

# Household Assistance Package Campaign Evaluation

## Campaign Phase 2

August 2012

*- Prepared for -*

Department of Families, Housing, Community Service & Indigenous Affairs  
P.O Box 7576  
Canberra Business Centre ACT 2610

*- Prepared by -*

**Roy Morgan Research**  
2nd Floor, 232 Sussex St,  
Sydney, NSW, 2000

## **Table of Contents**

<b>1. EXECUTIVE SUMMARY .....</b>	<b>1</b>
1.1 About the Study .....	1
1.2 Major Findings .....	1
1.3 Overall Conclusions .....	8
<b>2. INTRODUCTION.....</b>	<b>9</b>
2.1 Background.....	9
2.2 Research Objectives .....	9
<b>3. AUSTRALIAN POPULATION .....</b>	<b>11</b>
3.1 Unprompted Awareness of HAP .....	11
3.2 Unprompted Knowledge of HAP .....	14
3.3 Source of Awareness of HAP.....	22
3.4 Campaign Awareness .....	24
3.5 Campaign Evaluation .....	26
3.6 Perceived Eligibility for HAP .....	37
3.7 Perception of Types of People Who Will Receive HAP Assistance.....	46
3.8 Sources of Further Information About HAP .....	48
<b>4. INDIGENOUS POPULATION .....</b>	<b>56</b>
4.1 Unprompted Awareness of HAP .....	56
4.2 Unprompted Knowledge of HAP .....	58
4.3 Source of Awareness of HAP.....	62
4.4 Campaign Awareness .....	64
4.5 Campaign Evaluation .....	65
4.6 Perceived Eligibility for HAP .....	72
4.7 Perception of Types of People Who Will Receive HAP Assistance.....	80
4.8 Sources of Further Information About HAP .....	82
<b>5. OVERALL CONCLUSIONS .....</b>	<b>89</b>
<b>APPENDIX A – BACKGROUND AND METHODOLOGY .....</b>	<b>90</b>
<b>APPENDIX B – DEMOGRAPHICS.....</b>	<b>94</b>

<b>APPENDIX C – CAWI PHASE 1 WAVE 2 QUESTIONNAIRE .....</b>	<b>114</b>
<b>APPENDIX D – CAPI PHASE 1 WAVE 2 QUESTIONNAIRE.....</b>	<b>114</b>
<b>APPENDIX E – STATISTICAL RELIABILITY.....</b>	<b>161</b>

## **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 13 of May, following the announcement of the Federal Budget on 8 May 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 20 May.

The most recent advertisements were aired from 24 June 2012 – 28 July 2012.

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 of the Household Assistance Package in the general population continued to rise, up from 73% in Phase 1 Wave 2 to 79% (6% increase) in Phase 2
- Those in the population eligible for the CEA/CES continue to show the highest unprompted awareness, with 86% aware of the HAP
- A quarter (26%) of those Australians who had heard about the HAP said it was for low income earners

- 
- Over two in five (45%) of Australians aware of the HAP said it would involve financial assistance but gave no further details
  - The greatest proportion of people (19%) said the package starts on 1 July 2012, and a similar proportion of people (19%) said that the package starts now.
  - Consistent with Phase 1 Wave 2, TV advertising was the most commonly mentioned source of information about the HAP, with the proportion who mentioned TV advertising increasing by 6% from 73% in Phase 1 Wave 2 to 79% in Phase 2.
  - Those eligible for assistance are more likely to recognise the ads, with 80% of those eligible for the CEA/CES saying they had seen any of the ads, compared with 71% of those not eligible for the CEA/CES or tax cut.
  - The most heard radio advertisement in another language other than English was the Spanish (39%) radio advertisement, followed by the Croatian (38%) and the Persian (33%) radio ad.
  - The most seen print advertisement in another language other than English was the Turkish (48%) print advertisement, followed by the Vietnamese (40%) and the Spanish (33%) print ad.
  - A significantly higher proportion of people in Phase 2 (80%), compared to 13% of people in Phase 1 Wave 2, identified tax cuts begin in July 2012 for individuals earning less than \$80,000 as a key message of the campaign.
  - Just over half of people (54%) identified utilities such as electricity, gas and telephone as the everyday expenses covered. A further third (33%) said the HAP is to provide assistance paying for food and groceries.
  - The proportion of people who think the advertising is a good way to inform the public increased in Phase 2 to 71%, up from 64% in Phase 1 Wave 2.
  - A higher proportion of people in Phase 2 (80%), compared to Phase 1 Wave 2 (32%), 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.
  - The most common reason for why the campaign is not a good way to inform the public was that it is wasteful to advertise when those who will receive it are already notified (59%) or that money should be spent on government programs and not advertising.
  - Perceived eligibility continues to increase, with 53% of people in Phase 2 saying they think they are eligible for assistance, up from 29% at benchmark and 39% in Phase 1 Wave 2.
  - Increase in perceived eligibility has largely been driven by those eligible for a tax cut, with the proportion of those people perceiving themselves as eligible growing from 25% at Benchmark to 54% in Phase 2.
  - There has been a significant change since Benchmark in perceived eligibility among those not eligible for either CEA/CES or a tax cut.
  - Two in five of those who said they will receive assistance said it is because their income bracket will qualify for tax cuts (39%), while 32% said they have already received the first payment.
-

- 
- Those who said they will receive assistance were most likely to say they would receive unspecified financial assistance (15%) or a small amount of financial assistance (10%).
  - Three in five (58%) of those who said they will not receive assistance said it is because they do not receive any government payments, while 36% said it is because their household has high income.
  - Four in five (79%) of people said those eligible for assistance would be taxpayers with an annual income below \$80,000, over three in five (63%) said low income households would be eligible. A further 59% said aged pensioners would receive assistance and 47% said those receiving Disability Support Pension.
  - Around a quarter (23%) of people in Phase 2 who had seen any of the advertisements sought further information
  - Among those who sought further information, the most common source of information was the website ‘Australia.gov.au’ (13%), followed by internet search engines (9%) and Australian government shopfronts (5%).
  - The most common reason for seeking further information is to get more details (54%), while 31% said they sought further information because they did not understand if they were eligible or not.
  - The most common reason for not seeking further information is thinking they understand the payments (36%), while just over a quarter (27%) said they didn’t think they were eligible for assistance.
  - The most common information source that would be used to find more information on the Household Assistance Package is “Australia.gov.au” (48%), followed by “internet search engine” (28%).

### **Speakers of languages other than English**

- Consistent with past waves, those who speak only English at home are significantly more likely to have heard of the HAP without being prompted, with 82% saying they have heard about it, compared with 69% of those who speak a language other than English.
- A significantly smaller proportion of those who speak a language other than English said the HAP involved unspecified financial assistance (36%) compared with the general population (45%).
- Speakers of languages other than English were generally consistent with the population in when they thought the package starts, however a significantly small proportion of those who speak a language other than English said that the package starts now (10%) compared to the general population (19%).
- Three quarters (76%) of those who speak only English said they have seen or heard any of the ads, compared with 75% of those who speak a language other than English; a difference of 1%, down from a difference of 5% in Phase 1 Wave 1.
- Similar to Phase 1 Wave 2, significantly smaller proportions of those who speak a language other than English identified that the assistance is to help with everyday expenses (56%), that those who already receive a Government payment will receive an

---

initial payment (44%) or that you don't have to do anything to receive the payment (41%) than those who speak only English at home (67%, 58% and 57% respectively).

- Speakers of languages other than English were generally consistent with the population in perceptions of the types of everyday expenses covered by the package, although a significantly smaller proportion said it was to help with the cost of utilities (47%).
- Similar to Phase 1 Wave 2, those who speak a language other than English are more positive about the advertising than those who speak only English, with 76% saying the advertising is a good way to inform the public, compared with 70% of those who speak only English at home.
- A significantly small proportion of those who speak a language other than English said that the campaign is not a good way to inform the public because money should be spent on government programs and not advertising (36%) compared with the general population (58%).
- Perceived eligibility increased in Phase 2 for both English (54% up from 41% in Phase 1 Wave 2) and non-English speakers (49% up from 31% in Phase 1 Wave 2), although those who speak only English at home remain more likely to perceive themselves as eligible than those who speak a language other than English at home.
- A significantly higher proportion of those who speak a language other than English said their income bracket will qualify for tax cuts (47%) and a significantly lower proportion said they have already received the first payment (20%).
- 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 (48%). Otherwise, speakers of other languages were generally consistent with the population.
- A significantly lower proportion of those who speak a language other than English said those eligible for assistance would be low income households (53%). Otherwise, speakers of languages other than English were generally consistent with the population in who they thought would receive assistance through the package.
- A significantly higher proportion of those who speak a language other than English sought further information after watching the ads (41% compared with 18% 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 Australia.gov.au and internet search engines.
- A higher proportion of those who speak a language other than English at home said they sought further information because they thought they were eligible for assistance and wanted more details (59% of non-English speakers).
- A higher proportion of those who speak a language other than English at home said they did not seek further information because did not think they are eligible for assistance (33% of non-English speakers).
- Information sources among those who speak a language other than English are consistent with the population, with 46% of speakers of other languages saying they would visit Australia.gov.au.

---

**Indigenous Population**

- Unprompted awareness among Indigenous Australians has slightly decreased , down from 68% in Phase 1 Wave 2 to 65% (3% decrease) in Phase 2.
- The increase in unprompted awareness is consistent among those eligible for a tax cut. Those eligible for CEA/CES reported a lower unprompted awareness (62%) than those eligible for a tax cut (78%).
- A quarter (24%) of Indigenous respondents who had heard about the HAP said it was for low income earners, similarly 23% said it was for those on the Aged Pension. One in five Indigenous respondents (19%) who have heard about the HAP could not say who it was for.
- Three in ten of those Indigenous respondents aware of the HAP said it would involve financial assistance but gave no further details (29%), while 9% said it would involve a lump sum payment.
- One in six Indigenous respondents (16%) aware of the HAP said it started in June 2012, with most of those (29%) not giving a specific date. Five per cent of Indigenous respondents said the package has already started.
- Over two in five (43%) of Indigenous respondents aware of the package said they do not know anything further about it.
- The majority (85%) of Indigenous Australians who had heard of the HAP said they found out about it from TV advertising. Around a third found out about it from word of mouth (31%) and one in five from Government agency (22%).
- A higher proportion of the Indigenous respondents (84%) have seen or heard any of the advertisements compared to 76% of the Australian population. Similarly, 46% of Indigenous respondents heard the radio ad compared to 26% of Australians.
- Just over a half (53%) of Indigenous respondents identified for more information visit website, and similarly half said that those who already receive a government payment will receive an initial payment (52%), that the assistance is to help with everyday expenses (51%) or that you don't have to do anything to receive the payment (39%) were key messages of the advertising.
- The proportion of those who said the assistance is to help with everyday expenses decreased from just over two thirds (69%) in Phase 1 Wave 2 to half (51%) in Phase 2. Otherwise identification of key messages in Phase 1 Wave 2 was generally consistent with Phase 1 Wave 1.
- Over two in five Indigenous respondents identified utilities such as electricity, gas and telephone (43%) are everyday expenses the package assists with, and similarly 41% said the package was to help with food and groceries.
- Consistent with the previous wave, three quarters (76%) of Indigenous Australians think the campaign is a good way for the government to inform the public about the HAP.
- Four in five (79%) of Indigenous respondents who think the media campaign is a good way to inform the public highlighted the importance of television advertising. A further



---

three in five (61%) of Indigenous respondents mentioned the mix of different medias is the best way to make everyone aware, while 39% highlighted the importance of radio.

- Opinions about why the campaign is not a good way to inform the public were more divided, with the most common reason (50% 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 41% said it would be cheaper to send letters or brochures.
- While perceived eligibility among Indigenous Australians increased between Benchmark and Phase 1 Wave 1, it has decreased significantly in the most recent wave, down from 66% in Phase 1 Wave 2 to 57% in Phase 2. This decrease has been driven by an increase in the proportion of people who don't know, with 28% of Indigenous respondents saying they don't know, up from 17% in the previous wave.
- Perceived eligibility among those Indigenous respondents eligible for the CEA/CES has decreased from 78% at Phase 1 Wave 2 to 61% in Phase 2 (a decrease of 17%), returning to similar levels as Phase 1 Wave 1. After dropping to 39% in Phase 1 Wave 1, perceived eligibility among those eligible for the tax cut increased to 63% in Phase 2.
- Just under half of Indigenous respondents who said they will receive assistance said it is because they already receive a government payment (46%), while a third said it is because they already received the first payment or will receive Family Tax Benefit A and/or B (36% and 32%, respectively).
- A half (49%) of Indigenous respondents who thought they are eligible for assistance said they would receive a one off lump-sum payment.
- Just under half (43%) of Indigenous respondents who said they are not eligible said it is because they do not receive government payments, while three in ten said it is because they do not know enough about it to be sure if they qualify or not (30%).
- Three in five (62%) of Indigenous respondents said those eligible for assistance would be aged pensioners, with a similar proportion (61%) saying low income households would receive assistance and 52% saying those receiving Family Tax Benefit A would receive assistance.
- Three in ten (31%) 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 (14%), followed by other government websites (6%).
- More Indigenous respondents said they sought further information about the HAP in Phase 2 compared with the previous wave (31% compared with 25% in Phase 1 Wave 2).
- The most common reason for seeking further information is that Indigenous respondents thought they were eligible for assistance and wanted more details (46%), while 31% said they did not understand if they were eligible or not.
- The most common reason for not seeking further information is that they did not think they were eligible for assistance (41%), while just over a quarter (27%) said that it wasn't a priority for them.

- 
- 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 (43%). One in five (20%) said they would use an internet search engine while one in seven (14%) said they would visit Australia.gov.au.

---

### **1.3 Overall Conclusions**

- Unprompted awareness continues to increase in Phase 2, although the increase is less marked than in Phase 1 Wave 1. Three in four people (79%) have now heard of the HAP without being prompted
- While unprompted awareness of the HAP continues to increase, knowledge about the HAP has remained largely stable since Phase 1 Wave 1
- Three in four (62%) of Australians said they have seen or heard at least one of the HAP campaign advertisements
- As with the previous wave, the proportion of Indigenous Australians who have seen any of the ads is higher than the general population, with 84% saying they recognise at least one of the ads
- While speakers of other languages still have lower recognition, the difference is far less marked than the previous wave, with 76% 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 71% saying it is a good way to inform the public about the HAP
- A slightly smaller proportion of those who speak a language other than English recognise the ads, they are more positive about it. Two thirds (76%) of those who speak a language other than English said the campaign is a good way to inform the public
- Perceived eligibility has increased to 53% since Phase 1 Wave 2.
- The proportion of those eligible for the CEA/CES who said they were eligible has slightly increased from 74% in Phase 1 Wave 2 to 79% in Phase 2.
- Perception of eligibility among those eligible for the tax cut has increased from 25% at benchmark to 52% at Phase 2
- 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 (49% compared with 41%)
- The perceived eligibility among Indigenous Australians decreased significantly to 57% in Phase 2

## **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 8 May 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 13<sup>th</sup> 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 20 May.

The most recent advertisements were aired from 24 June 2012 – 28 July 2012.

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:

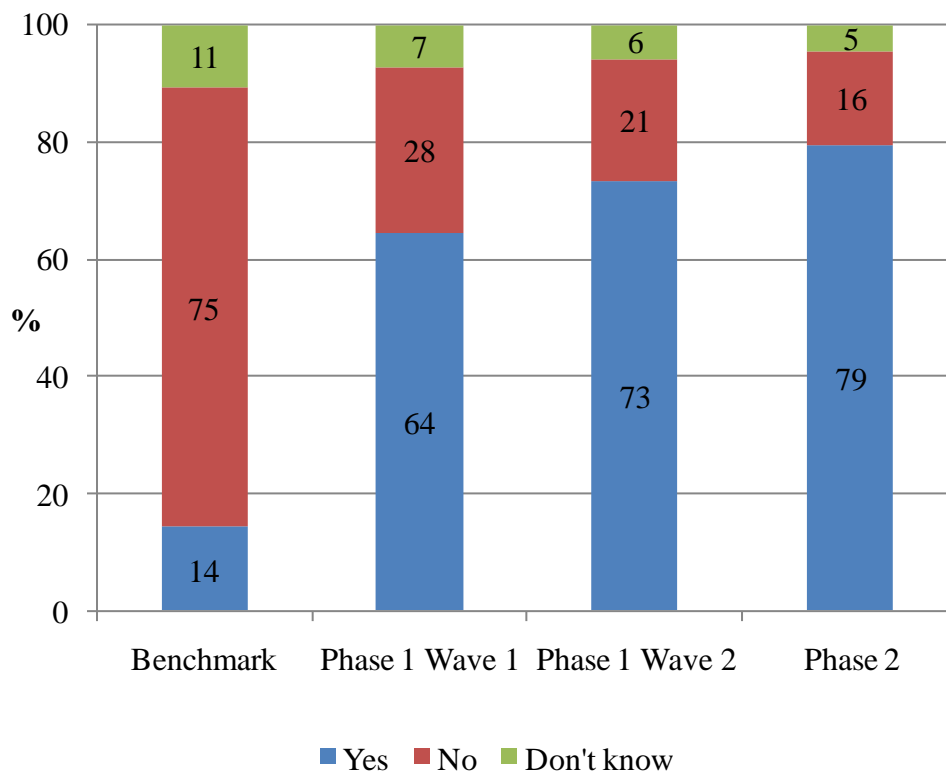
- awareness of campaign messages;
- awareness of communication materials e.g. advertisements, website;

- 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

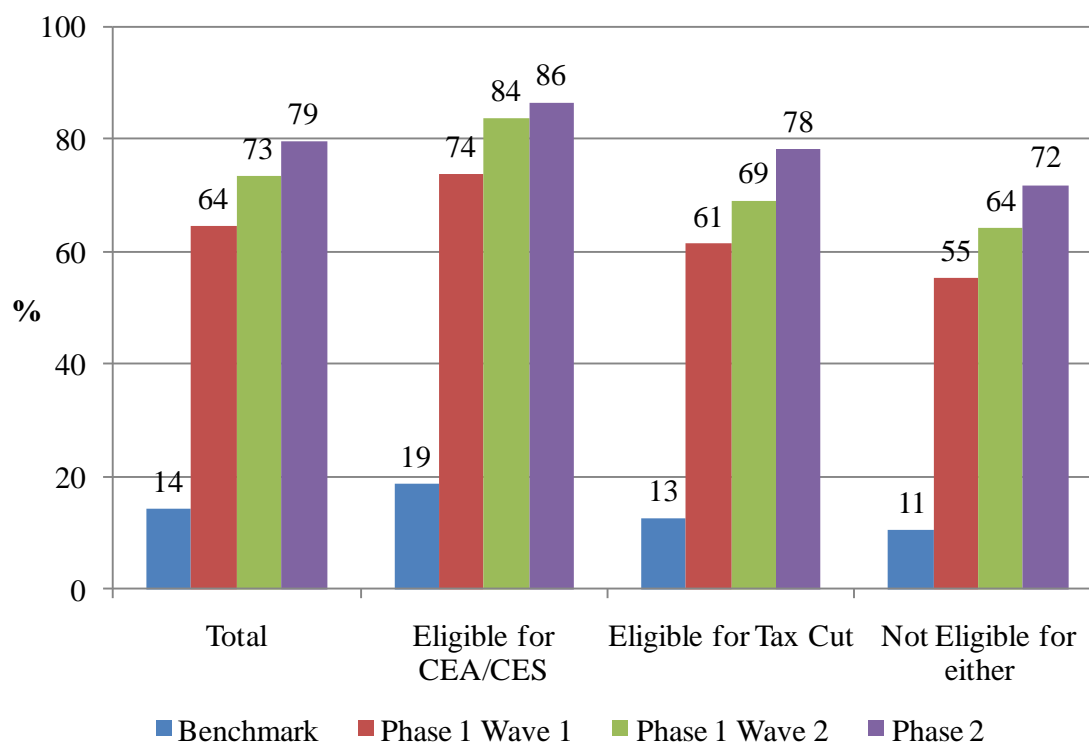
Unprompted awareness of the Household Assistance Package continued to rise, up from 73% in Phase 1 Wave 2 to 79% (6% increase) in Phase 2, although the increase is less marked than between benchmark and Phase 1 Wave 1 (50% increase).



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

Base: All Australian population respondents (Benchmark=4,118, P1W1=4,000, P1W2=4,000, P2=4,002).

Those eligible for the CEA/CES continue to show the highest unprompted awareness, with 86% aware of the HAP (up 2% from 84% in Phase 1 Wave 1) compared with 78% of those eligible for the tax cut and 72% of those not eligible for either.



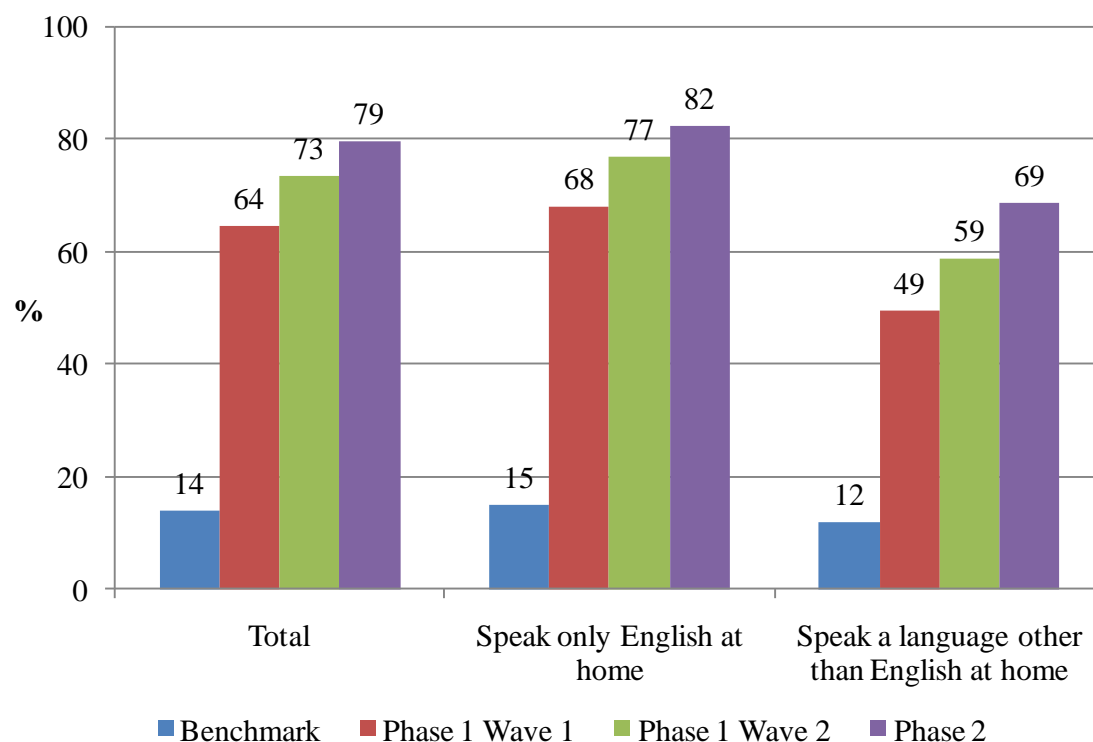
B1. Have you heard about the new Household Assistance Package the Australian Government will be introducing?

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, P1W2=4,000, P2=4,002); those eligible for CEA and CES (Benchmark=2,149, P1W1=1,869, P1W2=2,012, P2=1,953); those eligible for tax cut (Benchmark=1,471, P1W1=1,616, P1W2=1,476, P2=1,595); those not eligible for CEA, CES or tax cut (Benchmark=933, P1W1=987, P1W2=928, P2=978).

Consistent with past waves, those who speak only English at home are significantly more likely to have heard of the HAP without being prompted, with 82% saying they have heard about it, compared with 69% of those who speak a language other than English.



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?

