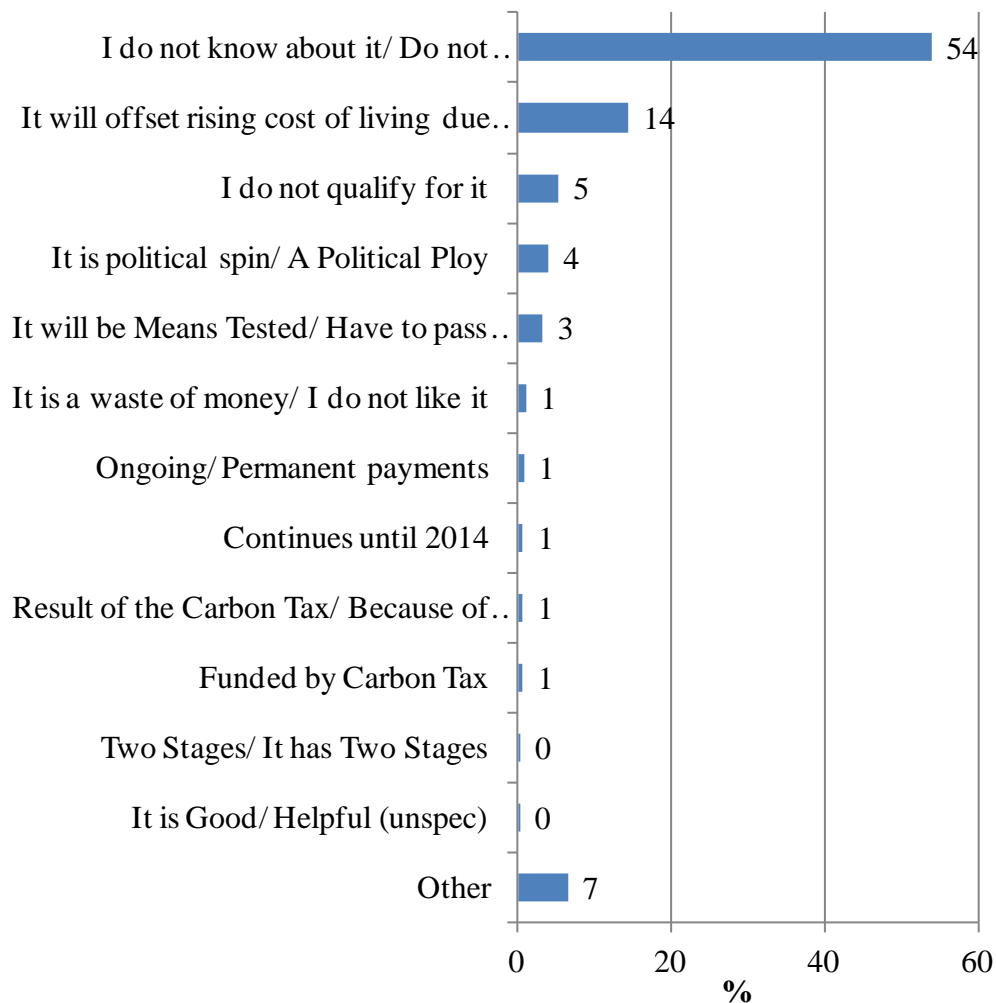
B2. What do you understand/know about the Household Assistance Package? (When does the package start)

Base: Those aware of the Household Assistance Package (Benchmark=631, P1W1=2,573).

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

More than half (54%) of those aware of the package said they do not know anything further about it. One in six (14%) people said it was to offset the cost of living increase due to the carbon tax.

Speakers of languages other than English were generally consistent with the population in what else they knew about the package.



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

Base: Those aware of the Household Assistance Package (n=2,573).

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

Generally, further knowledge of the HAP has remained consistent with Benchmark, with similar proportions saying they did not know anything further, or that it was related to the Carbon Tax.

What Else Know About HAP - Time Series		
Channel	Benchmark (%)	Phase 1 Wave 1 (%)
I do not know about it/ Do not understand what it is about	56	54
It will offset rising cost of living due to the Carbon Tax	18	14
I do not qualify for it	1	5
It is political spin/ A Political Ploy	2	4
It will be Means Tested/ Have to pass Means Test to qualify for assistance	2	3
It is a waste of money/ I do not like it	-	1
Ongoing/ Permanent payments	-	1
Continues until 2014	-	1
Result of the Carbon Tax/ Because of the Carbon Tax/ Carbon Tax (unspec)	-	1
Funded by Carbon Tax	-	1
Two Stages/ It has Two Stages	1	0
It is Good/ Helpful (unspec)	1	0

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

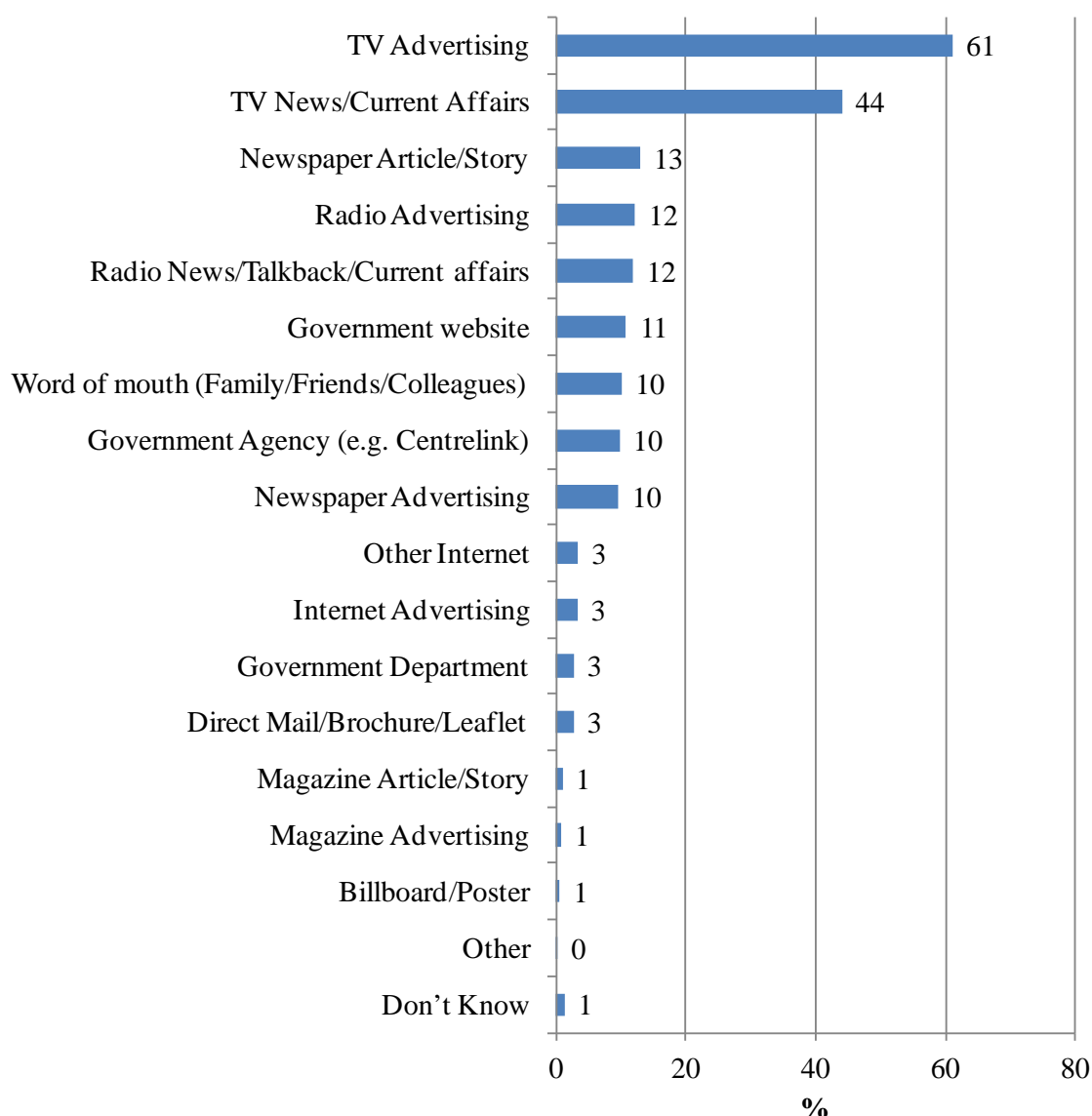
Base: Those aware of the Household Assistance Package (Benchmark=631, P1W1=2,573).

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

3.3 Source of Awareness of HAP

Almost two thirds (61%) of those who said they have heard about the Household Assistance Package said they heard about it from TV advertising. This represents 39% of all people saying they had seen TV advertising about the campaign without being prompted. Just under half (44%) of those who had heard of the HAP said they found out about it from the TV news or current affairs.

Speakers of languages other than English were generally consistent with the population in where they heard about the HAP.



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

Base: Those aware of the Household Assistance Package (n=2,573).

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

As expected, TV advertising as a source of information about the HAP increased greatly following the introduction of the communications materials.

Where Heard About HAP - Time Series		
Channel	Benchmark (%)	Phase 1 Wave 1 (%)
TV Advertising	22	61
TV News/Current Affairs	51	44
Newspaper Article/Story	20	13
Radio Advertising	10	12
Radio News/Talkback/Current affairs	17	12
Government website	12	11
Word of mouth (Family/Friends/Colleagues)	14	10
Government Agency (e.g. Centrelink)	9	10
Newspaper Advertising	11	10
Other Internet	4	3
Internet Advertising	3	3
Government Department	3	3
Direct Mail/Brochure/Leaflet	4	3
Magazine Article/Story	2	1
Magazine Advertising	1	1
Billboard/Poster	1	1
Other	3	0
Don't Know	3	1

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

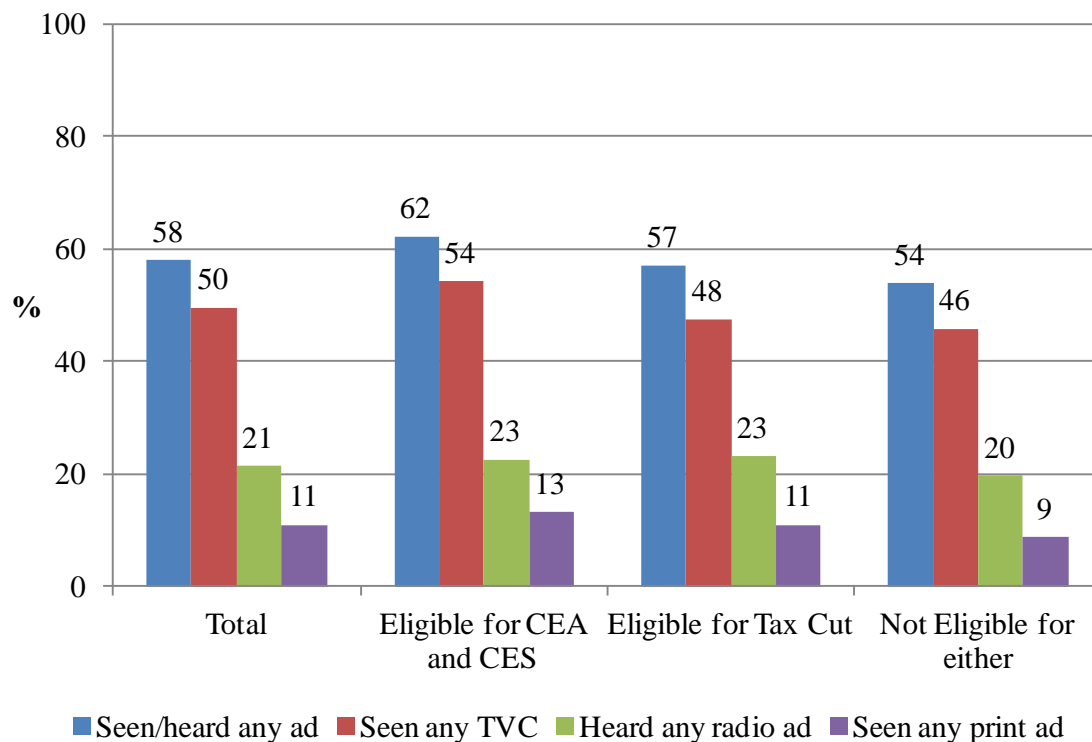
Base: Those aware of the Household Assistance Package (Benchmark=631, PIW1=2,573).

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

3.4 Campaign Awareness

Just over half of people said they have seen or heard at least one of the nine HAP campaign advertisements. People are most aware of the TV advertisement, with half (50%) saying they have seen one of the three TVCs, while one in five (21%) have heard one of the radio ads and one in ten (11%) have seen one of the print ads.

Awareness of the advertising campaign was relatively similar across groups, although those eligible for the CEA/CES are slightly more likely to have seen any of the advertisements.



B4. Before today, had you seen this television advertisement?

B5. Before today, had you heard this radio advertisement?

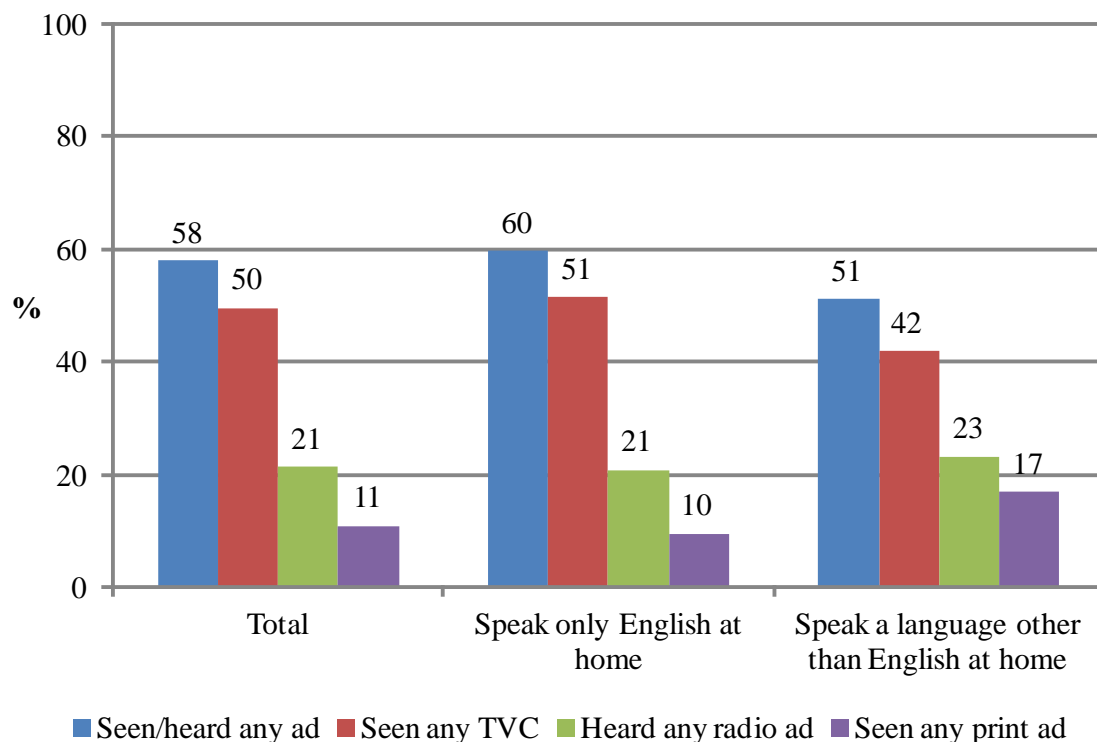
B6. Before today, had you seen this print advertisement?

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=4,000); those eligible for CEA and CES (n=1,869); those eligible for tax cut (n=1,616); those not eligible for CEA, CES or tax cut (n=987).

Those who speak only English at home are slightly more likely to have seen or heard any of the ads than those who speak another language at home (60% compared with 51%), due to a larger proportion who have seen at least one of the TVCS (51% compared with 42%). In contrast, those who speak a language other than English at home were more likely to have heard a radio ad (23%) or seen a print ad (17%) than those who speak only English (21% and 10% respectively).



B4. Before today, had you seen this television advertisement?

B5. Before today, had you heard this radio advertisement?

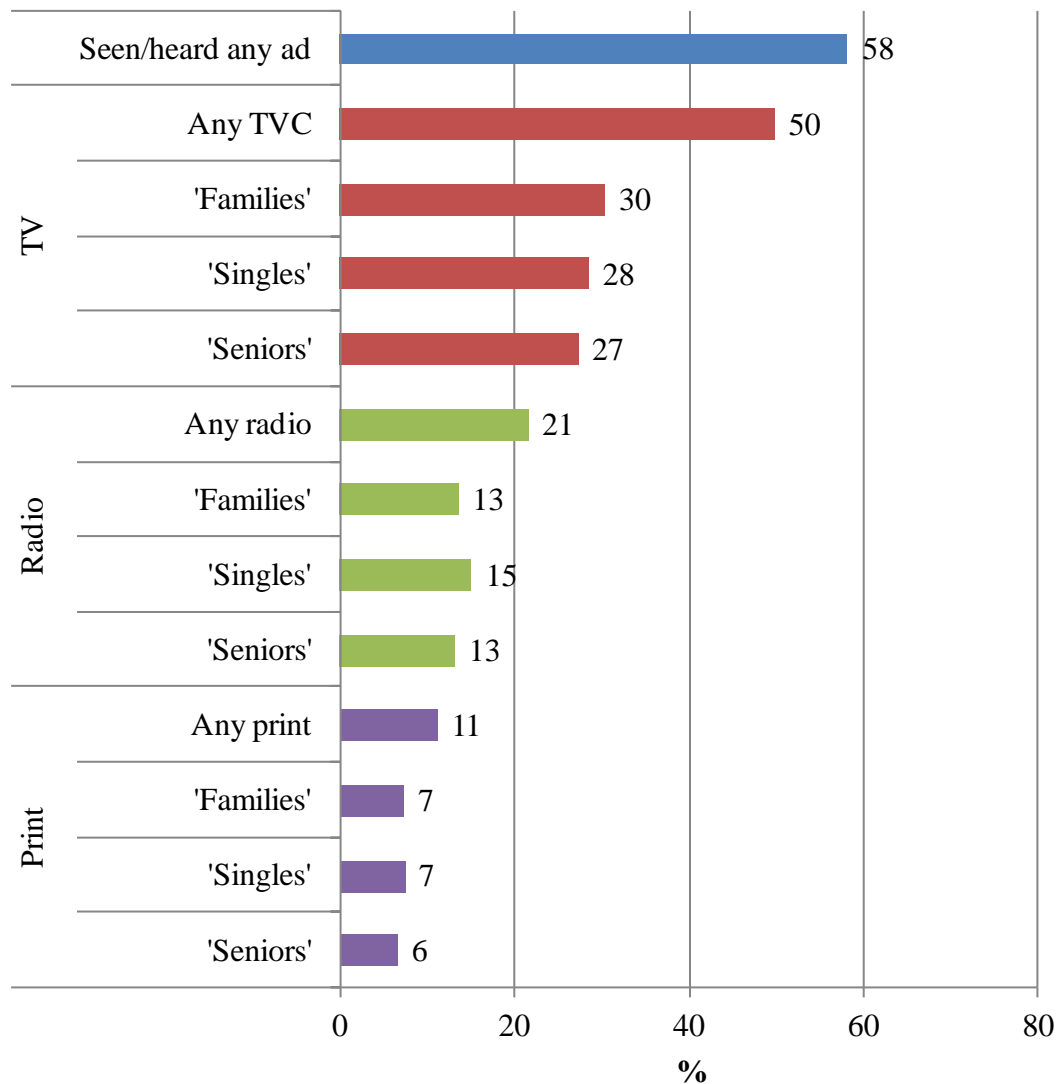
B6. Before today, had you seen this print advertisement?

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

Base: All Australian population respondents (n=4,000); Respondents only speak English at home (n=3,225);

Respondents speak a language other than English at home (n=775).

Each variation of the advertisements was seen by a relatively similar proportion of people. The most seen of the television commercials was the “Families” ad, with 30% saying they had seen it before. The most heard radio commercial was the “Singles” ad (15% heard it before) and the most seen of the print advertisements was the “Singles” ad, with 7% saying they had seen it before.



B4. Before today, had you seen this television advertisement?

B5. Before today, had you heard this radio advertisement?

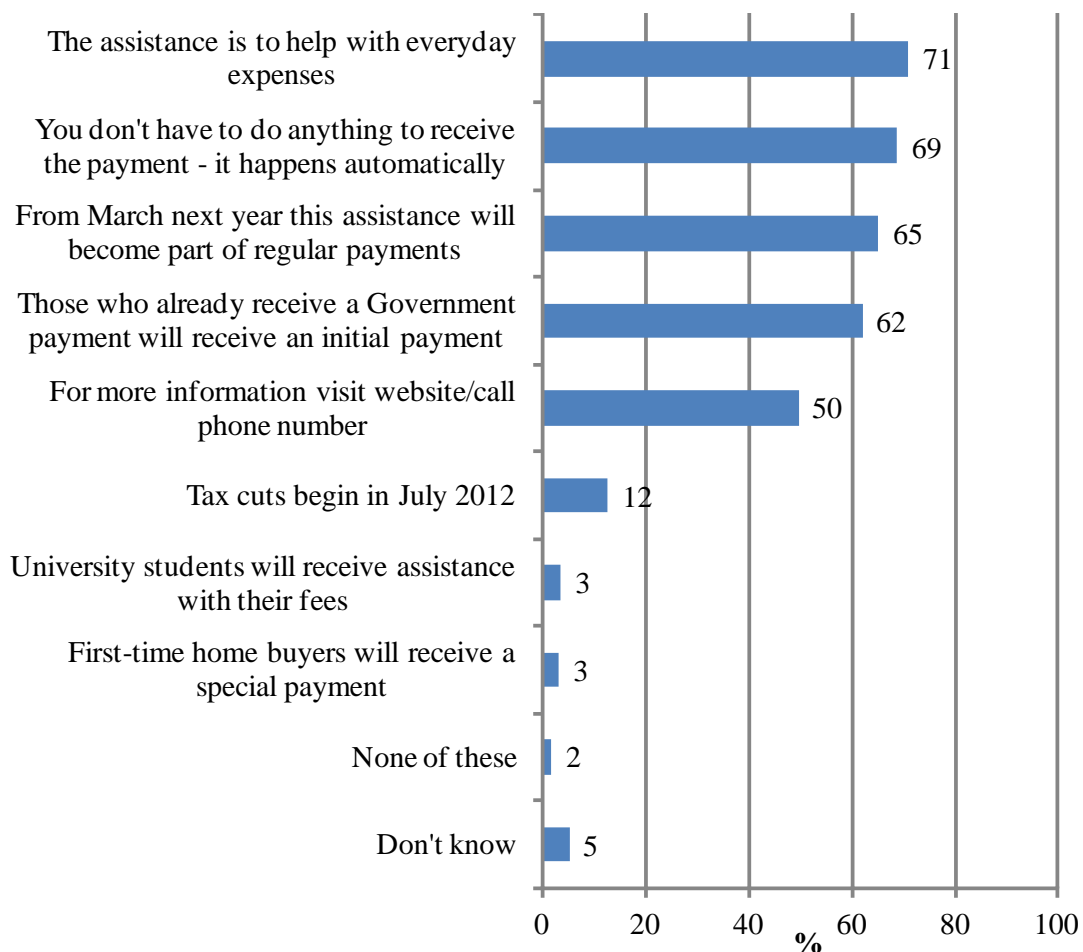
B6. Before today, had you seen this print advertisement?

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

Base: All Australian population respondents (n=4,000).

3.5 Campaign Evaluation

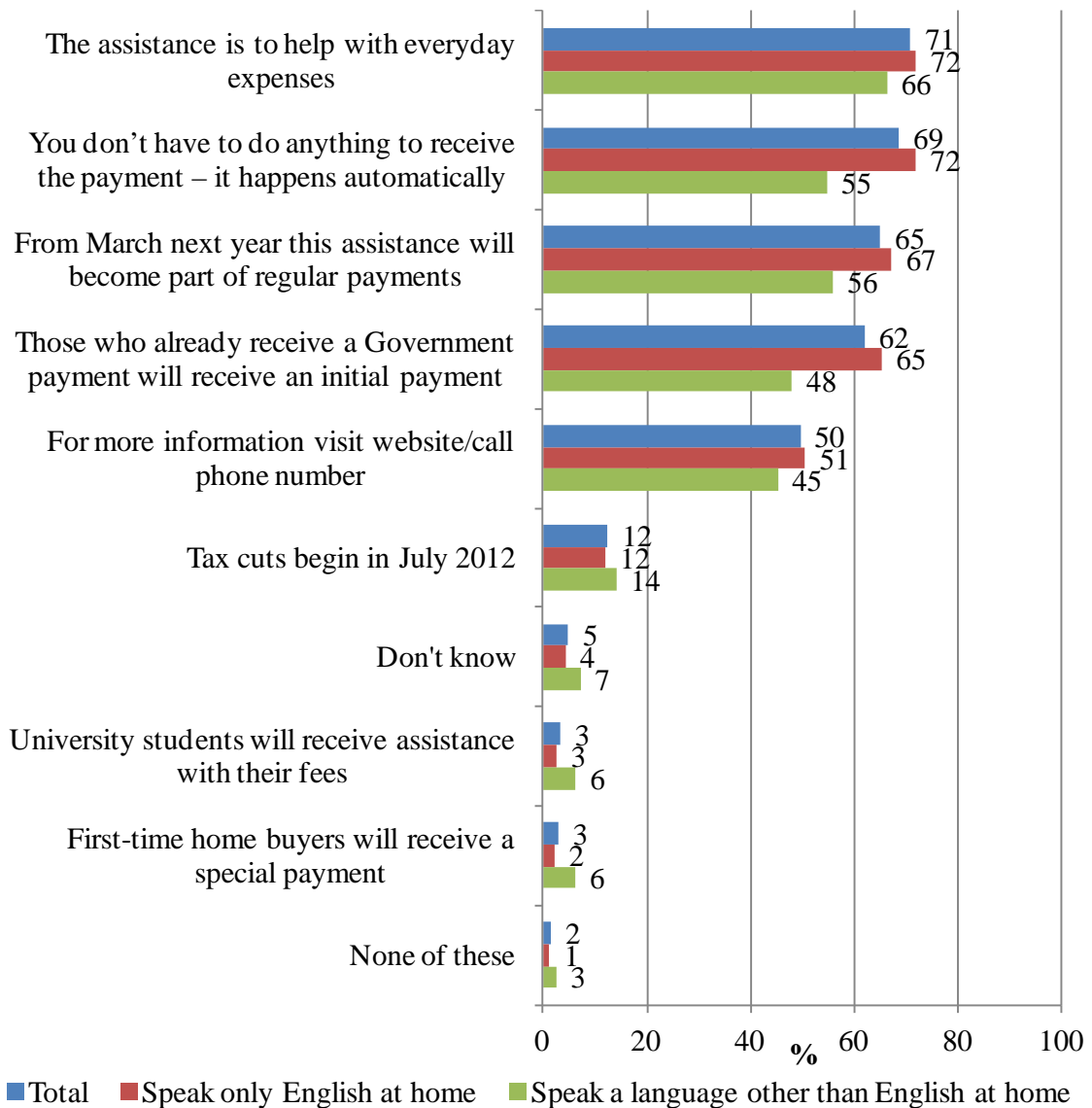
Seven in ten people (71%) identified help with everyday expenses as a key message of the campaign, with a similar proportion (69%) identifying the fact the assistance will happen automatically. Two thirds of people said key messages were that it would become part of regular payments (65%) or that those already receiving government payments would receive an additional payment (62%). Very few people incorrectly identified the key messages of the campaign.



B7. Thinking about all of the different television, radio and print advertisements you have just seen, what do you think were the key messages of the advertisements?

Base: All Australian population respondents (n=4,000).

Significantly smaller proportions of those who speak a language other than English identified that it happens automatically (55%) or that it becomes part of regular payments from March next year (56%) and that those who receive a government payment will receive an initial payment (48%) than those who speak only English at home (72%, 67% and 65% respectively).