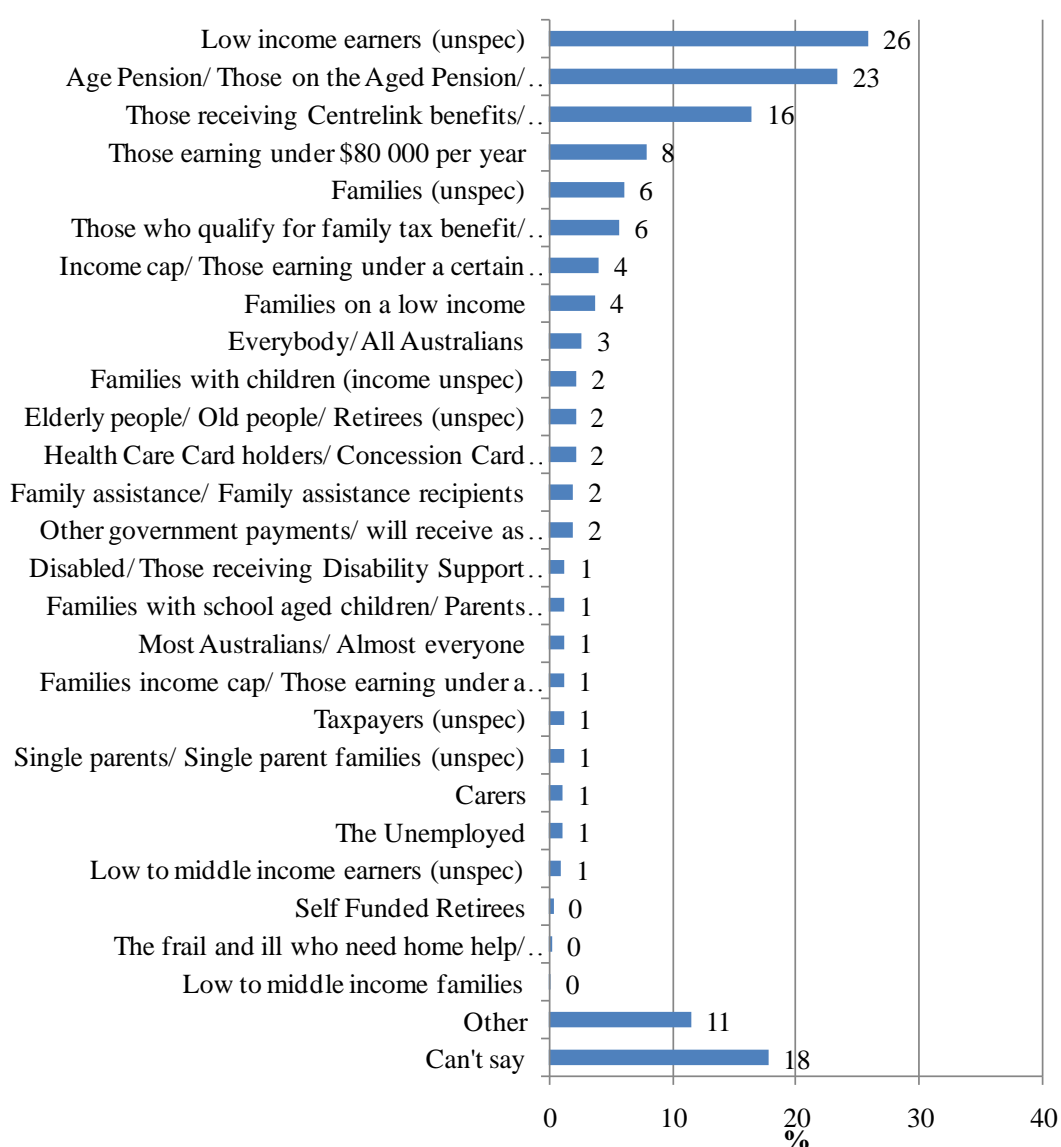
Base: All Australian population respondents (Benchmark=4,118, P1W1=4,000, P1W2=4,000, P2=4,002); Respondents only speak English at home (Benchmark=3,439, P1W1=3,225, P1W2=3,299, P2=3,206); Respondents speak a language other than English at home (Benchmark=679, P1W1=775, P1W2=701, P2=796).



### 3.2 Unprompted Knowledge of HAP

A quarter (26%) of those who had heard about the HAP said it was for low income earners, 23% said it was for those on the aged care pension, while one in six (16%) said it was for those receiving Centrelink or Government benefits. One in five people (18%) 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=3,181).

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

Eight per cent of respondents who are aware of HAP said that those earning under \$80,000 per year are eligible for HAP. This is a 7% increase from Phase 1 Wave 2 (1%). The results in Phase 2 are generally consistent with Phase 1 Wave 2.

Who is Eligible for HAP - Time Series				
Channel	Benchmark (%)	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
Low income earners (unspec)	25	20	21	26
Age Pension/ Those on the Aged Pension/ Pensioners	32	25	27	23
Those receiving Centrelink benefits/ Government benefits	5	15	18	18
Those earning under \$80 000 per year	1	1	1	8
Families (unspec)	5	8	7	6
Those who qualify for family tax benefit/ Family tax benefit a or b	4	9	8	6
Income cap/ Those earning under a certain income (unspec)	4	2	2	4
Families on a low income	4	5	5	4
Everybody/ All Australians	5	3	4	2
Families with children (income unspec)	2	5	4	2
Elderly people/ Old people/ Retirees (unspec)	5	3	3	2
Health Care Card holders/ Concession Card Holders	2	1	2	2
Other government payments/ will receive as on other government	-	2	2	2
Family assistance/ Family assistance recipients	-	2	1	2
Disabled/ Those receiving Disability Support Pension	1	1	1	1
Families with school aged children/ Parents of school children/ with Children under a certain age	-	4	2	1
Most Australians/ Almost everyone	2	1	1	1
Families income cap/ Those earning under a certain income (unspec)	-	1	1	1
Taxpayers (unspec)	1	0	0	1
Single parents/ Single parent families (unspec)	-	1	1	1
Carers	1	0	0	1
The Unemployed	1	0	1	1
Low to middle income earners (unspec)	6	2	1	1
Self Funded Retirees	1	0	0	0
The frail and ill who need home help/ assistance with daily care/ assistance with the costs of running medical aids	2	0	0	0
Low to middle income families	1	0	0	0
Elderly people who need help to stay at home/ Elderly people who do not wish to go into a nursing home	2	0	0	0

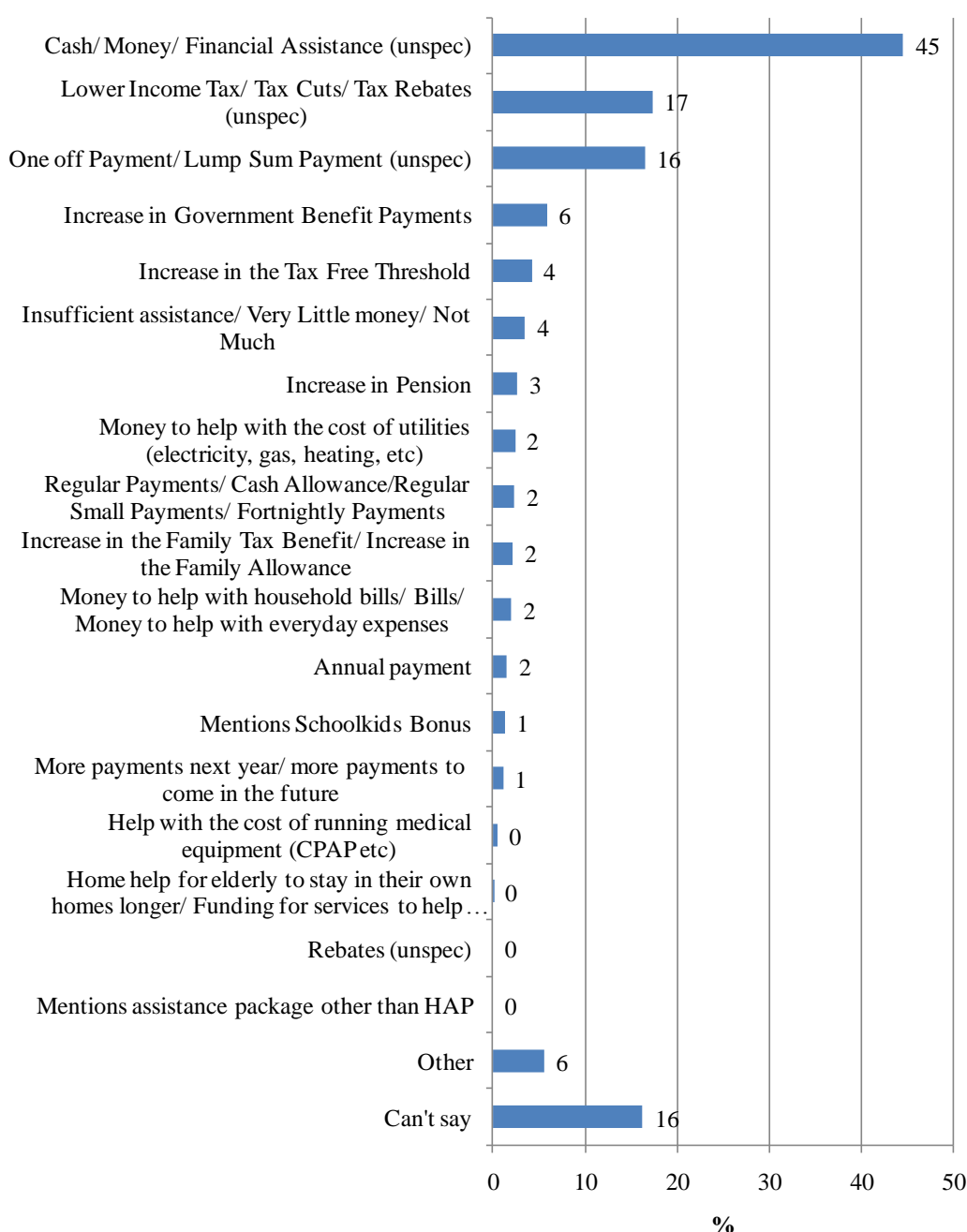
B2. What do you understand/know about the Household Assistance Package? (Who is eligible)

Base: Those aware of the Household Assistance Package (Benchmark=631, P1W1=2,573, P1W2=3,003, P2=3,181).

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

Over two in five (45%) of those aware of the HAP said it would involve financial assistance but gave no further details. One in six (17%) said it involved lower income tax.

A significantly smaller proportion of those who speak a language other than English said the HAP involved unspecified financial assistance (36%) compared with the general population (45%).



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=3,181).

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

The results in Phase 2 are generally consistent with Phase 1 Wave 2, although a higher proportion of people said the HAP involved lower income tax (16% in Phase 2 compared with 4% in Phase 1 Wave 2).

Type Of Assistance Received - Time Series				
Channel	Benchmark (%)	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
Cash/ Money/ Financial Assistance (unspec)	28	48	47	45
Lower Income Tax/ Tax Cuts/ Tax Rebates (unspec)	11	3	4	17
One off Payment/ Lump Sum Payment (unspec)	14	15	19	16
Increase in Government Benefit Payments	4	2	4	6
Increase in the Tax Free Threshold	1	1	0	4
Insufficient assistance/ Very Little money/ Not Much	4	4	4	4
Increase in Pension	6	1	1	3
Money to help with the cost of utilities (electricity, gas, heating, etc)	7	4	5	2
Regular Payments/ Cash Allowance/Regular Small Payments/ Fortnightly Payments	3	3	5	2
Increase in the Family Tax Benefit/ Increase in the Family Allowance	4	2	1	2
Money to help with household bills/ Bills/ Money to help with everyday expenses	-	-	-	2
Annual payment	-	3	2	2
Mentions Schoolkids Bonus	-	3	1	1
More payments next year/ more payments to come in the future	-	-	-	1
Help with the cost of running medical equipment (CPAP etc)	0	1	0	0
Home help for elderly to stay in their own homes longer/ Funding for services to help the elderly stay in their own	5	0	0	0

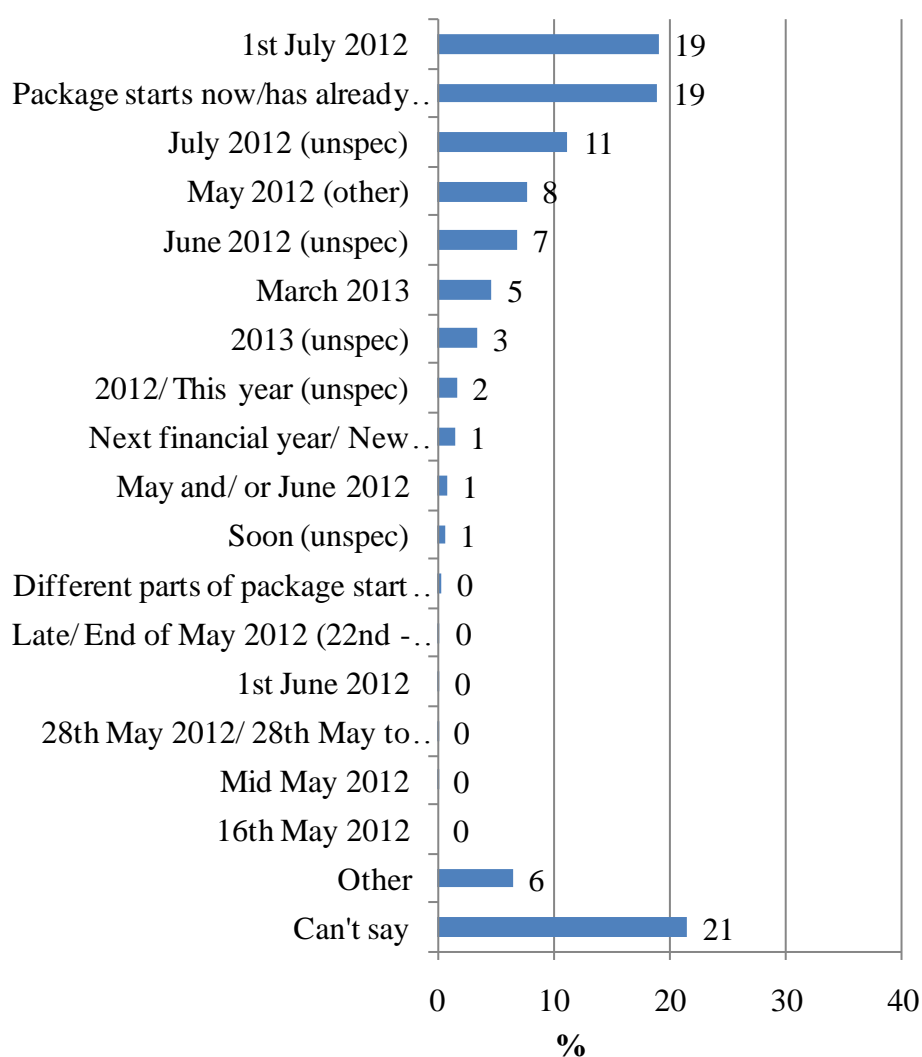
B2. What do you understand/know about the Household Assistance Package? (What type of assistance will people receive)

Base: Those aware of the Household Assistance Package (Benchmark=631, PIW1=2,573, PIW2=3,003, P2=3,181).

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

The greatest proportion of people (19%) said the package starts on 1<sup>st</sup> July 2012, and a similar proportion of people (19%) said that the package starts now.

Speakers of languages other than English were generally consistent with the population in when they thought the package starts, however a significantly small proportion of those who speak a language other than English said that the package starts now (10%) compared to the general population (19%).



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=3,181).

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

The proportion of people who said the package starts in May 2012 decreased in Phase 2, with a decline in the number of people who said May 2012 but gave no specific date from 24% in Phase 1 Wave 2 to 8% in Phase 2. In contrast, 19% said it started on 1<sup>st</sup> of July 2012, up from 8% in the last wave.

When HAP Starts - Time Series				
Channel	Benchmark (%)	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
1st July 2012	18	8	8	19
Package starts now/has already started	-	4	7	19
July 2012 (unspec)	14	7	5	11
May 2012 (other)	10	33	24	8
June 2012 (unspec)	4	6	18	7
March 2013	-	2	3	5
2013 (unspec)	1	2	4	3
2012/ This year (unspec)	2	0	1	2
Next financial year/ New financial year/ End of financial year	2	0	1	1
May and/ or June 2012	4	3	3	1
Soon (unspec)	2	3	2	1
Different parts of package start at different times	-	1	1	0
Late/ End of May 2012 (22nd - 31st, except 28th)	-	3	2	0
1st June 2012	-	1	1	0
28th May 2012/ 28th May to 8th June 2012/ Pensioners from 28th May to 8th June	-	2	0	0
Mid May 2012	1	1	1	0
16th May 2012	2	0	0	0

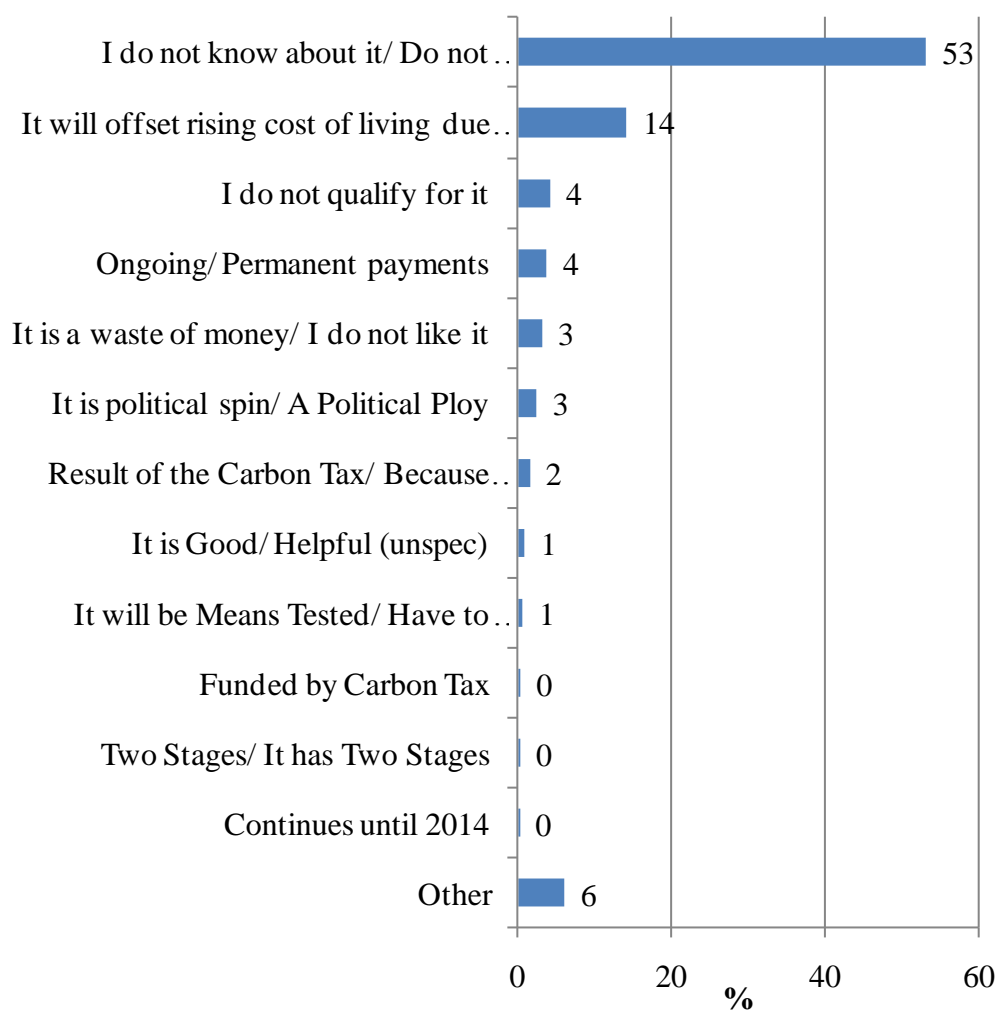
B2. What do you understand/know about the Household Assistance Package? (When does the package start)

Base: Those aware of the Household Assistance Package (Benchmark=631, P1W1=2,573, P1W2=3,003, P2=3,181).

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

Just over half (53%) of those aware of the package said they do not know anything further about it. One in seven (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=3,181).

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

The results in Phase 2 are generally consistent with Phase 1 Wave 2.

What Else Know About HAP - Time Series				
Channel	Benchmark (%)	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
I do not know about it/ Do not understand what it is about	56	54	51	53
It will offset rising cost of living due to the Carbon Tax	18	14	16	14
I do not qualify for it	1	5	5	4
Ongoing/ Permanent payments	-	1	4	4
It is a waste of money/ I do not like it	-	1	2	3
It is political spin/ A Political Ploy	2	4	3	3
Result of the Carbon Tax/ Because of the Carbon Tax/ Carbon Tax (unspec)	-	1	1	2
It is Good/ Helpful (unspec)	1	0	0	1
It will be Means Tested/ Have to pass Means Test to qualify for assistance	2	3	2	1
Funded by Carbon Tax	-	1	0	0
Two Stages/ It has Two Stages	1	0	0	0
Continues until 2014	-	1	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, P1W2=3,003, P2=3,181).

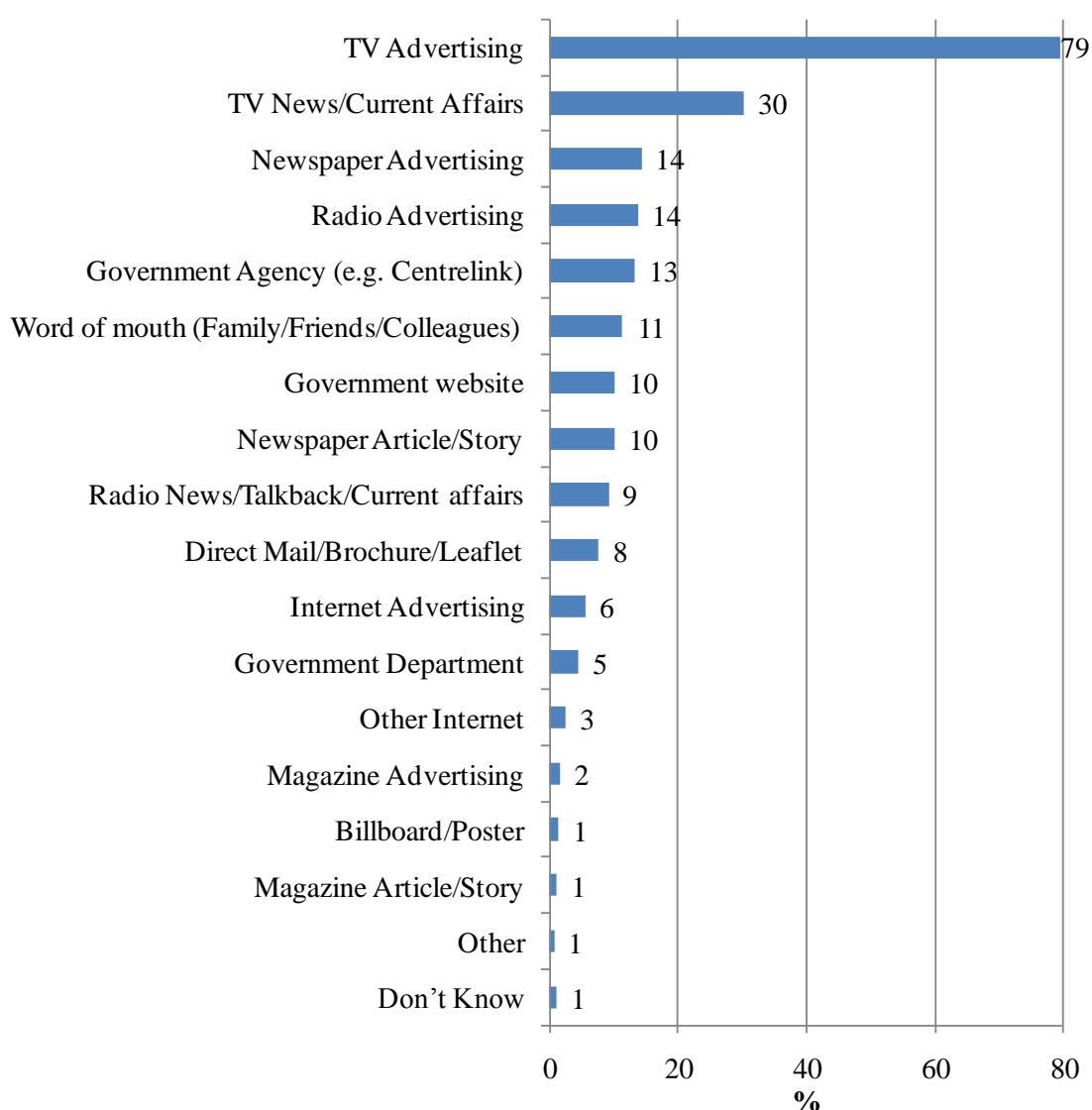
Note: Percentages may not add to 100% because respondents were able to give more than one response.



### 3.3 Source of Awareness of HAP

The most common way people heard about the HAP was TV advertising, with 79% of those who had heard of the HAP without being prompted saying they found out about it from TV advertising. A third (30%) of those aware of the HAP said they found out about it from TV news or current affairs.

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



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

Base: Those aware of the Household Assistance Package (n=3,181).

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

Consistent with Phase 1 Wave 2, TV advertising was the most commonly mentioned source of information about the HAP, with the proportion who mentioned TV advertising increasing by 6% from 73% in Phase 1 Wave 2 to 79% in Phase 2. In contrast, TV news or current affairs declined by 3% from 33% in Phase 1 Wave 2 to 30% in Phase 2.