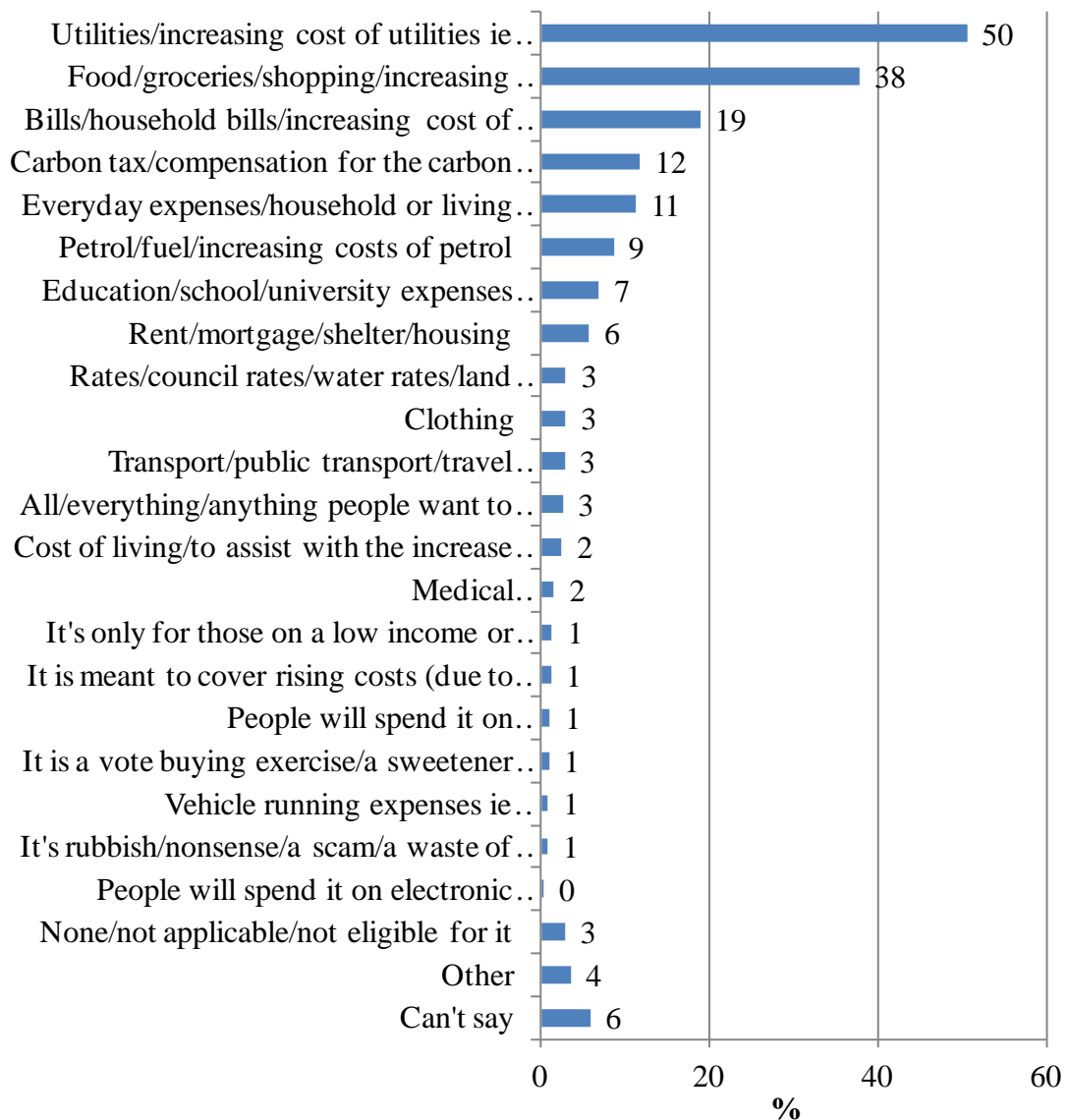
B7. Thinking about all of the different television, radio and print advertisements you have just seen, what do you think were the key messages of the advertisements?

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

Base: All Australian population respondents (n=4,000); Respondents only speak English at home (n=3,225); Respondents speak a language other than English at home (n=775).

Half of people (50%) identified utilities such as electricity, gas and telephone as the everyday expenses covered. A further third (38%) said the HAP is to provide assistance paying for food and groceries.

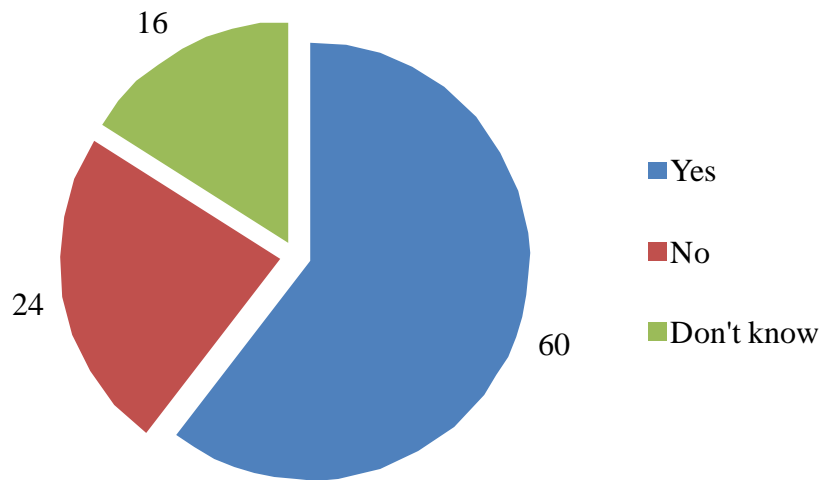
Speakers of languages other than English were generally consistent with the population in perceptions of the types of everyday expenses covered by the package.



B8. The advertising mentions that the Household Assistance Package is designed to help you with your everyday expenses. What types of everyday expenses do you think the package is for?

Base: All Australian population respondents (n=4,000).

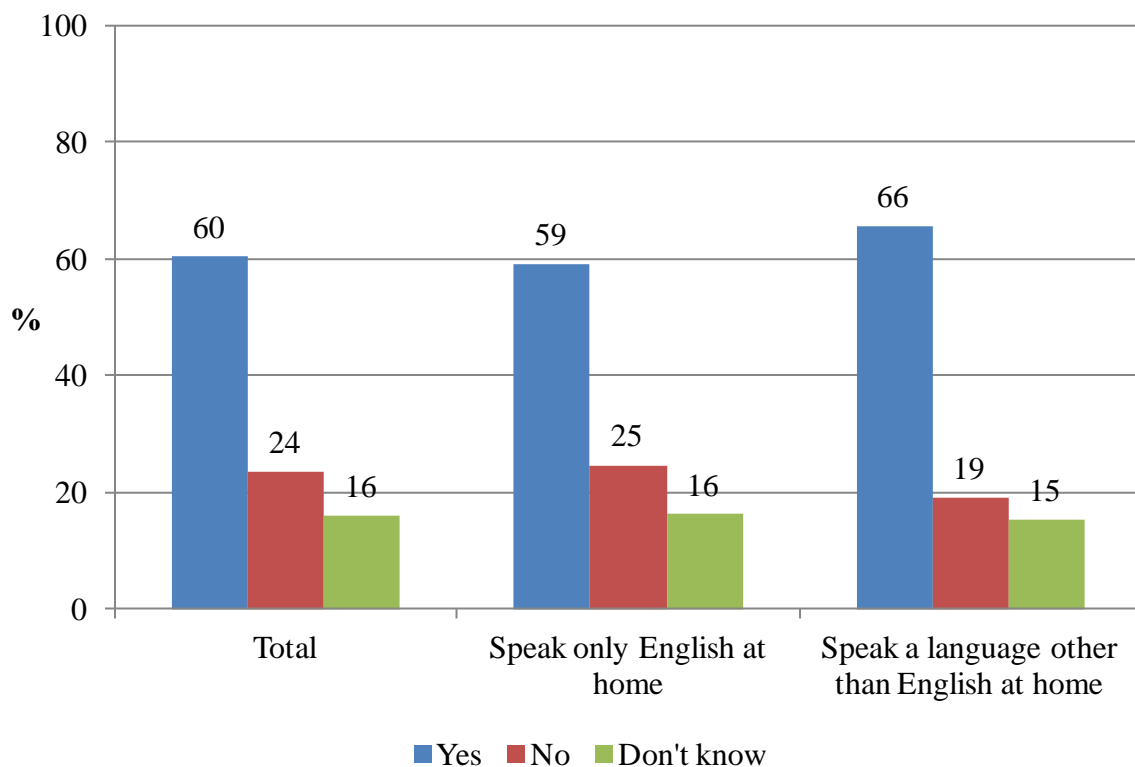
Three in five (60%) people think the campaign is a good way for the government to inform the public about the HAP.



B9. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

Base: All Australian population respondents (n=4,000).

Although there is less unprompted awareness of the campaign among those who speak a language other than English, and a smaller proportion have seen the ads, they are more positive than those who speak only English. Two thirds (66%) of those who speak a language other than English said the campaign is a good way to inform the public, significantly higher than the proportion of those who speak only English (59%).



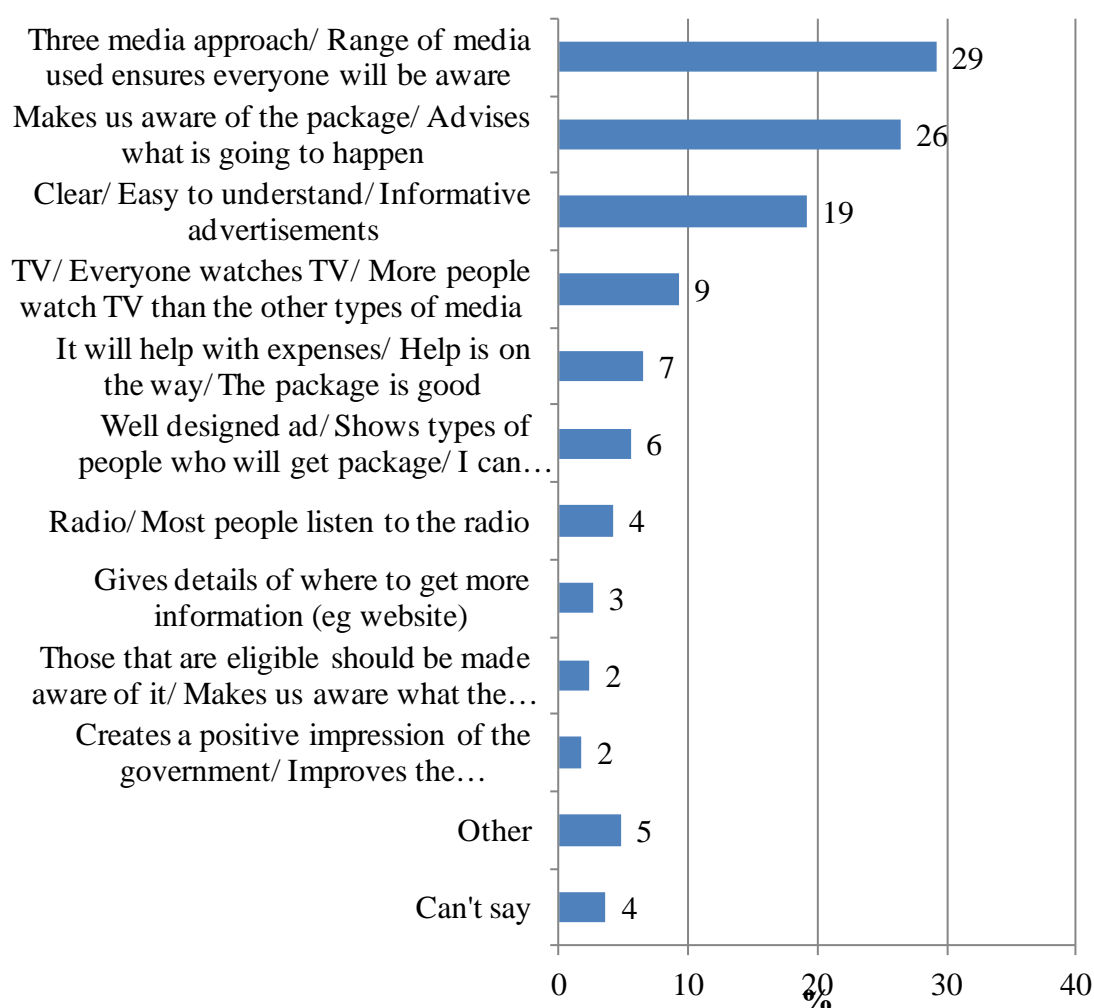
B9. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

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

Base: All Australian population respondents (n=4,000); Respondents only speak English at home (n=3,225); Respondents speak a language other than English at home (n=775).

Just under a third (29%) of those who think the media campaign is a good way to inform the public said they think that because the mix of different medias is the best way to reach everyone. A further quarter (26%) of respondents said they think the campaign provides information on what is going to happen through the HAP, while 19% said the advertisements are clear and easy to understand.

Speakers of languages other than English were generally consistent with the population in perceptions of why the campaign is a good way to inform the public.



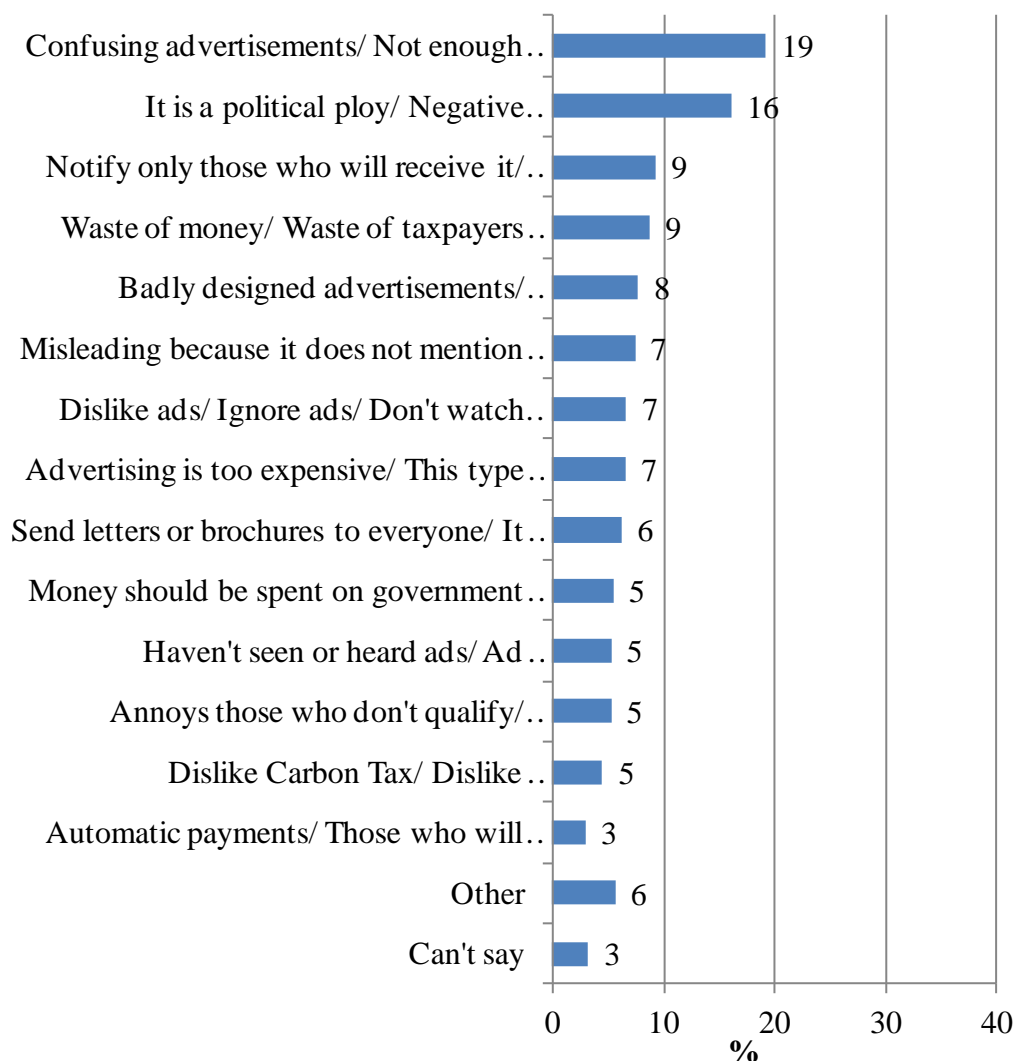
B9. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

B10. Why is that?

Base: All Australian population respondents who think campaign is a good way to inform the public (n=2,401).

Opinions about why the campaign is not a good way to inform the public were more divided, with the most common reason (19%) being that the advertisements are confusing or don't provide enough information. Negative opinions about the campaign are also heavily influenced by negative perceptions of the HAP, with one in six (16%) people who think the campaign is not a good way to inform the public saying the campaign is a political ploy.

Speakers of languages other than English were generally consistent with the population in perceptions of why the campaign is not a good way to inform the public.



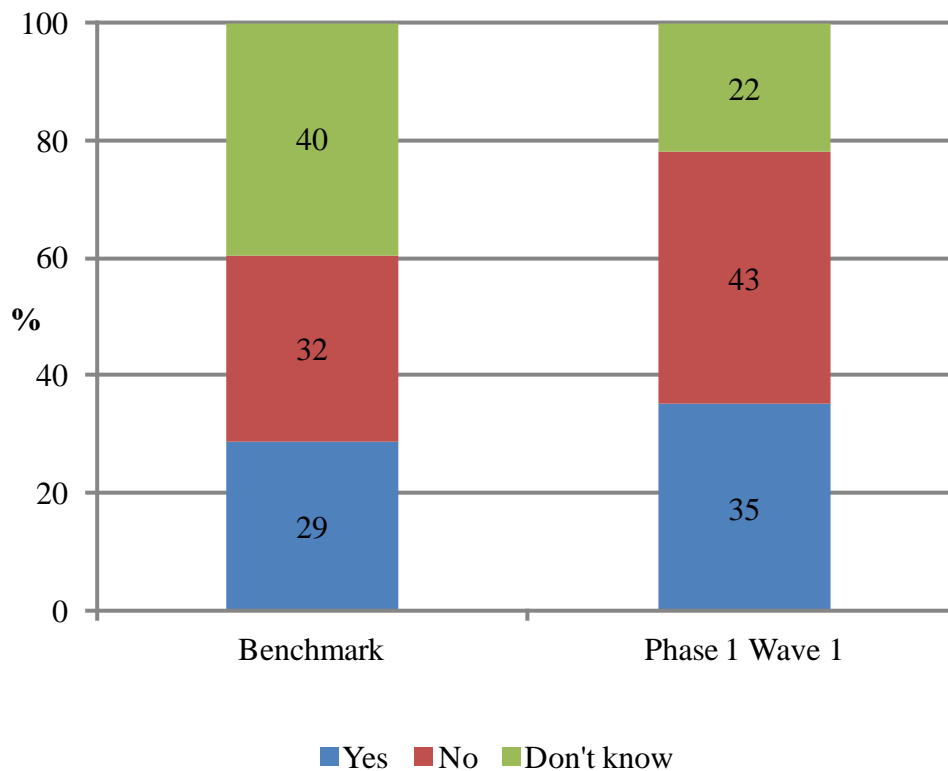
B9. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

B10. Why is that?

Base: All Australian population respondents who think campaign is not a good way to inform the public (n=953).

3.6 Perceived Eligibility for HAP

The number of people who said they do not know whether they are eligible has decreased from 40% at benchmark to 22%.



B12. Do you think you will receive any assistance and benefits as a result of the Household Assistance Package?

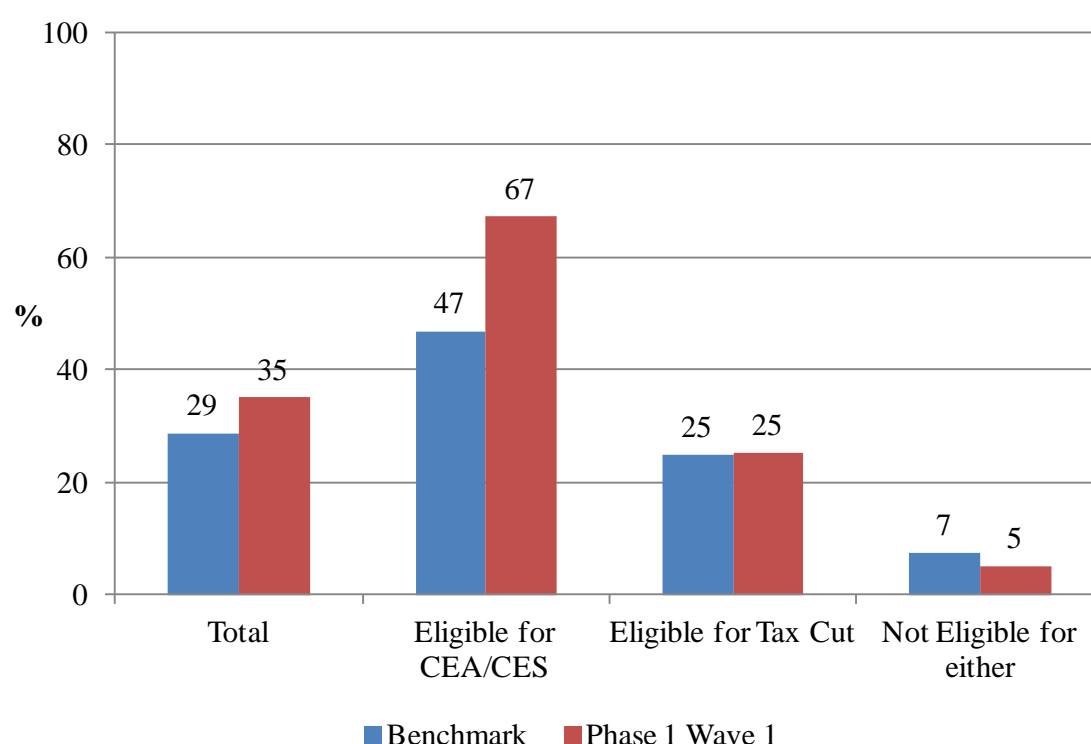
C6. Roughly speaking, into which of the following ranges would your annual personal income fall?

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

Base: All Australian population respondents (Benchmark=4,118, P1W1=4,000).

The disconnect between eligibility and perceived eligibility among those eligible for the CEA/CES has decreased since benchmark. The proportion of those eligible for the CEA/CES who said they were eligible increased from 47% at benchmark to 67% following the start of the advertising campaign (an increase of 20%). Of the remaining third of those eligible for the CEA/CES, 23% said they do not know, while 10% think they are not eligible.

Perception of eligibility among those eligible for the tax cut has not changed since benchmark.



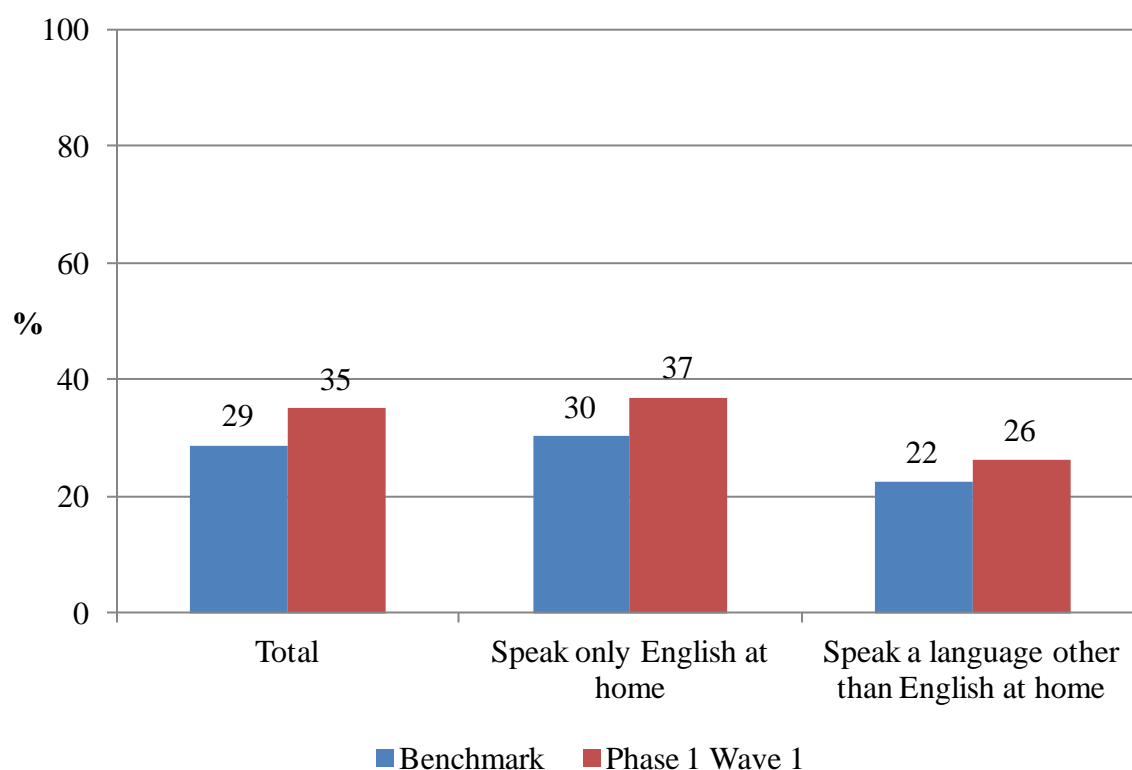
B12. Do you think you will receive any assistance and benefits as a result of the Household Assistance Package?

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 (Benchmark=4,118, PIW1=4,000); those eligible for CEA and CES (Benchmark=2,149, PIW1=1,869); those eligible for tax cut (Benchmark=1,471, PIW1=1,616); those not eligible for CEA, CES or tax cut (Benchmark=933, PIW1=987).

Perceived eligibility showed similar increases from benchmark among those who speak a language other than English (increase of 4%) compared with those who speak only English (increase of 7%). However, those who speak a language other than English remain significantly less likely to perceive themselves as eligible than those who speak only English (26% compared with 37%).



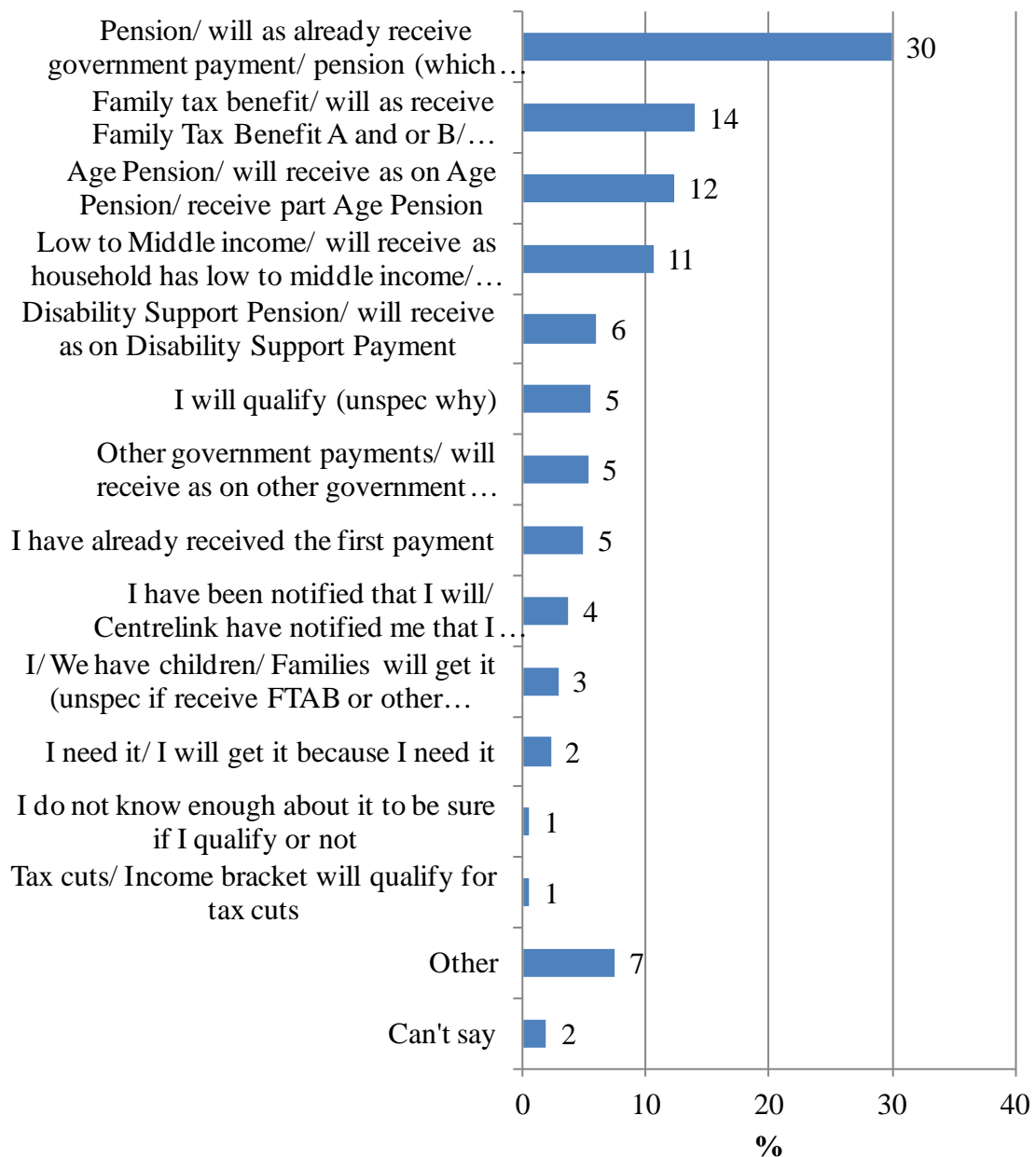
B12. Do you think you will receive any assistance and benefits as a result of the Household Assistance Package?

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

Base: All Australian population respondents (Benchmark=4,118, P1W1=4,000); Respondents only speak English at home (Benchmark=3,439, P1W1=3,225); Respondents speak a language other than English at home (Benchmark=679, P1W1=775).

Just under a third of those who said they will receive assistance said it is because they already receive a pension or government payment (30%), while 14% said it is because they receive the family tax benefit (A or B).

A significantly lower proportion of those who speak a language other than English said they are eligible because they are on a pension (18%). Otherwise, speakers of other languages were generally consistent with the population.



B13. 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=1,391).

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

Similar proportions to benchmark said they would receive assistance because they already receive a government payment (30% in Phase 1 Wave 1 compared with 28% at benchmark). A lower proportion of people said those on middle incomes would receive assistance in this wave.

Why Will Receive Assistance - Time Series		
Channel	Benchmark (%)	Phase 1 Wave 1 (%)
Pension/ will as already receive government payment/ pension (which payment unspec)	28	30
Family tax benefit/ will as receive Family Tax Benefit A and or B/ Family Assistance Payments	9	14
Age Pension/ will receive as on Age Pension/ receive part Age Pension	11	12
Low to Middle income/ will receive as household has low to middle income/ classified as low income to middle income household	26	11
Disability Support Pension/ will receive as on Disability Support Payment	8	6
I will qualify (unspec why)	-	5
Other government payments/ will receive as on other government payment (New Start, Youth Allowance, Single Parent Payment, Carer's Payment, etc)	6	5
I have already received the first payment	-	5
I have been notified that I will/ Centrelink have notified me that I will/ Centrelink website said I will	-	4
I/ We have children/ Families will get it (unspec if receive FTAB or other assistance)	-	3
I need it/ I will get it because I need it	-	2
I do not know enough about it to be sure if I qualify or not	0	1
Tax cuts/ Income bracket will qualify for tax cuts	6	1

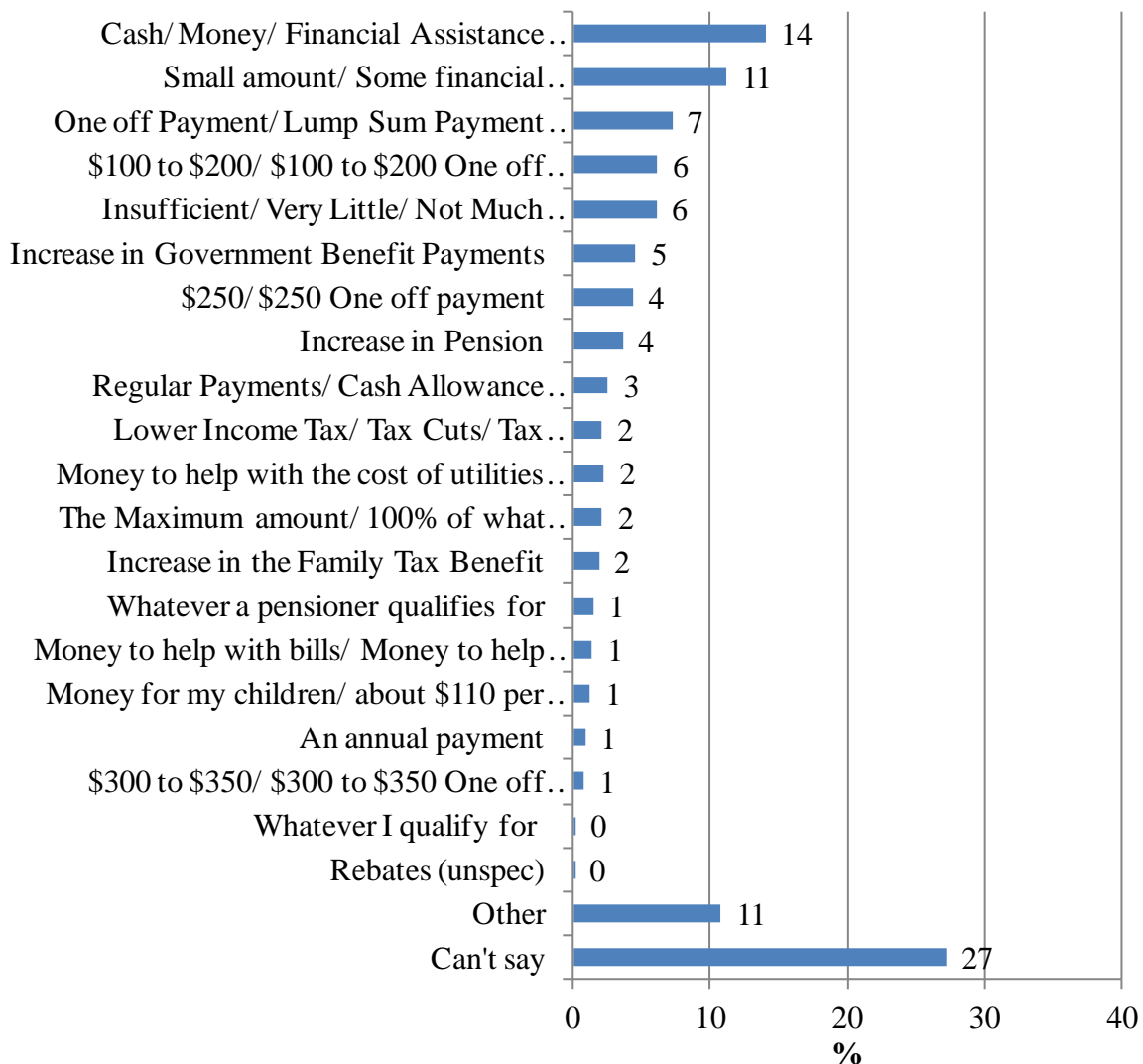
B13. Why do you think you will receive financial assistance and benefits as a result of the Household Assistance Package?

Base: Those who think they will receive financial assistance and benefits (Benchmark=1,246, P1W1=1,391).

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

Those who said they will receive assistance were most likely to say they would receive unspecified financial assistance (14%) or a small amount of financial assistance (11%).

Speakers of languages other than English were generally consistent with the population in perceptions of what type of assistance they would receive through the package.



B14. What sort/degree of assistance do you think you'll receive?

Base: Those who think they will receive financial assistance and benefits (n=1,391).

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

Generally the results are consistent with benchmark, with those who said they will receive assistance identifying a wide range of assistance types.

Type Of Assistance Will Receive - Time Series		
Channel	Benchmark (%)	Phase 1 Wave 1 (%)
Cash/ Money/ Financial Assistance (unspec)	11	14
Small amount/ Some financial assistance (neutral context)	7	11
One off Payment/ Lump Sum Payment (unspec)	8	7
\$100 to \$200/ \$100 to \$200 One off Payment	2	6
Insufficient/ Very Little/ Not Much (negative context)	4	6
Increase in Government Benefit Payments	4	5
\$250/ \$250 One off payment	1	4
Increase in Pension	7	4
Regular Payments/ Cash Allowance (unspec)	3	3
Lower Income Tax/ Tax Cuts/ Tax Rebates (unspec)	13	2
Money to help with the cost of utilities (electricity, gas, heating, etc)/ Reduced utility bills	4	2
The Maximum amount/ 100% of what is available	2	2
Increase in the Family Tax Benefit	2	2
Whatever a pensioner qualifies for	-	1
Money to help with bills/ Money to help with the rising cost of living and everyday expenses	-	1
Money for my children/ about \$110 per child	-	1
An annual payment	-	1
\$300 to \$350/ \$300 to \$350 One off Payment	1	1
Whatever I qualify for	1	0
Rebates (unspec)	0	0

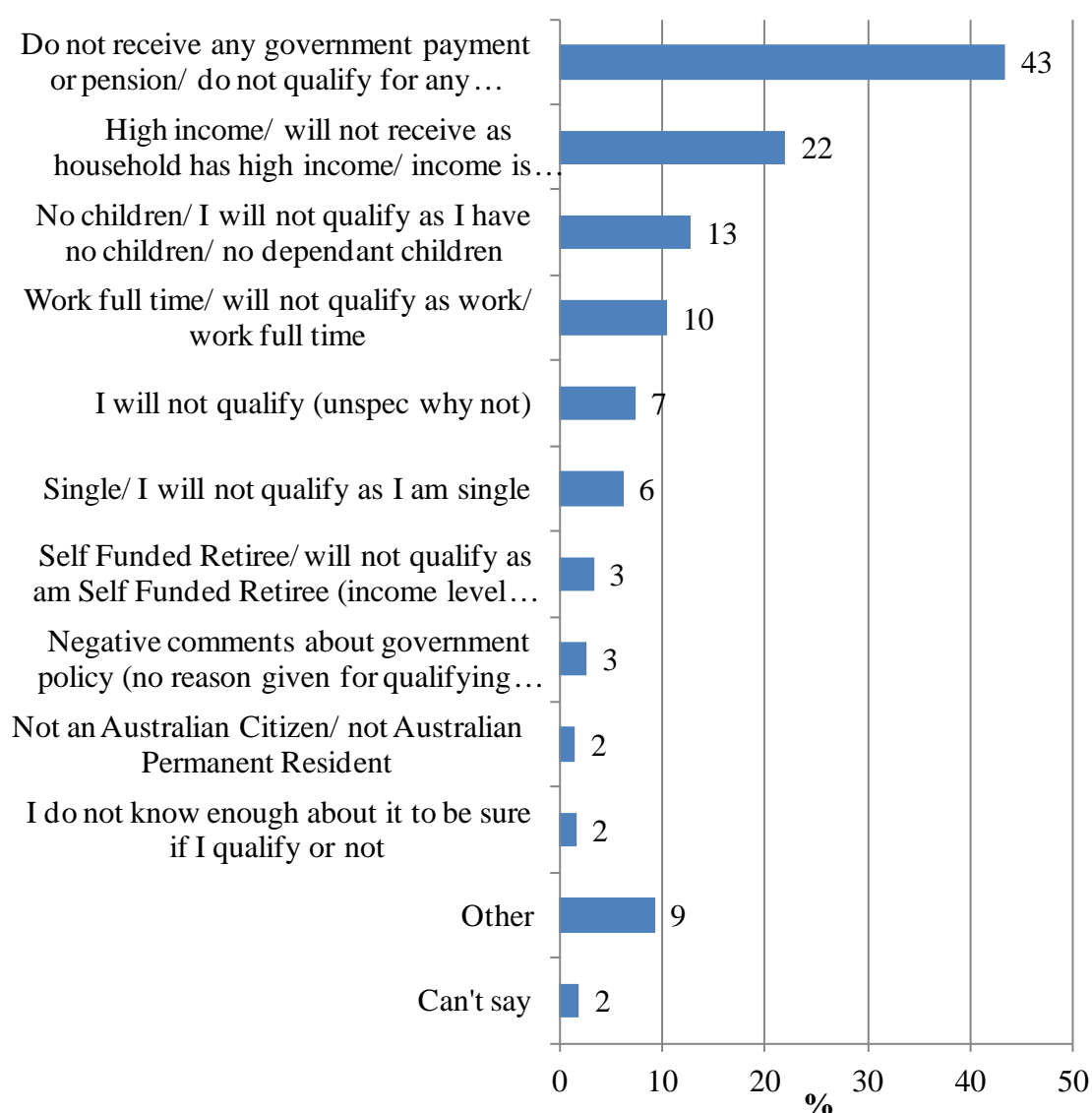
B14. What sort/degree of assistance do you think you'll receive?

Base: Those who think they will receive financial assistance and benefits (Benchmark=1,246, P1W1=1,391).

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

Just under half (43%) of those who said they will not receive assistance said it is because they do not receive any government payments, while 22% said it is because they are high income earners.

A significantly lower proportion of those who speak a language other than English said they are not eligible because they do not receive any government payments (36%). Otherwise, speakers of other languages were generally consistent with the population.



B13. 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=1,725)

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

The proportion of people who said they would not receive assistance because they do not receive a government payment increased from 18% at benchmark to 43% in Phase 1 Wave 1. In contrast, the proportion who said they would not receive assistance because of their high income decreased from 38% to 22%.

Why Will Not Receive Assistance - Time Series		
Channel	Benchmark (%)	Phase 1 Wave 1 (%)
Do not receive any government payment or pension/ do not qualify for any government payments so will not receive HAP	18	43
High income/ will not receive as household has high income/ income is above cut off level	38	22
No children/ I will not qualify as I have no children/ no dependant children	5	13
Work full time/ will not qualify as work/ work full time	7	10
I will not qualify (unspec why not)	9	7
Single/ I will not qualify as I am single	4	6
Self Funded Retiree/ will not qualify as am Self Funded Retiree (income level unspec)	3	3
Negative comments about government policy (no reason given for qualifying or not)	4	3
Not an Australian Citizen/ not Australian Permanent Resident	-	2
I do not know enough about it to be sure if I qualify or not	5	2

B13. Why do you think you will not receive financial assistance and benefits as a result of the Household Assistance Package?

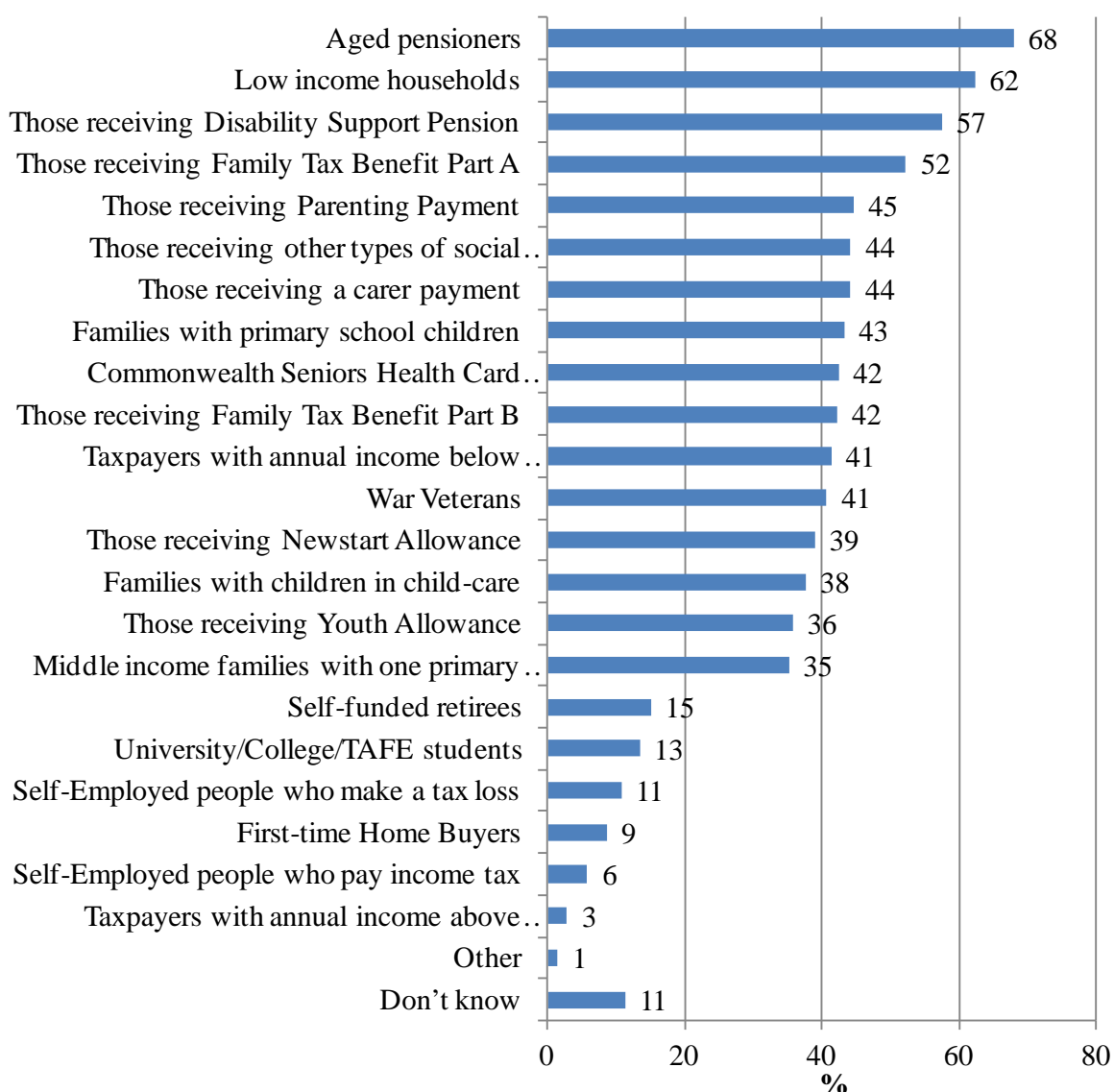
Base: Those who think they will not receive financial assistance and benefits (Benchmark=1,228, PIWI=1,725).

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

3.7 Perception of Types of People Who Will Receive HAP Assistance

Two thirds (68%) of people said those eligible for assistance would be aged pensioners or low income households (62%). A further 57% said those receiving a disability support pension would receive assistance and 52% said those receiving Family Tax Benefit A would receive assistance.

Speakers of languages other than English were generally consistent with the population in who they thought would receive assistance through the package.



B15. 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=4,000)

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

The perception of who will receive the HAP in Phase 1 Wave 1 is consistent with the Benchmark.

Who Will Receive Assistance - Time Series		
Channel	Benchmark (%)	Phase 1 Wave 1 (%)
Aged pensioners	60	68
Low income households	66	62
Those receiving Disability Support Pension	53	57
Those receiving Family Tax Benefit Part A	37	52
Those receiving Parenting Payment	33	45
Those receiving other types of social benefit payments	39	44
Those receiving a carer payment	42	44
Families with primary school children	29	43
Commonwealth Seniors Health Card Holders	41	42
Those receiving Family Tax Benefit Part B	31	42
Taxpayers with annual income below \$80,000	51	41
War Veterans	41	40
Those receiving Newstart Allowance	35	39
Families with children in child-care	38	37
Those receiving Youth Allowance	32	36
Middle income families with one primary earner	40	35
Self-funded retirees	19	15
University/College/TAFE students	17	13
Self-Employed people who make a tax loss	16	11
First-time Home Buyers	23	9
Self-Employed people who pay income tax	8	6
Taxpayers with annual income above \$80,000	3	3

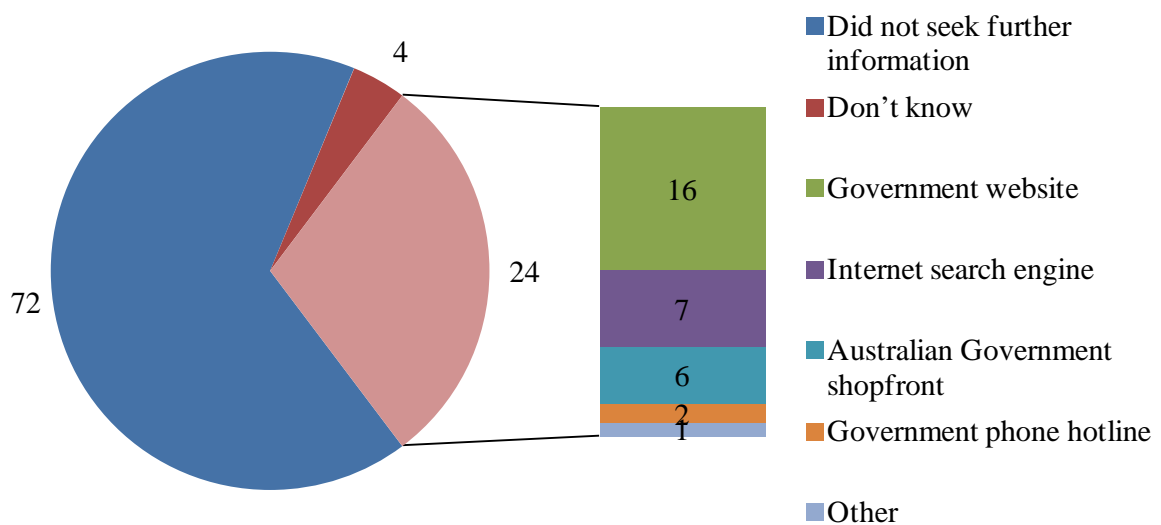
B15. Which of these types of people do you think will get financial assistance and benefits as a result of the Household Assistance Package?

Base: All Australian population respondents (Benchmark=4,118, P1W1=4,000).

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

3.8 Sources of Further Information About HAP

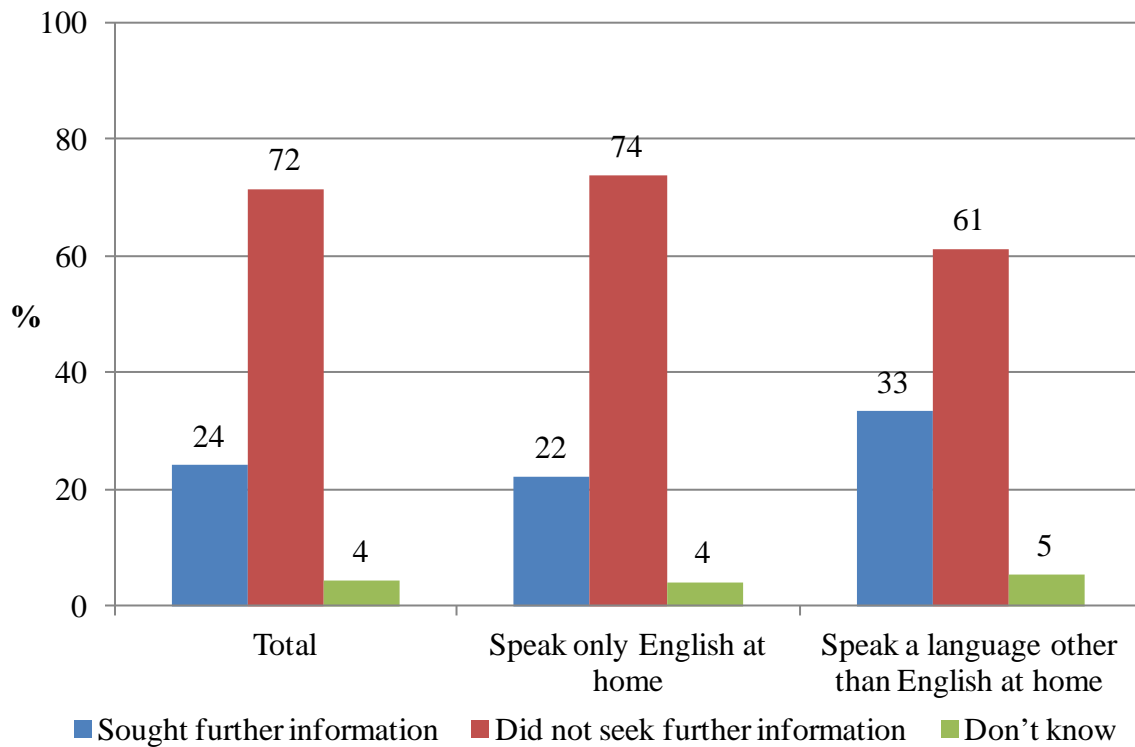
One in five (24%) people who had seen one of the advertisements before said they sought further information afterwards. Of those, the most common source of information used was government websites (16%), followed by internet search engines (7%).



B11. After watching the ad, did you seek further information from any of the following sources?

Base: All Australian population respondents who had seen one of the nine advertisements (n=2,317).

A significantly higher proportion of those who speak a language other than English sought further information after watching the ads (33% compared with 22% of those who speak only English). Consistent with the total population, the most commonly used sources of information by those who speak another language were government websites and internet search engines.



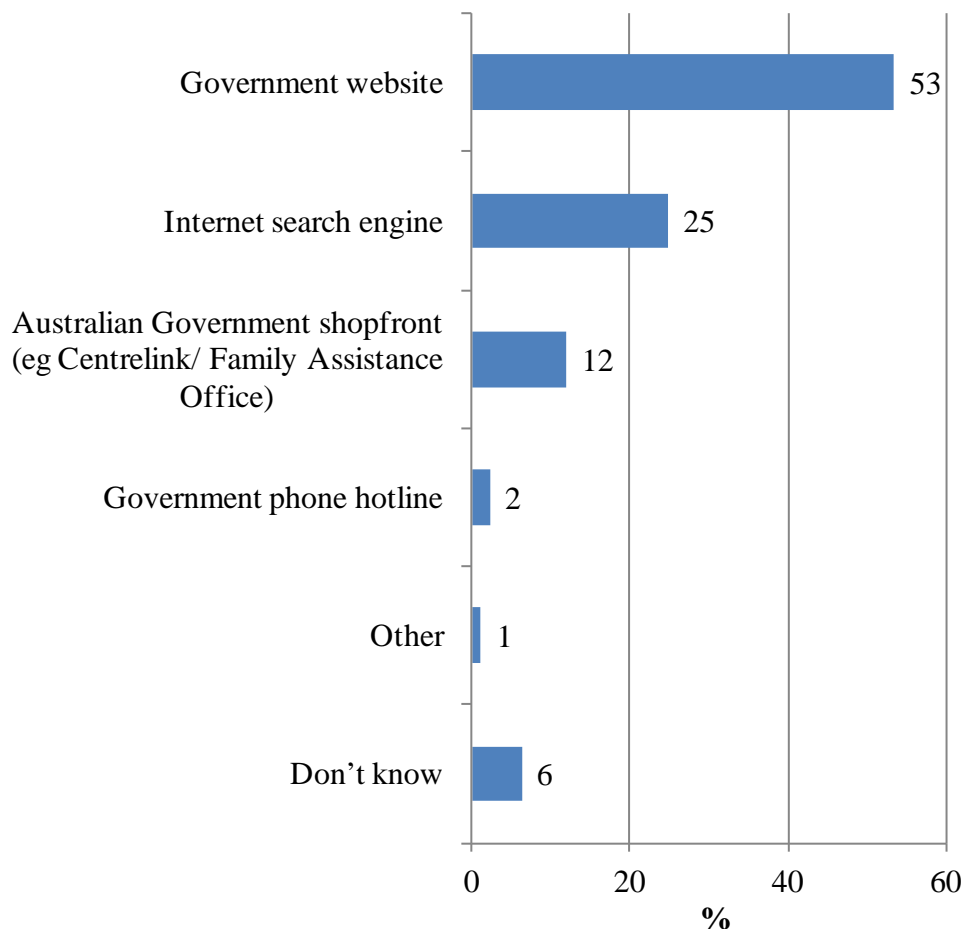
B11. After watching the ad, did you seek further information from any of the following sources?

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

Base: All Australian population respondents who had seen one of the nine advertisements (n=2,317); Respondents only speak English at home (n=1,926); Respondents speak a language other than English at home (n=391).

The most common information source that would be used to find more information on the Household Assistance Package is “government website” (53%), followed by “internet search engine” (25%).

Information sources among those who speak a language other than English are consistent with the population, with 51% of speakers of other languages saying they would visit a government website.



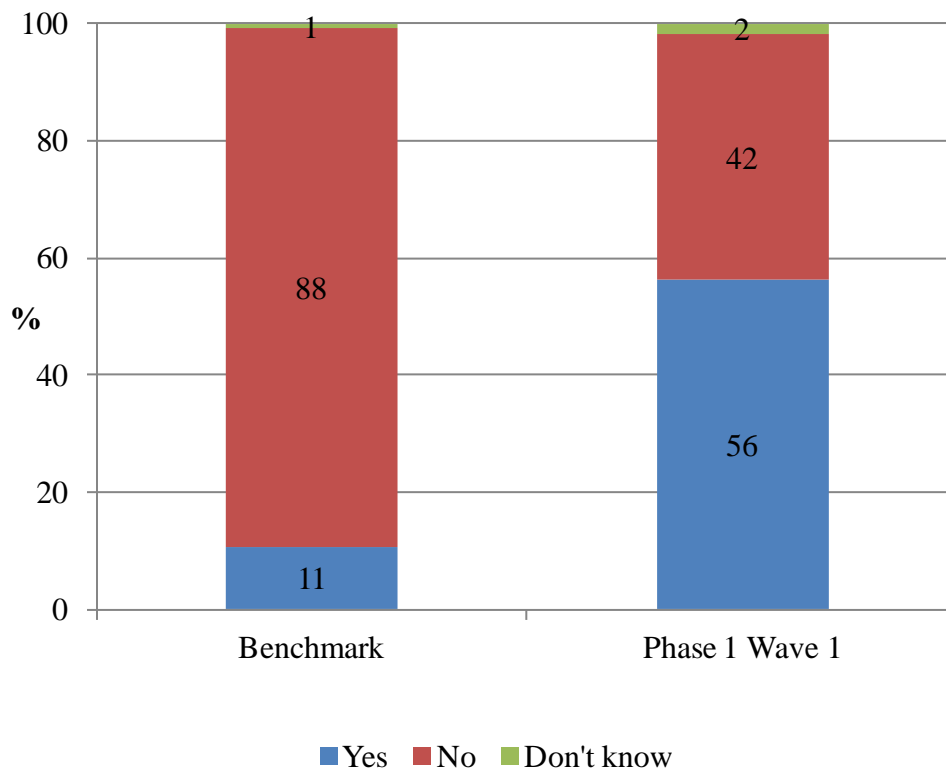
B16. If you wanted to find out more about the Household Assistance Package, where would you look/ask first to find out more information?