Where Heard About HAP - Time Series				
Channel	Benchmark (%)	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
TV Advertising	22	61	73	79
TV News/Current Affairs	51	44	33	30
Newspaper Advertising	11	10	11	14
Radio Advertising	10	12	15	14
Government Agency (e.g. Centrelink)	9	10	14	13
Word of mouth (Family/Friends/Colleagues)	14	10	10	11
Government website	12	11	10	10
Newspaper Article/Story	20	13	10	10
Radio News/Talkback/Current affairs	17	12	10	9
Direct Mail/Brochure/Leaflet	4	3	6	8
Internet Advertising	3	3	4	6
Government Department	3	3	4	5
Other Internet	4	3	2	3
Magazine Advertising	1	1	1	2
Billboard/Poster	1	1	1	1
Magazine Article/Story	2	1	0	1
Other	3	0	1	1
Don't Know	3	1	1	1

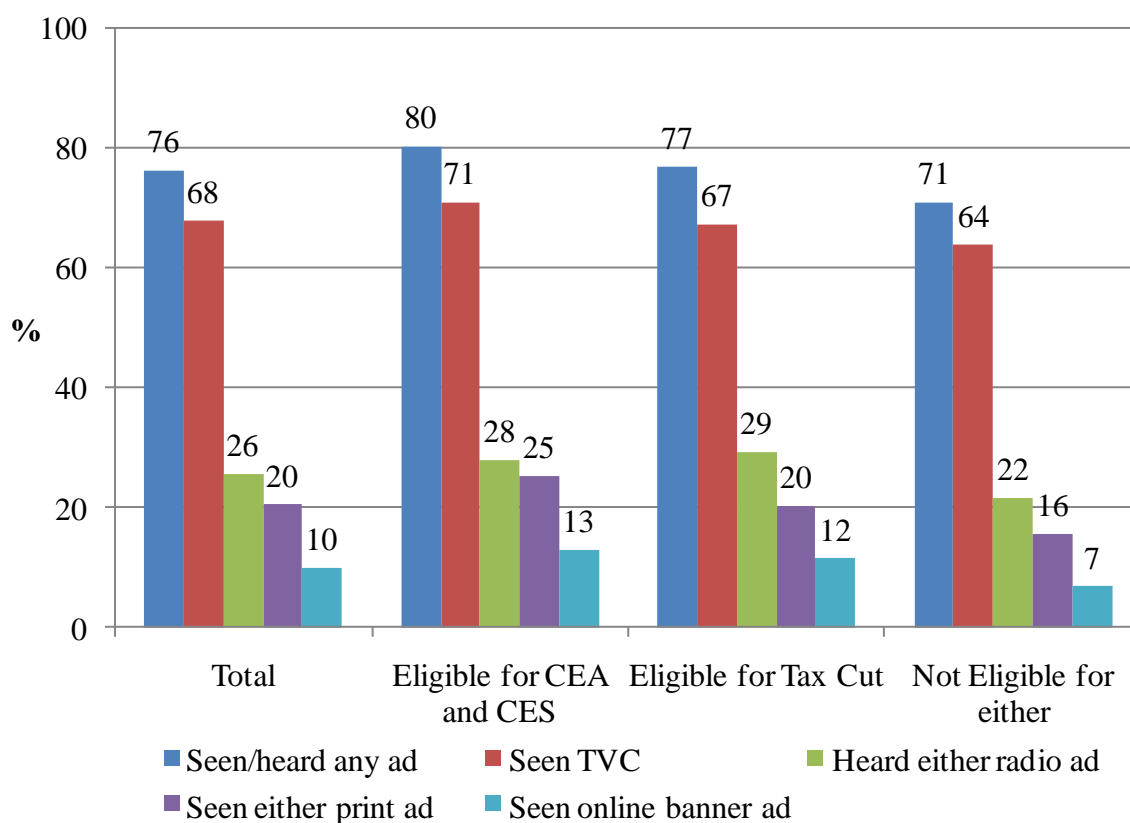
B3. Where did you hear about the new Household Assistance Package?

Base: Those aware of the Household Assistance Package (Benchmark=631, P1W1=2,573, P1W2=3,003, P2=3,181).

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

### 3.4 Campaign Awareness

Those eligible for assistance are more likely to recognise the ads, with 80% of those eligible for the CEA/CES saying they had seen any of the ads, compared with 71% of those not eligible for the CEA/CES or tax cut.



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

B5a-n. Before today, had you heard this radio advertisement?

B6a-m. Before today, had you seen this print advertisement?

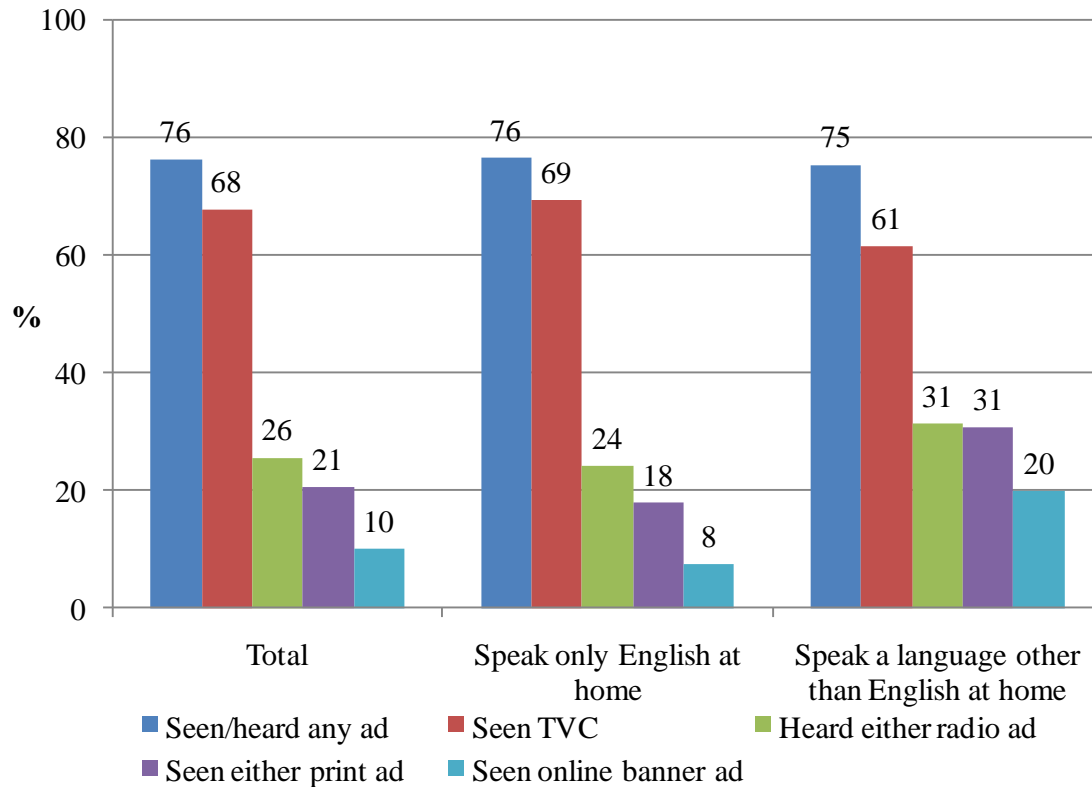
B7. Before today, had you seen this online banner advertisement?

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=4,002); those eligible for CEA and CES (n=1,953); those eligible for tax cut (n=1,595); those not eligible for CEA, CES or tax cut (n=978).

Three quarters (76%) of those who speak only English said they have seen or heard any of the ads, compared with 75% of those who speak a language other than English; a difference of 1%, down from a difference of 5% in Phase 1 Wave 1.



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

B5a-n. Before today, had you heard this radio advertisement?

B6a-m. Before today, had you seen this print advertisement?

B7. Before today, had you seen this online banner advertisement?

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

Base: All Australian population respondents (n=4,002); Respondents only speak English at home (n=3,206); Respondents speak a language other than English at home (n=796).

A quarter (25%) of people heard the radio English advertisement, this has slightly decreased by 2% from Phase 1 Wave 2. Eight per cent of speakers of languages other than English heard one of the radio advertisements in another language other than English.

The most heard radio advertisement in another language other than English was the Spanish (39%) radio advertisement, followed by the Croatian (38%) and the Persian (33%) radio ad.

The least heard radio advertisement in another language other than English was the Cantonese (10%), Turkish (10%) and the Serbian (10%) radio ad.<sup>1</sup>

Radio Advertisement			
Heard radio ad in the following language:	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
English	21	27	25
Mandarin	-	-	14
Cantonese	-	-	10
Vietnamese	-	-	32
Arabic (inc. Lebanese)	-	-	14
Greek	-	-	26
Italian	-	-	13
Persian (Farsi)	-	-	33
Spanish	-	-	39
Turkish	-	-	10
Macedonian	-	-	23
Serbian	-	-	10
Croatian	-	-	38
Korean	-	-	31
CALD	-	-	8

B5a-n. Before today, had you heard this radio advertisement?

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

Base: All Australian population respondents (n=4,002); Respondents only speak English at home (n=3,206); Respondents speak Mandarin (n=117), Cantonese (n=107), Vietnamese (n=44), Arabic (n=21), Greek (n=40), Italian (n=59), Persian (Farsi) (n=6), Spanish (n=35), Turkish (n=11), Macedonian (n=8), Serbian (n=10), Croatian (n=8), Korean (n=10)

<sup>1</sup> Please take caution when reading these results due to small sample sizes.

One in five (20%) people saw the English print ad in Phase 2, up from 14% in Phase 1 Wave 2. Nine per cent of speakers of foreign languages saw one of the prints ads in another language other than English.

The most seen print advertisement in another language other than English was the Turkish (48%) print advertisement, followed by the Vietnamese (40%) and the Spanish (33%) print ad.

The least seen print advertisement in another language other than English was the Croatian (0%), Serbian (10%) and the Arabic (14%) print ad.<sup>2</sup>

Print Advertisement			
Seen print ad in the following language:	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
English	11	14	20
Mandarin or Cantonese	-	-	16
Vietnamese	-	-	40
Arabic (inc. Lebanese)	-	-	14
Greek	-	-	21
Italian	-	-	15
Persian (Farsi)	-	-	33
Spanish	-	-	39
Turkish	-	-	48
Macedonian	-	-	23
Serbian	-	-	10
Croatian	-	-	0
Korean	-	-	20
CALD	-	-	9

B6a-m. Before today, had you seen this print advertisement?

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

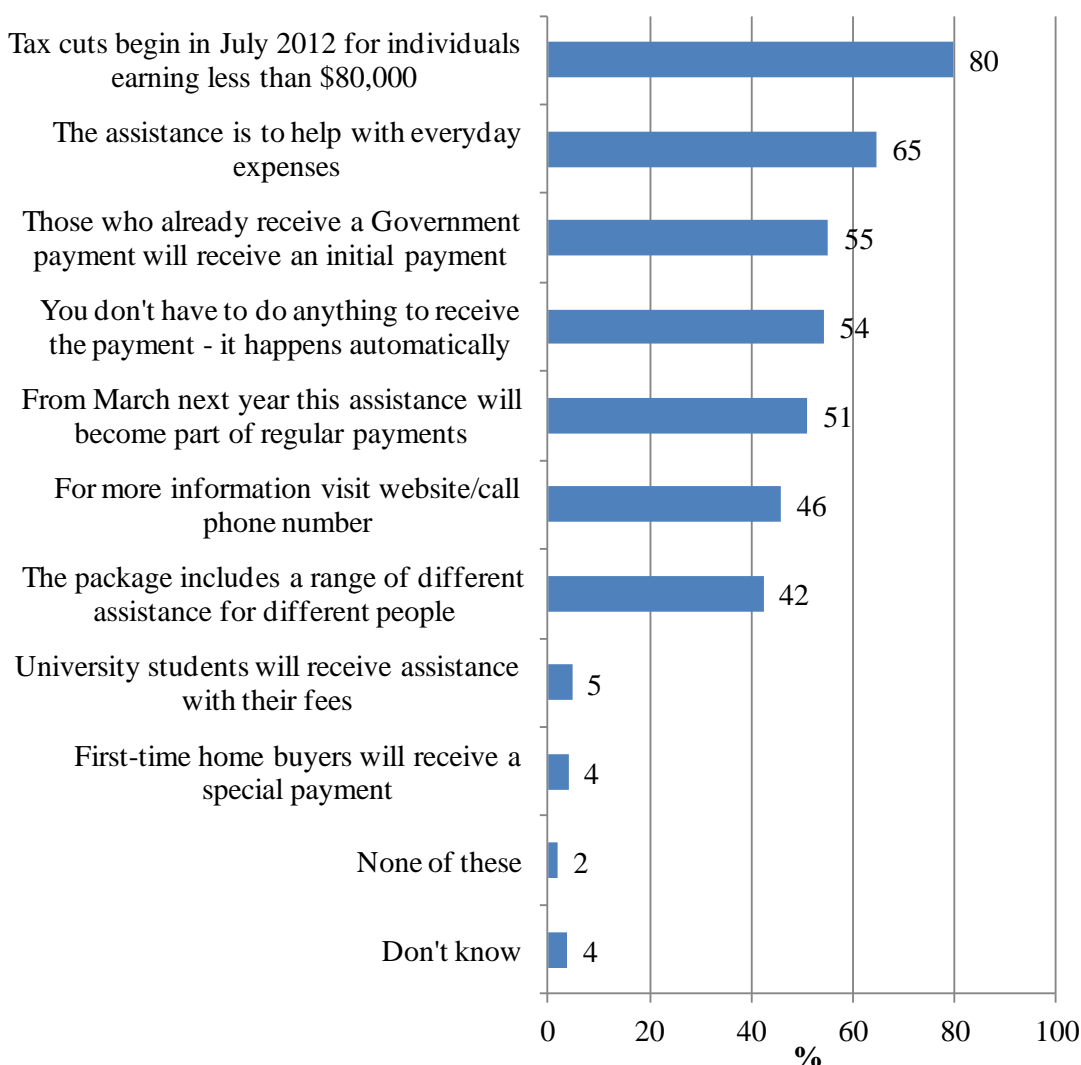
Base: All Australian population respondents (n=4,002); Respondents only speak English at home (n=3,206); Respondents speak Mandarin (n=117), Cantonese (n=107), Vietnamese (n=44), Arabic (n=21), Greek (n=40), Italian (n=59), Persian (Farsi) (n=6), Spanish (n=35), Turkish (n=11), Macedonian (n=8), Serbian (n=10), Croatian (n=8), Korean (n=10)

<sup>2</sup> Please take caution when reading these results due to small sample sizes.

### 3.5 Campaign Evaluation

A significantly higher proportion of people in Phase 2 (80%), compared to 13% of people in Phase 1 Wave 2, identified tax cuts begin in July 2012 for individuals earning less than \$80,000 as a key message of the campaign.

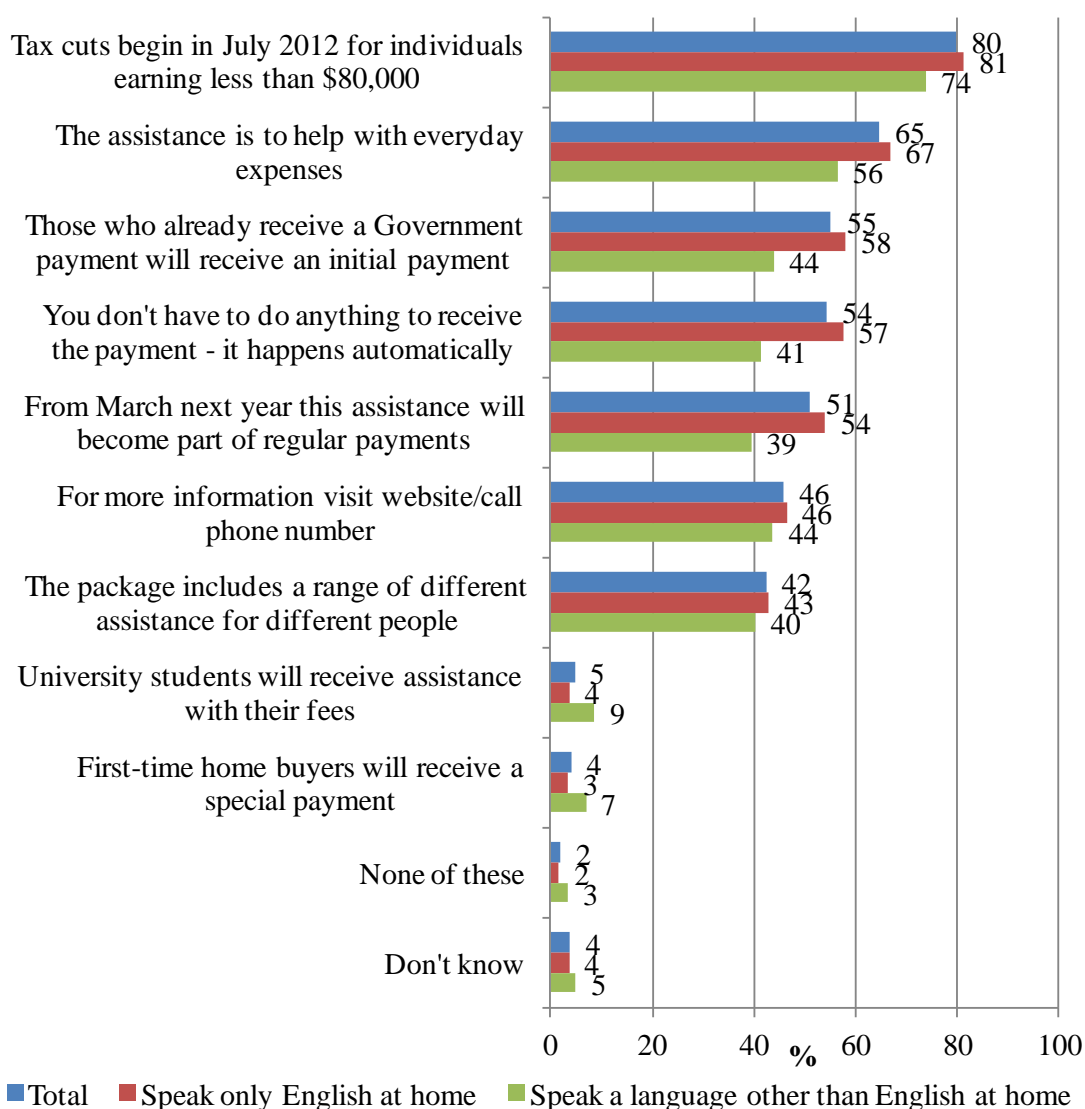
Slightly lower than Phase 1 Wave 2, two thirds of people (65%) identified help with everyday expenses as a key message of the campaign. Just over a half of people said key messages were that those who already receive a Government payment will receive an initial payment (55%), with a similar proportion (54%) identifying that you don't have to do anything to receive the payment or that from March next year this assistance will become part of regular payments (51%). Very few people incorrectly identified the key messages of the campaign.



B8. 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=4,002).

Similar to Phase 1 Wave 2, significantly smaller proportions of those who speak a language other than English identified that the assistance is to help with everyday expenses (56%), that those who already receive a Government payment will receive an initial payment (44%) or that you don't have to do anything to receive the payment (41%) than those who speak only English at home (67%, 58% and 57% respectively).



B8. 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=4,002); Respondents only speak English at home (n=3,206); Respondents speak a language other than English at home (n=796).



The key messages identified in Phase 1 Wave 2 are slightly inconsistent with Phase 2.

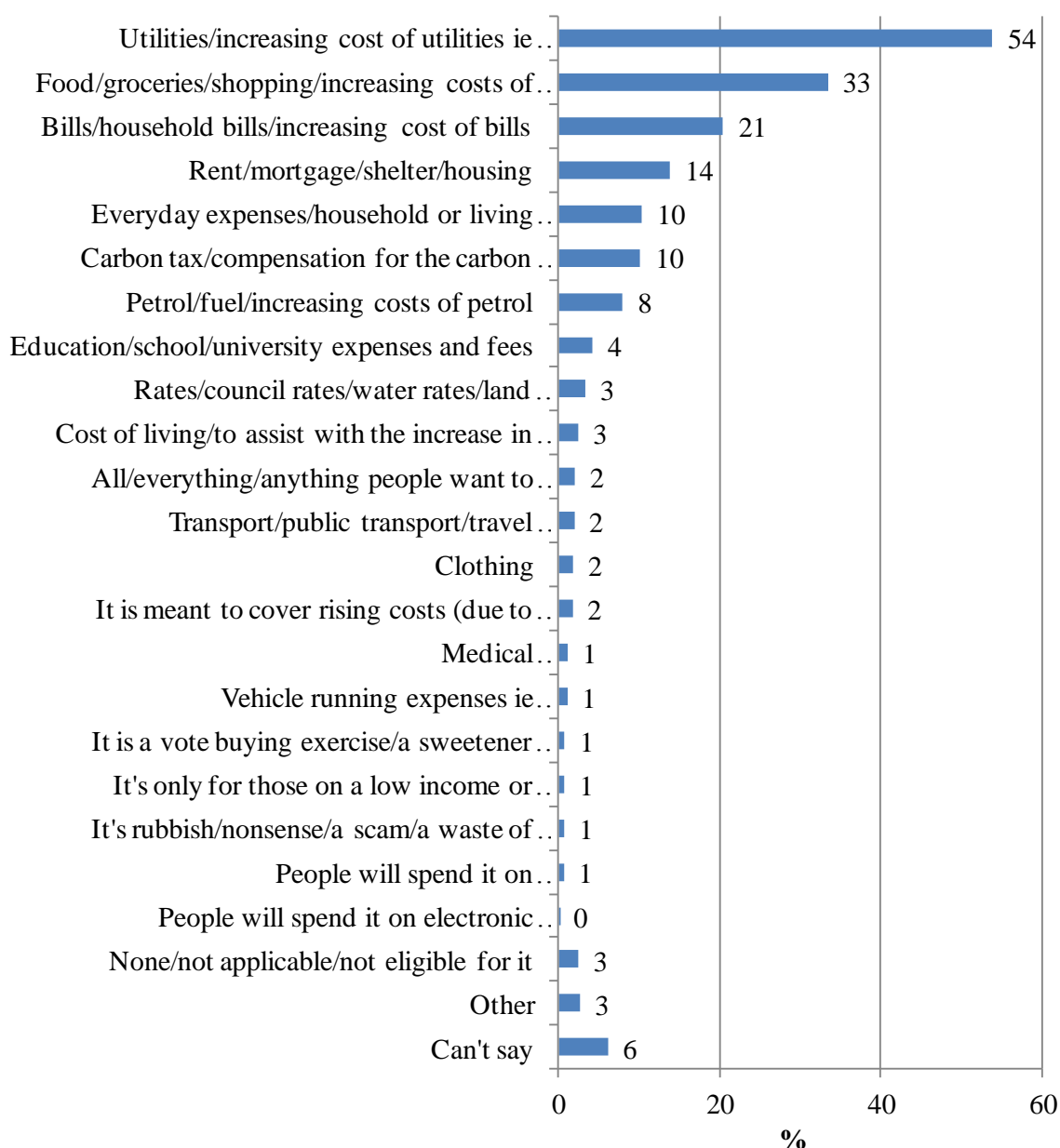
Key Messages Of Advertisements - Time Series			
Channel	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
Tax cuts begin in July 2012 for individuals earning less than \$80,000	12	13	80
The assistance is to help with everyday expenses	71	70	65
Those who already receive a Government payment will receive an initial payment	62	61	55
You don't have to do anything to receive the payment - it happens automatically	69	68	54
From March next year this assistance will become part of regular payments	65	65	51
For more information visit website/call phone number	50	49	46
The package includes a range of different assistance for different people	-	29	42
University students will receive assistance with their fees	3	4	5
First-time home buyers will receive a special payment	3	3	4
None of these	2	2	2
Don't know	5	4	4

B8. 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 (P1W1=4,000, P1W2=4,000, P2=4,002).

Just over half of people (54%) identified utilities such as electricity, gas and telephone as the everyday expenses covered. A further third (33%) 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, although a significantly smaller proportion said it was to help with the cost of utilities (47%).



B9. 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=4,002).

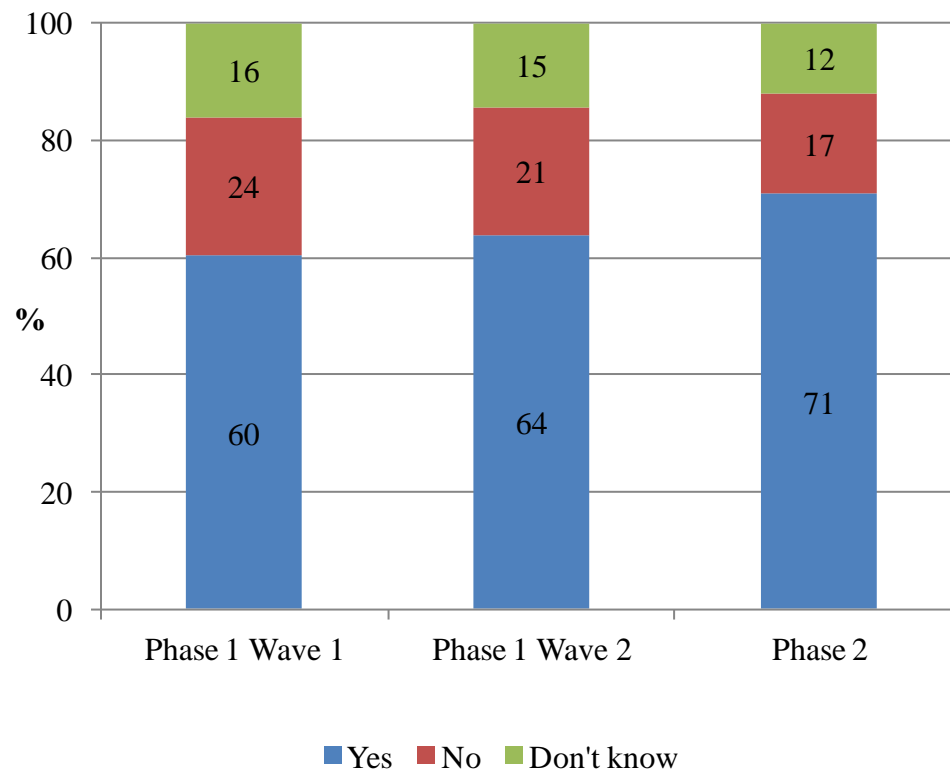
The results in Phase 2 are generally consistent with Phase 1 Wave 2, although a slightly higher number of people identified rent, mortgage, shelter or housing as the everyday expenses covered (6% in Phase 1 Wave 2 and 14% in Phase 2).