Base: All Australian population respondents (n=4,000)

4. INDIGENOUS POPULATION

4.1 Unprompted Awareness of HAP

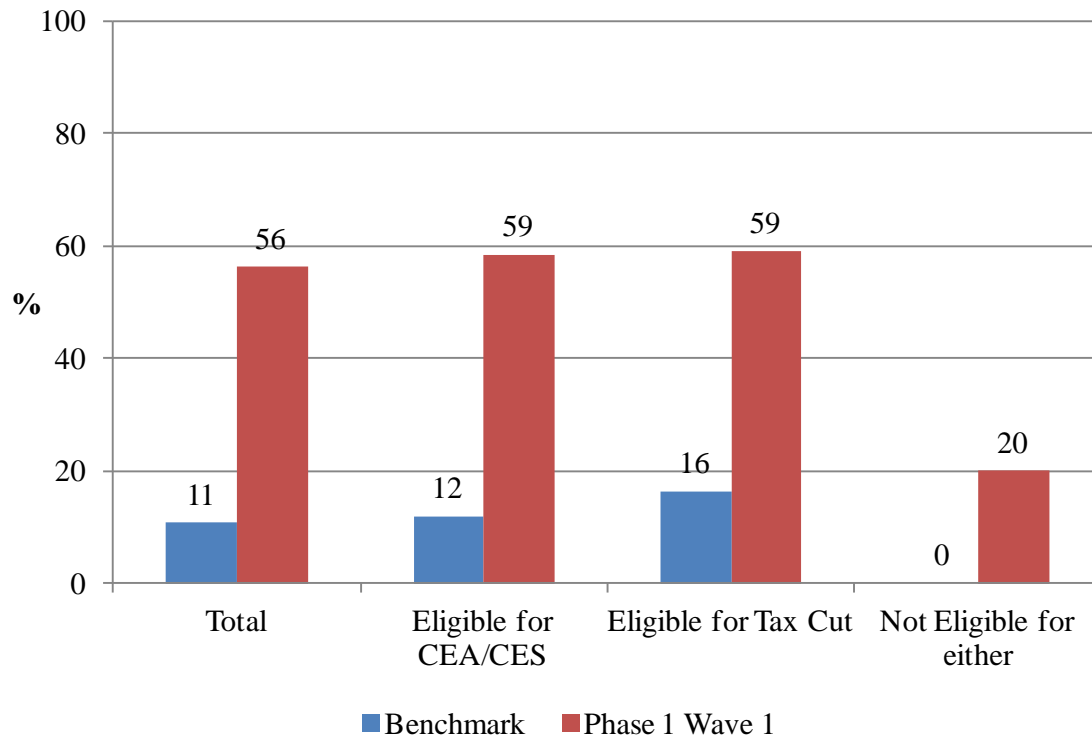
Unprompted awareness of the HAP among Indigenous Australians has increased significantly since benchmark from 11% to 56%.



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

Base: All Indigenous respondents (Benchmark=178, PIW1=151).

The increase in unprompted awareness is consistent across eligibility groups, with Indigenous Australians eligible for the CEA/CES or tax cuts showing equal awareness at 59%.



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

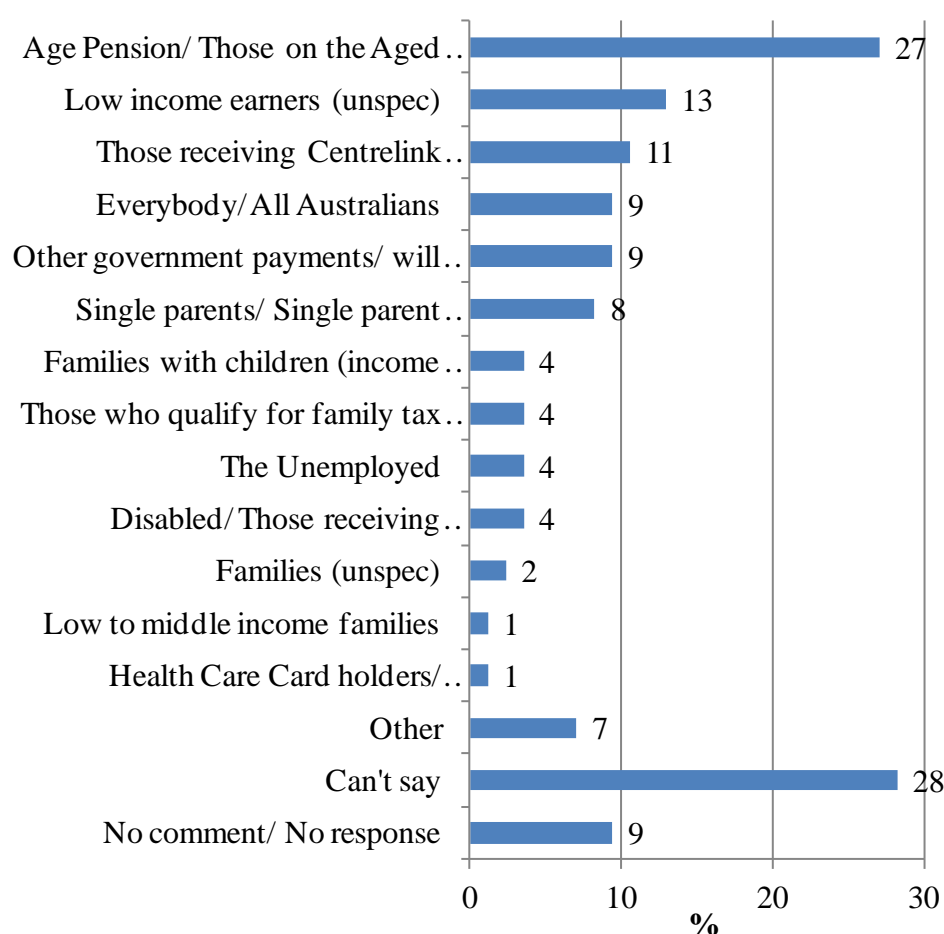
C7. Roughly speaking, into which of the following ranges would your annual personal income fall?

C10. Do you receive any of the following social benefits?

Base: All Indigenous respondents (Benchmark=178, P1W1=151); those eligible for CEA and CES (Benchmark=141, P1W1=123); those eligible for tax cut (Benchmark=60, P1W1=44); those not eligible for CEA, CES or tax cut (Benchmark=10, P1W1=5).

4.2 Unprompted Knowledge of HAP

A quarter (27%) of Indigenous respondents who had heard about the HAP said it was for those on the aged pension, while one in six (13%) said it was for low income earners. A quarter of Indigenous respondents (28%) who have heard about the HAP could not say who it was for.

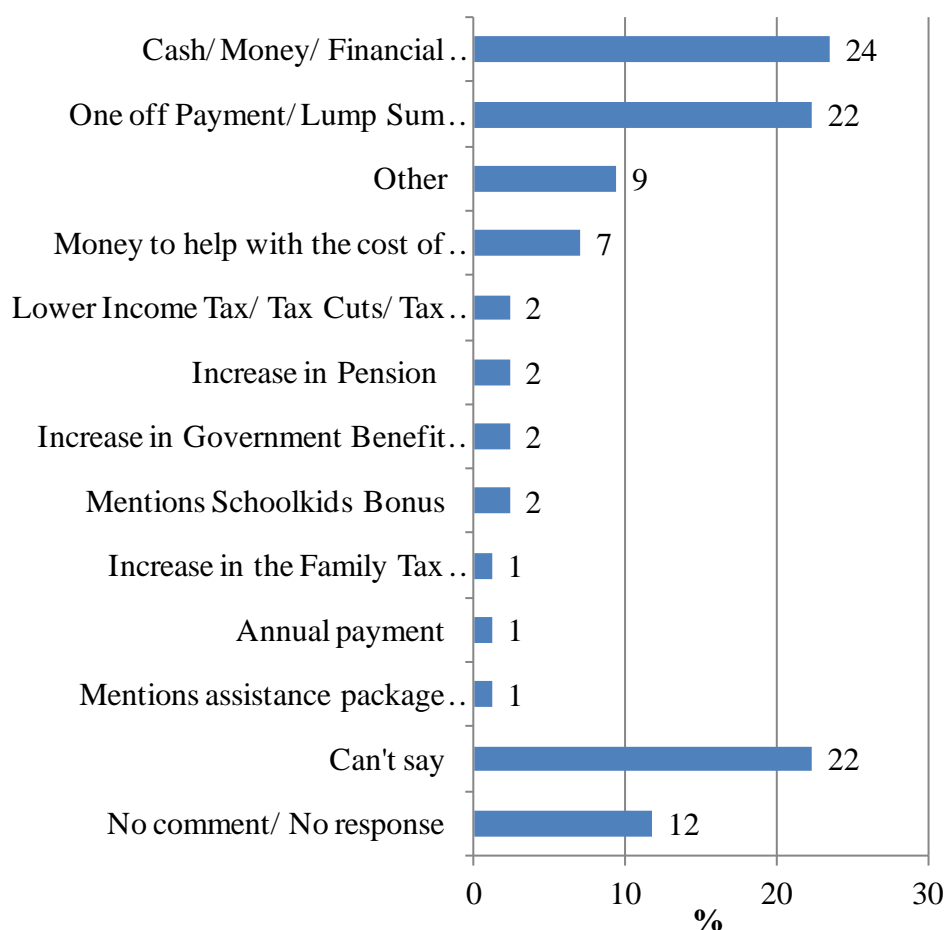


B2. What do you understand/know about the Household Assistance Package? (Who is eligible)

Base: Indigenous respondents aware of the Household Assistance Package (n=85).

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

A quarter of those Indigenous respondents aware of the HAP said it would involve financial assistance but gave no further details (24%) or said it would involve a lump sum payment (22%).

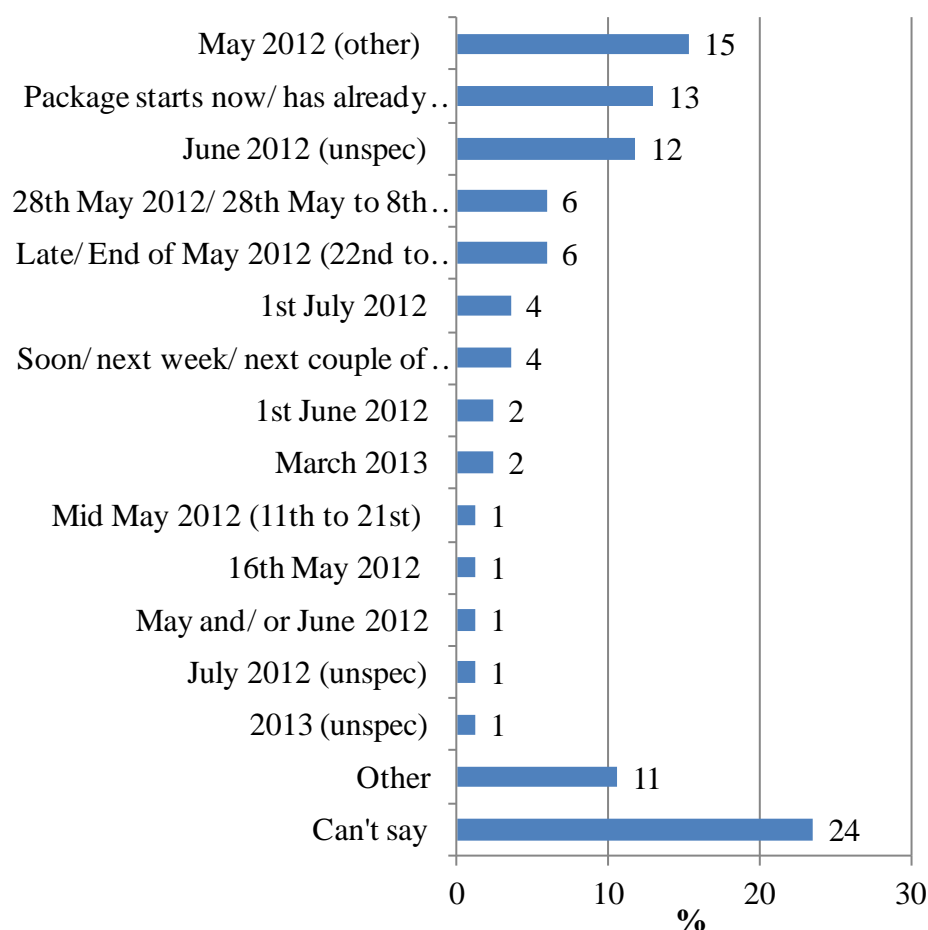


B2. What do you understand/know about the Household Assistance Package? (What type of assistance will people receive)

Base: Indigenous respondents aware of the Household Assistance Package (n=85).

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

A third of Indigenous respondents (31%) aware of the HAP said it started at some time in May 2012, with half of those (15%) not giving a specific date. Almost a quarter could not say when the package starts (24%).

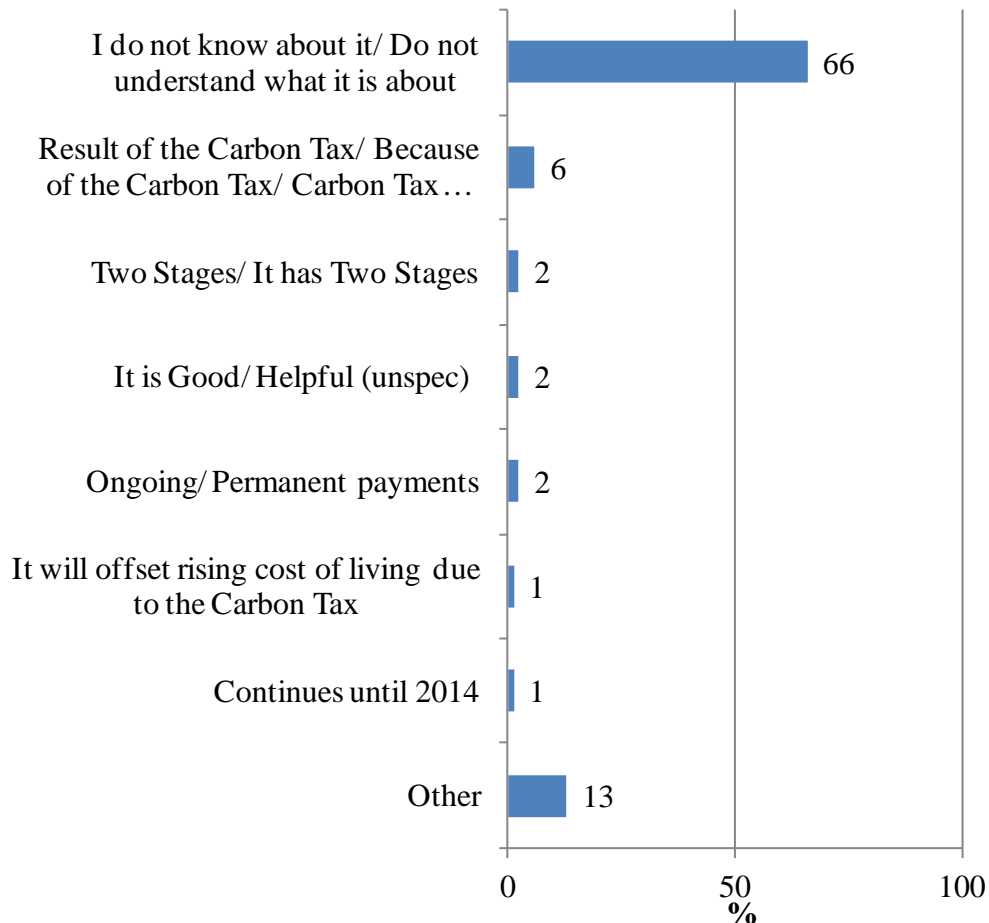


B2. What do you understand/know about the Household Assistance Package? (When does the package start)

Base: Indigenous respondents aware of the Household Assistance Package (n=85).

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

Two thirds (66%) of Indigenous respondents aware of the package said they do not know anything further about it.



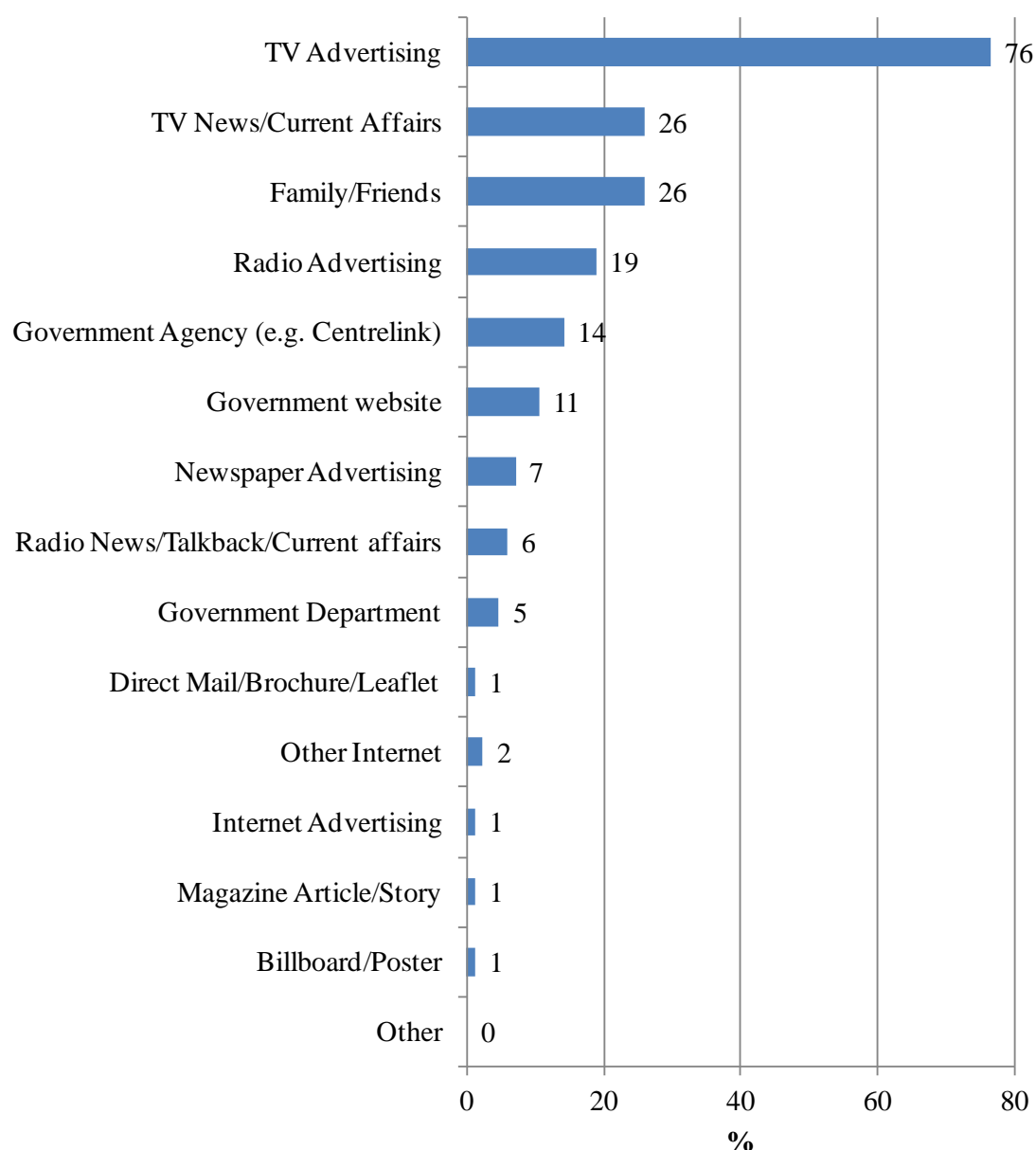
B2. What do you understand/know about the Household Assistance Package? (Anything else)

Base: Indigenous respondents aware of the Household Assistance Package (n=85).

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

4.3 Source of Awareness of HAP

Three quarters (76%) of Indigenous Australians who had heard of the HAP said they found out about it from TV advertising. Around a quarter found out about it from TV News or current affairs (26%) or from family and friends (26%).



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

Base: Indigenous respondents aware of the Household Assistance Package (n=85).

As expected, TV advertising as a source of information about the HAP increased greatly following the introduction of the communications materials.

Where Heard About HAP - Time Series		
Channel	Benchmark %	Phase 1 Wave 1 (%)
TV Advertising	5	76
TV News/Current Affairs	47	26
Family/Friends	21	26
Radio Advertising	0	19
Government Agency (e.g. Centrelink)	11	14
Government website	11	11
Newspaper Advertising	5	7
Radio News/Talkback/Current affairs	21	6
Government Department	5	5
Direct Mail/Brochure/Leaflet	5	1
Other Internet	5	2
Internet Advertising	5	1
Magazine Article/Story	0	1
Billboard/Poster	0	1
Other	0	0

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

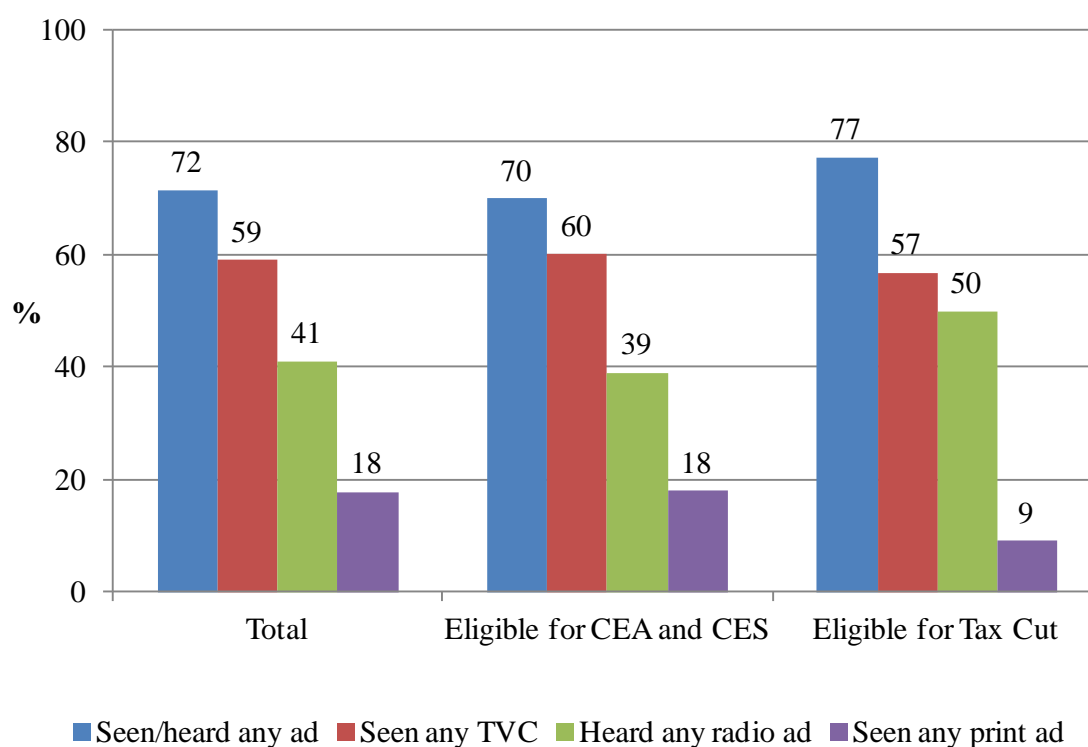
Base: Indigenous respondents aware of the Household Assistance Package (Benchmark=21, P1W1=85).

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

4.4 Campaign Awareness

Almost three quarters of Indigenous Australians said they have seen or heard at least one of the nine HAP campaign advertisements. People are most aware of the TV advertisement, with over half (59%) saying they have seen one of the three TVCs, while over a third (39%) have heard one of the radio ads and one in five (18%) have seen one of the print ads.

Awareness of the advertising campaign was relatively similar across groups, although those eligible for the CEA/CES are slightly more likely to have seen any of the print advertisements, while those eligible for the tax cut are more likely to have heard any of the radio advertisements.



B4. Before today, had you seen this television advertisement?

B5. Before today, had you heard this radio advertisement?

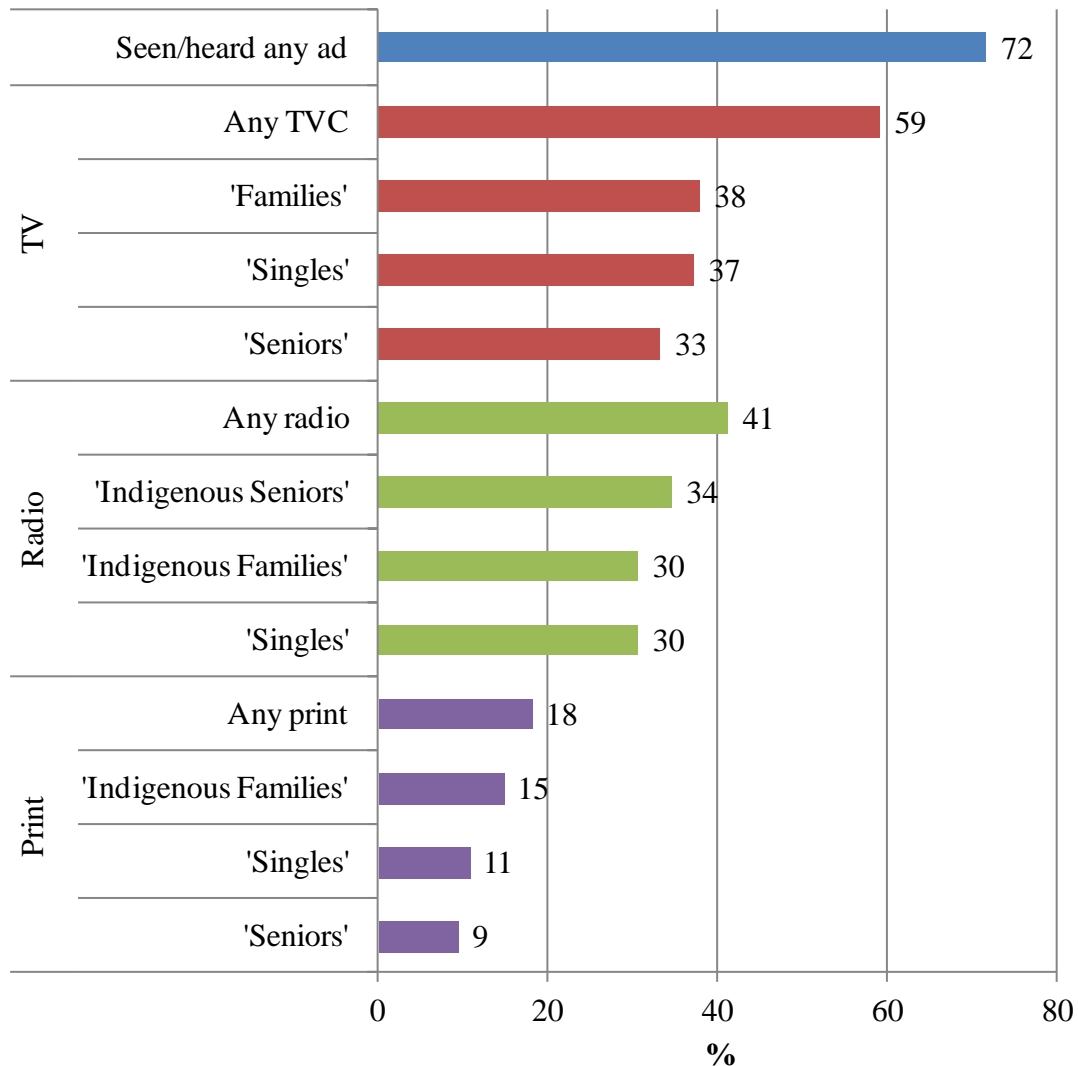
B6. Before today, had you seen this print advertisement?

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

C10. Do you receive any of the following social benefits?

Base: All Indigenous respondents (n=151); those eligible for CEA and CES (n=123); those eligible for tax cut (n=44); those not eligible for CEA, CES or tax cut (n=5).

Each variation of the advertisements was seen by a relatively similar proportion of people. The most seen of the television commercials was the “Families” ad, with 38% saying they had seen it before. The most heard radio commercial was the “Indigenous Seniors” ad (34% heard it before) and the most seen of the print advertisements was the “Indigenous Families” ad, with 15% saying they had seen it before.



B4. Before today, had you seen this television advertisement?

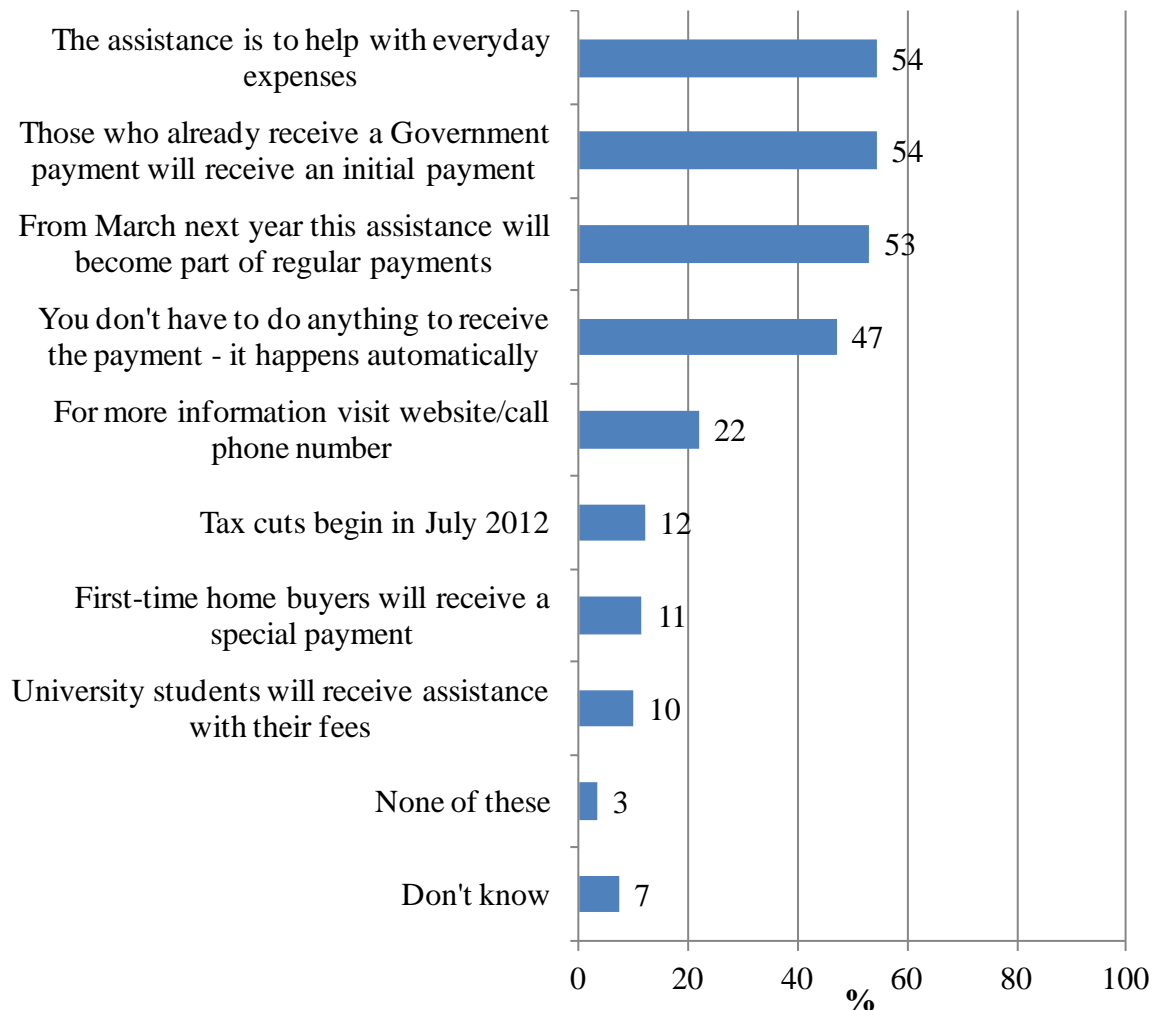
B5. Before today, had you heard this radio advertisement?

B6. Before today, had you seen this print advertisement?

Base: All Indigenous respondents (n=151).

4.5 Campaign Evaluation

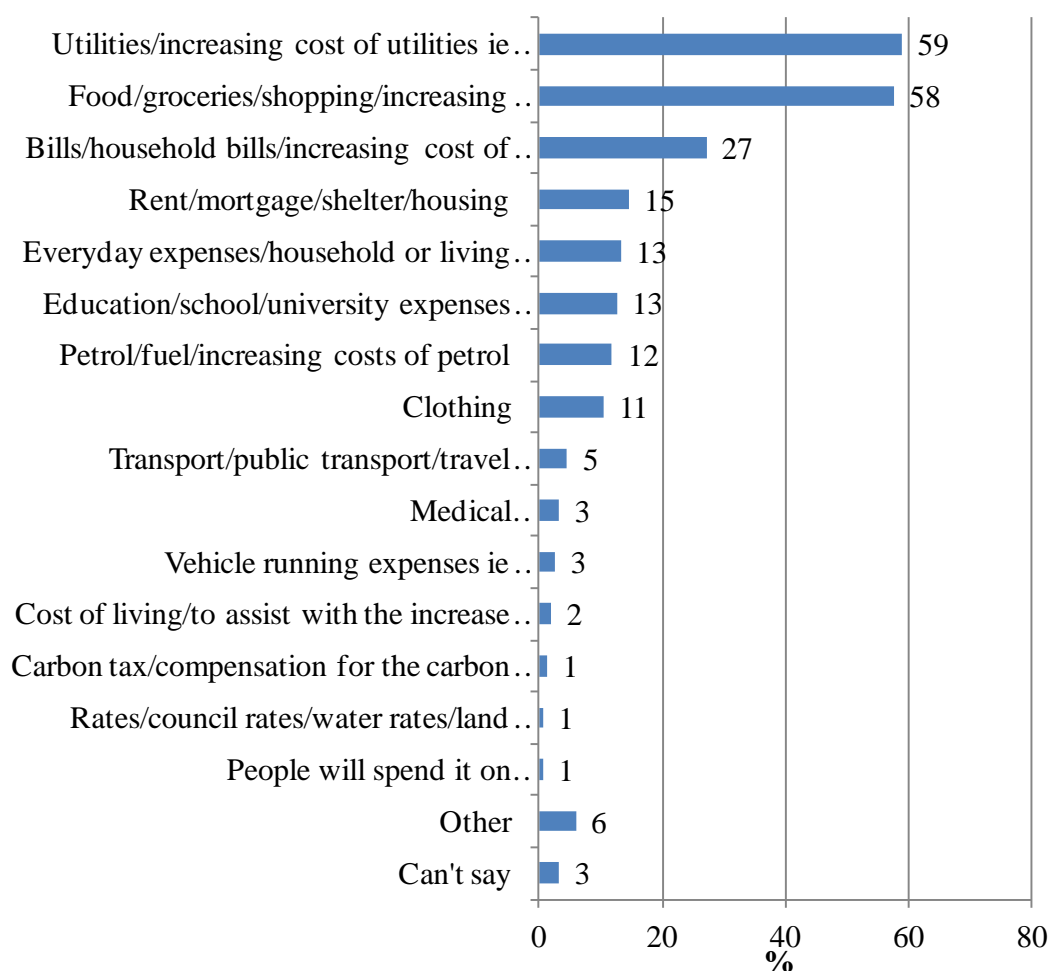
Just over half of Indigenous respondents identified help with everyday expenses (54%), that those who already receive a government payment will receive an initial payment (54%) or that the assistance will become part of regular payments from March next year (53%) as key messages of the advertising.



B7. Thinking about all of the different television, radio and print advertisements you have just seen, what do you think were the key messages of the advertisements?

Base: All Indigenous respondents (n=151).

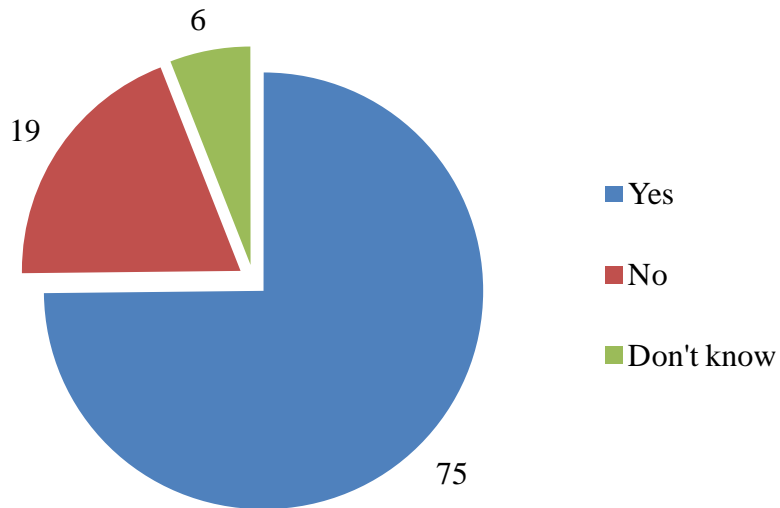
Over half of Indigenous respondents identified utilities such as electricity, gas and telephone (59%) or food and groceries (58%) as the everyday expenses covered.



B8. The advertising mentions that the Household Assistance Package is designed to help you with your everyday expenses. What types of everyday expenses do you think the package is for?

Base: All Indigenous population respondents (n=4,000).

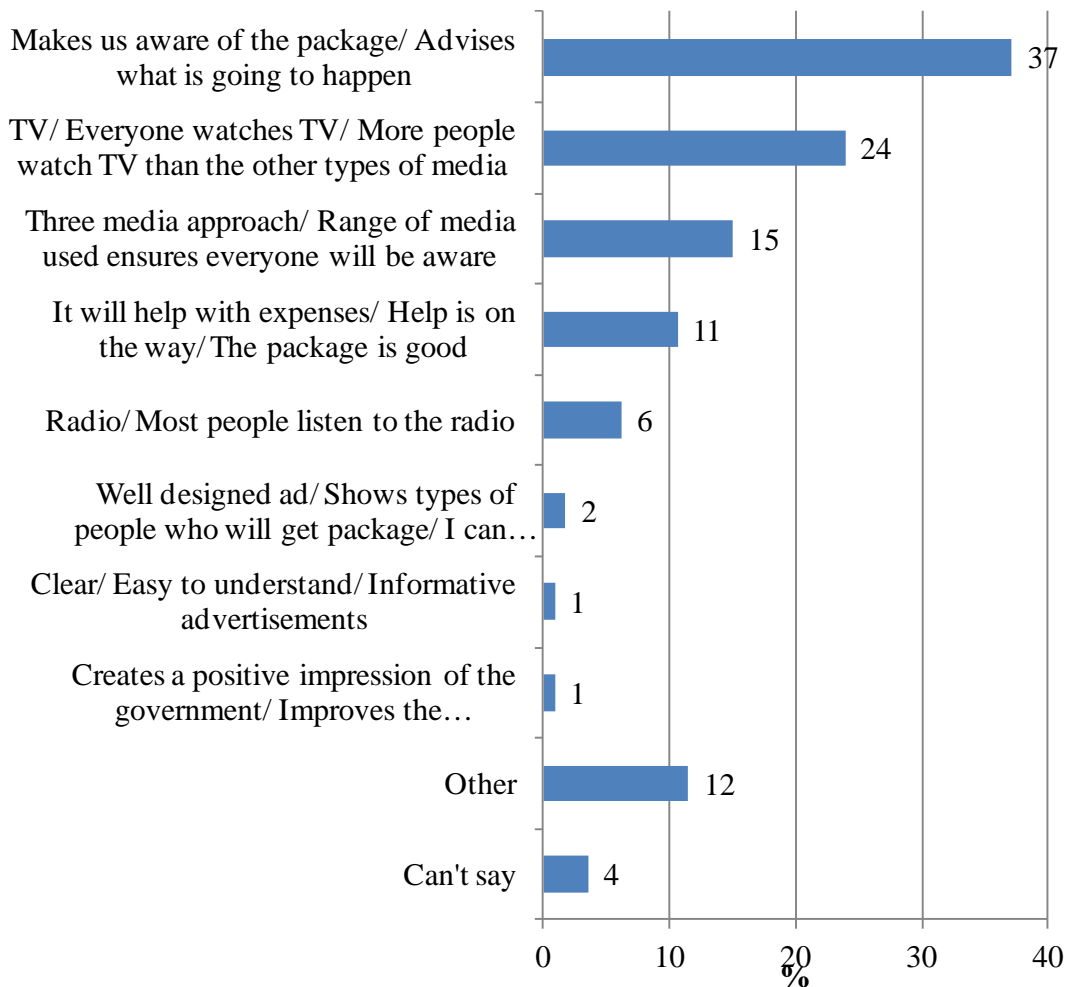
Three quarters (75%) of Indigenous Australians think the campaign is a good way for the government to inform the public about the HAP.



B9. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

Base: All Indigenous respondents (n=151).

Just over a third (37%) of Indigenous respondents who think the media campaign is a good way to inform the public said they think the campaign provides information on what is going to happen through the HAP. A further quarter (24%) of Indigenous respondents highlighted the importance of television advertising, while 15% mentioned the mix of different medias is the best way to reach everyone.

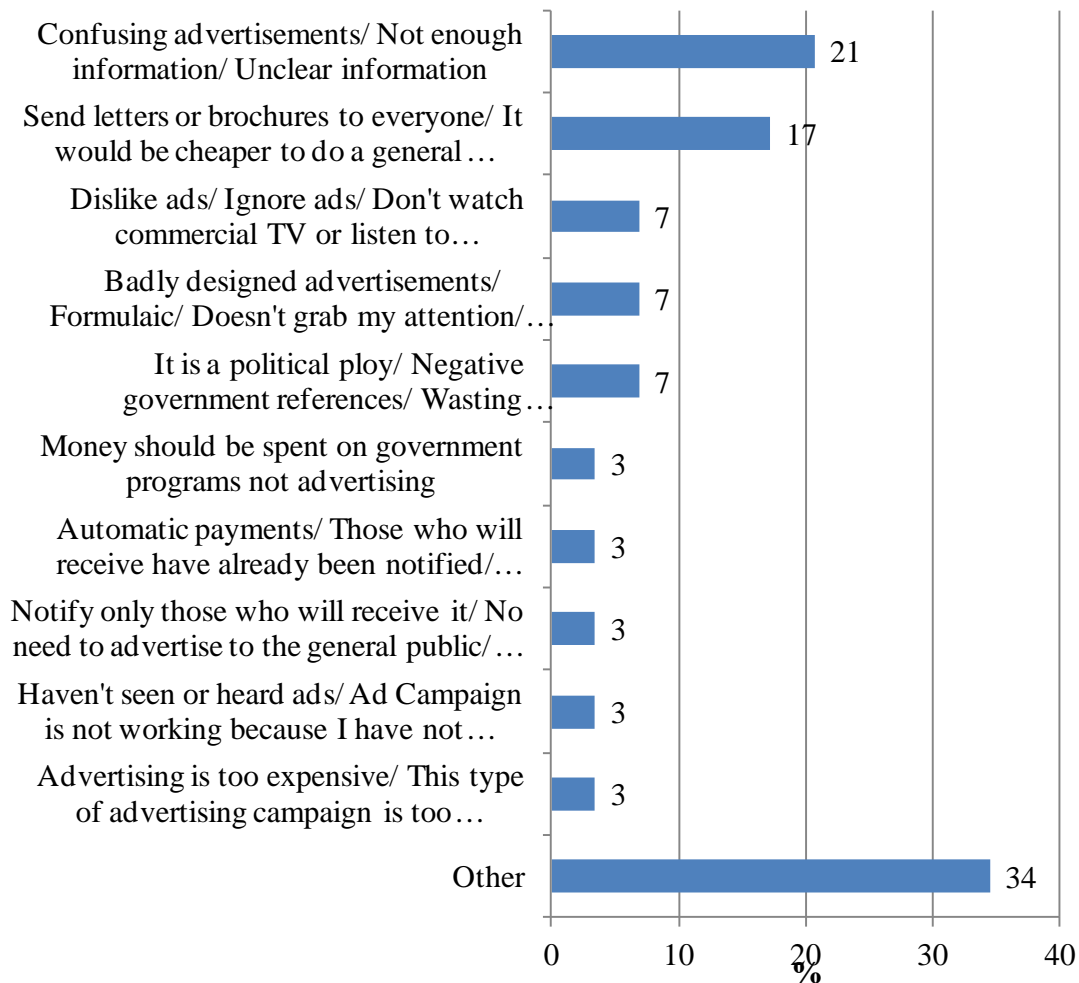


B9. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

B10. Why is that?

Base: All Indigenous respondents who think campaign is a good way to inform the public (n=113).

Opinions about why the campaign is not a good way to inform the public were more divided, with the most common reason (21% of those who think the campaign is not a good way to inform the public) being that the advertisements are confusing or don't provide enough information. A further 17% said letters or brochures should be sent directly to those who would be affected.



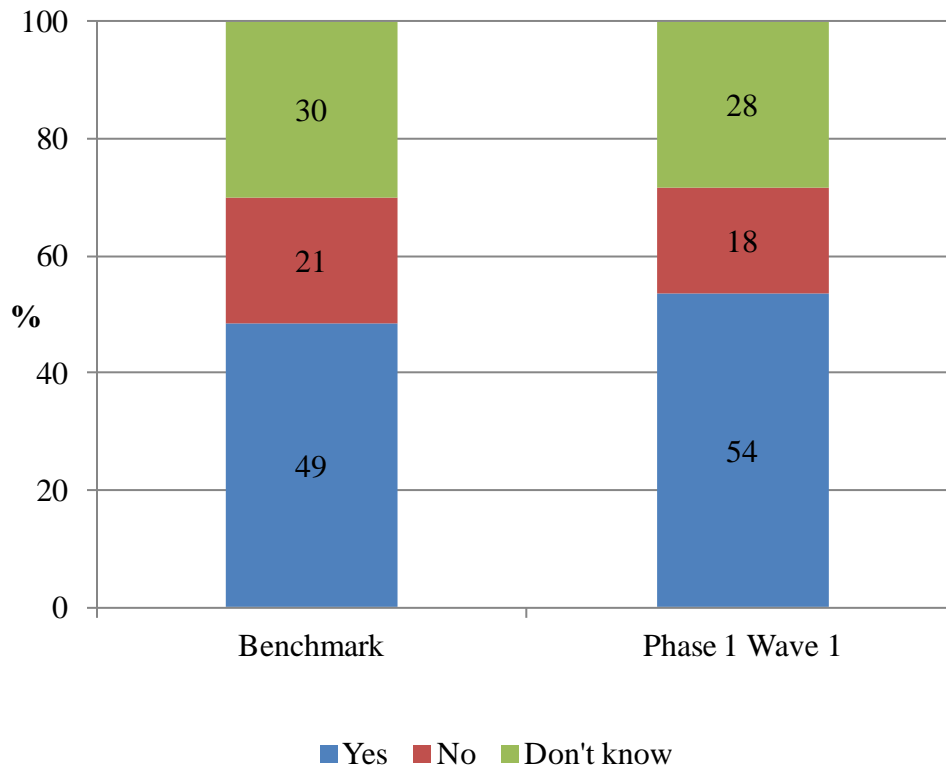
B9. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

B10. Why is that?

Base: All Indigenous respondents who think campaign is not a good way to inform the public (n=29).

4.6 Perceived Eligibility for HAP

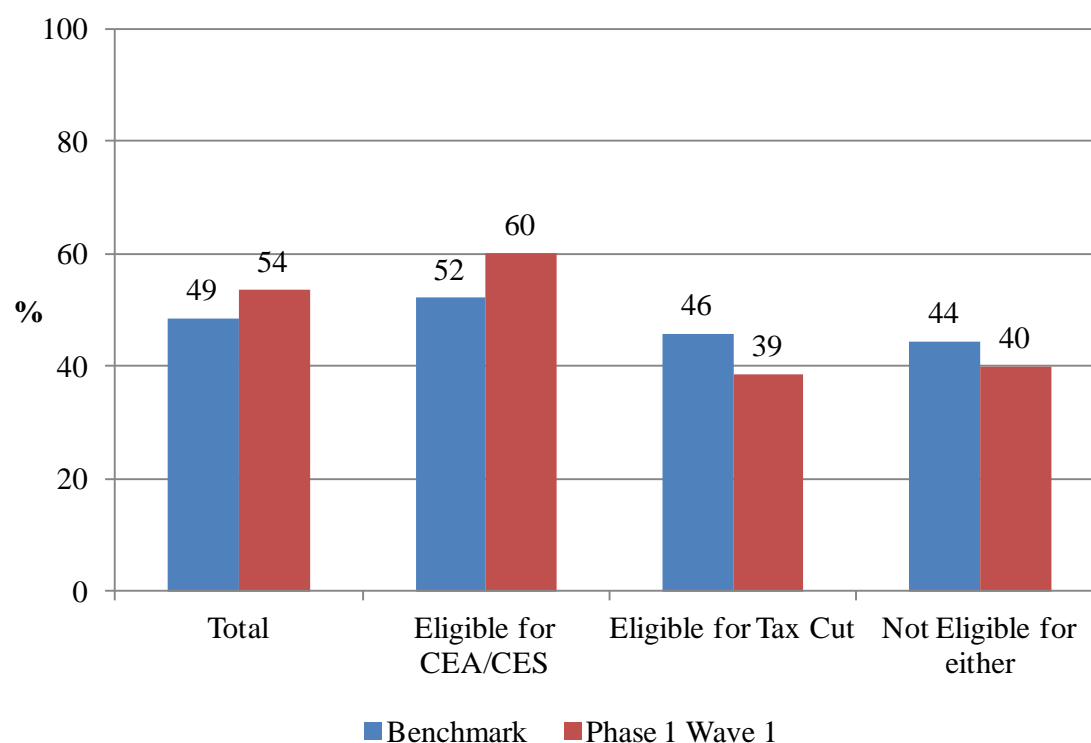
There has been little change in perceived eligibility of Indigenous respondents since benchmark, with 54% of respondents saying they are eligible in wave 1 of Phase 1 compared with 49% at benchmark.



B12. Do you think you will receive any assistance and benefits as a result of the Household Assistance Package?

Base: All Indigenous respondents (Benchmark=178, P1W1=151).

Perceived eligibility among those Indigenous respondents eligible for the CEA/CES has increased from 52% at benchmark to 60% in wave 1 of Phase 1 (an increase of 8%). However, perceived eligibility among those eligible for the tax cut has decreased from 46% to 39%.



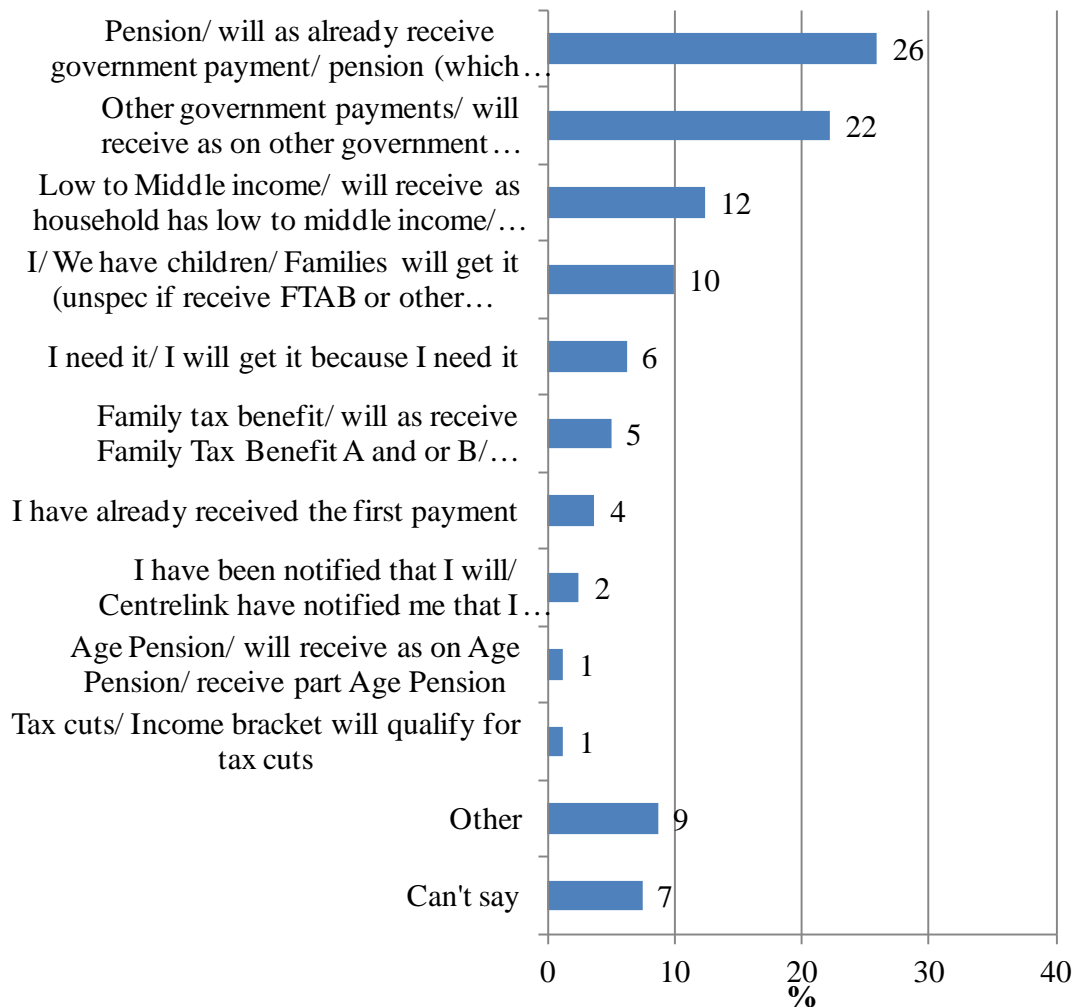
B12. Do you think you will receive any assistance and benefits as a result of the Household Assistance Package?

C7. Roughly speaking, into which of the following ranges would your annual personal income fall?

C10. Do you receive any of the following social benefits?

Base: All Indigenous respondents (Benchmark=178, PIW1=151); those eligible for CEA and CES (Benchmark=141, PIW1=123); those eligible for tax cut (Benchmark=60, PIW1=44); those not eligible for CEA, CES or tax cut (Benchmark=10, PIW1=5).

A quarter of those who said they will receive assistance said it is because they already receive a pension (26%) or other government payment (23%).



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=81)

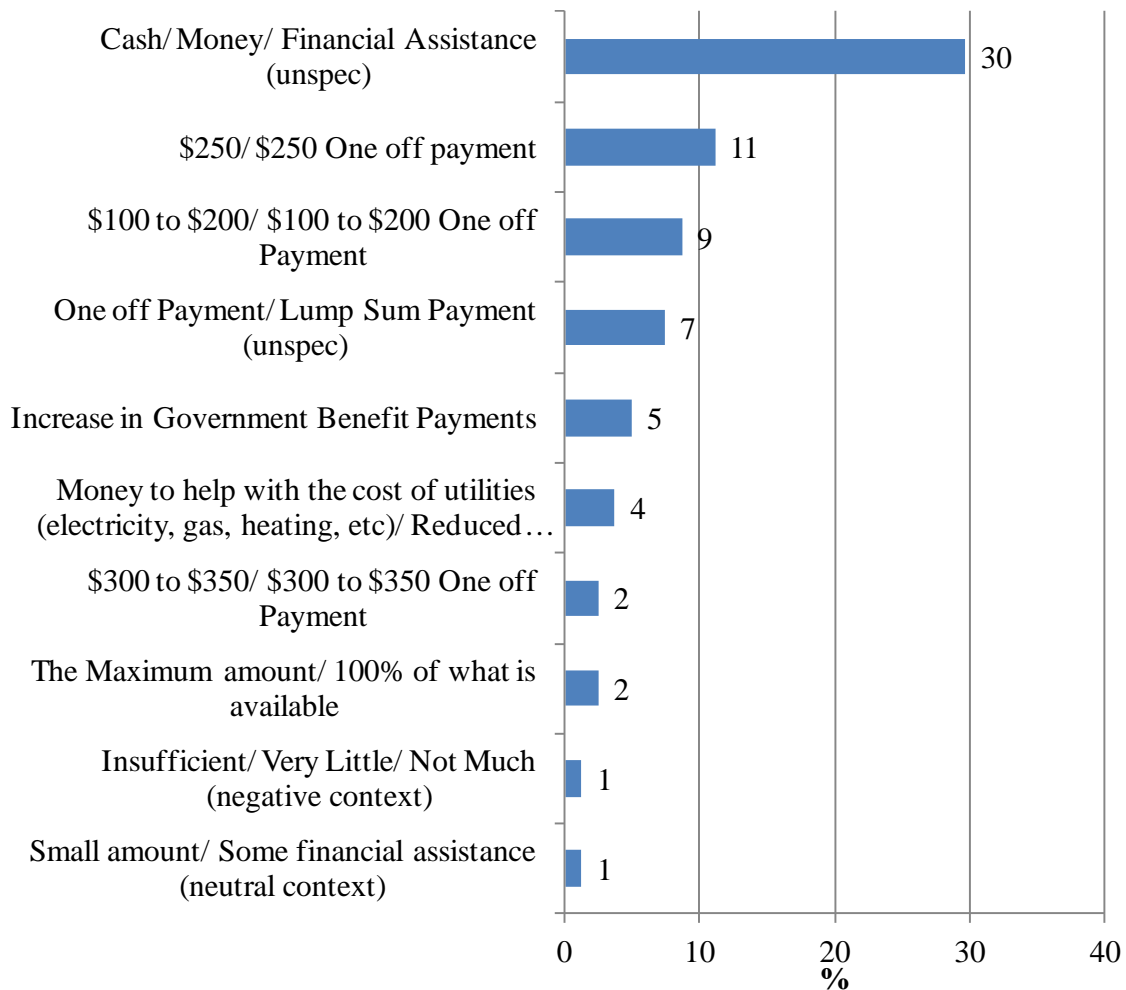
The proportion of those who said they would receive assistance because they are on a pension increased in Phase 1 Wave 1 to 26% (6% at benchmark). In contrast, smaller proportions said they would be eligible because they are low to middle income earners (12% down from 27%).