Types Of Everyday Expenses Covered - Time Series			
Channel	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
Utilities/increasing cost of utilities ie electricity/gas/water/telephone	50	53	54
Food/groceries/shopping/increasing costs of groceries	38	39	33
Bills/household bills/increasing cost of bills	19	20	21
Rent/mortgage/shelter/housing	6	6	14
Everyday expenses/household or living expenses/basic necessities/family and children expenses/incidentals	11	12	10
Carbon tax/compensation for the carbon tax/to cover the increase in bills or cost of living due to the carbon tax	12	12	10
Petrol/fuel/increasing costs of petrol	9	10	8
Education/school/university expenses and fees	7	6	4
Rates/council rates/water rates/land rates/increasing cost of rates	3	3	3
Cost of living/to assist with the increase in cost of living (unspec)	2	2	3
All/everything/anything people want to spend it on/there are no restrictions	3	2	2
Transport/public transport/travel costs/increasing costs of transport	3	2	2
Clothing	3	3	2
It is meant to cover rising costs (due to carbon tax) but it's not high enough/it's nowhere near enough/it won't pay for much/it's inadequate	1	1	2
Medical expenses/equipment/pharmaceuticals/aged care	2	2	1
Vehicle running expenses ie maintenance/registration	1	1	1
It is a vote buying exercise/a sweetener before the next election/it's a bribe	1	1	1
It's only for those on a low income or government benefits/pensioners	1	1	1
It's rubbish/nonsense/a scam/a waste of taxpayer's money	1	1	1
People will spend it on drugs/alcohol/cigarettes/gambling	1	1	1
People will spend it on electronic devices/TVs/mobiles/iPods etc	0	0	0

B9. 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 (P1W1=4,000, P1W2=4,000, P2=4,002).

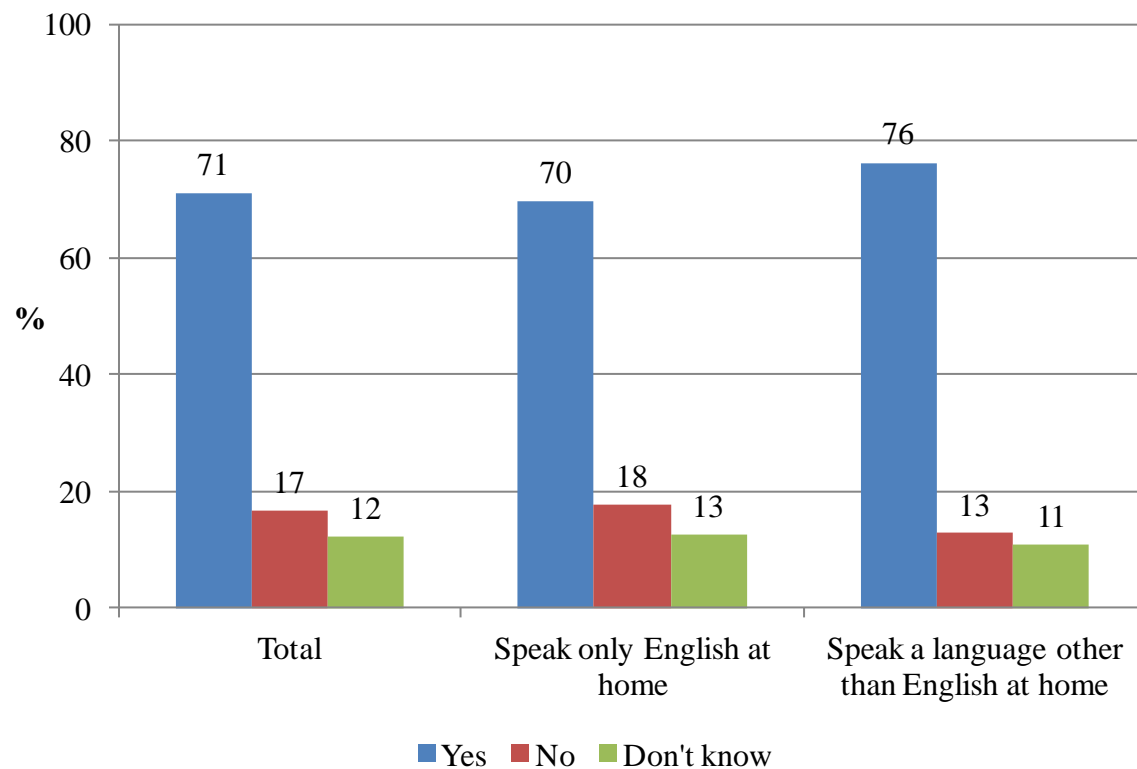
The proportion of people who think the advertising is a good way to inform the public increased in Phase 2 to 71%, up from 64% in Phase 1 Wave 2.



*B10. 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 (P1W1=4,000, P1W2=4,000, P2=4,002).*

Similar to Phase 1 Wave 2, those who speak a language other than English are more positive about the advertising than those who speak only English, with 76% saying the advertising is a good way to inform the public, compared with 70% of those who speak only English at home.



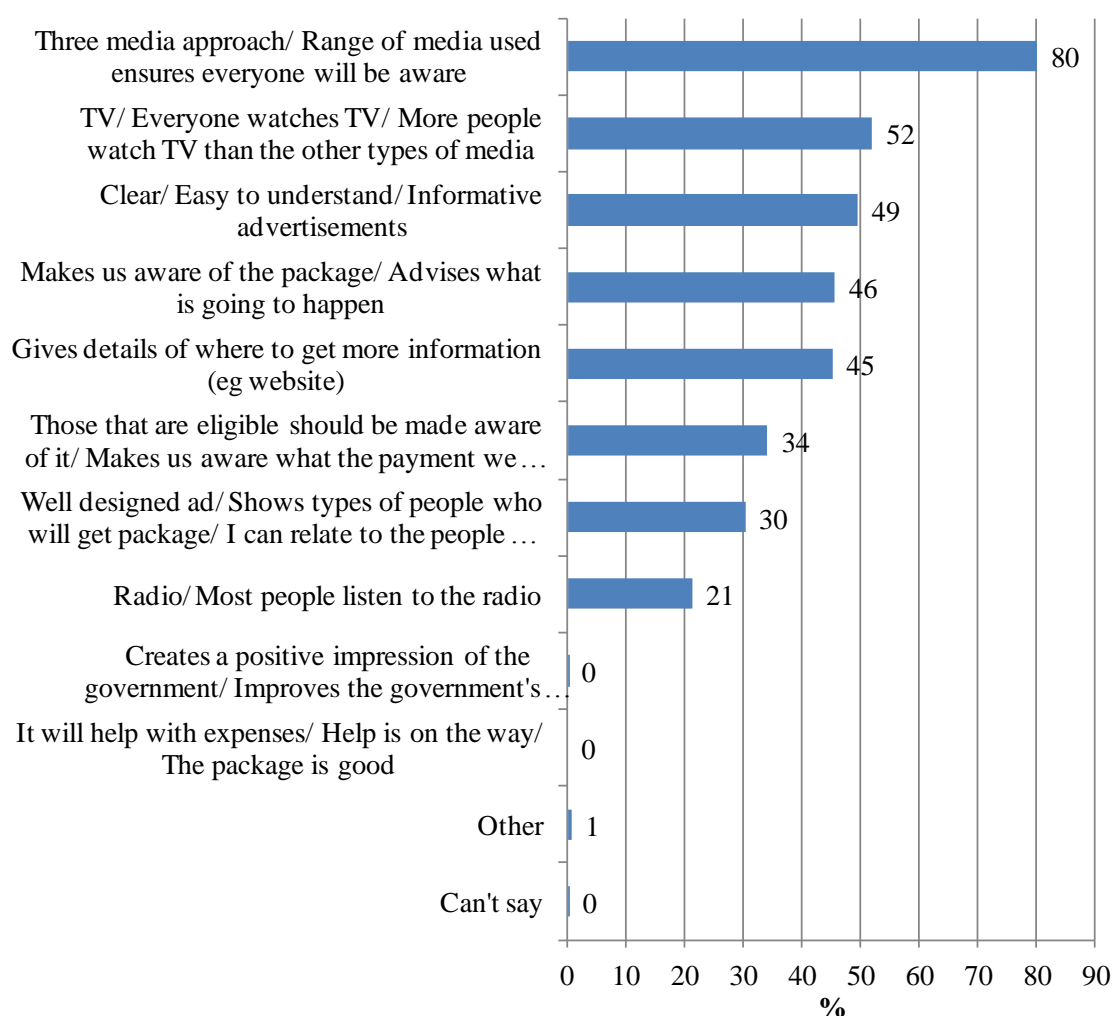
B10. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

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

Base: All Australian population respondents (n=4,002); Respondents only speak English at home (n=3,206); Respondents speak a language other than English at home (n=796).

A higher proportion of people in Phase 2 (80%), compared to Phase 1 Wave 2 (32%), 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 half (52%) of respondents said they think everyone or more people watch TV than the other types of media, while 49% 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.<sup>3</sup>



B10. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

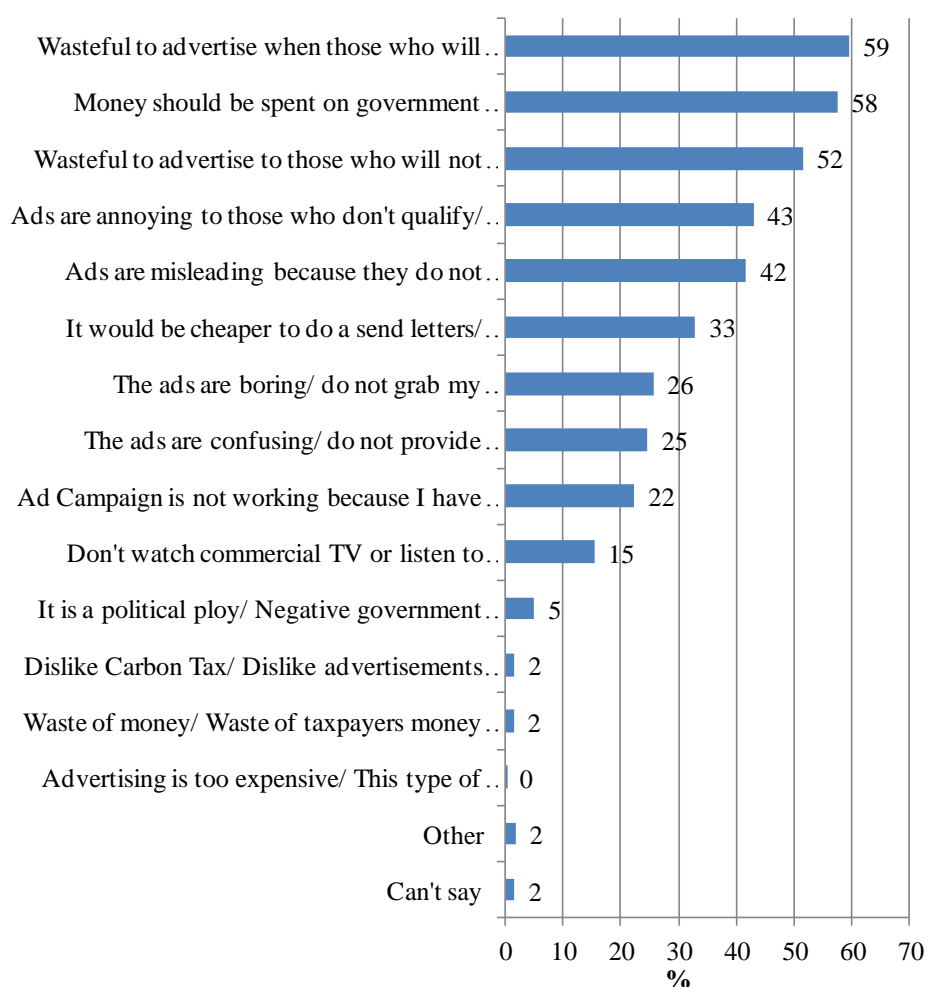
B11. Why is that?

Base: All Australian population respondents who think campaign is a good way to inform the public (n=2,854).

<sup>3</sup> Please note that in previous Waves of study, this question was an open-ended question. In Phase 2, this question was a multi pre-coded question.

The most common reason for why the campaign is not a good way to inform the public was that it is wasteful to advertise when those who will receive it are already notified (59%) or that money should be spent on government programs and not advertising. Half of people (52%) said that it is wasteful to advertise to those who will not receive assistance or that ads are annoying to those who don't qualify (43%).

A significantly small proportion of those who speak a language other than English said that the campaign is not a good way to inform the public because money should be spent on government programs and not advertising (36%) compared with the general population (58%).<sup>4</sup>



B10. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

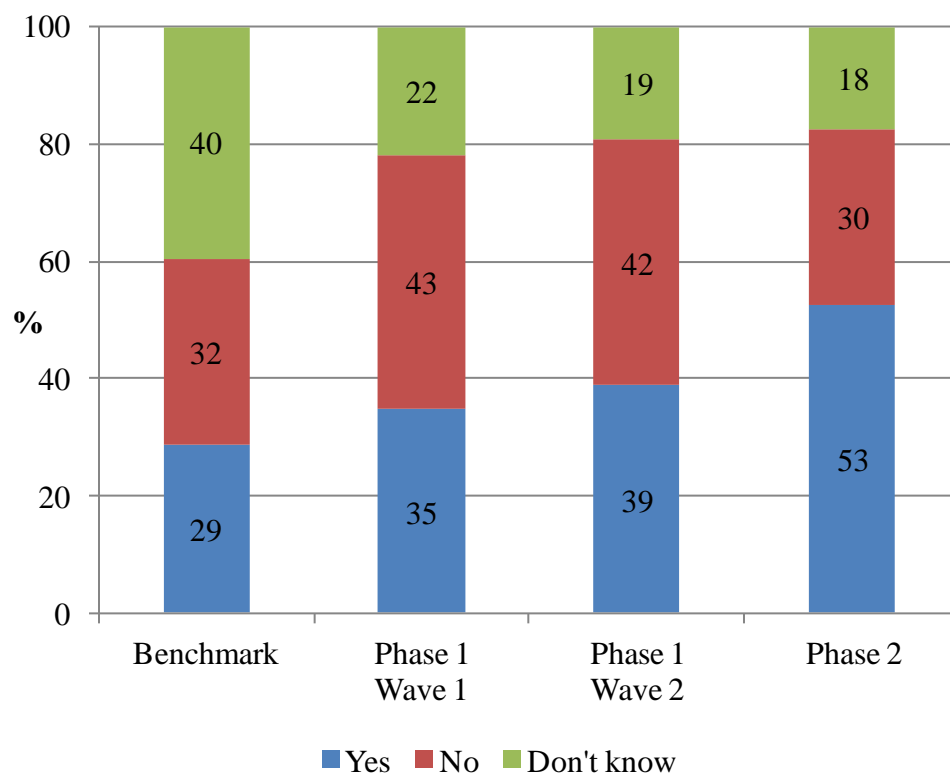
B12. Why is that?

Base: All Australian population respondents who think campaign is not a good way to inform the public (n=663).

<sup>4</sup> Please note that in previous Waves of study, this question was an open-ended question. In Phase 2, this question was a multi pre-coded question.

### 3.6 Perceived Eligibility for HAP

Perceived eligibility continues to increase, with 53% of people in Phase 2 saying they think they are eligible for assistance, up from 29% at benchmark and 39% in Phase 1 Wave 2.



B16. Do you think you will receive any assistance and benefits as a result of the Household Assistance Package?

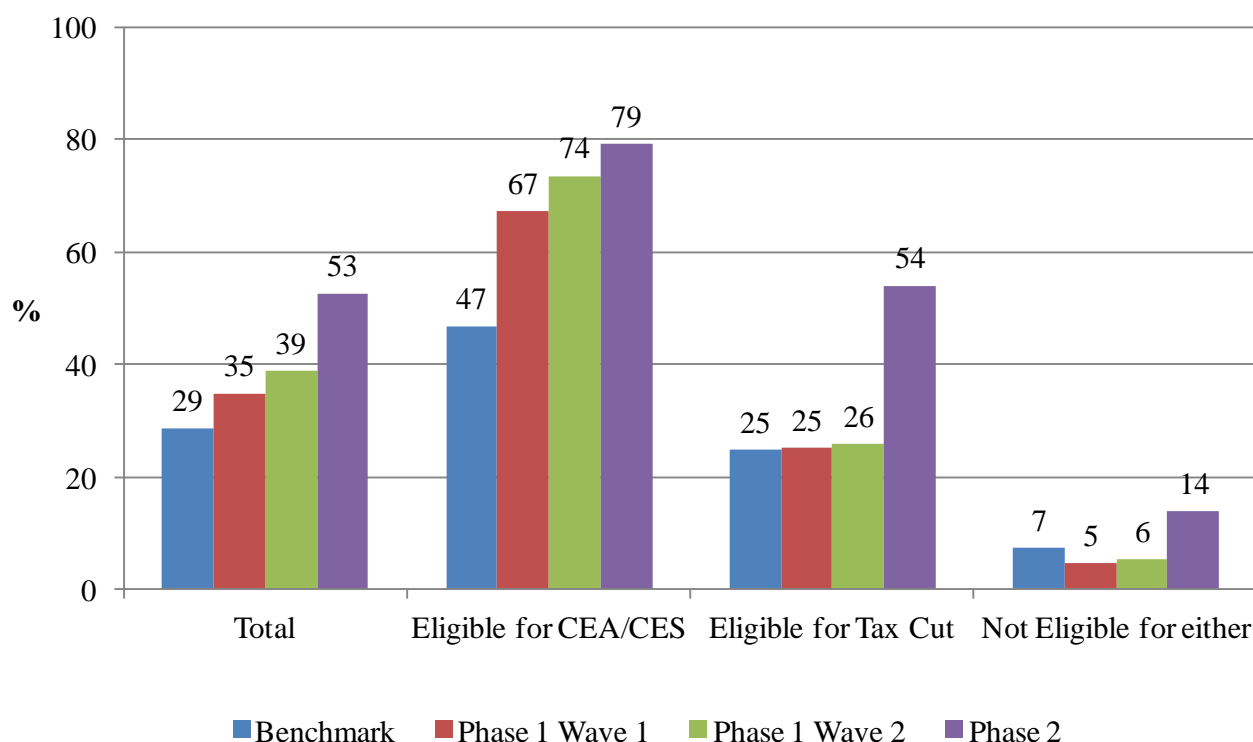
C6. Roughly speaking, into which of the following ranges would your annual personal income fall?

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

Base: All Australian population respondents (Benchmark=4,118, P1W1=4,000, P1W2=4,000, P2=4,002).



Increase in perceived eligibility has largely been driven by those eligible for a tax cut, with the proportion of those people perceiving themselves as eligible growing from 25% at Benchmark to 54% in Phase 2. There has been a slight increase since Benchmark in perceived eligibility among those eligible for the CEA/CES.



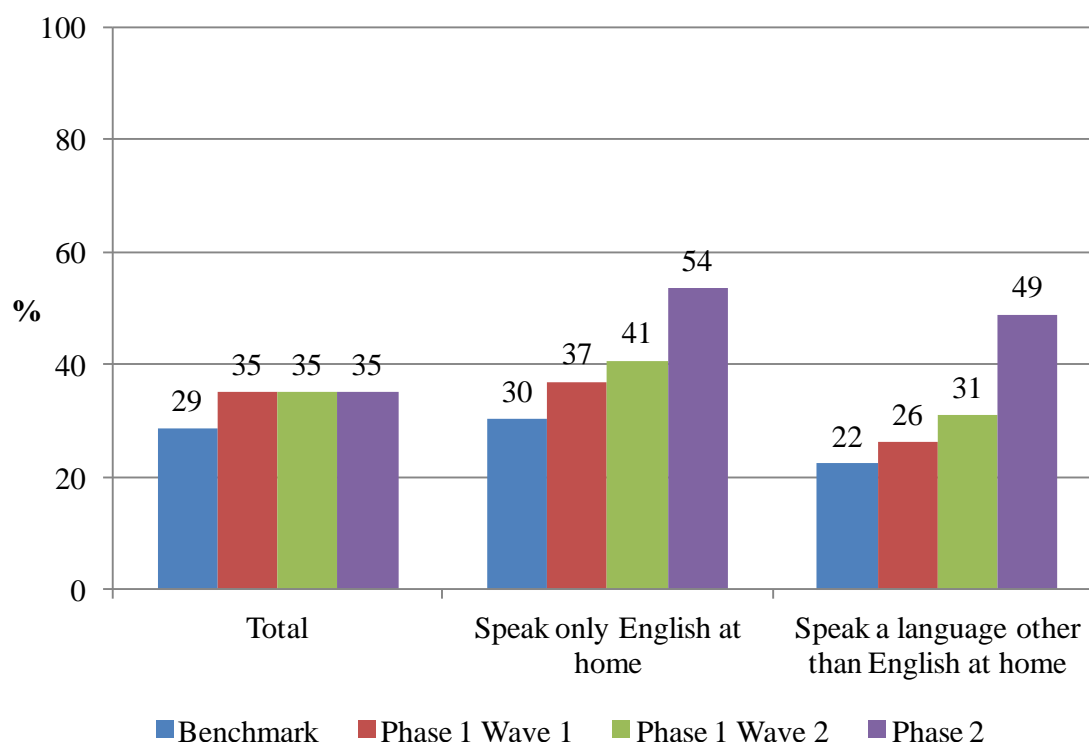
*B16. Do you think you will receive any assistance and benefits as a result of the Household Assistance Package?*

*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, P1W2=4,000, P2=4,002); those eligible for CEA and CES (Benchmark=2,149, P1W1=1,869, P1W2=2,012, P2=1,953); those eligible for tax cut (Benchmark=1,471, P1W1=1,616, P1W2=1,476, P2=1,595); those not eligible for CEA, CES or tax cut (Benchmark=933, P1W1=987, P1W2=928, P2=978).*

Perceived eligibility increased in Phase 2 for both English (54% up from 41% in Phase 1 Wave 2) and non-English speakers (49% up from 31% in Phase 1 Wave 2), although those who speak only English at home remain more likely to perceive themselves as eligible than those who speak a language other than English at home.



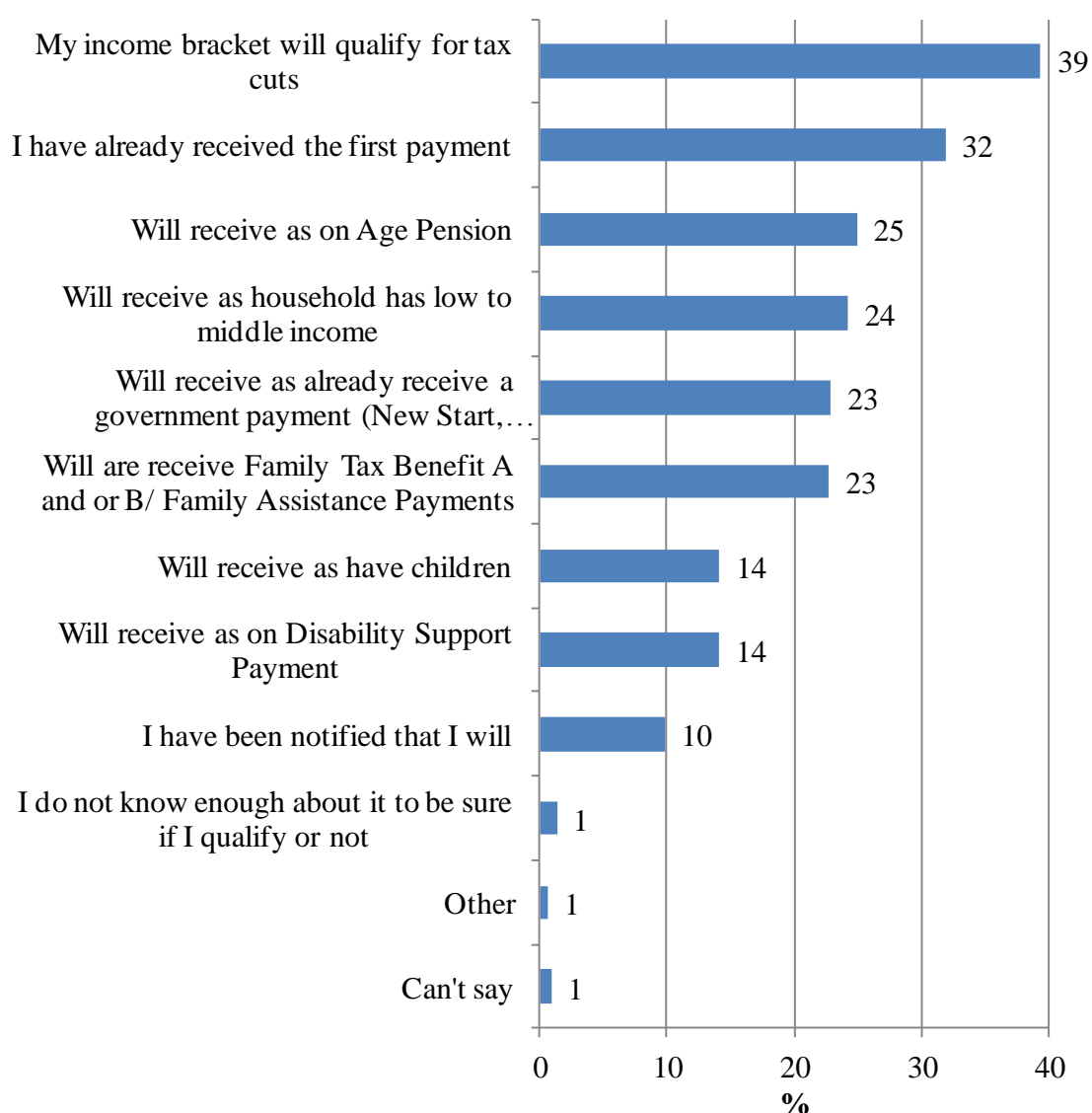
B16. Do you think you will receive any assistance and benefits as a result of the Household Assistance Package?

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

Base: All Australian population respondents (Benchmark=4,118, P1W1=4,000, P1W2=4,000, P2=4,002); Respondents only speak English at home (Benchmark=3,439, P1W1=3,225, P1W2=3,299, P2=3,206); Respondents speak a language other than English at home (Benchmark=679, P1W1=775, P1W2=701, P2=796).

Two in five of those who said they will receive assistance said it is because their income bracket will qualify for tax cuts (39%), while 32% said they have already received the first payment.

A significantly higher proportion of those who speak a language other than English said their income bracket will qualify for tax cuts (47%) and a significantly lower proportion said they have already received the first payment (20%).<sup>5</sup>



*B17. 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=2,109).*

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

<sup>5</sup> Please note that in previous Waves of study, this question was an open-ended question. In Phase 2, this question was a multi pre-coded question.

The results for Phase 2 are higher than the results in Phase 1 Wave 2. A significantly higher proportion of people said their income bracket will qualify for tax cuts in Phase 2 compared with the previous wave.<sup>6</sup>

Why Will Receive Assistance - Time Series				
Channel	Benchmark (%)	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
My income bracket will qualify for tax cuts	6	1	2	39
I have already received the first payment	0	5	17	32
Will receive as on Age Pension	11	12	10	25
Will receive as household has low to middle income	26	11	12	24
Will receive as already receive a government payment (New Start, Youth Allowance, Single Parent Payment, Carer's Payment, etc.)	28	30	29	23
Will are receive Family Tax Benefit A and or B/ Family Assistance Payments	9	14	10	23
Will receive as have children	0	3	4	14
Will receive as on Disability Support Payment	8	6	6	14
I have been notified that I will	0	4	3	10
I do not know enough about it to be sure if I qualify or not	0	1	0	1
Other government payments/ will receive as on other government payment (New Start, Youth Allowance, Single Parent Payment, Carer's Payment, etc)	6	5	6	-
I will qualify (unspec why)	0	5	4	-
I need it/ I will get it because I need it	0	2	4	-

B17. Why do you think you will receive financial assistance and benefits as a result of the Household Assistance Package?

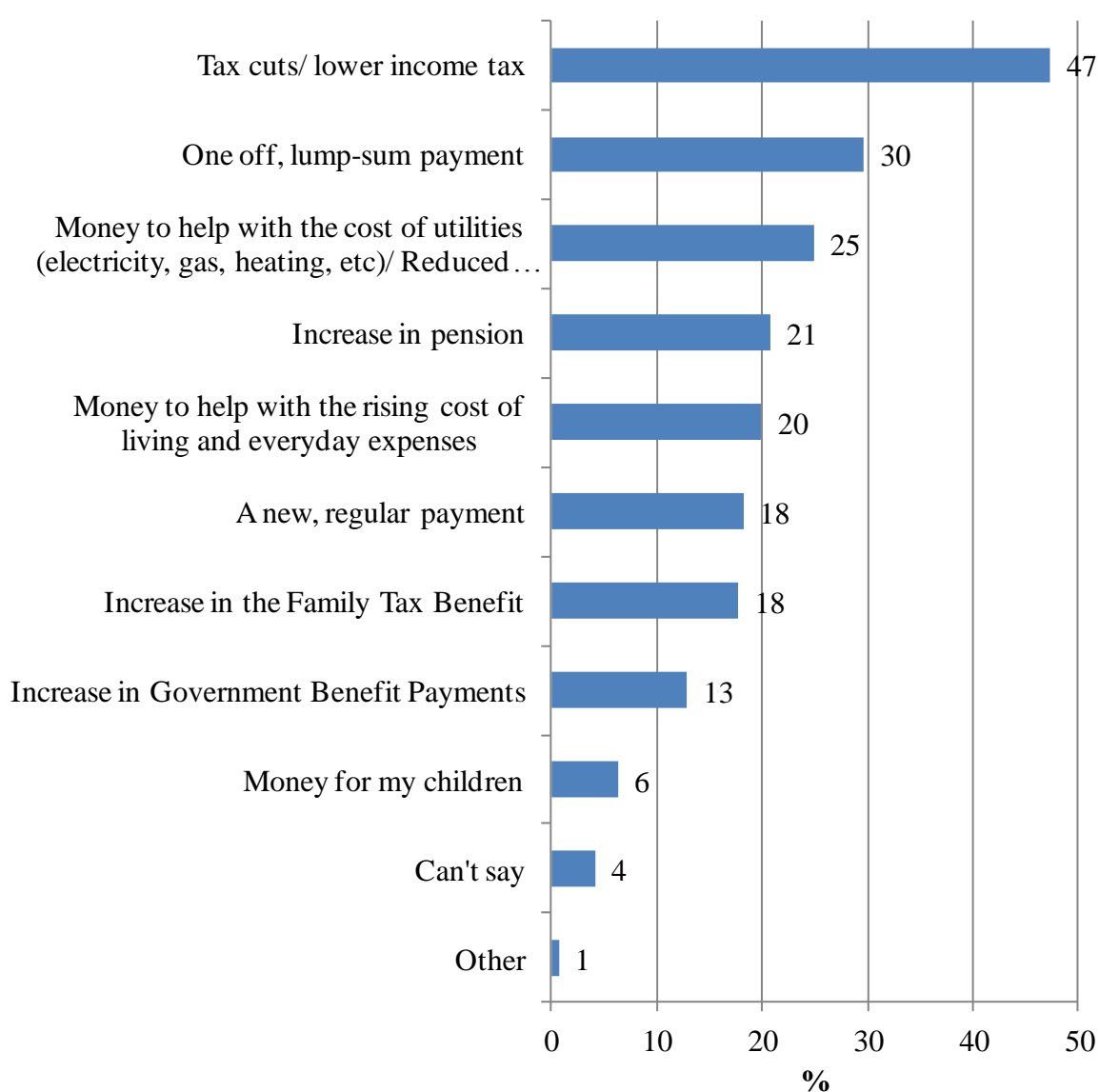
Base: Those who think they will receive financial assistance and benefits (Benchmark=1,246, P1W1=1,391, P1W2=1,662, P2=2,109).

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

<sup>6</sup> Please note that in previous Waves of study, this question was an open-ended question. In Phase 2, this question was a multi pre-coded question.

Those who said they will receive assistance were most likely to say they would receive unspecified financial assistance (15%) or a small amount of financial assistance (10%).

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.



*B19. What sort/degree of assistance do you think you'll receive?*

*Base: Those who think they will receive financial assistance and benefits (n=2,109).*

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

The results in Phase 2 are generally higher than the results in Phase 1 Wave 2, a higher proportion of people said that they will receive tax cuts or lower income tax.

<b>Type Of Assistance Will Receive - Time Series</b>				
<b>Channel</b>	<b>Benchmark (%)</b>	<b>Phase 1 Wave 1 (%)</b>	<b>Phase 1 Wave 2 (%)</b>	<b>Phase 2 (%)</b>
Tax cuts/ lower income tax	13	2	3	47
One off, lump-sum payment	8	7	9	30
Money to help with the cost of	4	2	1	25
Increase in pension	7	4	4	21
Money to help with the rising cost of living and everyday expenses	0	1	2	20
A new, regular payment	-	-	-	18
Increase in the Family Tax Benefit	2	2	2	18
Increase in Government Benefit Payments	4	5	2	13
Money for my children	0	1	1	6

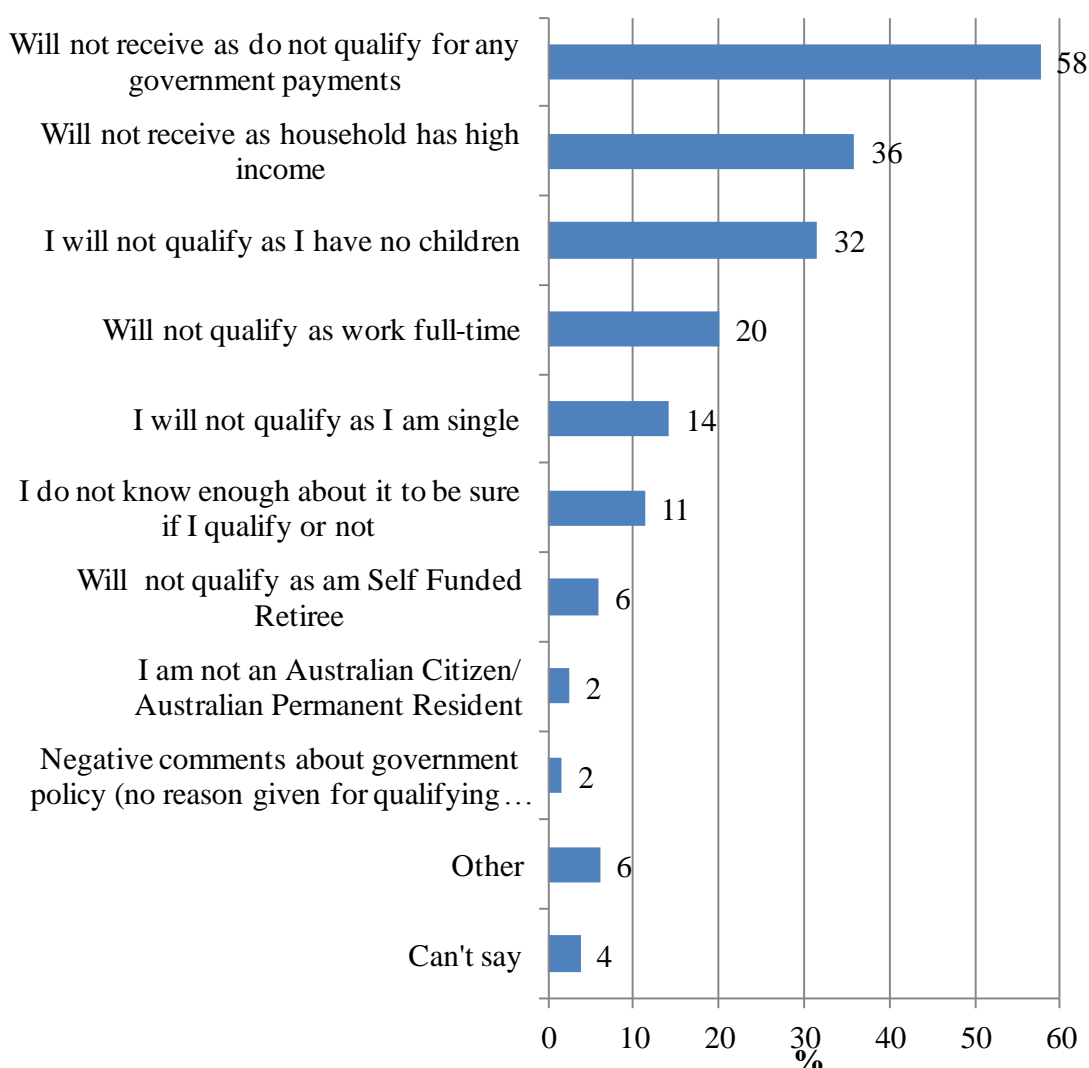
*B19. What sort/degree of assistance do you think you'll receive?*

*Base: Those who think they will receive financial assistance and benefits (Benchmark=1,246, P1W1=1,391, P1W2=1,662, P2=2,109).*

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

Three in five (58%) of those who said they will not receive assistance said it is because they do not receive any government payments, while 36% said it is because their household has high income.

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 (48%). Otherwise, speakers of other languages were generally consistent with the population.<sup>7</sup>



*B18. 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=1,185)*

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

<sup>7</sup> Please note that in previous Waves of study, this question was an open-ended question. In Phase 2, this question was a multi pre-coded question.

The results for Phase 2 are generally higher than the result of Phase 1 Wave 2.<sup>8</sup>

Why Will Not Receive Assistance - Time Series				
Channel	Benchmark (%)	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
Will not receive as do not qualify for any government payments	18	43	43	58
Will not receive as household has high income	38	22	26	36
I will not qualify as I have no children	5	13	9	32
Will not qualify as work full-time	7	10	14	20
I will not qualify as I am single	4	6	5	14
I do not know enough about it to be sure if I qualify or not	5	2	1	11
Will not qualify as am Self Funded Retiree	3	3	3	6
I am not an Australian Citizen/ Australian Permanent Resident	0	2	1	2
Negative comments about government policy (no reason given for qualifying or not)	4	3	3	2
I will not qualify (unspec why not)	9	7	6	0

B18. 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, P1W1=1,725, P1W2=1,600, P2=1,185).

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

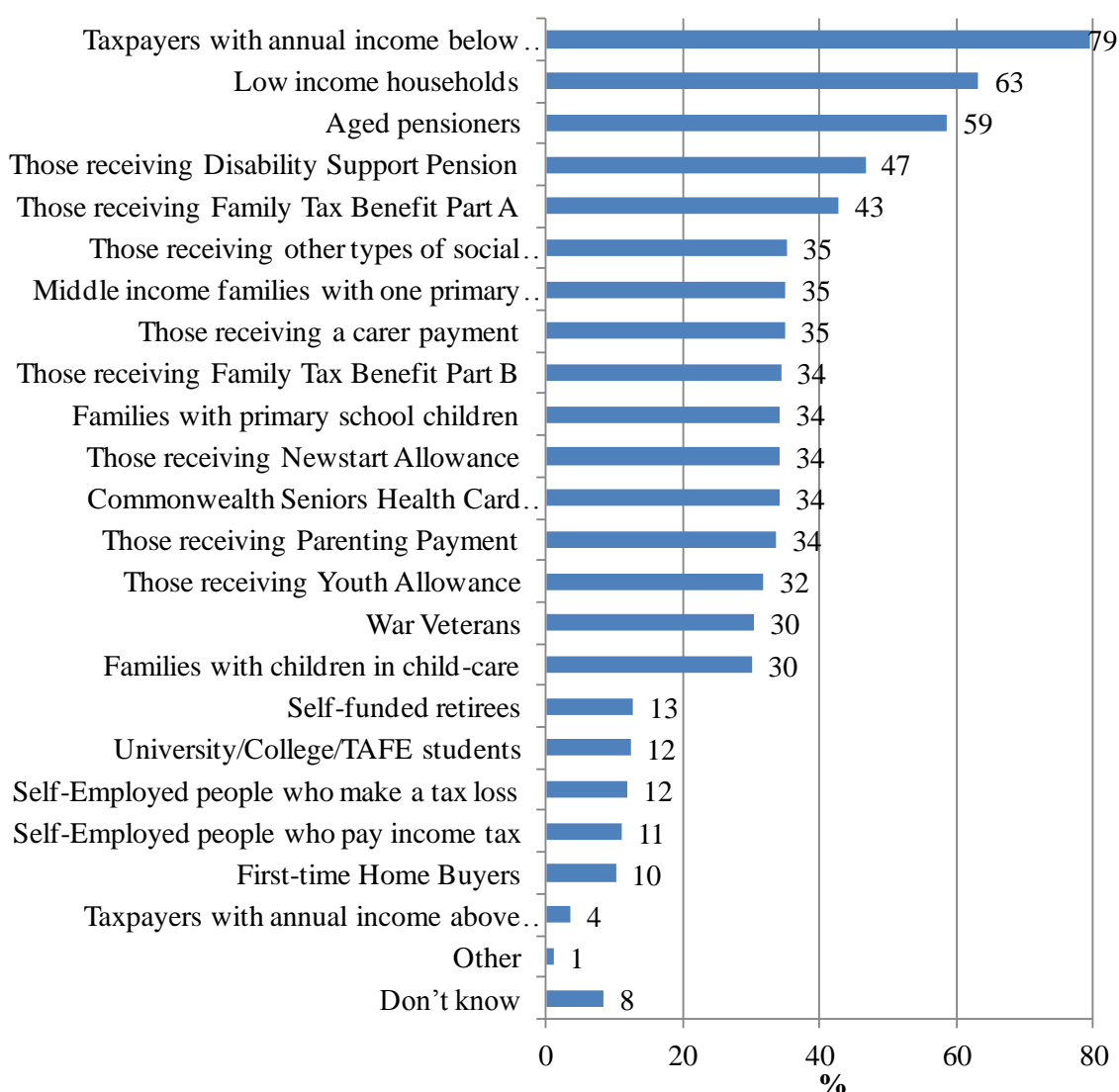
<sup>8</sup> Please note that in previous Waves of study, this question was an open-ended question. In Phase 2, this question was a multi pre-coded question.



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

Four in five (79%) of people said those eligible for assistance would be taxpayers with an annual income below \$80,000, over three in five (63%) said low income households would be eligible. A further 59% said aged pensioners would receive assistance and 47% said those receiving Disability Support Pension.

A significantly lower proportion of those who speak a language other than English said those eligible for assistance would be low income households (53%). Otherwise, speakers of languages other than English were generally consistent with the population in who they thought would receive assistance through the package.



B20. 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=4,002)

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 2 is reasonably consistent with previous waves, with a higher proportion of people in Phase 2 who said those eligible for assistance are taxpayers with an annual income below \$80,000 (79%) compared with the previous wave (44%).

A significantly lower proportion of people in Phase 2 said aged pensioners are eligible for the assistance (59%) compared with the previous wave (72%).

Who Will Receive Assistance - Time Series				
Channel	Benchmark (%)	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
Taxpayers with annual income below \$80,000	51	41	44	79
Low income households	66	62	65	63
Aged pensioners	60	68	72	59
Those receiving Disability Support Pension	53	57	59	47
Those receiving Family Tax Benefit Part A	37	52	49	43
Those receiving other types of social benefit payments	39	44	47	35
Middle income families with one primary earner	40	35	36	35
Those receiving a carer payment	42	44	45	35
Those receiving Family Tax Benefit Part B	31	42	41	34
Families with primary school children	29	43	40	34
Those receiving Newstart Allowance	35	39	40	34
Commonwealth Seniors Health Card Holders	41	42	44	34
Those receiving Parenting Payment	33	45	43	34
Those receiving Youth Allowance	32	36	37	32
War Veterans	41	41	43	30
Families with children in child-care	38	38	36	30
Self-funded retirees	19	15	17	13
University/College/TAFE students	17	13	15	12
Self-Employed people who make a tax loss	16	11	11	12
Self-Employed people who pay income tax	8	6	6	11
First-time Home Buyers	23	9	9	10
Taxpayers with annual income above \$80,000	3	3	3	4

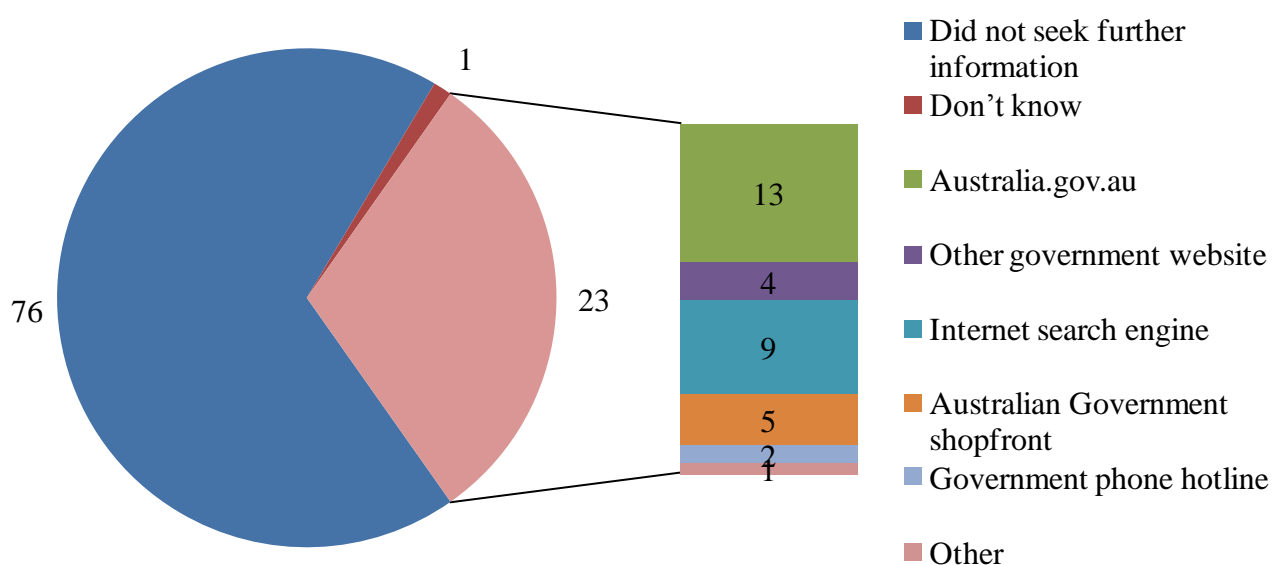
B20. Which of these types of people do you think will get financial assistance and benefits as a result of the Household Assistance Package?

Base: All Australian population respondents (Benchmark=4,118, P1W1=4,000, P1W2=4,000, P2=4,002).

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

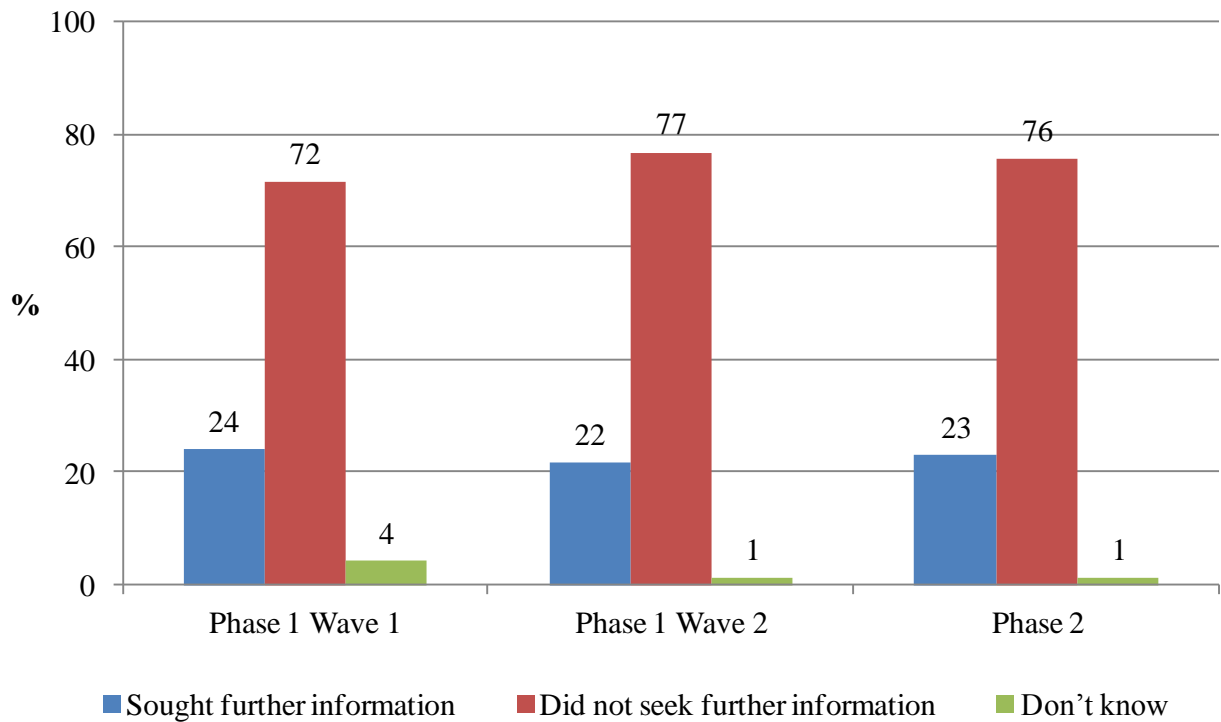
### 3.8 Sources of Further Information About HAP

Around a quarter (23%) of people in Phase 2 who had seen any of the advertisements sought further information, while three quarters (76%) did not. Among those who sought further information, the most common source of information was the website 'Australia.gov.au' (13%), followed by internet search engines (9%) and Australian government shopfronts (5%).



B13. 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 advertisements (n=3,049).

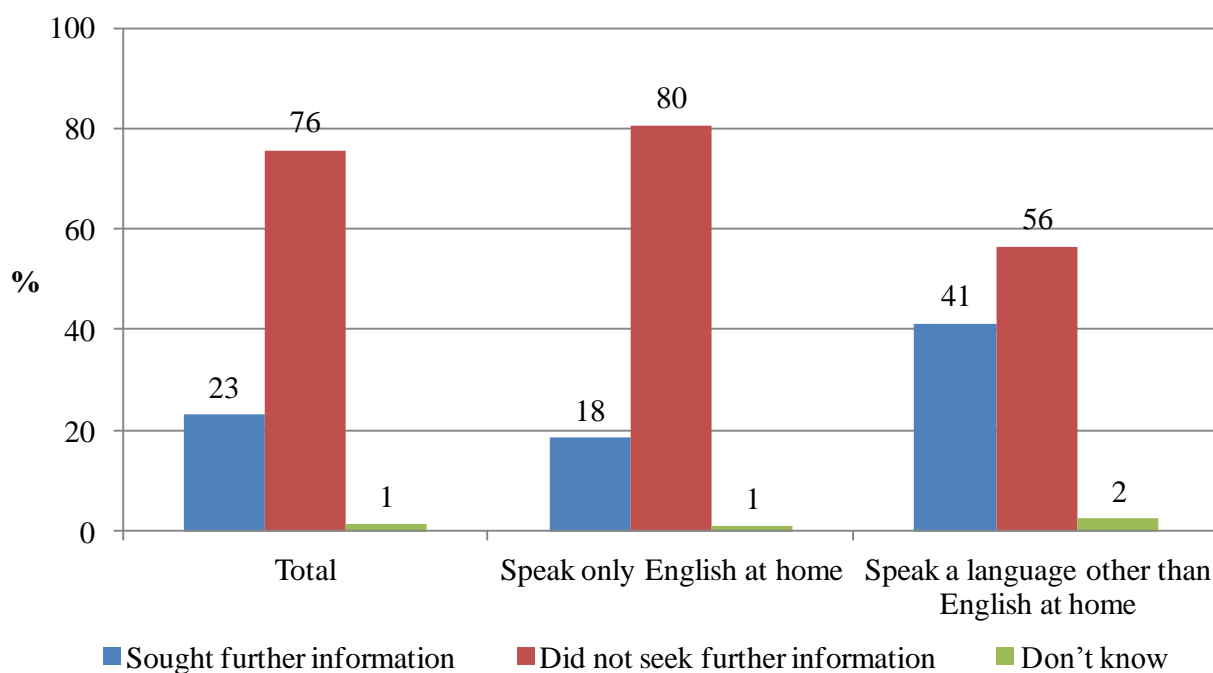
The proportion of the people in Phase 2 who sought further information after seeing the advertisements is similar to Phase 1 Wave 2.