Why Will Receive Assistance - Time Series		
Channel	Benchmark (%)	Phase 1 Wave 1 (%)
Pension/ will as already receive government payment/ pension (which payment unspec)	6	26
Other government payments/ will receive as on other government payment (New Start, Youth Allowance, Single Parent Payment, Carer's Payment, etc)	19	22
Low to Middle income/ will receive as household has low to middle income/ classified as low income to middle income household	27	12
I/ We have children/ Families will get it (unspec if receive FTAB or other assistance)	0	10
I need it/ I will get it because I need it	0	6
Family tax benefit/ will as receive Family Tax Benefit A and or B/ Family Assistance Payments	16	5
I have already received the first payment	0	4
I have been notified that I will/ Centrelink have notified me that I will/ Centrelink website said I will	0	2
Age Pension/ will receive as on Age Pension/ receive part Age Pension	1	1
Tax cuts/ Income bracket will qualify for tax cuts	0	1
Tax cuts/ Income bracket will qualify for tax cuts	12	0
Disability Support Pension/ will receive as on Disability Support Payment	6	0

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 (Benchmark=86, P1W1=81)

A third (30%) of Indigenous respondents who thought they are eligible for assistance said they would receive unspecified financial assistance.



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

Base: Those who think they will receive financial assistance and benefits (n=81)

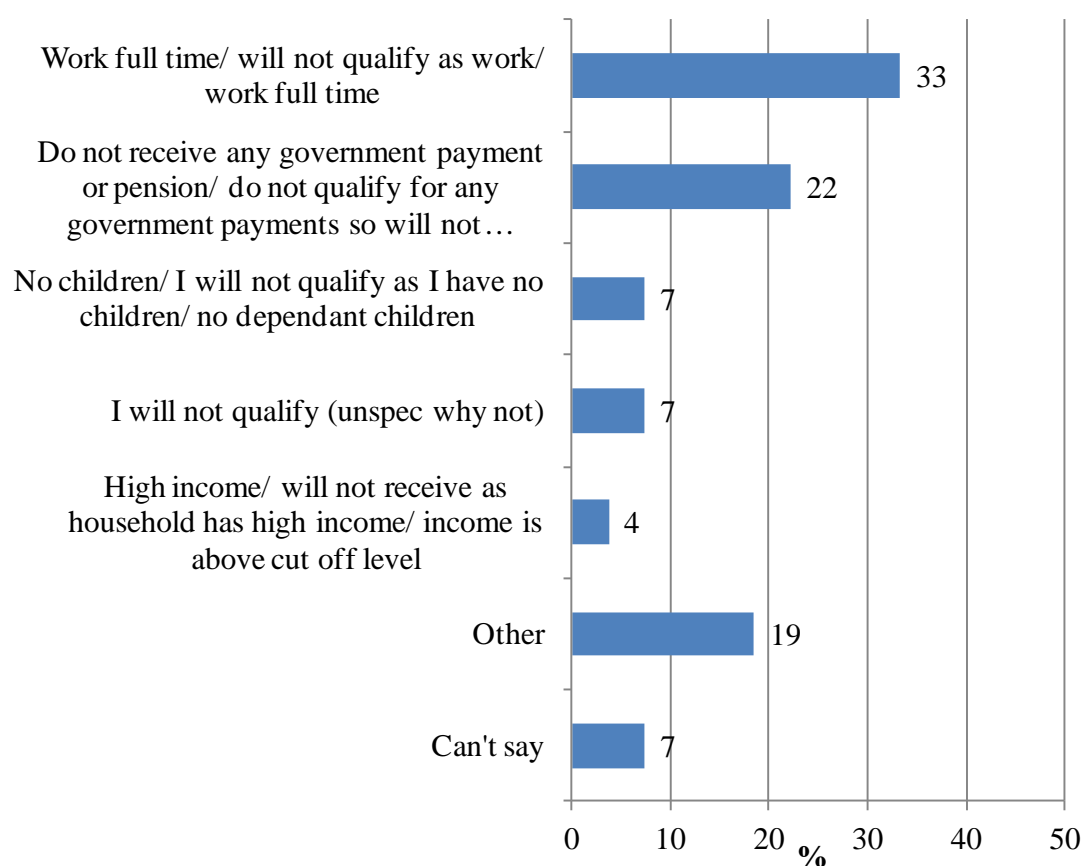
A third (30%) of those in Phase 1 Wave 1 said they would receive unspecified financial assistance, up from 10% at benchmark.

Type Of Assistance Will Receive - Time Series		
Channel	Benchmark (%)	Phase 1 Wave 1 (%)
Cash/ Money/ Financial Assistance (unspec)	10	30
\$250/ \$250 One off payment	0	11
\$100 to \$200/ \$100 to \$200 One off Payment	1	9
One off Payment/ Lump Sum Payment (unspec)	13	7
Increase in Government Benefit Payments	13	5
Money to help with the cost of utilities (electricity, gas, heating, etc)/ Reduced utility bills	7	4
\$300 to \$350/ \$300 to \$350 One off Payment	0	2
The Maximum amount/ 100% of what is available	0	2
Insufficient/ Very Little/ Not Much (negative context)	2	1
Small amount/ Some financial assistance (neutral context)	4	1
Lower Income Tax/ Tax Cuts/ Tax Rebates (unspec)	10	0
Regular Payments/ Cash Allowance (unspec)	8	0
Increase in Pension	3	0

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

Base: Those who think they will receive financial assistance and benefits (Benchmark=86, P1W1=81)

A third (33%) of Indigenous respondents who said they are not eligible said it is because they work full time, while one in five (22%) said it is because they do not receive any government payment.



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=27)

A smaller proportion of Indigenous respondents in Phase 1 Wave 1 said they are ineligible because of high income (4% in Phase 1 Wave 1 compared with 28% at Benchmark), while a larger proportion said it is because they work full time (33% Phase 1 Wave 1) or do not receive a government payment (22% Phase 1 Wave 1).

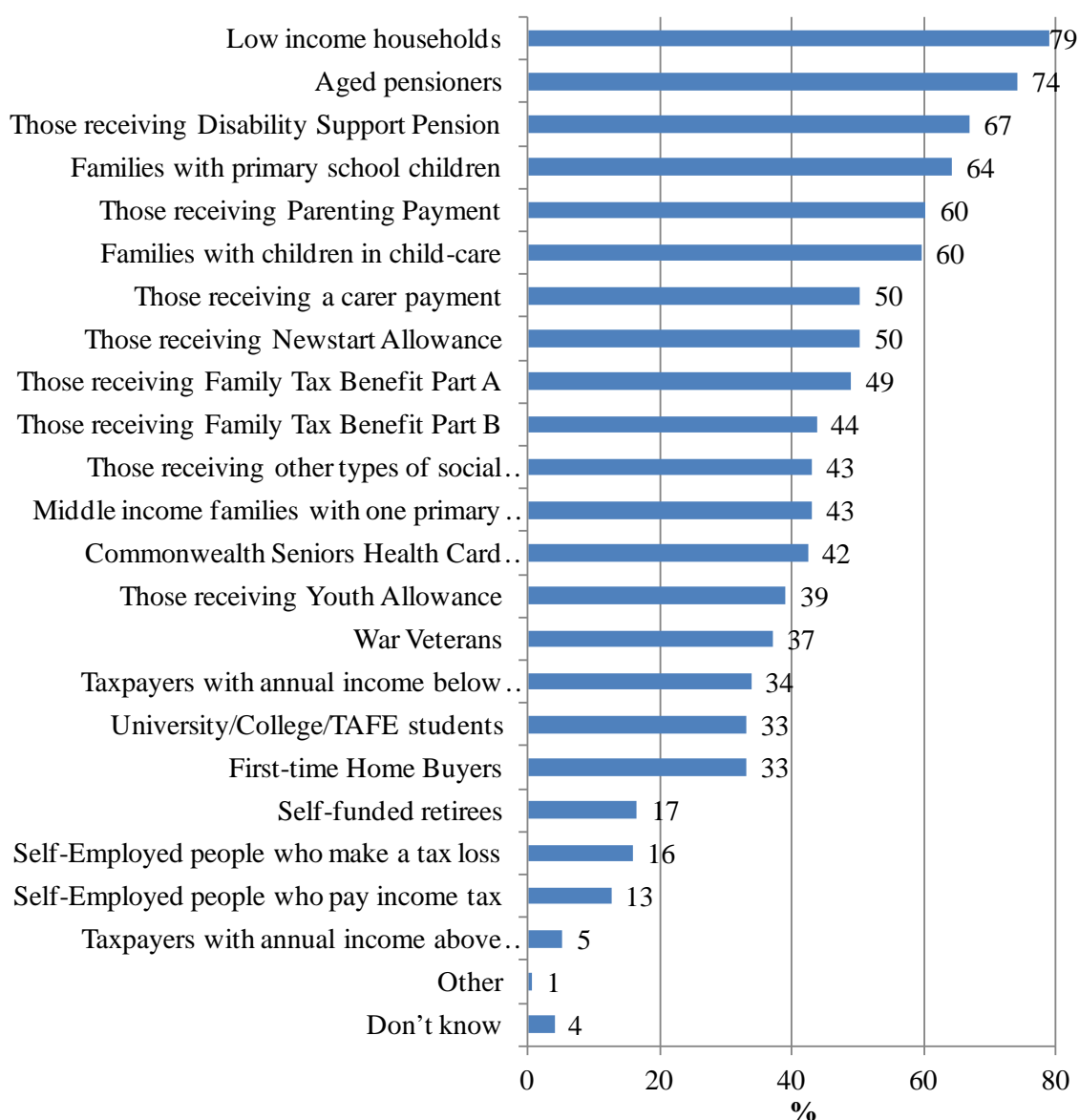
Why Will Not Receive Assistance - Time Series		
Channel	Benchmark (%)	Phase 1 Wave 1 (%)
Work full time/ will not qualify as work/ work full time	24	33
Do not receive any government payment or pension/ do not qualify for any government payments so will not receive HAP	11	22
No children/ I will not qualify as I have no children/ no dependant children	3	7
I will not qualify (unspec why not)	2	7
High income/ will not receive as household has high income/ income is above cut off level	28	4
I do not know enough about it to be sure if I qualify or not	15	0
Self Funded Retiree/ will not qualify as am Self Funded Retiree (income level unspec)	2	0

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 (Benchmark=38, P1W1=27)

4.7 Perception of Types of People Who Will Receive HAP Assistance

Three quarters of people said those eligible for assistance would be low income households (79%) or aged pensioners (74%). A further 67% 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=151)

The perception of who will receive the HAP in Phase 1 Wave 1 is largely consistent with the Benchmark, although a greater proportion identified each group.

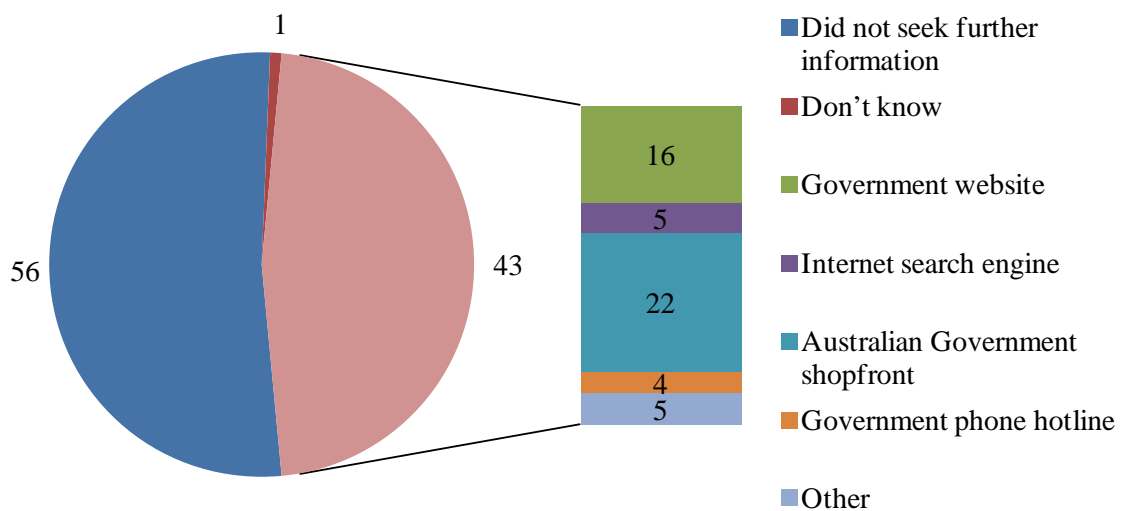
Who Will Receive Assistance - Time Series		
Channel	Benchmark (%)	Phase 1 Wave 1 (%)
Low income households	68	79
Aged pensioners	64	74
Those receiving Disability Support Pension	58	67
Families with primary school children	47	64
Those receiving Parenting Payment	41	60
Families with children in child-care	44	60
Those receiving a carer payment	45	50
Those receiving Newstart Allowance	45	50
Those receiving Family Tax Benefit Part A	35	49
Those receiving Family Tax Benefit Part B	28	44
Those receiving other types of social benefit payments	32	43
Middle income families with one primary earner	31	43
Commonwealth Seniors Health Card Holders	32	42
Those receiving Youth Allowance	40	39
War Veterans	40	37
Taxpayers with annual income below \$80,000	24	34
University/College/TAFE students	36	33
First-time Home Buyers	25	33
Self-funded retirees	13	17
Self-Employed people who make a tax loss	15	16
Self-Employed people who pay income tax	8	13
Taxpayers with annual income above \$80,000	4	5

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 (Benchmark=178, PIW1=151)

4.8 Sources of Further Information About HAP

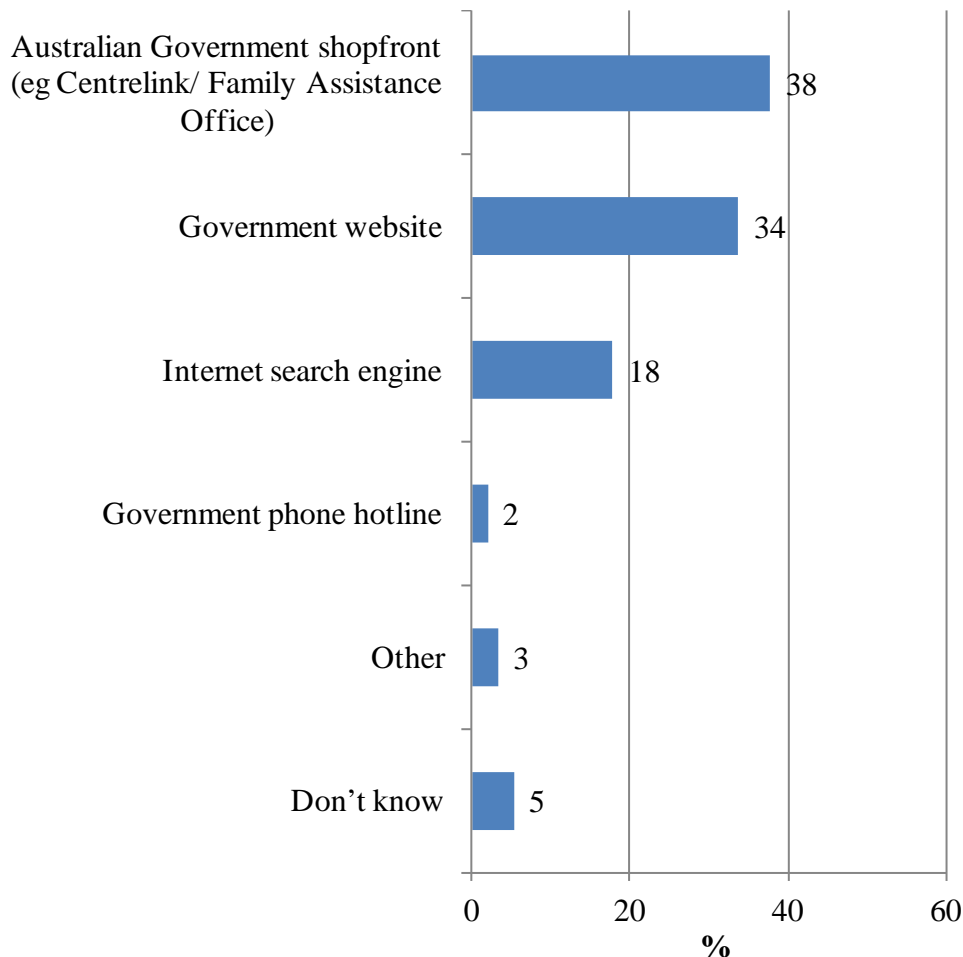
Just under half (43%) of Indigenous respondents who had seen one of the advertisements before said they sought further information afterwards. The most common source of information used was Australian government shopfronts, such as Centrelink offices (22%), followed by government websites (16%).



B11. After watching the ad, did you seek further information from any of the following sources?

Base: All Indigenous respondents who had seen one of the nine advertisements (n=108).

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 (38%). A third said they would visit a government website (34%) while one in five said they would use an internet search engine (18%).



B12. 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=151)

5. OVERALL CONCLUSIONS

- Unprompted awareness has increased significantly since the benchmark from 14% to 64%
- Just over half of Australians said they have seen or heard at least one of the nine HAP campaign advertisements
- The proportion of Indigenous Australians who have seen any of the ads is higher than the general population, with 72% saying they recognise at least one of the nine ads. In contrast, speakers of other languages have lower recognition, with 51% of those who speak a language other than English at home saying they recognise any of the ads
- People are generally positive about the campaign, with 60% saying it is a good way to inform the public about the HAP
- Although smaller proportions of the those who speak a language other than English recognise the ads, they are more positive about it. Two thirds (66%) of those who speak a language other than English said the campaign is a good way to inform the public, significantly higher than the proportion of those who speak only English (59%).
- The number of people who said they do not know whether they are eligible has decreased from 40% at benchmark to 22%.
- Perception of eligibility among those eligible for the tax cut has not changed since benchmark.
- The disconnect between eligibility and perceived eligibility among those eligible for the CEA/CES in the Australian population has decreased since benchmark. The proportion of those eligible for the CEA/CES who said they were eligible increased from 47% at benchmark to 67% following the start of the advertising campaign. This has largely been driven by a decrease in the proportion of people who said they don't know if they are eligible.
- Those who speak a language other than English remain significantly less likely to say they are eligible for assistance than those who speak only English (26% compared with 37%)
- There has been little change in perceived eligibility of Indigenous respondents since benchmark, with 54% of respondents saying they are eligible in wave 1 of Phase 1 compared with 49% at benchmark.

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.

Methodology

The research will be conducted over five waves:

- Wave 1 - Benchmarking study conducted prior to the start of HAP communications campaign.
- Wave 2 – First of two waves conducted to coincide with Phase 1 of the campaign.
- Wave 3 – Second wave conducted to coincide with Phase 1 of the campaign.
- Wave 4 – Conducted to coincide with Phase 2 of the campaign.
- Wave 5 – Conducted to coincide with Phase 3 of the campaign.

This report represents the findings from the first wave of Phase 1 (the second wave overall).

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 Phase 1 Wave 1 study was conducted from May 23 to May 31 2012.

Sample Design

The Phase 1 Wave 1 study was conducted among 4,000 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 2 CAWI survey is shown in the table below:

Location		Number of Interviews	
New South Wales	Sydney	796	1,328
	Other NSW	532	
Victoria	Melbourne	728	1,013
	Other Vic	285	
Queensland	Brisbane	344	772
	Other QLD	428	
South Australia	Adelaide	236	324
	Other SA	88	
Western Australia	Perth	300	390
	Other WA	90	
Northern Territory	NT	27	27
Tasmania	TAS	88	88
Australian Capital Territory	ACT	58	58
Total			4,000

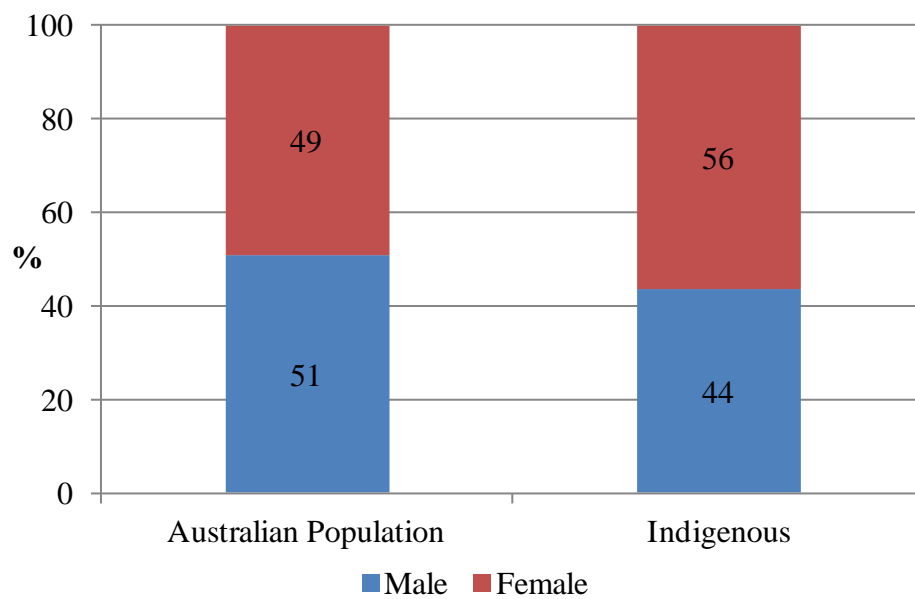
It is important that the sample includes a sufficiently robust number of respondents who are eligible for a HAP supplement or tax cut to allow for reliable statistical analysis of this sub-group. The number of respondents eligible for the Clean Energy Advance, Clean Energy Supplement, or tax cut is shown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

HAP	Population	Sample
Clean Energy Advance and Clean Energy Supplement	More than 6 million	n=1,869
Tax cut	c.8.7 million	n=1,616

Aboriginal and Torres Strait Islander Audiences

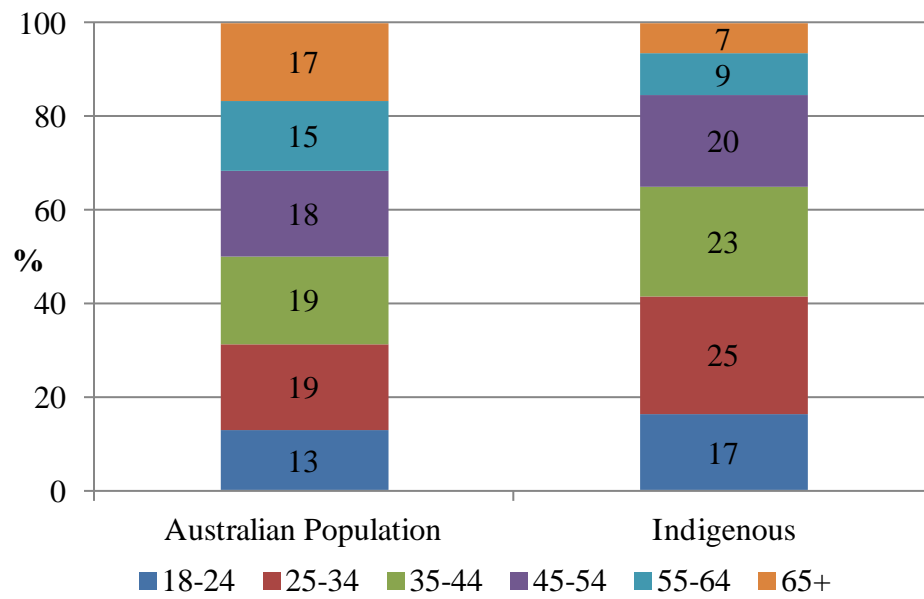
The research also included a separate face-to-face component with Aboriginal and Torres Strait Islander people, in order to ensure that the views of Indigenous people were represented in the study.

Computer Aided Personal Interviewing (CAPI) was used to conduct 151 face-to-face interviews with Indigenous people.

APPENDIX B – DEMOGRAPHICS

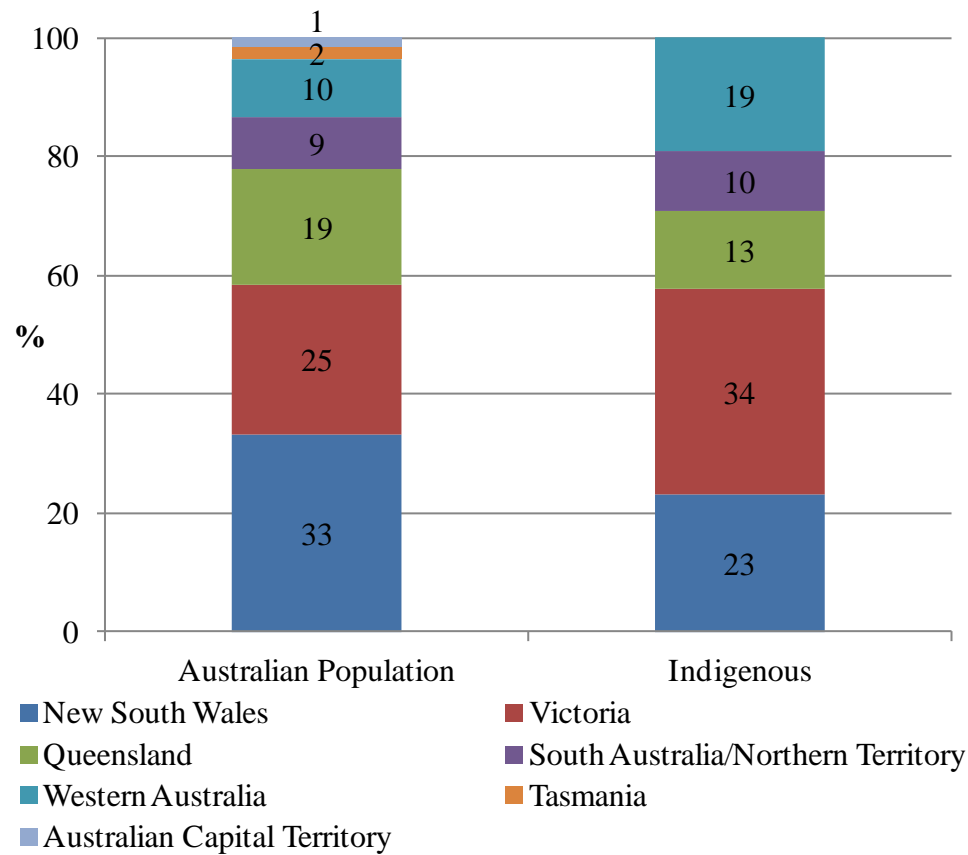
A1. Are you...

Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151)



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

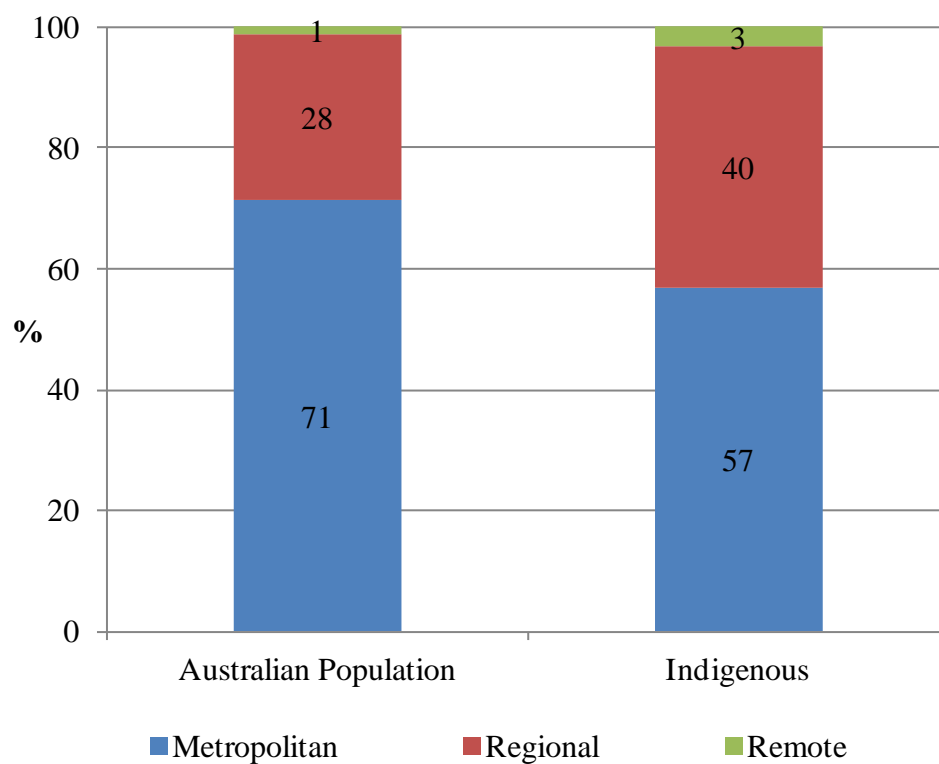
Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151)



A3. Where do you live?

A4. Please enter your postcode

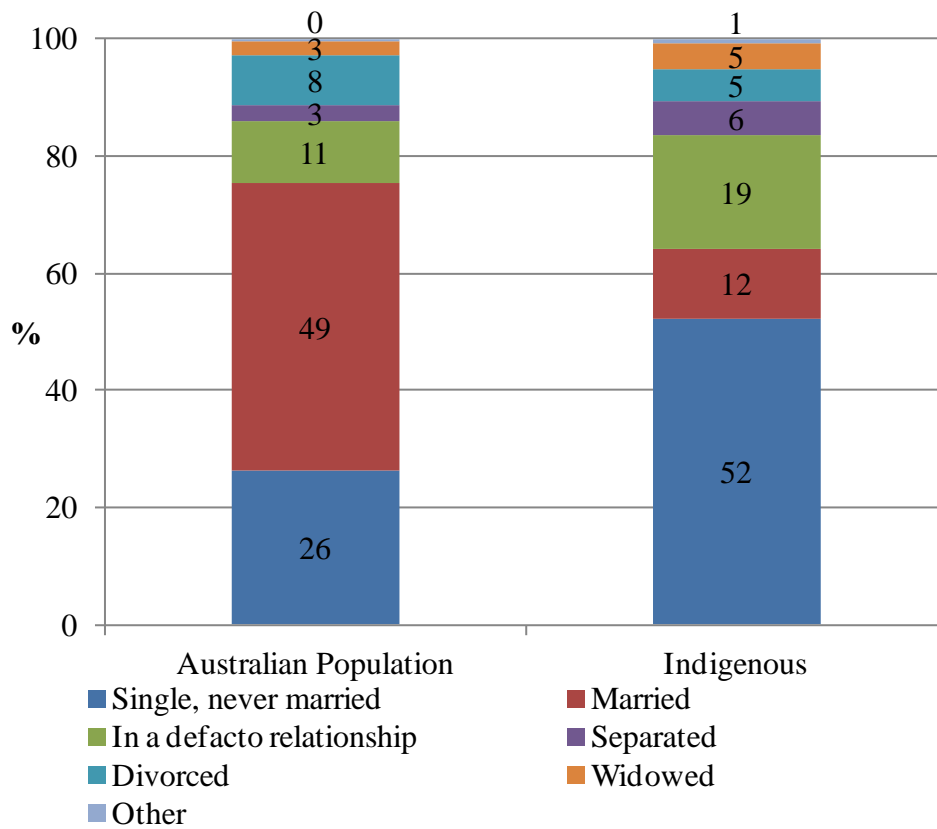
Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151)



A3. Where do you live?

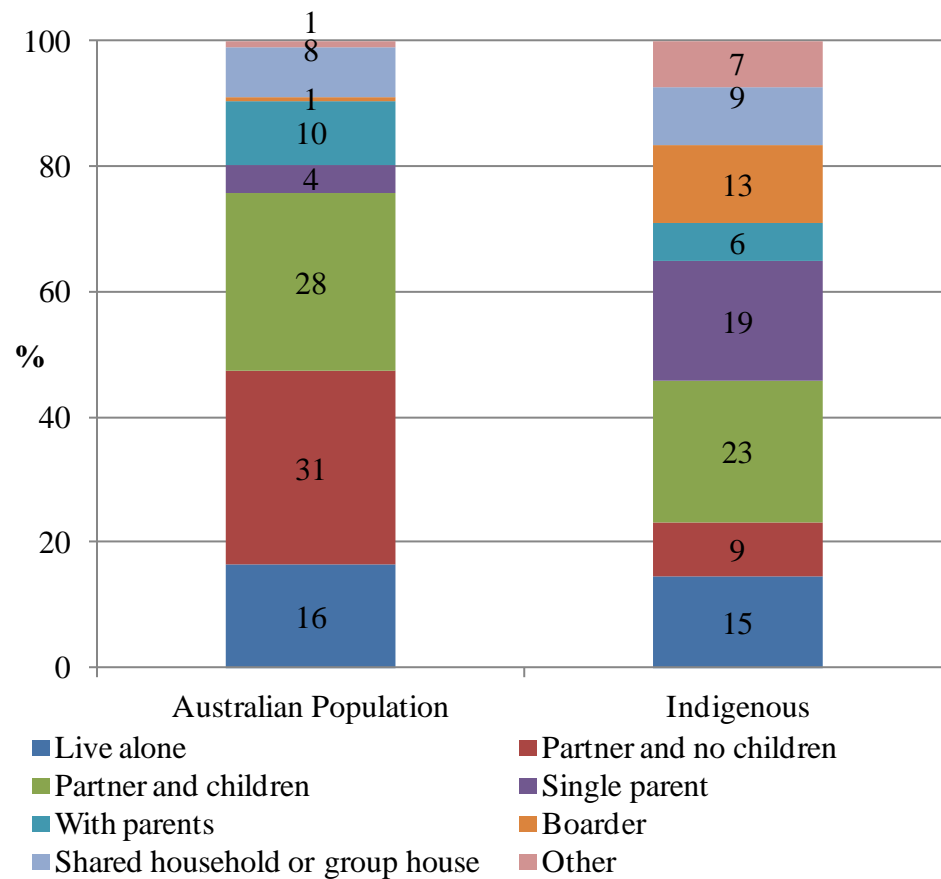
A4. Please enter your postcode

Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151)



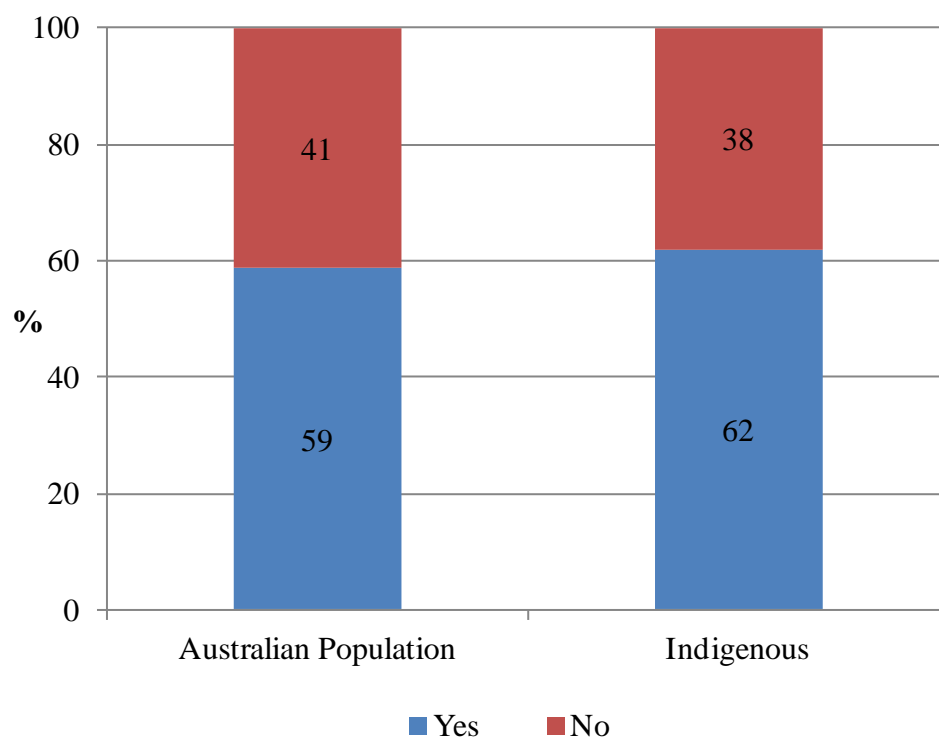
C1. What is your marital status?

Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151)



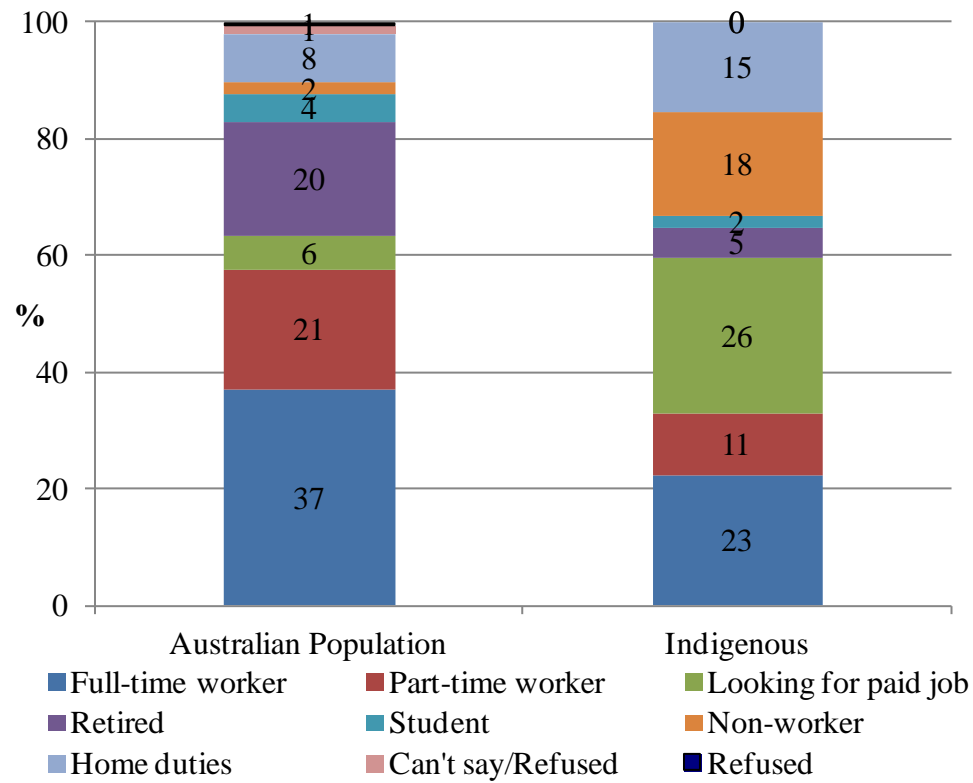
C2. Which of these best describes your current living arrangement?

Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151)



C3. Do you have any school-age children?

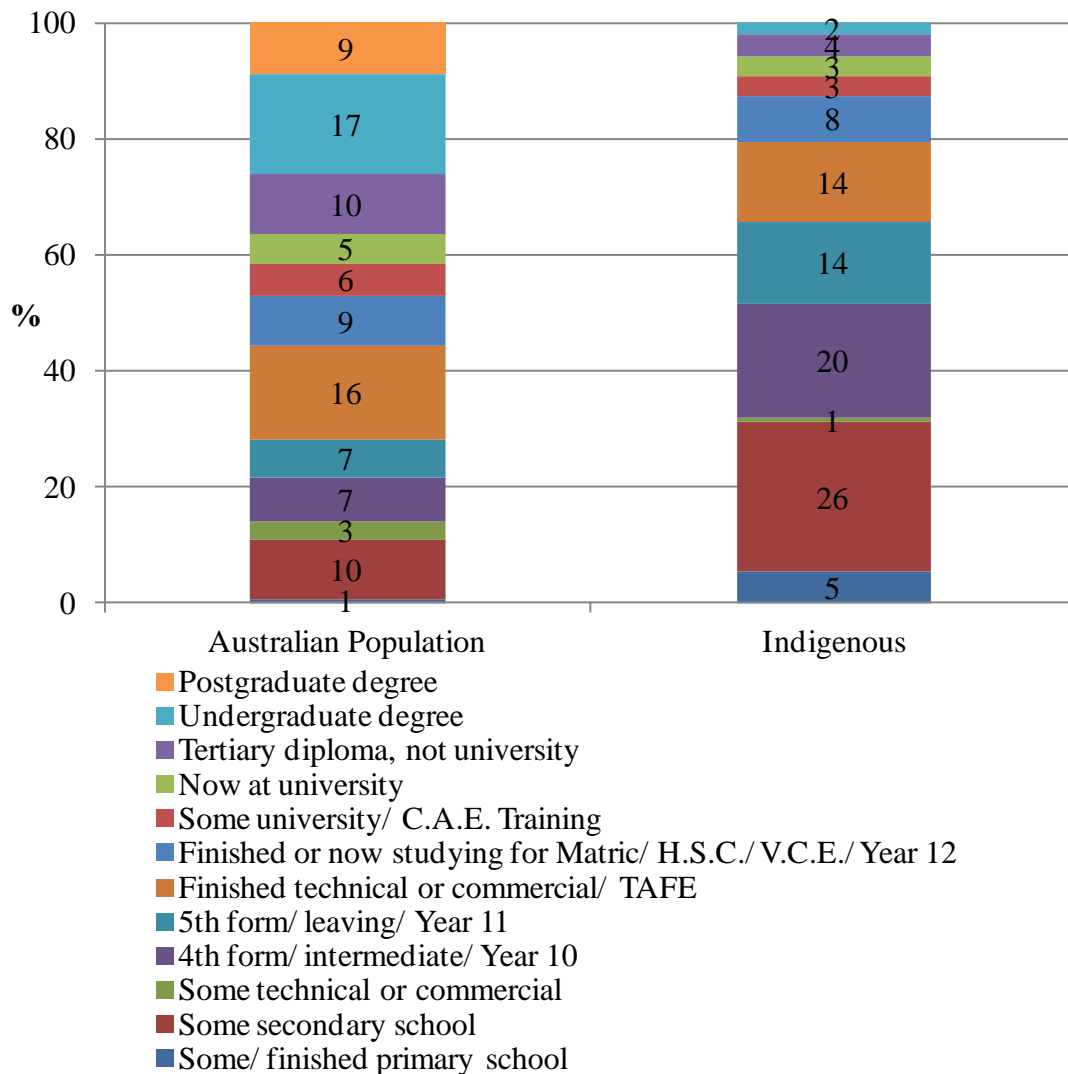
Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151)



C4. Are you now in paid employment?

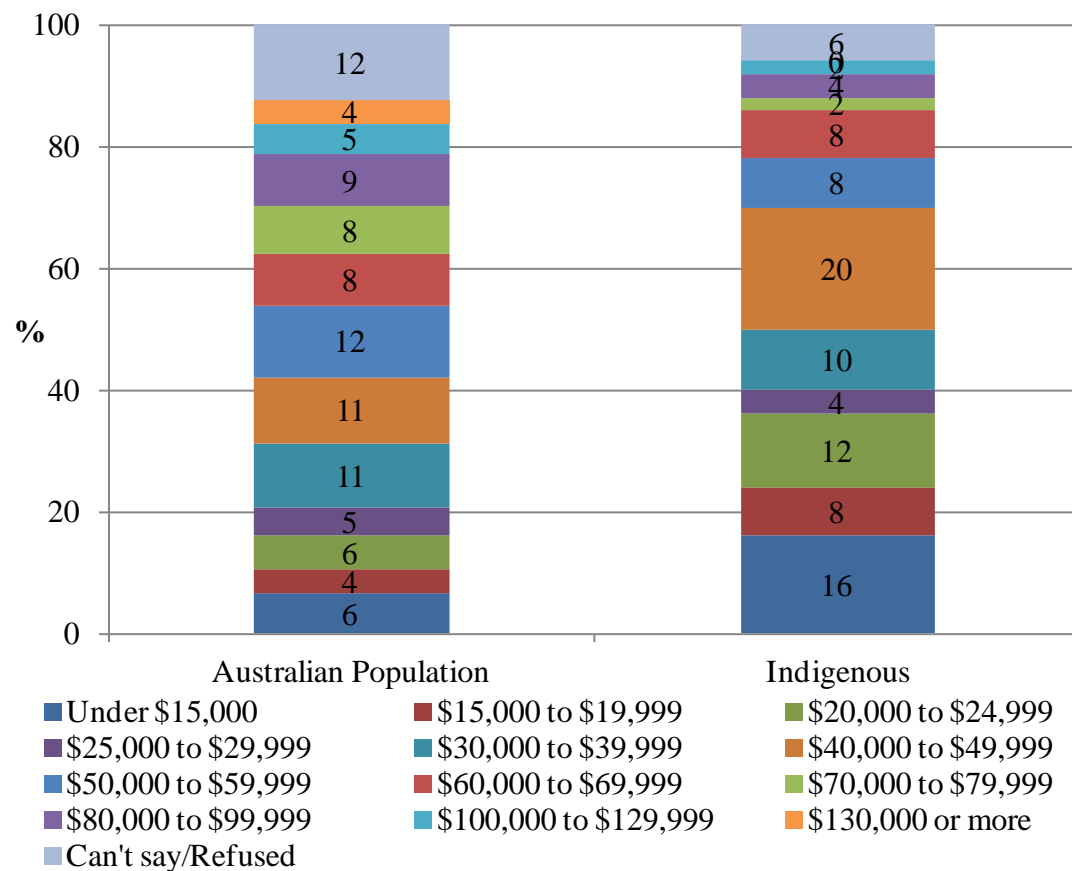
C5. Are you now looking for a paid job?

Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151)



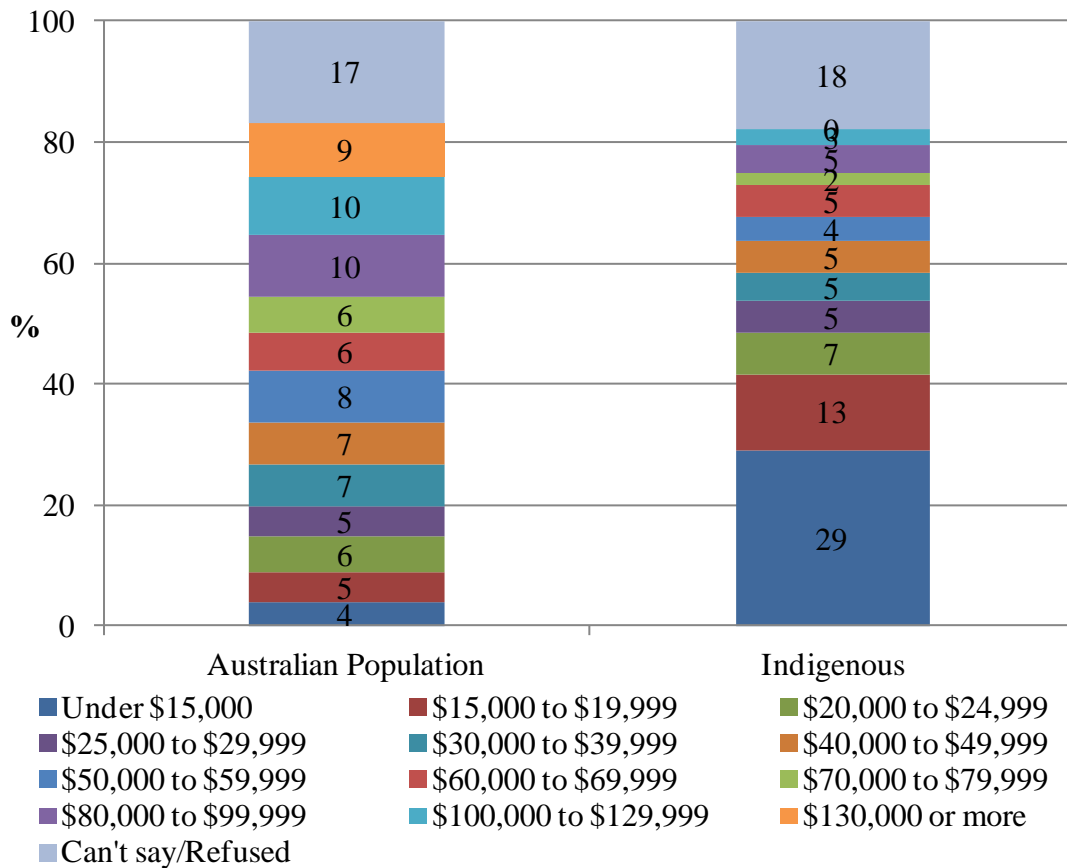
C6. What is the highest level of education you've reached?

Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151)

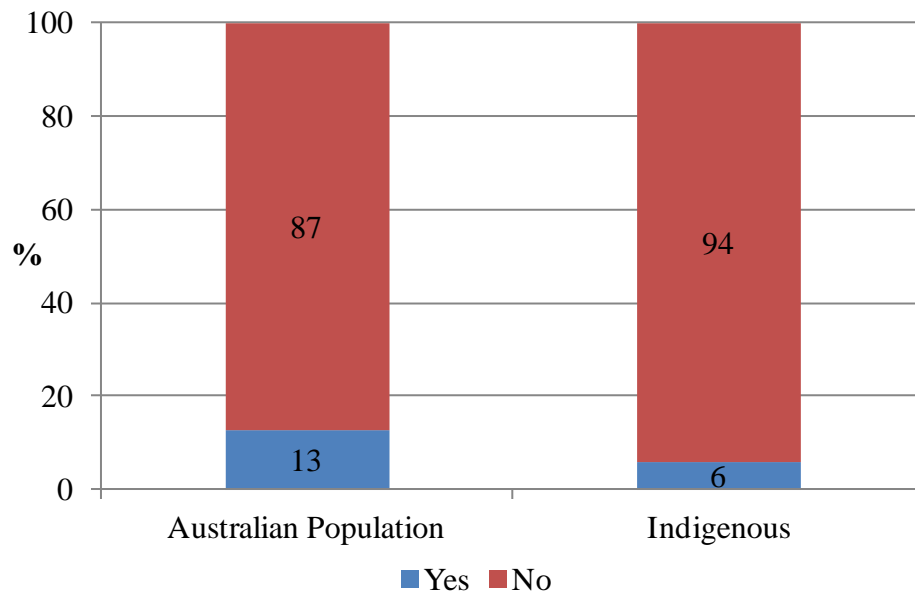


C7. Roughly speaking, into which of the following ranges would your annual personal income fall?

Base: All CAWI respondents in paid employment (n=2,307); All Indigenous respondents in paid employment (n=50)



C8. Roughly speaking, into which of the following ranges would your annual household income fall?
 Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151)

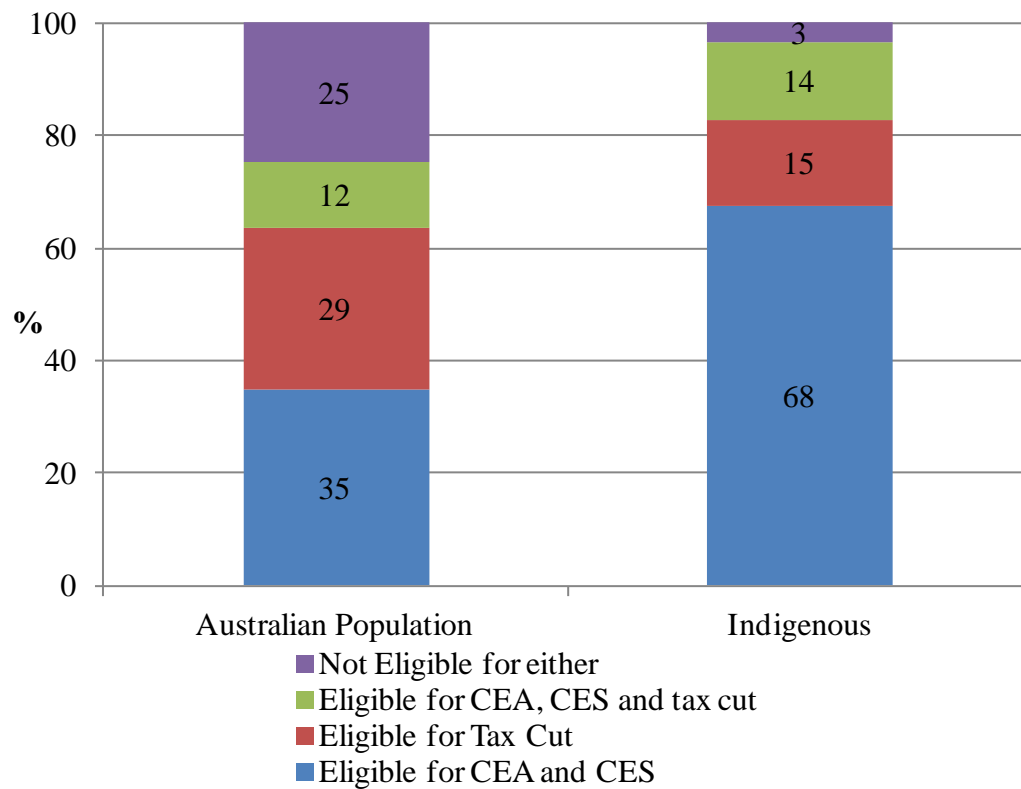


C8. Are you self-employed?

Base: All CAWI respondents in paid employment (n=2,307); All Indigenous respondents in paid employment (n=50)



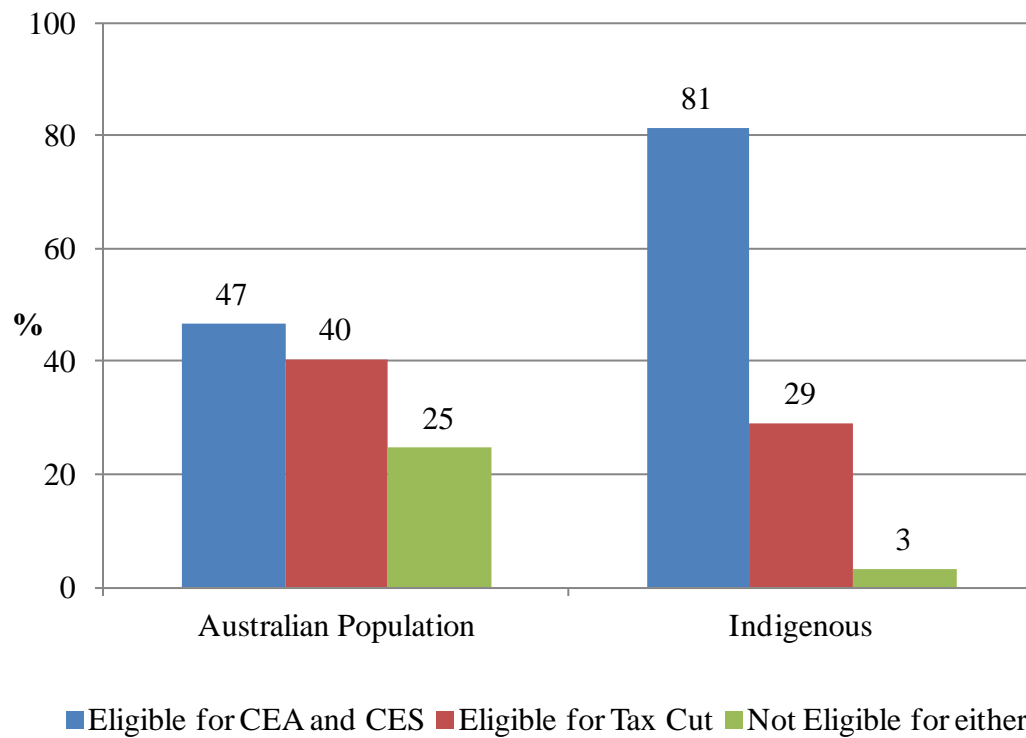
C11. Do you consider yourself to be an Indigenous Australian – Aboriginal or Torres Strait Islander?
Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151)



C7. Roughly speaking, into which of the following ranges would your annual personal income fall?

C10. Do you receive any of the following social benefits?

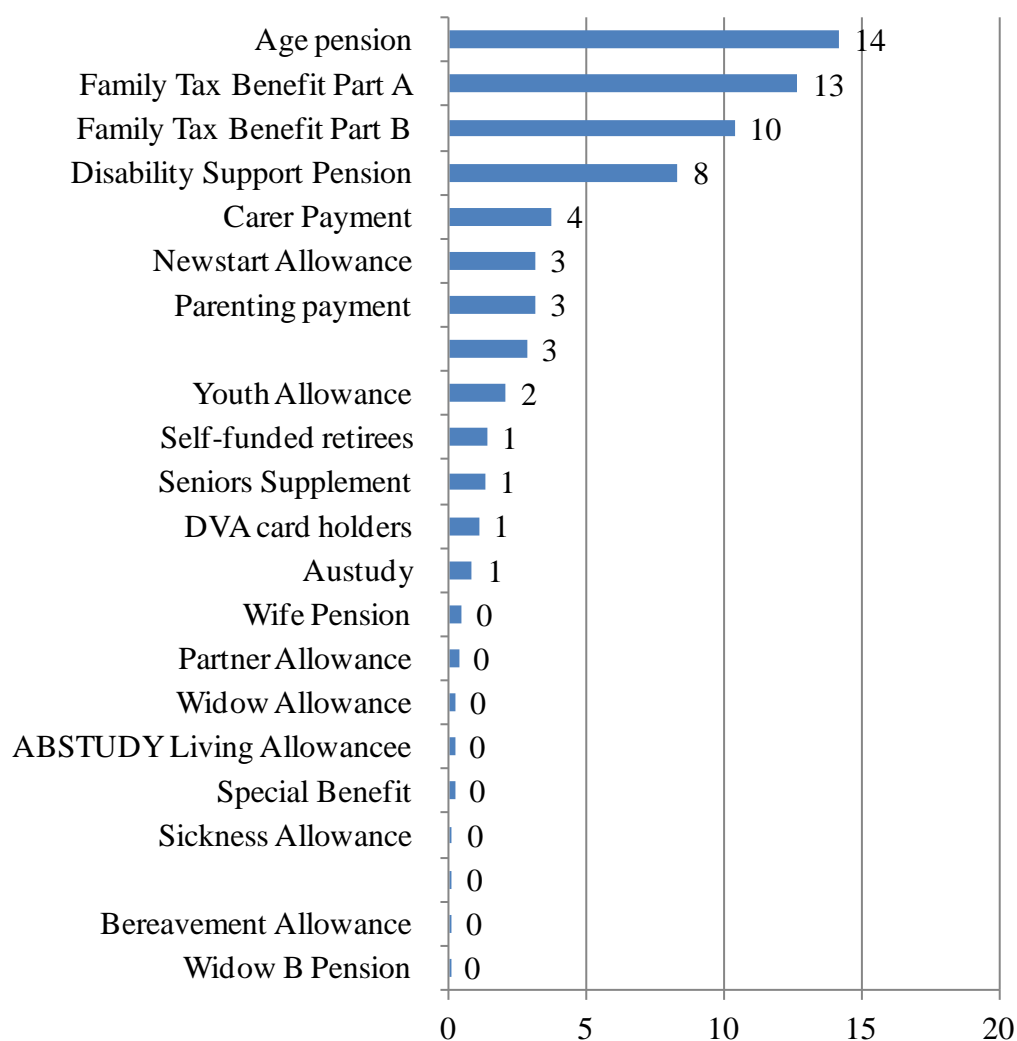
Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151)



C7. Roughly speaking, into which of the following ranges would your annual personal income fall?