B13. 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 advertisements (P1W1=2,317, P1W2=2,903, P2=3,049).

A significantly higher proportion of those who speak a language other than English sought further information after watching the ads (41% compared with 18% 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 Australia.gov.au and internet search engines.



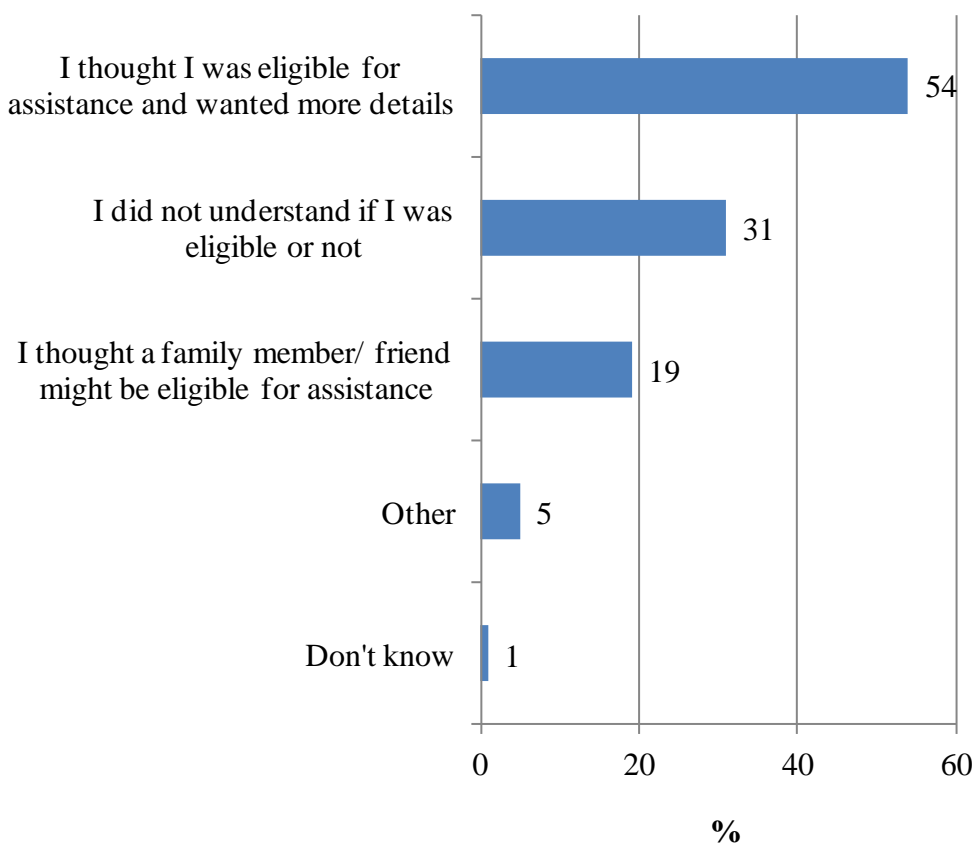
B13. After watching the ad, did you seek further information from any of the following sources?

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

Base: All Australian population respondents who had seen one of the advertisements (n=3,049); Respondents only speak English at home (n=3,206); Respondents speak a language other than English at home (n=796).

The most common reason for seeking further information is to get more details (54%), while 31% said they sought further information because they did not understand if they were eligible or not.

A higher proportion of those who speak a language other than English at home said they sought further information because they thought they were eligible for assistance and wanted more details (59% of non-English speakers).



*B14. Why did you seek further information about the HAP?*

*Base: Those who sought further information after seeing the advertisements (n=710)*

The proportion of the people in Phase 2 who sought further information after seeing the advertisements is similar to Phase 1 Wave 2.

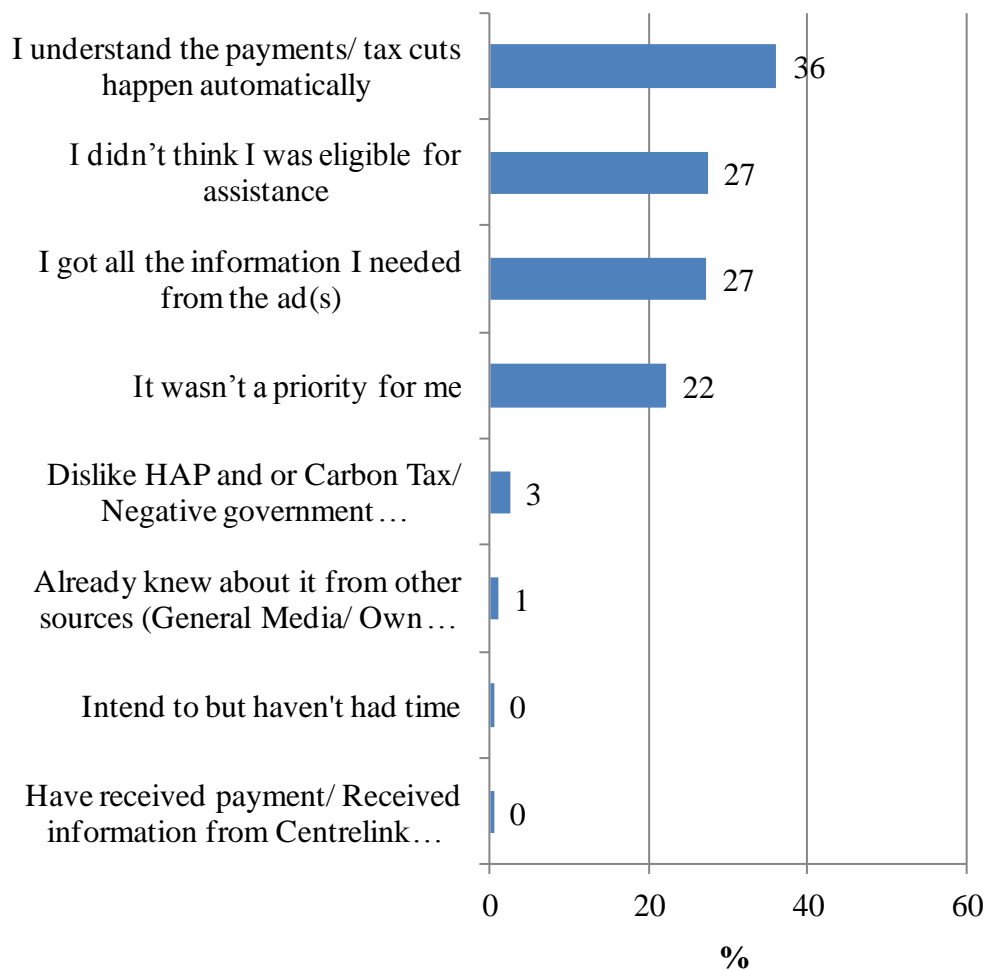
<b>Why Sought Further Information - Time Series</b>		
<b>Channel</b>	<b>Phase 1 Wave 2 (%)</b>	<b>Phase 2 (%)</b>
I thought I was eligible for assistance and wanted more details	52	54
I did not understand if I was eligible or not	39	31
I thought a family member/ friend might be eligible for assistance	11	19
Other	3	5
Don't know	2	1

*B14. Why did you seek further information about the HAP?*

*Base: Those who sought further information after seeing the advertisements (PIW2=648, P2=710)*

The most common reason for not seeking further information is thinking they understand the payments (36%), while just over a quarter (27%) said they didn't think they were eligible for assistance.

A higher proportion of those who speak a language other than English at home said they did not seek further information because did not think they are eligible for assistance (33% of non-English speakers).



B15. Why didn't you seek further information about the HAP?

Base: Those who did not seek further information after seeing the advertisements (n=2,298)



The proportion of those who did not seek further information in Phase 2 because they did not think they were eligible is lower than the results in Phase 1 Wave 2 (43%).

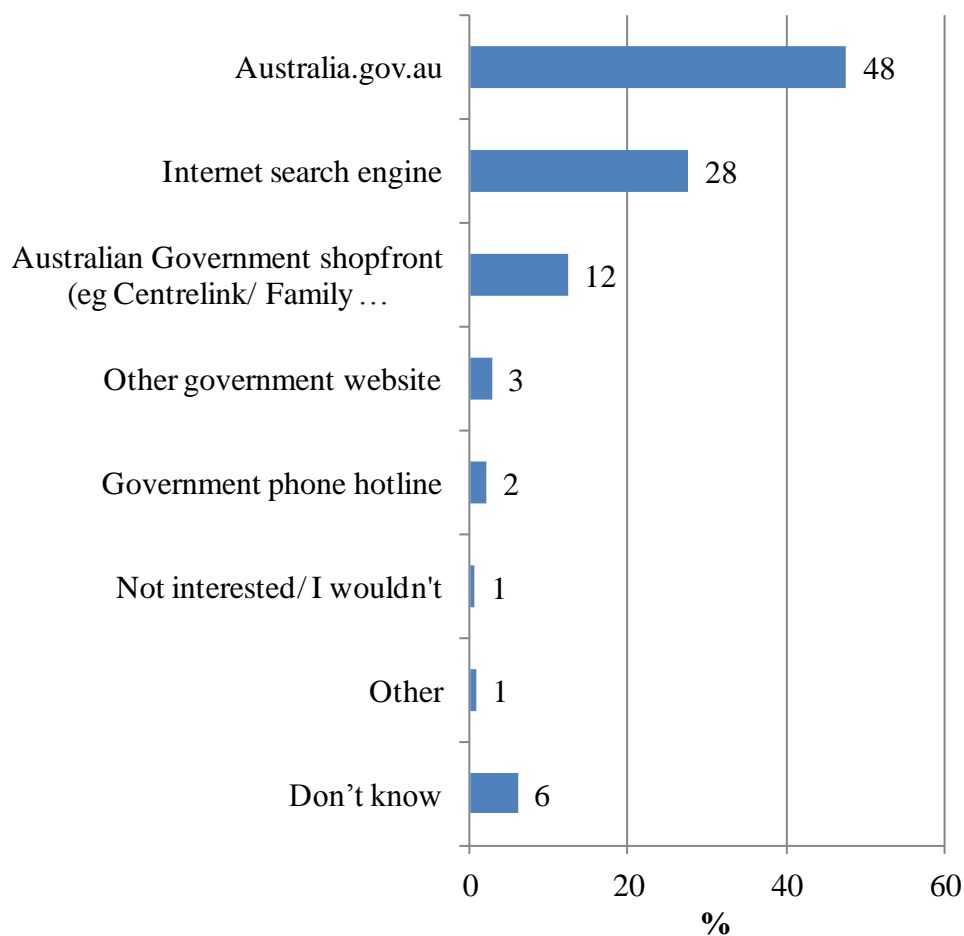
<b>Why Did Not Seek Further Information - Time Series</b>		
<b>Channel</b>	<b>Phase 1 Wave 2 (%)</b>	<b>Phase 2 (%)</b>
I understand the payments/ tax cuts happen automatically	26	36
I didn't think I was eligible for assistance	43	27
I got all the information I needed from the ad(s)	19	27
It wasn't a priority for me	18	22
Dislike HAP and or Carbon Tax/ Negative government references/ It is a political ploy	2	3
Already knew about it from other sources (General Media/ Own research)	1	1
Intend to but haven't had time	1	0
about package	1	0
Other	2	1
Don't know	5	4

*B15. Why didn't you seek further information about the HAP?*

*Base: Those who did not seek further information after seeing the advertisements (P1W2=2,215, P2=2,298)*

The most common information source that would be used to find more information on the Household Assistance Package is “Australia.gov.au” (48%), followed by “internet search engine” (28%).

Information sources among those who speak a language other than English are consistent with the population, with 46% of speakers of other languages saying they would visit Australia.gov.au.



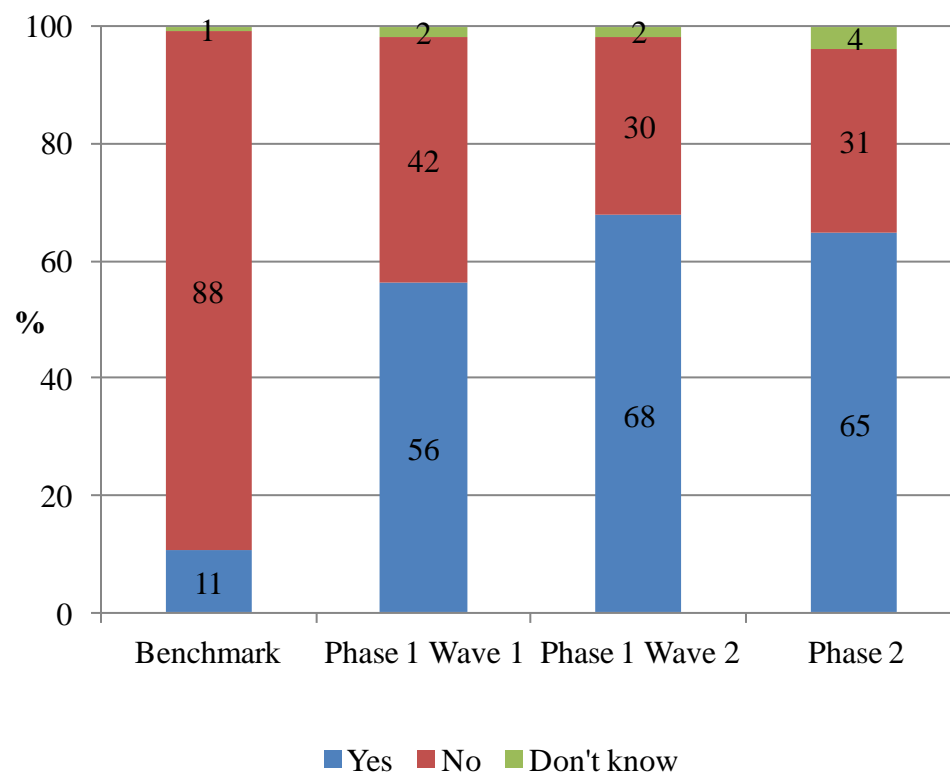
*B21. If you wanted to find out more about the Household Assistance Package, where would you look/ask first to find out more information?*

*Base: All Australian population respondents (n=4,002)*

## 4. INDIGENOUS POPULATION

### 4.1 Unprompted Awareness of HAP

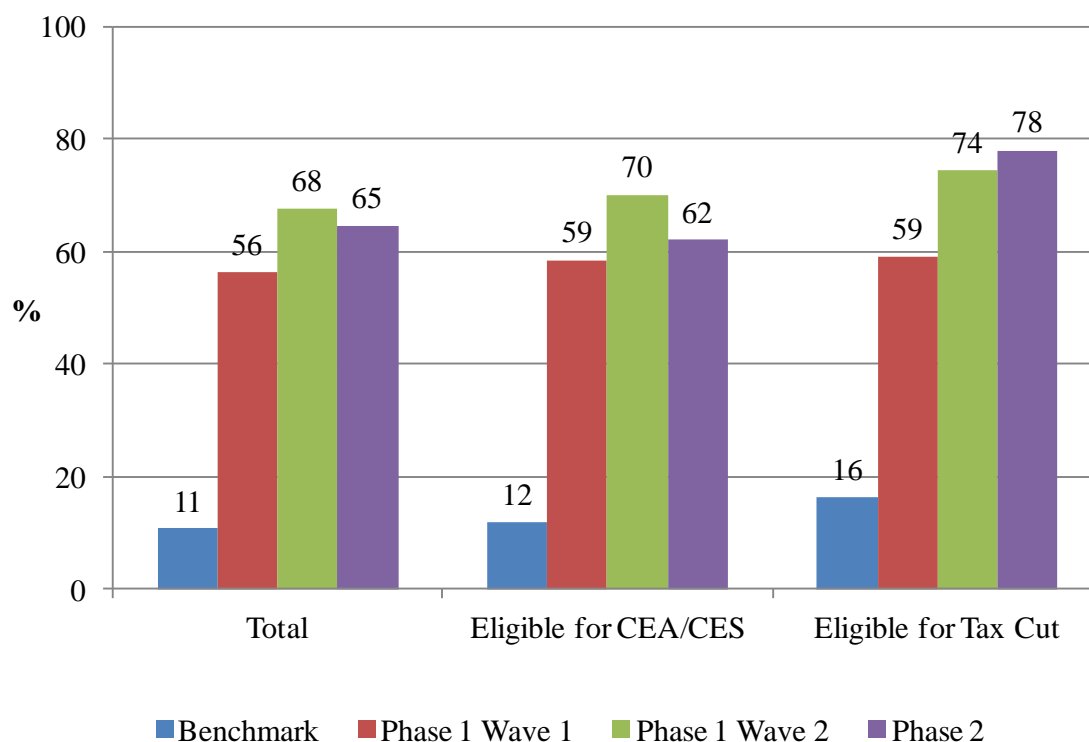
Unprompted awareness among Indigenous Australians has slightly decreased, down from 68% in Phase 1 Wave 2 to 65% (3% decrease) in Phase 2.



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

Base: All Indigenous respondents (Benchmark=178, P1W1=151, P1W2=164, P2=150).

The increase in unprompted awareness is consistent among those eligible for a tax cut. Those eligible for CEA/CES reported a lower unprompted awareness (62%) than those eligible for a tax cut (78%).



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?

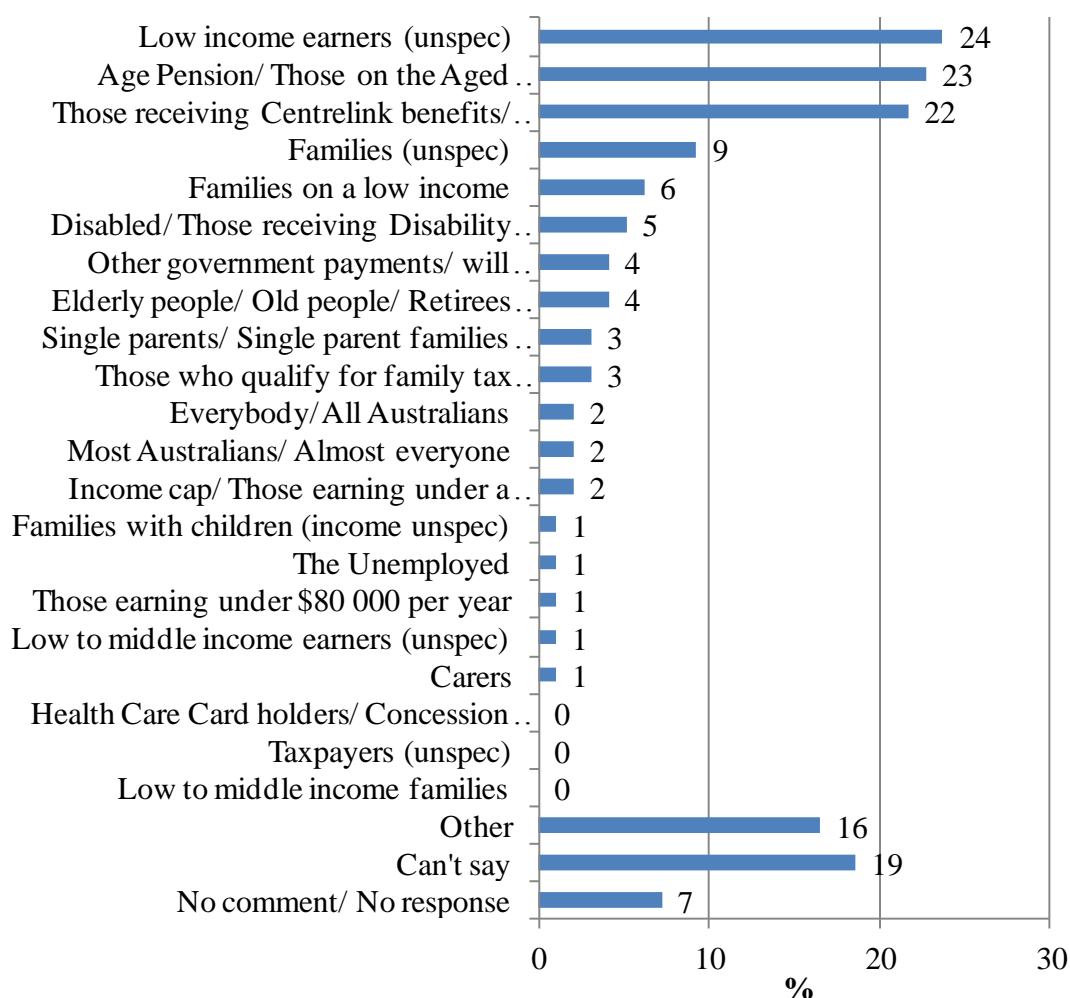
C10. Do you receive any of the following social benefits?

Base: All Indigenous respondents (Benchmark=178, P1W1=151, P1W2=164, P2=150); those eligible for CEA and CES (Benchmark=141, P1W1=123, P1W2=137, P2=116); those eligible for tax cut (Benchmark=60, P1W1=44, P1W2=47, P2=41);

Note: Those not eligible CEA, CES or tax cut have been excluded from this chart due to small sample size (Benchmark=10, P1W1=5, P1W2=8, P2=9).

## 4.2 Unprompted Knowledge of HAP

A quarter (24%) of Indigenous respondents who had heard about the HAP said it was for low income earners, similarly 23% said it was for those on the Aged Pension. One in five Indigenous respondents (19%) who have heard about the HAP could not say who it was for.

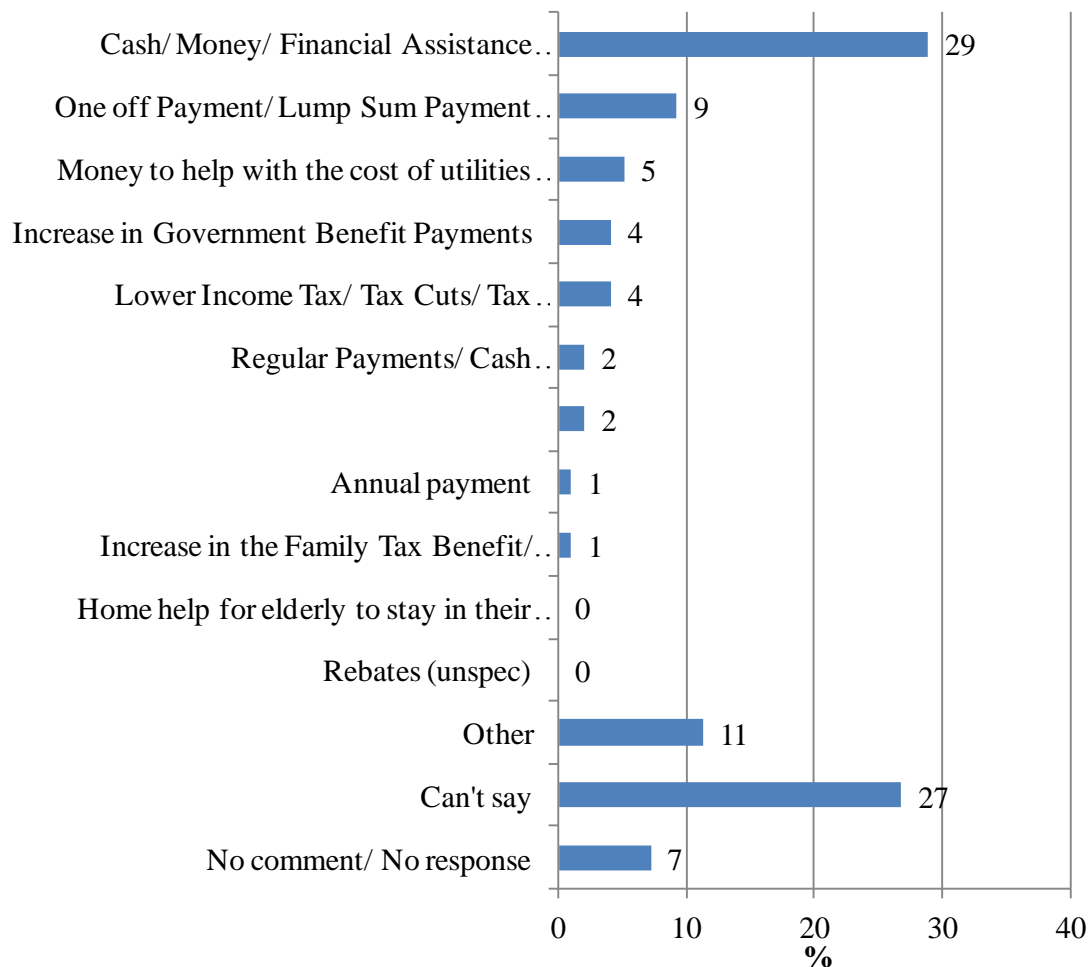


B2. What do you understand/know about the Household Assistance Package? (Who is eligible)

Base: Indigenous respondents aware of the Household Assistance Package (n=97).

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

Three in ten of those Indigenous respondents aware of the HAP said it would involve financial assistance but gave no further details (29%), while 9% said it would involve a lump sum payment.