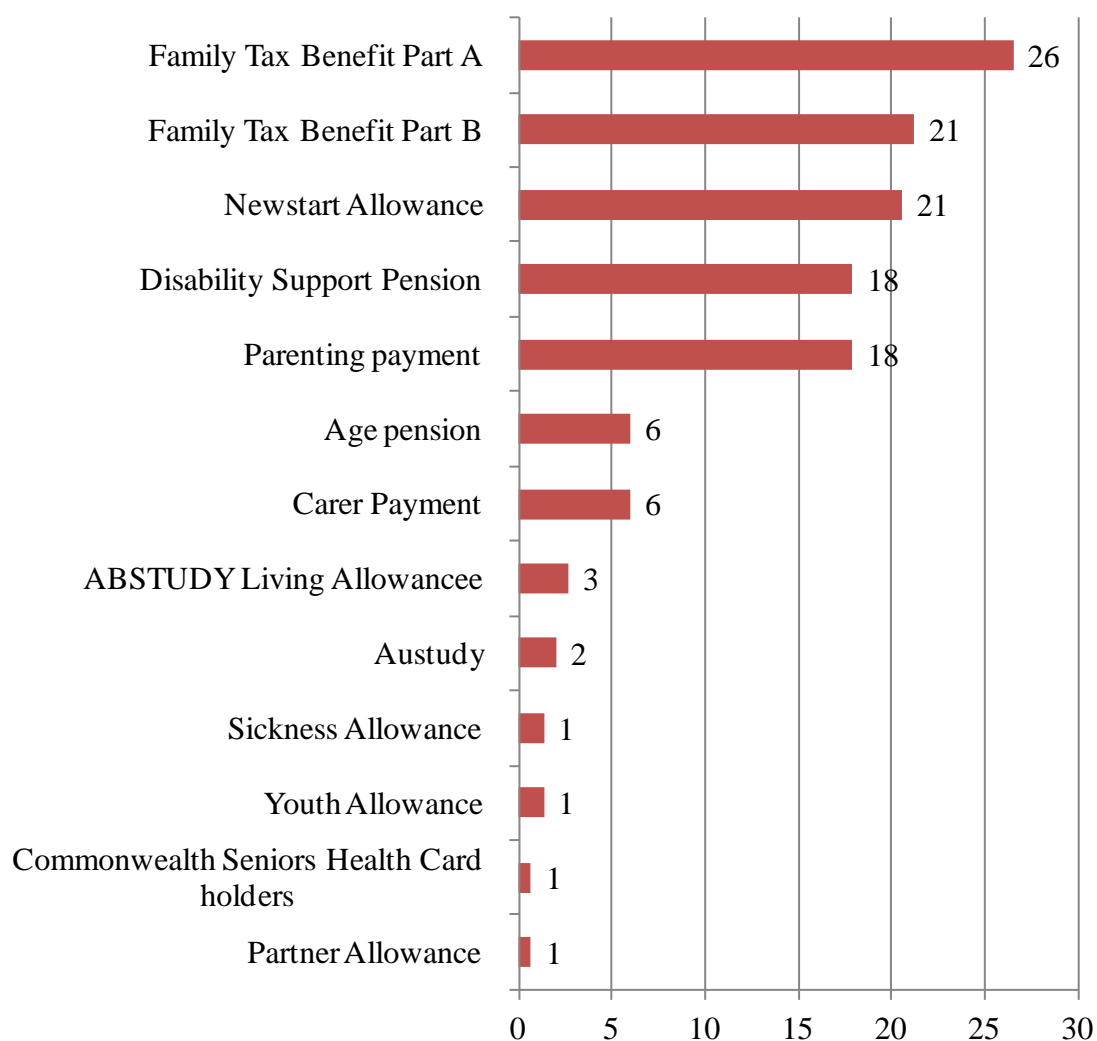
C10. Do you receive any of the following social benefits?

Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151)



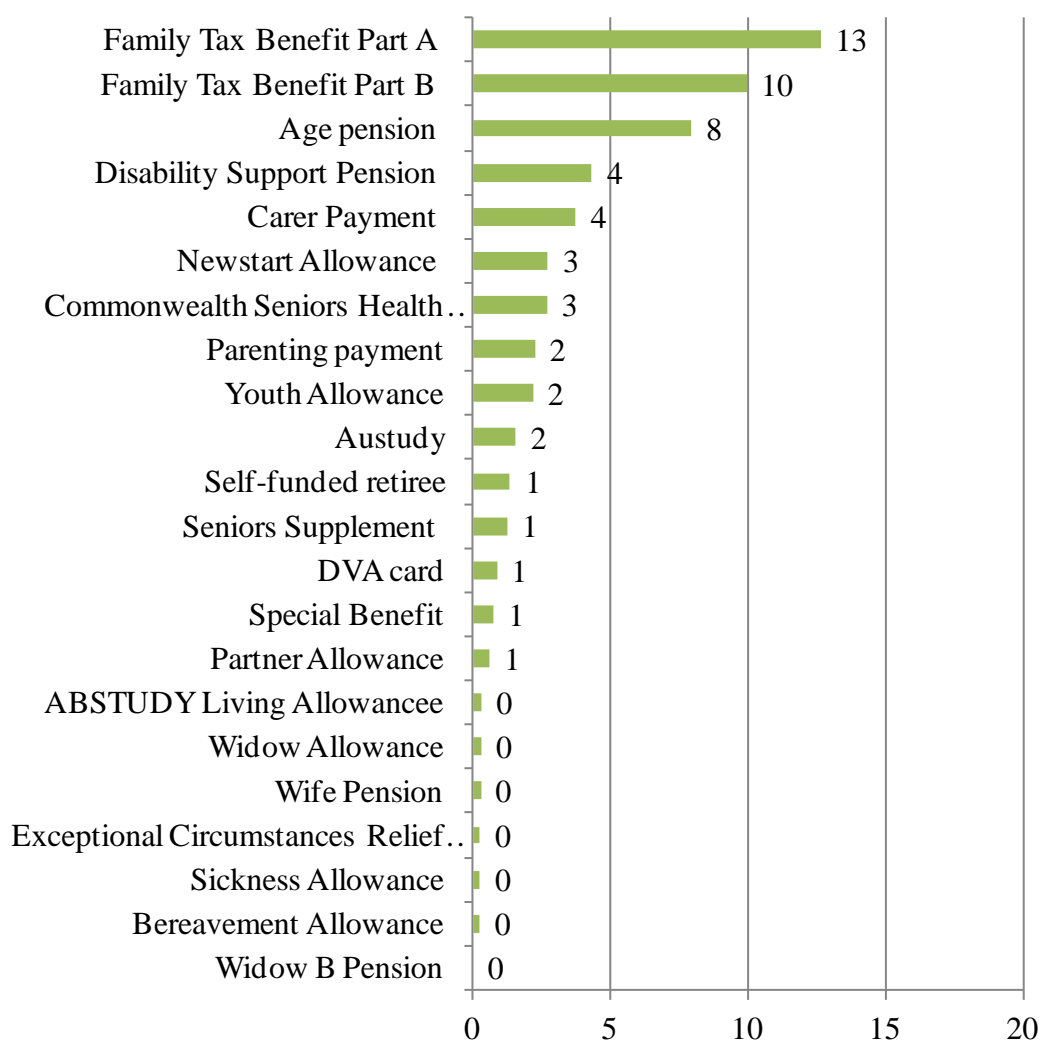
C10. Do you receive any of the following social benefits?

Base: All CAWI respondents (n=4,000)



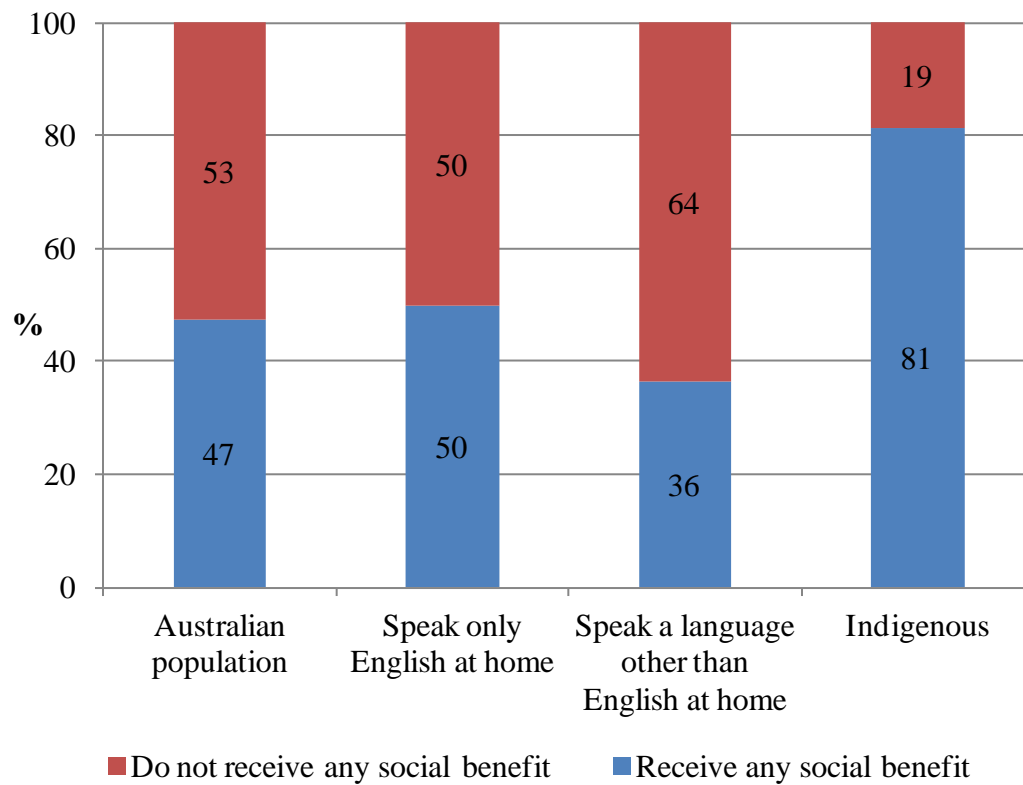
C10. Do you receive any of the following social benefits?

Base: All Indigenous respondents (n=151)



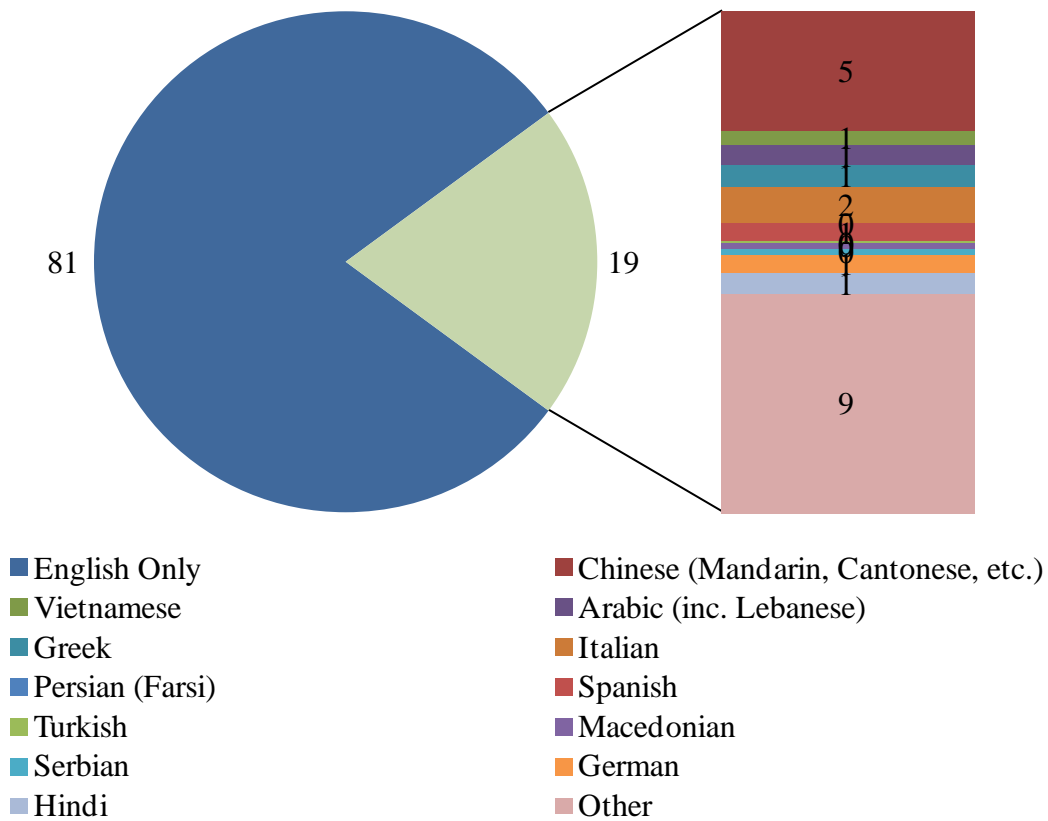
C10. Do you receive any of the following social benefits?

Base: Respondents who speak a language other than English at home (P1W1=775).



C10. Do you receive any of the following social benefits?

Base: All CAWI respondents (n=4,000); All Indigenous respondents (n=151); Respondents only speak English at home (PIW1=3,225); Respondents speak a language other than English at home (PIW1=775).



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=4,000)

APPENDIX C – CAWI PHASE 1 WAVE 1 QUESTIONNAIRE**PART A - SCREENERS****ASK ALL**

- 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.

ASK ALL

- 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

ASK ALL

- 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.

ASK ALL

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.

ASK ALL

A5. Please enter your postcode

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ASK ALL

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 A6) 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

ASK ALL

B1. Have you heard about the new Household Assistance Package the Australian Government has recently introduced?

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?

IF ‘YES’ (CODE 1 AT B1) ASK B2 AND B3

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

The Government has just launched a new advertising campaign to inform the public about the new Household Assistance Package. The advertising campaign will run on television, radio, newspapers and magazines and will have a number of different advertisements giving details of different elements within the Package.

Firstly, we are going to show you three different television commercials. We would like you to watch each of them and say whether you have seen the advertisement before.

RANDOMISE ORDER OF TVCs (B4a-B4c)

ASK ALL

B4a. Please watch the following television advertisement.

INSERT TV AD1

Please click on the next button once you have finished viewing the advertisement.

Before today, had you seen this television advertisement?

Yes	1
No	2
Don't know	3

ASK ALL

B4b. Please watch the following television advertisement.

INSERT TV AD2

Please click on the next button once you have finished viewing the advertisement.

Before today, had you seen this television advertisement?

Yes	1
No	2
Don't know	3

ASK ALL

B4c. Please watch the following television advertisement.

INSERT TV AD3

Please click on the next button once you have finished viewing the advertisement.

Before today, had you seen this television advertisement?

Yes	1
No	2
Don't know	3

Now we are going to play three radio commercials. Again, we would like you say whether you have heard the advertisement before.

RANDOMISE ORDER OF RADIO ADS (B5a-B5c)

ASK ALL

B5a. Please listen to the following radio advertisement.

INSERT RADIO AD1

Please click on the next button once you have finished listening to the advertisement.

Before today, had you heard this radio advertisement?

Yes	1
-----	---

No	2
Don't know	3

ASK ALL

B5b. Please listen to the following radio advertisement.

INSERT RADIO AD2

Please click on the next button once you have finished listening to the advertisement.

Before today, had you heard this radio advertisement?

Yes	1
No	2
Don't know	3

ASK ALL

B5c. Please listen to the following radio advertisement.

INSERT RADIO AD3

Please click on the next button once you have finished listening to the advertisement.

Before today, had you heard this radio advertisement?

Yes	1
No	2
Don't know	3

Finally, we are going to show you some print advertisements. We would like you say whether you have seen the advertisement before.

RANDOMISE ORDER OF PRINT ADS (B6a-B6c)**ASK ALL**

B6a. Please look at the following print advertisement.

INSERT PRINT AD1

Before today, had you seen this print advertisement?

Yes	1
No	2
Don't know	3

ASK ALL

B6b. Please look at the following print advertisement.

INSERT PRINT AD2

Before today, had you seen this print advertisement?

Yes	1
No	2
Don't know	3

ASK ALL

B6c. Please look at the following print advertisement.

INSERT PRINT AD3

Before today, had you seen this print advertisement?

Yes	1
No	2
Don't know	3

ASK ALL

B7. Thinking about all of the different television, radio and print advertisements you have just seen, what do you think were the key messages of the advertisements? You can choose as many of the messages below that you think apply.

RANDOMISE ORDER OF MESSAGES

Those who already receive a Government payment will receive an initial payment	1
You don't have to do anything to receive the payment – it happens automatically	2
From March next year this assistance will become part of regular payments	3
Tax cuts begin in July 2012	4
For more information visit website/call phone number	5
University students will receive assistance with their fees	6
First-time home buyers will receive a special payment	7
The assistance is to help with everyday expenses	8
None of these	98
Don't know	99

ASK ALL

B8. The advertising mentions that the Household Assistance Package is designed to help you with your everyday expenses. What types of everyday expenses do you think the package is for?

--

ASK ALL

B9. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

Yes	1
No	2
Don't know	3

IF CODE 1 OR CODE 2 ON B9, ASK:

B10. Why is that?

IF HAVE SEEN AT LEAST ONE AD (CODE 1 ON AT LEAST ONE OF B4a, B4b, B4c, B5a, B5b, B5c, B6a, B6b OR B6c)

B11. After watching the ad, did you seek further information from any of the following sources?

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

ASK ALL

B12. 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 B12, ASK B13

B13. 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 B12, ASK B14

B14. What sort/degree of assistance do you think you'll receive?

PLEASE TYPE YOUR ANSWER IN THE TEXT BOX BELOW

--

ASK ALL

B15. 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

B16. 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

ASK ALL

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

ASK ALL

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

IF CODE 3 OR 4 AT C2, ASK:

C3. Do you have any school-age children?

Yes	1
No	2

Don't know	3
------------	---

ASK ALL

C4. 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 C4)

C5. 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

ASK ALL

C6. 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 th Form/Intermediate/Year 10	4
5 TH 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 C4)

- C7. Roughly speaking, into which of the following ranges does your personal 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

ASK ALL

- C8. Roughly speaking, into which of the following ranges would your annual household 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

IF EMPLOYED (CODE 1 OR 2 ON C4)

C9. Are you self-employed or not?

Yes	1
No	2

ASK ALL

C10. Do you receive any of the following social benefits?

ABSTUDY Living Allowancee	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

ASK ALL

C11. 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 PHASE 1 WAVE 1 QUESTIONNAIRE**PART A - SCREENERS****ASK ALL**

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

IF NOT ABORIGINAL OR TORRES STRAIT ISLANDER, SAY: Thank you for your time, but we are only interviewing people from an Aboriginal or Torres Strait Islander background.

ASK ALL

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.

ASK ALL

A3. Are you...

Male	1	Check Quota
Female	2	Check Quota

ASK ALL

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
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.

ASK ALL

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

ASK ALL

A6. Please enter your postcode

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PART B – HOUSEHOLD ASSISTANCE PACKAGE**ASK ALL**

- B1. Have you heard about the new Household Assistance Package the Australian Government has recently introduced?

Yes	1
No	2
Don't know	3

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

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

PLEASE WRITE 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?

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

B3. Looking at showcard 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)	1
TV News/Current Affairs (2)	2
Newspaper Advertising (3)	3
Newspaper Article/Story (4)	4
Radio Advertising (5)	5
Radio News/Talkback/Current affairs (6)	6
Magazine Advertising (7)	7
Magazine Article/Story (8)	8
Billboard/Poster (9)	9
Government website (10)	10
Internet Advertising (11)	11
Other Internet (12)	12
Government Department (13)	13
Government Agency (e.g. Centrelink) (14)	14
Direct Mail/Brochure/Leaflet (15)	15
Family/Friends (16)	16
Other (specify)	98
Don't Know	99

The Government has just launched a new advertising campaign to inform the public about the new Household Assistance Package. The advertising campaign will run on television, radio, newspapers and magazines and will have a number of different advertisements giving details of different elements within the Package.

Firstly, we are going to show you three different television commercials. We would like you to watch each of them and say whether you have seen the advertisement before.

RANDOMISE ORDER OF TVCs (B4a-B4c)

ASK ALL

B4a. Please watch the following television advertisement.

INTERVIEWERS: WHEN READY TO SHOW RESPONDENT ADVERTISEMENT, CLICK THE NEXT BUTTON. THE VIDEO WILL PLAY AUTOMATICALLY ONCE THE NEXT SCREEN LOADS.

INSERT TV AD1

Before today, had you seen this television advertisement?

Yes	1
No	2
Don't know	3

ASK ALL

B4b. Please watch the following television advertisement.

INTERVIEWERS: WHEN READY TO SHOW RESPONDENT ADVERTISEMENT, CLICK THE NEXT BUTTON. THE VIDEO WILL PLAY AUTOMATICALLY ONCE THE NEXT SCREEN LOADS.

INSERT TV AD2

Before today, had you seen this television advertisement?

Yes	1
No	2
Don't know	3

ASK ALL

B4c. Please watch the following television advertisement.

INTERVIEWERS: WHEN READY TO SHOW RESPONDENT ADVERTISEMENT, CLICK THE NEXT BUTTON. THE VIDEO WILL PLAY AUTOMATICALLY ONCE THE NEXT SCREEN LOADS.

INSERT TV AD3

Before today, had you seen this television advertisement?

Yes	1
No	2
Don't know	3

Now we are going to play three radio commercials. Again, we would like you say whether you have heard the advertisement before.

RANDOMISE ORDER OF RADIO ADS (B5a-B5c)

ASK ALL

B5a. Please listen to the following radio advertisement.

INTERVIEWERS: WHEN READY TO SHOW RESPONDENT ADVERTISEMENT, CLICK THE NEXT BUTTON. THE AUDIO WILL PLAY AUTOMATICALLY ONCE THE NEXT SCREEN LOADS.

INSERT RADIO AD1

Before today, had you heard this radio advertisement?

Yes	1
No	2
Don't know	3

ASK ALL

B5b. Please listen to the following radio advertisement.

INTERVIEWERS: WHEN READY TO SHOW RESPONDENT ADVERTISEMENT, CLICK THE NEXT BUTTON. THE AUDIO WILL PLAY AUTOMATICALLY ONCE THE NEXT SCREEN LOADS.

INSERT RADIO AD2

Before today, had you heard this radio advertisement?

Yes	1
No	2
Don't know	3

ASK ALL

B5c. Please listen to the following radio advertisement.

INTERVIEWERS: WHEN READY TO SHOW RESPONDENT ADVERTISEMENT, CLICK THE NEXT BUTTON. THE AUDIO WILL PLAY AUTOMATICALLY ONCE THE NEXT SCREEN LOADS.

INSERT RADIO AD3

Before today, had you heard this radio advertisement?

Yes	1
No	2
Don't know	3

Finally, we are going to show you some print advertisements. We would like you say whether you have seen the advertisement before.

RANDOMISE ORDER OF PRINT ADS (B6a-B6c)**ASK ALL**

B6a. Please look at the following print advertisement.

INSERT PRINT AD1

Before today, had you seen this print advertisement?

Yes	1
No	2
Don't know	3

ASK ALL

B6b. Please look at the following print advertisement.

INSERT PRINT AD2

Before today, had you seen this print advertisement?

Yes	1
No	2
Don't know	3

ASK ALL

B6c. Please look at the following print advertisement.

INSERT PRINT AD3

Before today, had you seen this print advertisement?

Yes	1
No	2
Don't know	3

ASK ALL

B7. Looking at showcard B7 and thinking about all of the different television, radio and print advertisements you have just seen, what do you think were the key messages of the advertisements? You can choose as many of the messages as you think apply.

READ OUT

Those who already receive a Government payment will receive an initial payment (1)	1
You don't have to do anything to receive the payment – it happens automatically (2)	2
University students will receive assistance with their fees (3)	6
From March next year this assistance will become part of regular	3

payments (4)	
Tax cuts begin in July 2012 (5)	4
First-time home buyers will receive a special payment (6)	7
For more information visit website/call phone number (7)	5
The assistance is to help with everyday expenses (8)	8
None of these	98
Don't know	99

ASK ALL

B8. The advertising mentions that the Household Assistance Package is designed to help you with your everyday expenses. What types of everyday expenses do you think the package is for?

PLEASE WRITE ANSWER IN THE TEXT BOX BELOW

ASK ALL

B9. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

Yes	1
No	2
Don't know	3

IF CODE 1 OR CODE 2 ON B9, ASK:

B10. Why is that?

PLEASE WRITE ANSWER IN THE TEXT BOX BELOW

IF HAVE SEEN AT LEAST ONE AD (CODE 1 ON AT LEAST ONE OF B4a, B4b, B4c, B5a, B5b, B5c, B6a, B6b OR B6c)

B11. Looking at showcard B11/B16, after watching the ad, did you seek further information from any of the following sources?

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
I did not seek further information	

ASK ALL

B12. 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 B12, ASK B13

B13. Why do you think you will/will not receive financial assistance and benefits as a result of the Household Assistance Package?

PLEASE WRITE ANSWER IN THE TEXT BOX BELOW

--

IF CODE 1 AT B12, ASK B14

B14. What sort/degree of assistance do you think you'll receive?

PLEASE WRITE ANSWER IN THE TEXT BOX BELOW

--

ASK ALL

B15. Looking at showcard B15, 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

B16. Looking at showcard B11/B16, 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**ASK ALL**

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

ASK ALL

C2. Looking at showcard C2, which of these best describes your current living arrangements?

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

IF CODE 3 OR 4 AT C2, ASK:

C3. Do you have any school-age children?

Yes	1
No	2
Don't know	3

ASK ALL

C4. Are you now in paid employment?

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

IF NOT EMPLOYED (CODE 3 ON C4)

C5. 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

ASK ALL

C6. 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 th Form/Intermediate/Year 10	4
5 TH 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 C4)C7. Looking at showcard C7/C8, roughly speaking, into which of the following ranges does your personal annual income before tax fall?

Under \$15,000 (A)	1
\$15,000 to \$19,999 (B)	2
\$20,000 to \$24,999 (C)	3
\$25,000 to \$29,999 (D)	4
\$30,000 to \$39,999 (E)	5
\$40,000 to \$49,999 (F)	6
\$50,000 to \$59,999 (G)	7
\$60,000 to \$69,999 (H)	8
\$70,000 to \$79,999 (I)	9
\$80,000 to \$99,999 (J)	10
\$100,000 to \$129,999 (K)	11
\$130,000 or more (L)	12
Can't say	98
Refused	99

ASK ALL

- C8. Looking at showcard C7/C8, roughly speaking, into which of the following ranges would your annual household income fall?

Under \$15,000 (A)	1
\$15,000 to \$19,999 (B)	2
\$20,000 to \$24,999 (C)	3
\$25,000 to \$29,999 (D)	4
\$30,000 to \$39,999 (E)	5
\$40,000 to \$49,999 (F)	6
\$50,000 to \$59,999 (G)	7
\$60,000 to \$69,999 (H)	8
\$70,000 to \$79,999 (I)	9
\$80,000 to \$99,999 (J)	10
\$100,000 to \$129,999 (K)	11
\$130,000 or more (L)	12
Can't say	98
Refused	99

IF EMPLOYED (CODE 1 OR 2 ON C4)

C9. Are you self-employed or not?

Yes	1
No	2

ASK ALL

C10. Looking at showcard C10, do you receive any of the following social benefits?

ABSTUDY Living Allowancee (1)	1
Age pension (2)	2
Austudy (3)	3
Bereavement Allowance (4)	4
Carer Payment (5)	5
Commonwealth Seniors Health Card holders (6)	6
Disability Support Pension (7)	7
DVA card holders (8)	8
Exceptional Circumstances Relief Payment Special Benefit (9)	9
Family Tax Benefit Part A (10)	10
Family Tax Benefit Part B (11)	11
Newstart Allowance (12)	12
Parenting payment (13)	13
Partner Allowance (14)	14
Self-funded retirees (15)	15
Seniors Supplement (16)	16
Sickness Allowance (17)	17
Special Benefit (18)	18
Widow Allowance (19)	19
Widow B Pension (20)	20
Wife Pension (21)	21
Youth Allowance (22)	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%