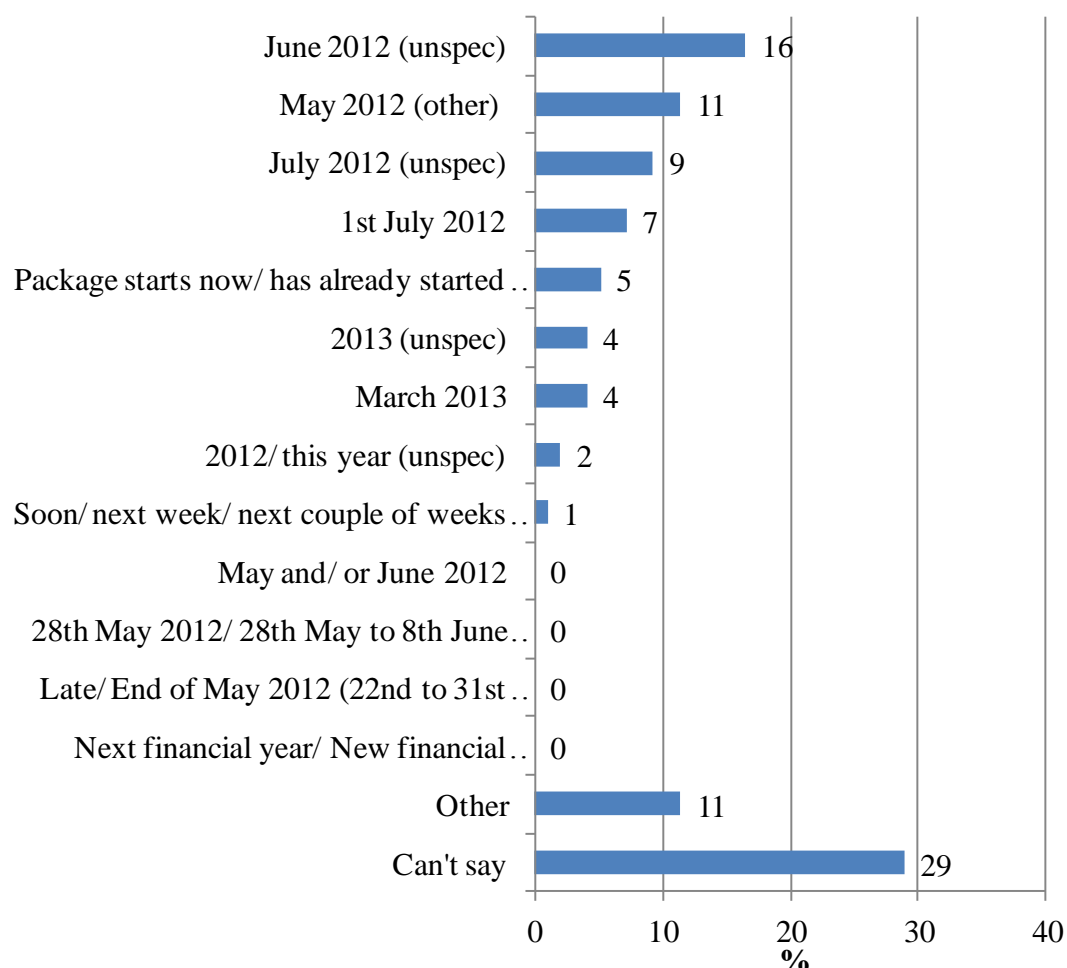


B2. What do you understand/know about the Household Assistance Package? (What type of assistance will people receive)

Base: Indigenous respondents aware of the Household Assistance Package (n=97).

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

One in six Indigenous respondents (16%) aware of the HAP said it started in June 2012, with most of those (29%) not giving a specific date. Five per cent of Indigenous respondents said the package has already started.

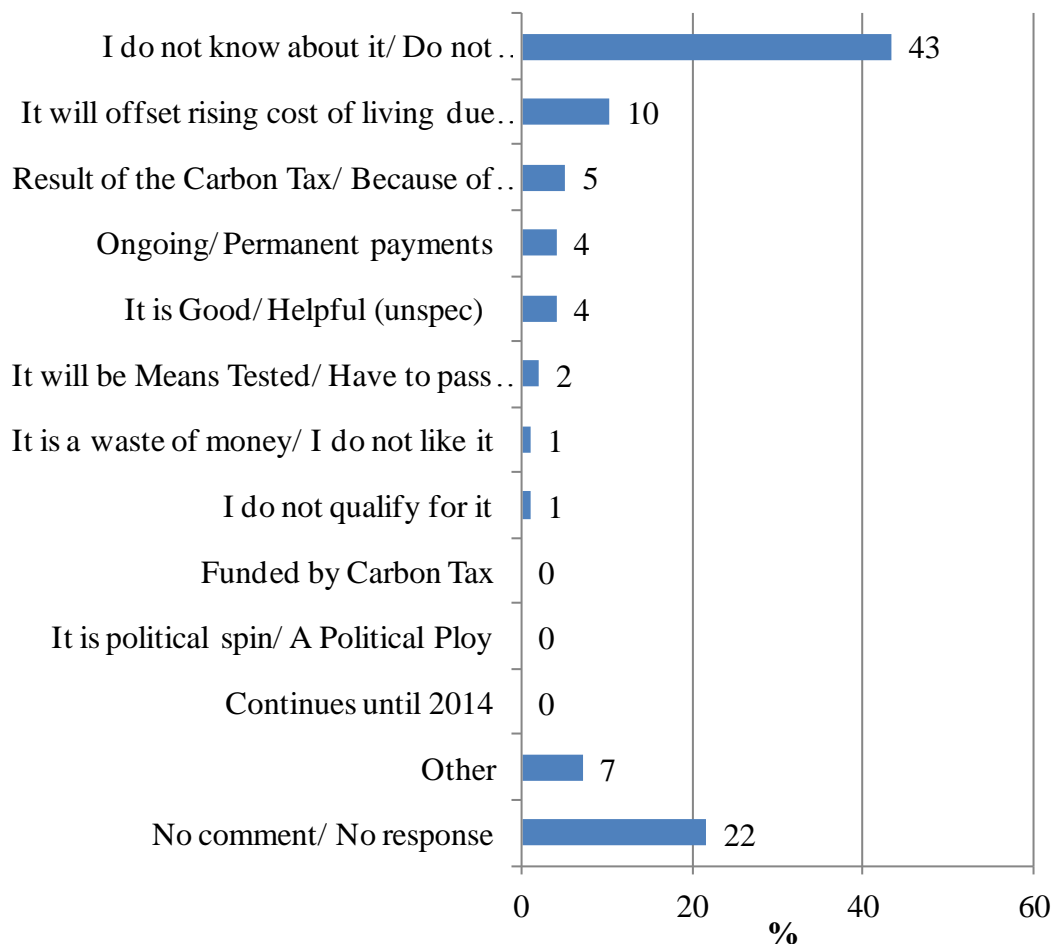


B2. What do you understand/know about the Household Assistance Package? (When does the package start)

Base: Indigenous respondents aware of the Household Assistance Package (n=97).

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

Over two in five (43%) 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)

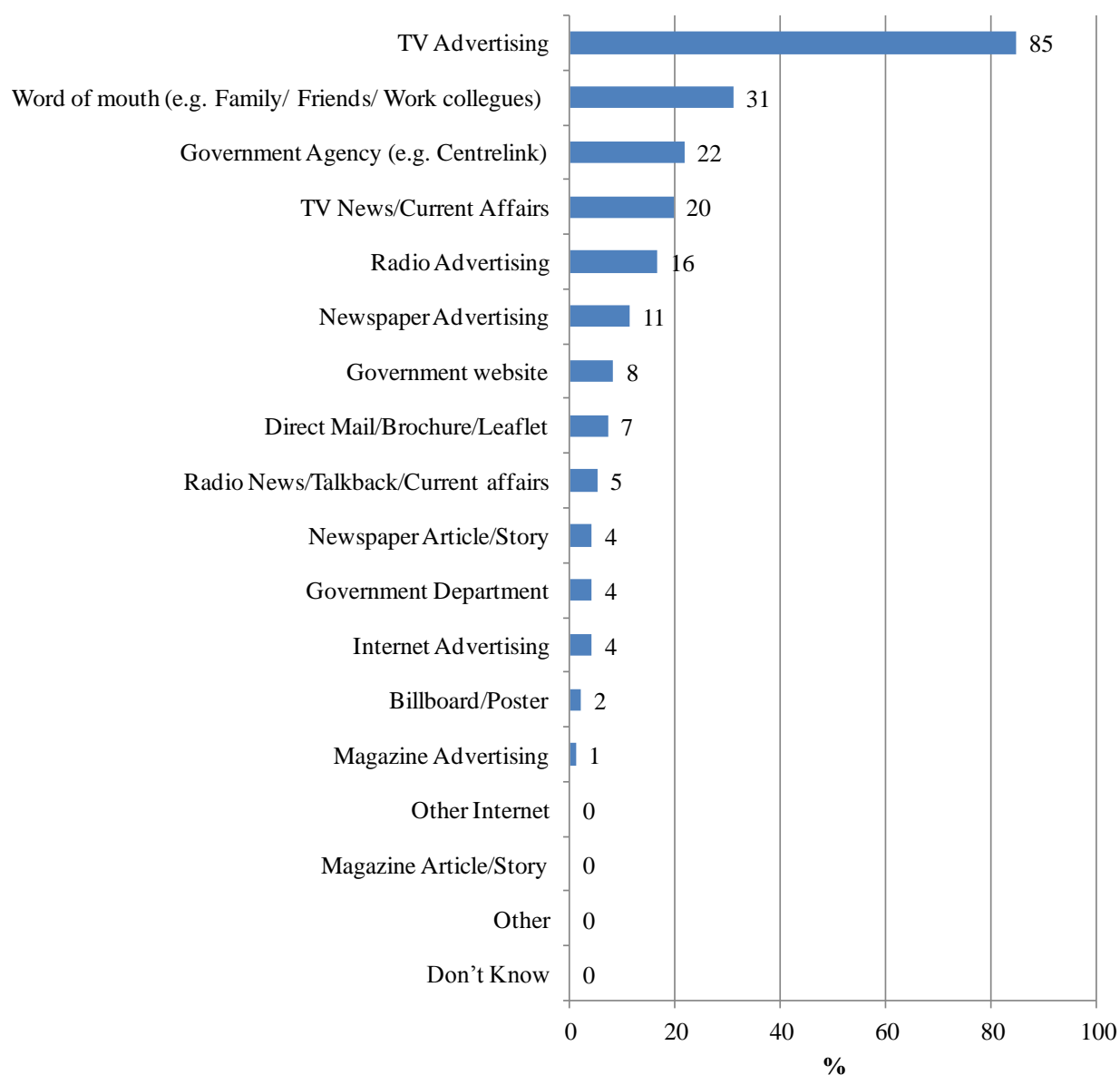
Base: Indigenous respondents aware of the Household Assistance Package (n=97).

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



### 4.3 Source of Awareness of HAP

The majority (85%) of Indigenous Australians who had heard of the HAP said they found out about it from TV advertising. Around a third found out about it from word of mouth (31%) and one in five from Government agency (22%).



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

*Base: Indigenous respondents aware of the Household Assistance Package (n=97).*

There is an increase in the proportion of Indigenous respondents who heard about HAP from TV advertising (77% in Phase 1 Wave 2, 85% in Phase 2). The proportion of Indigenous respondents who heard about HAP from TV news or current affairs has decreased by 11% since Phase 1 Wave 2 (31%).

Where Heard About HAP - Time Series				
Channel	Benchmark %	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
TV Advertising	5	76	77	85
Word of mouth (e.g. Family/ Friends/ Work colleagues)	21	26	27	31
Government Agency (e.g. Centrelink)	11	14	21	22
TV News/Current Affairs	47	26	31	20
Radio Advertising	0	19	16	16
Newspaper Advertising	5	7	9	11
Government website	11	11	8	8
Direct Mail/Brochure/Leaflet	5	1	7	7
Radio News/Talkback/Current affairs	21	6	5	5
Newspaper Article/Story	16	0	8	4
Government Department	5	5	4	4
Internet Advertising	5	1	4	4
Billboard/Poster	0	1	0	2
Other Internet	5	2	0	0
Magazine Article/Story	0	1	0	0

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

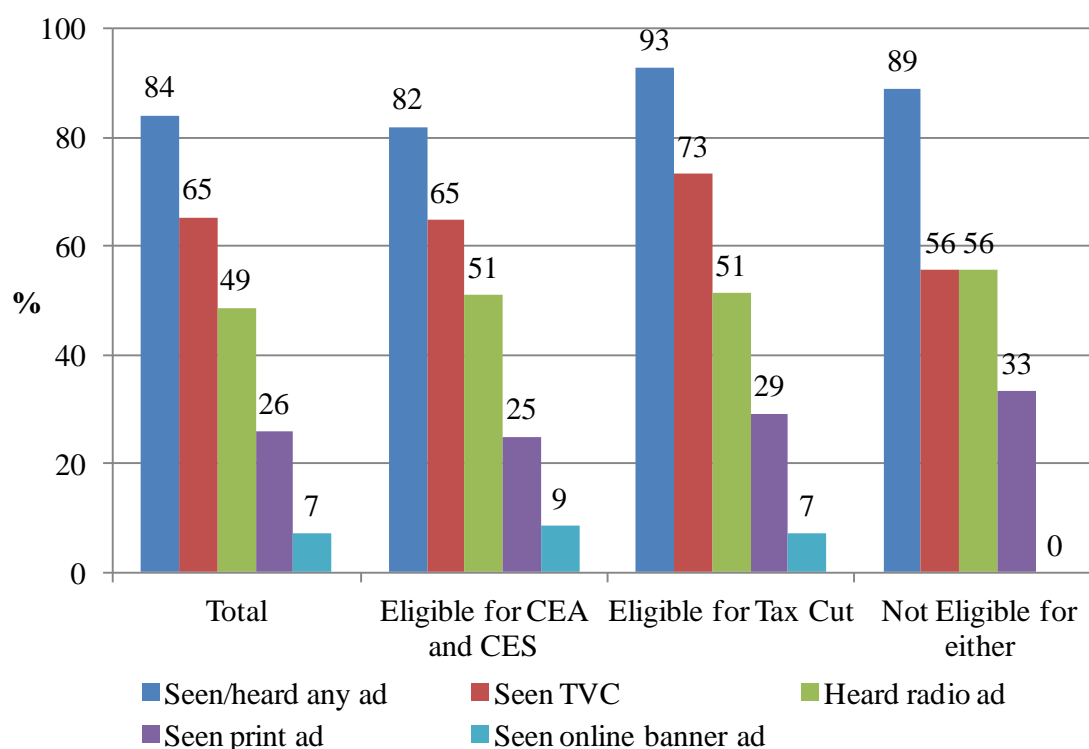
Base: Indigenous respondents aware of the Household Assistance Package (Benchmark=21, P1W1=85, P1W2=111, P2=97).

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

#### 4.4 Campaign Awareness

Awareness of the advertising campaign was relatively similar across groups, although those eligible for a tax cut are more likely to have seen or heard any of the advertisements.

A higher proportion of the Indigenous respondents (84%) have seen or heard any of the advertisements compared to 76% of the Australian population. Similarly, 46% of Indigenous respondents heard the radio ad compared to 26% of Australians.



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?

B7. Before today, had you seen this online banner advertisement?

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

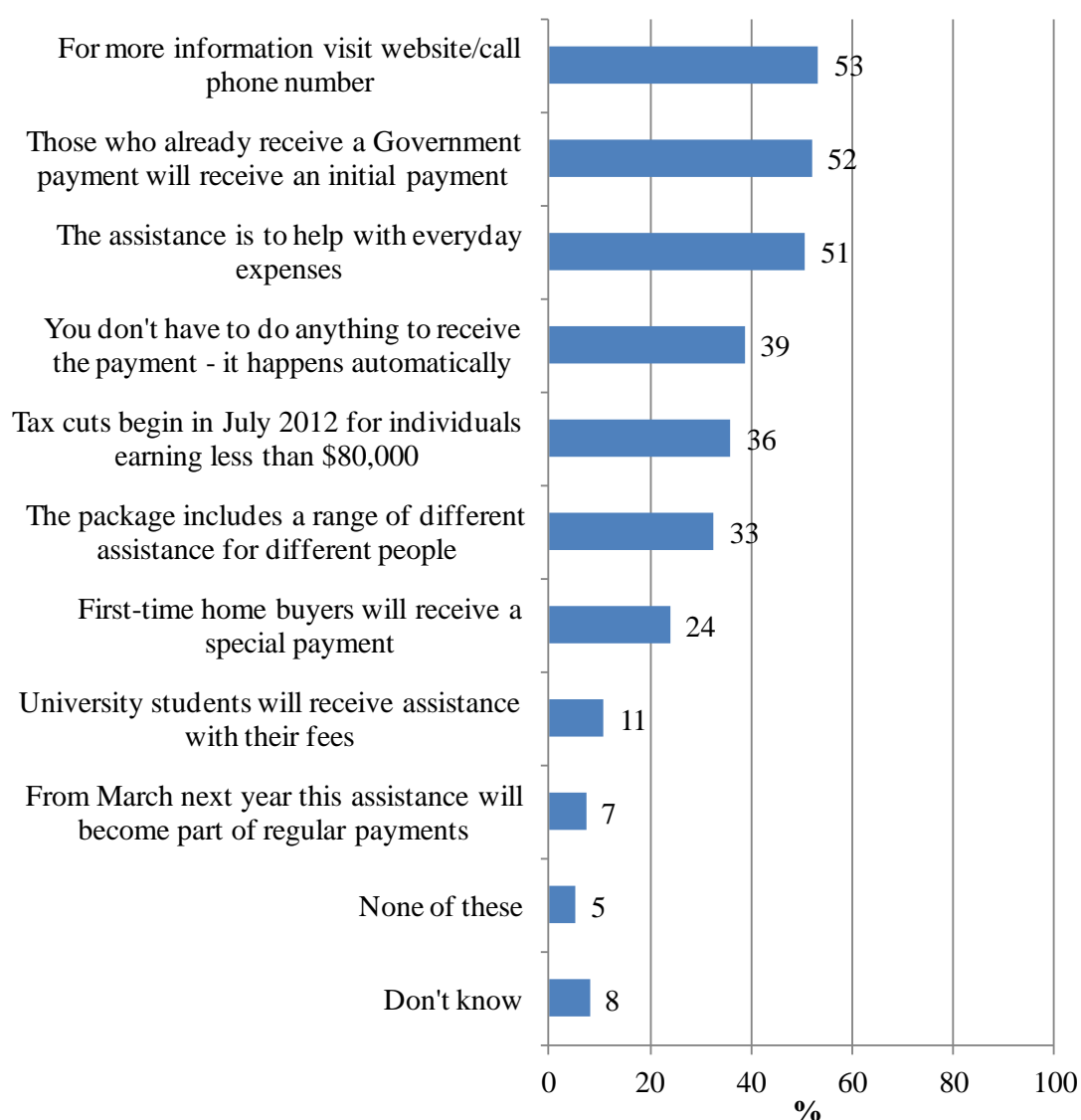
C10. Do you receive any of the following social benefits?

Base: All Indigenous respondents (n=150); those eligible for CEA and CES (n=116); those eligible for tax cut (n=41);

Note: Those not eligible CEA, CES or tax cut have been excluded from this chart due to small sample size (n=9).

#### 4.5 Campaign Evaluation

Just over a half (53%) of Indigenous respondents identified for more information visit website, and similarly half said that those who already receive a government payment will receive an initial payment (52%), that the assistance is to help with everyday expenses (51%) or that you don't have to do anything to receive the payment (39%) were key messages of the advertising.



B8. 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=150).

The proportion of those who said the assistance is to help with everyday expenses decreased from just over two thirds (69%) in Phase 1 Wave 2 to half (51%) in Phase 2. Otherwise identification of key messages in Phase 2 was generally consistent with Phase 1 Wave 2.

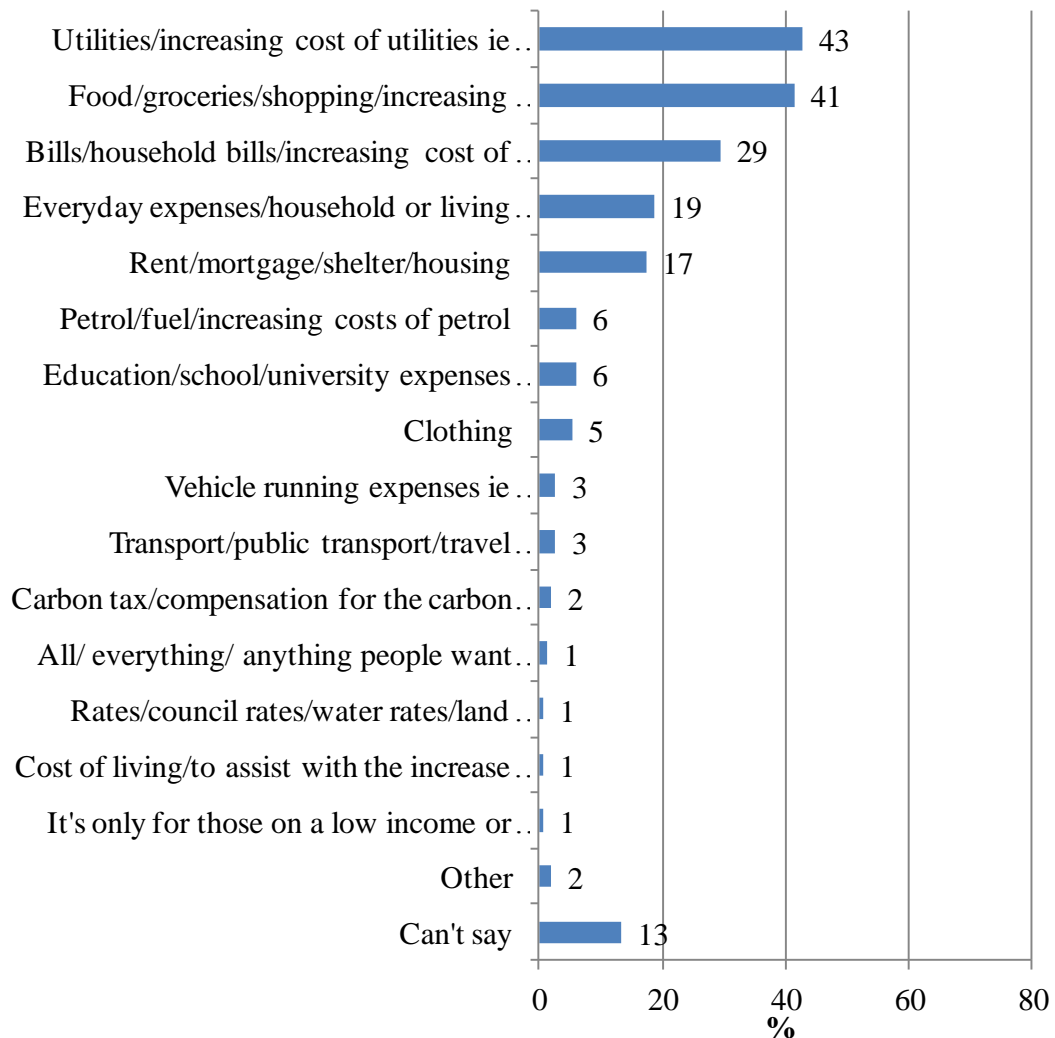
On the other hand, key messages such as for more information visit website (53%) or tax cuts begin in July 2012 for individuals earning less than \$80,000 (36%) have increase since Phase 1 Wave 2 (21% and 10%, respectively).

Key Messages Of Advertisements - Time Series			
Channel	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
For more information visit website/call phone number	22	21	53
Those who already receive a Government payment will receive an initial payment	54	50	52
The assistance is to help with everyday expenses	54	69	51
You don't have to do anything to receive the payment - it happens automatically	47	49	39
Tax cuts begin in July 2012 for individuals earning less than \$80,000	12	10	36
The package includes a range of different assistance for different people	-	27	33
First-time home buyers will receive a special payment	11	8	24
University students will receive assistance with their fees	10	7	11
From March next year this assistance will become part of regular payments	53	48	7
None of these	3	1	5
Don't know	2	6	8

B8. 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 (P1W1=151, P1W2=164, P2=150).

Over two in five Indigenous respondents identified utilities such as electricity, gas and telephone (43%) are everyday expenses the package assists with, and similarly 41% said the package was to help with food and groceries.



B9. 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=150).

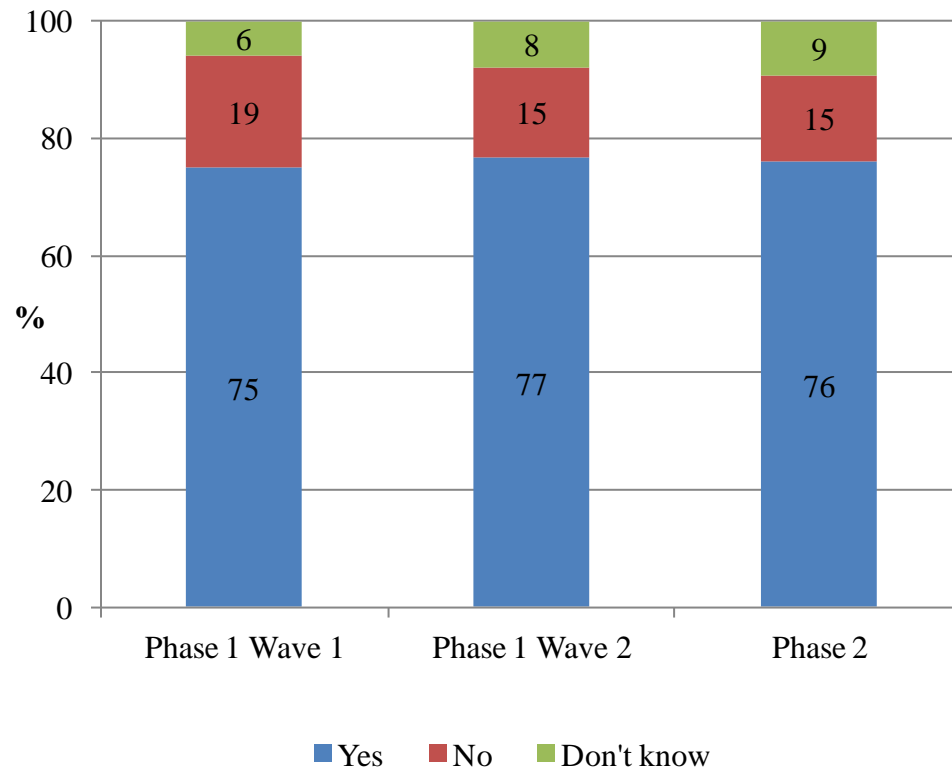
The results in Phase 2 are generally consistent with Phase 1 Wave 2, although a smaller proportion of respondents identified utilities, and a greater proportion of bills were identified as everyday expenses covered by the package.

Types Of Everyday Expenses Covered - Time Series			
Channel	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
Utilities/increasing cost of utilities ie electricity/gas/water/telephone	59	55	43
Food/groceries/shopping/increasing costs of groceries	58	46	41
Bills/household bills/increasing cost of bills	27	19	29
Everyday expenses/household or living expenses/basic necessities/family and children expenses/incidentals	13	23	19
Rent/mortgage/shelter/housing	15	15	17
Petrol/fuel/increasing costs of petrol	12	8	6
Education/school/university expenses and fees	13	7	6
Clothing	11	9	5
Vehicle running expenses ie maintenance/registration	3	2	3
Transport/public transport/travel costs/increasing costs of transport	5	0	3
Carbon tax/compensation for the carbon tax/to cover the increase in bills or cost of living due to the carbon tax	1	4	2
All/ everything/ anything people want to spend it on/ there are r-	-	-	1
Rates/council rates/water rates/land rates/increasing cost of rates	1	3	1
Cost of living/to assist with the increase in cost of living (unspec)	2	1	1
It's only for those on a low income or government benefits/ pensioners	-	1	1
People will spend it on electronic devices/ TVs/ mobiles/ iPods e	-	-	1
Medical expenses/equipment/pharmaceuticals/aged care	3	2	0

B9. 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 (P1W1=151, P1W2=164, P2=150).

Consistent with the previous wave, three quarters (76%) of Indigenous Australians think the campaign is a good way for the government to inform the public about the HAP.

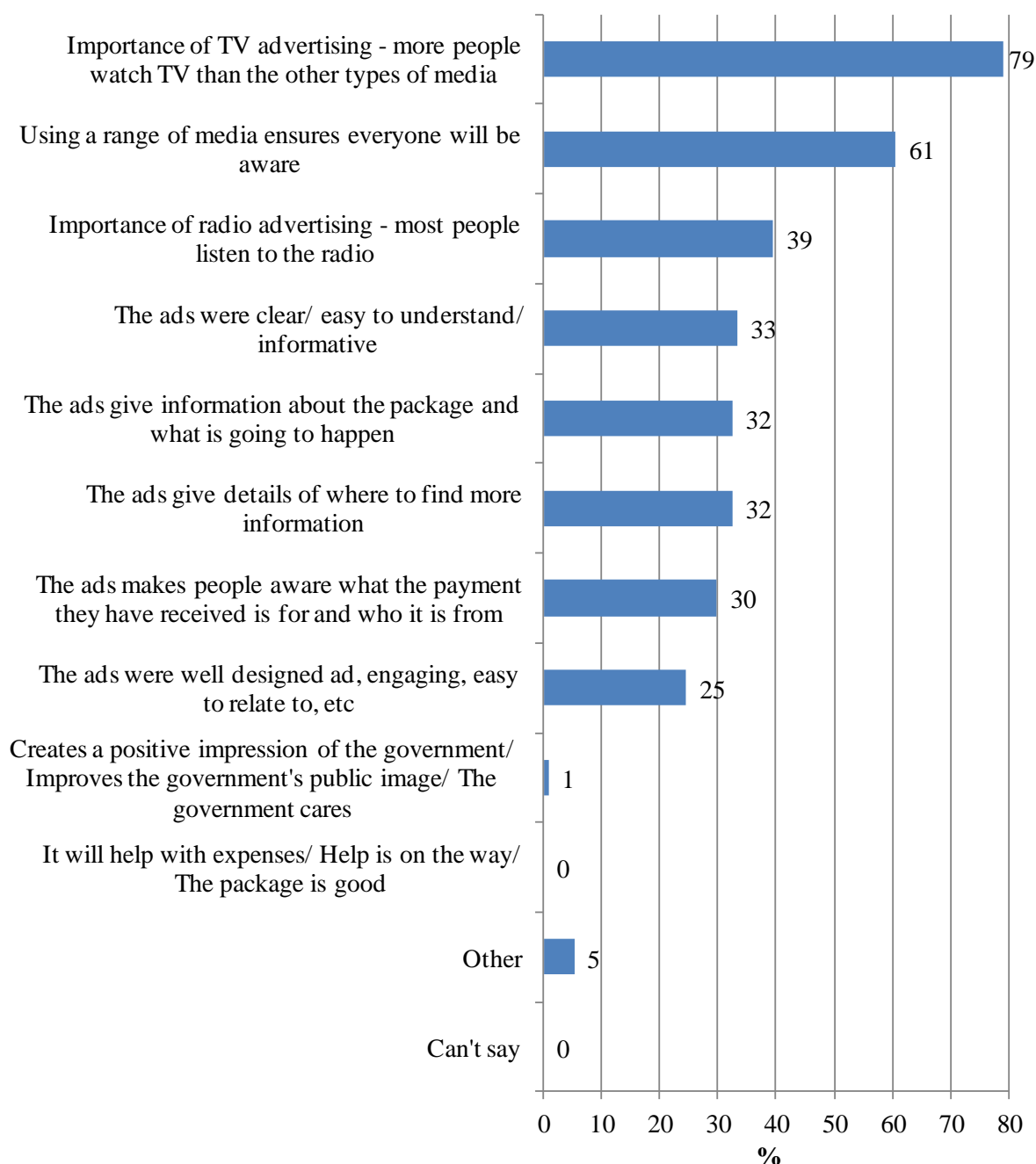


*B10. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?*

*Base: All Indigenous respondents (P1W1=151, P1W2=164, P2=150).*



Four in five (79%) of Indigenous respondents who think the media campaign is a good way to inform the public highlighted the importance of television advertising. A further three in five (61%) of Indigenous respondents mentioned the mix of different medias is the best way to make everyone aware, while 39% highlighted the importance of radio.

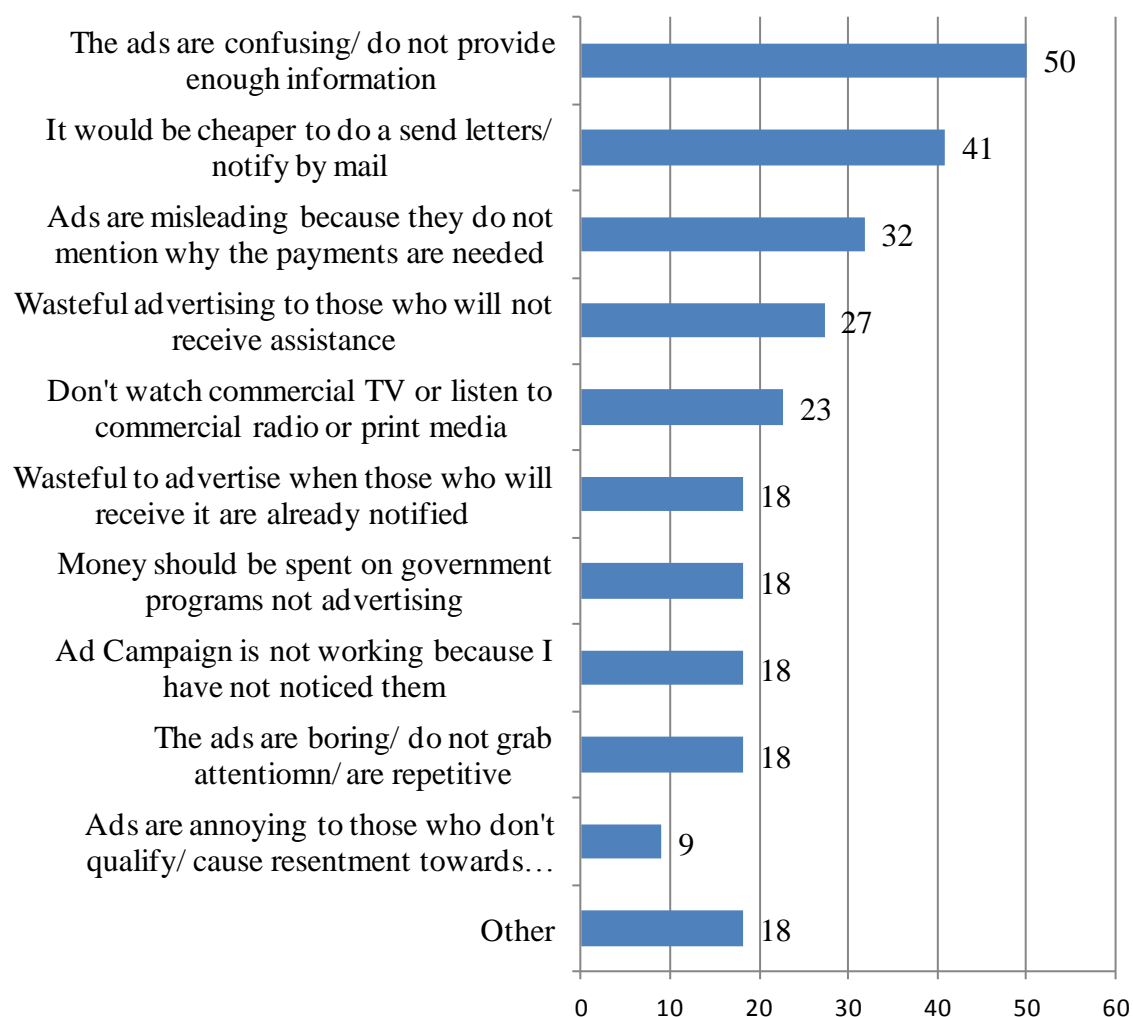


B10. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

B11. Why is that?

Base: All Indigenous respondents who think campaign is a good way to inform the public (n=114).

Opinions about why the campaign is not a good way to inform the public were more divided, with the most common reason (50% 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 41% said it would be cheaper to send letters or brochures.



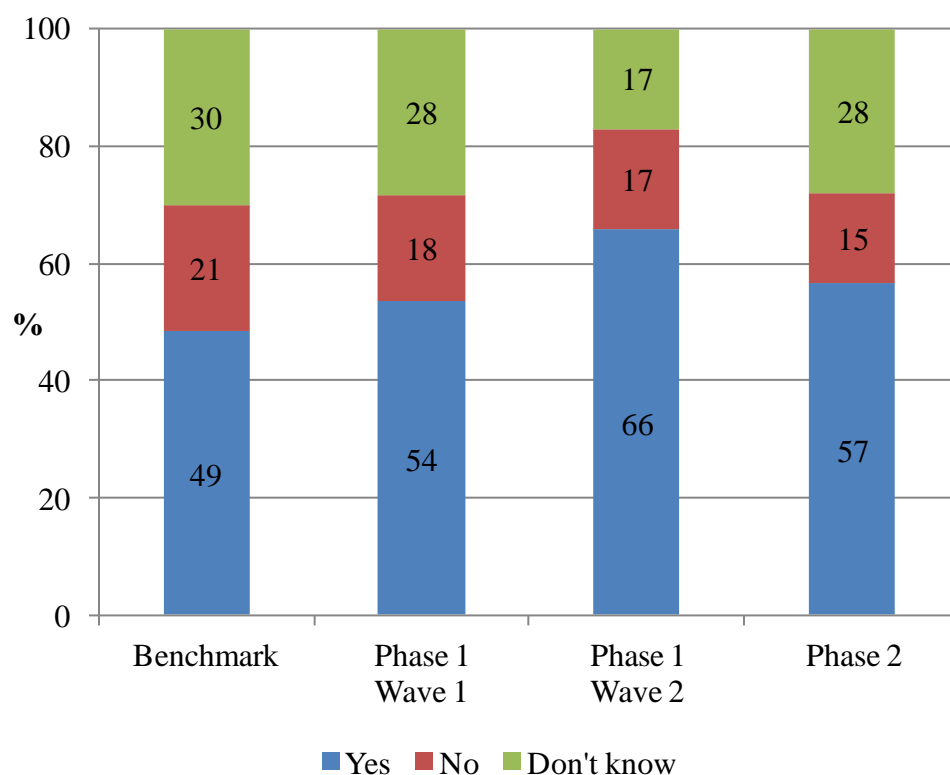
B10. Do you think this advertising campaign is a good way for the Government to inform the public about the new Household Assistance Package?

B12. Why is that?

Base: All Indigenous respondents who think campaign is not a good way to inform the public (n=22).

#### 4.6 Perceived Eligibility for HAP

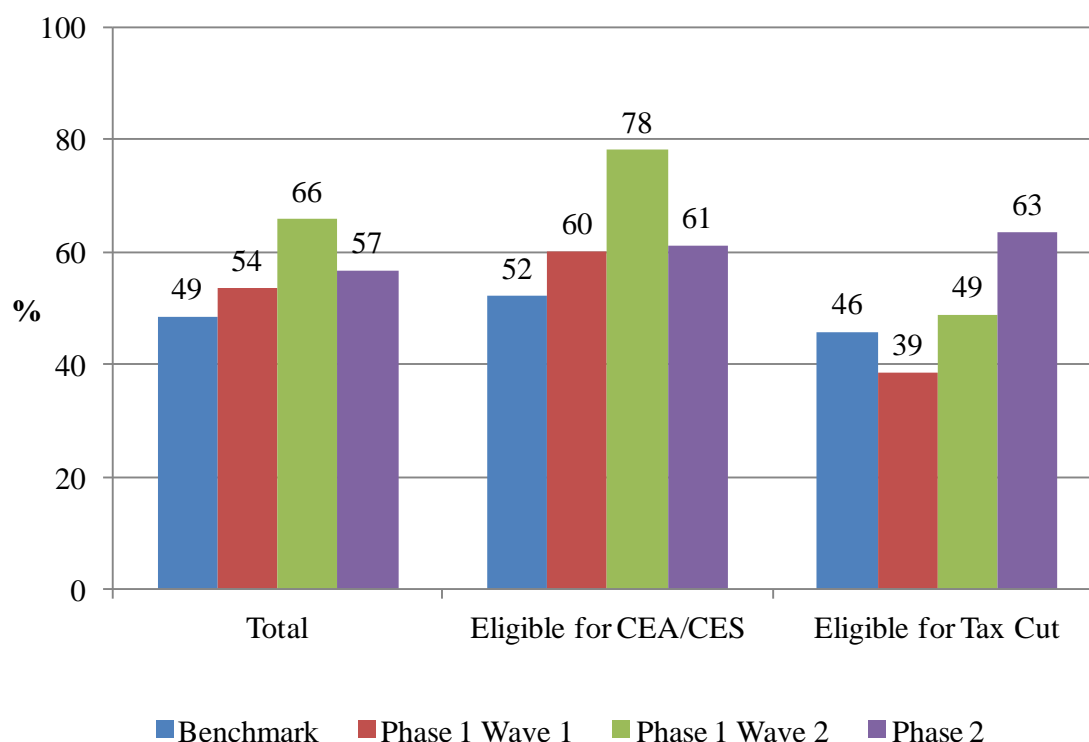
While perceived eligibility among Indigenous Australians increased between Benchmark and Phase 1 Wave 1, it has decreased significantly in the most recent wave, down from 66% in Phase 1 Wave 2 to 57% in Phase 2. This decrease has been driven by an increase in the proportion of people who don't know, with 28% of Indigenous respondents saying they don't know, up from 17% in the previous wave.



*B16. 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, P1W2=164, P2=150).*

Perceived eligibility among those Indigenous respondents eligible for the CEA/CES has decreased from 78% at Phase 1 Wave 2 to 61% in Phase 2 (a decrease of 17%), returning to similar levels as Phase 1 Wave 1. After dropping to 39% in Phase 1 Wave 1, perceived eligibility among those eligible for the tax cut increased to 63% in Phase 2.



B16. Do you think you will receive any assistance and benefits as a result of the Household Assistance Package?

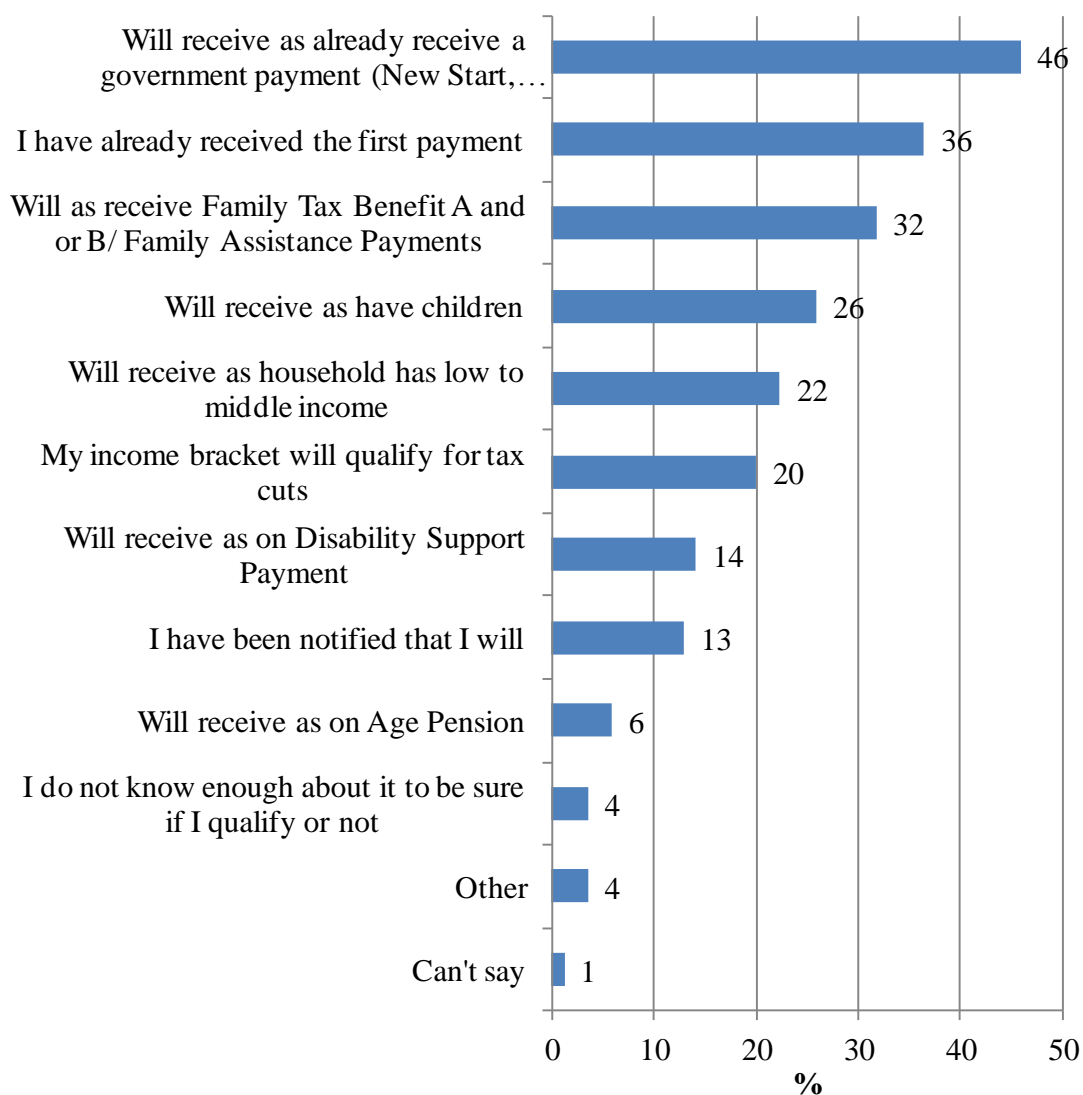
C7. Roughly speaking, into which of the following ranges would your annual personal income fall?

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

Base: All Indigenous respondents (Benchmark=178, P1W1=151, P1W2=164, P2=150); those eligible for CEA and CES (Benchmark=141, P1W1=123, P1W2=137, P2=116); those eligible for tax cut (Benchmark=60, P1W1=44, P1W2=47, P2=41);

Note: Those not eligible CEA, CES or tax cut have been excluded from this chart due to small sample size (Benchmark=10, P1W1=5, P1W2=8, P2=9).

Just under half of Indigenous respondents who said they will receive assistance said it is because they already receive a government payment (46%), while a third said it is because they already received the first payment or will receive Family Tax Benefit A and/or B (36% and 32%, respectively).



*B17. 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=85)*

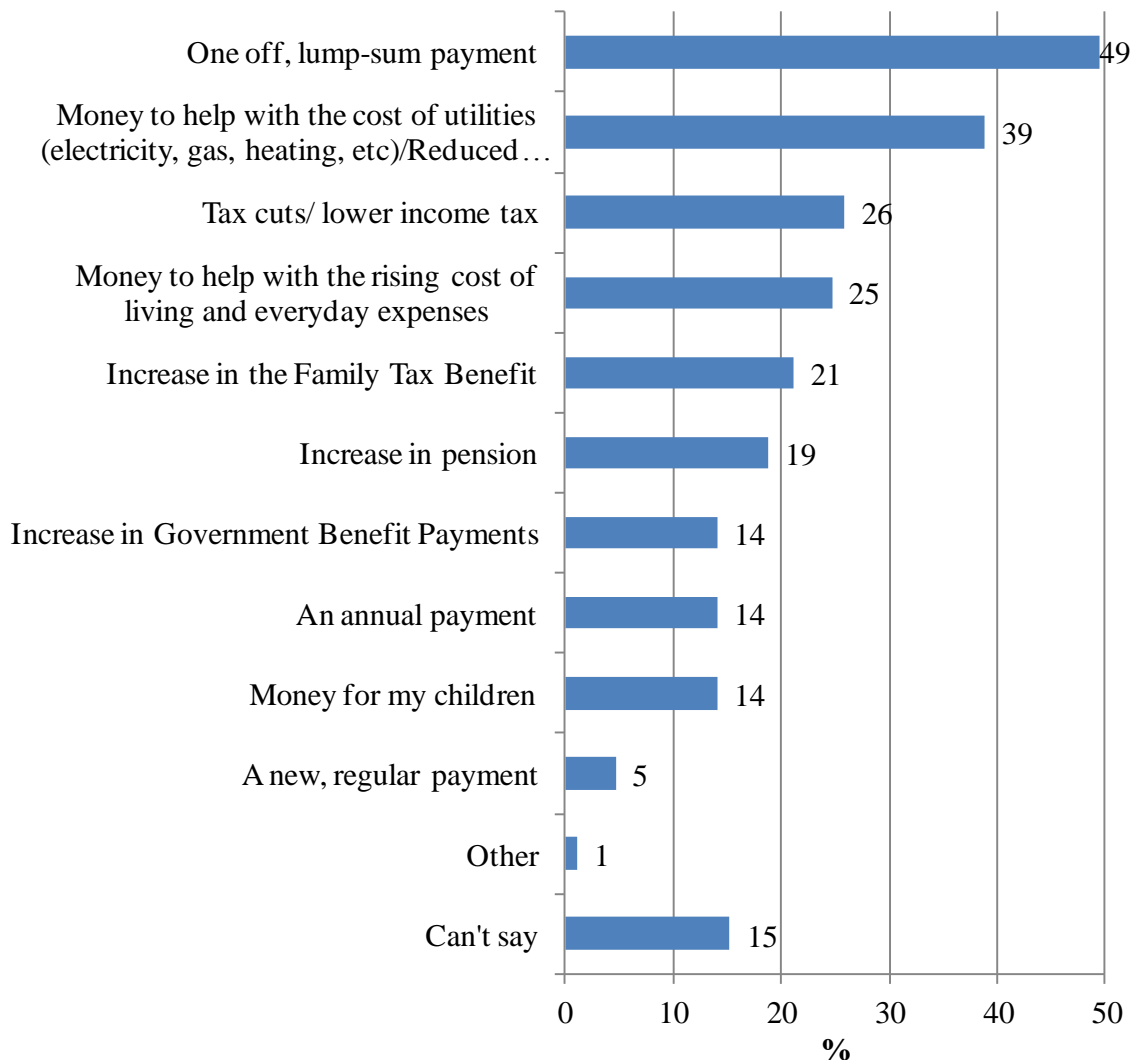
The results in Phase 2 are higher than the previous wave, although a smaller proportion of Indigenous respondents in Phase 2 said they are eligible because they have children (26% compared with 30% in Phase 1 Wave 2).

Why Will Receive Assistance - Time Series				
Channel	Benchmark (%)	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
Will receive as already receive a government payment (New Start, Youth Allowance, Single Parent Payment, Carer's Payment, etc)	19	22	13	46
I have already received the first payment	0	4	9	36
Will as receive Family Tax Benefit A and or B/ Family Assistance Payments	16	5	5	32
Will receive as have children	6	26	30	26
Will receive as household has low to middle income	0	10	11	22
My income bracket will qualify for tax cuts	27	12	13	20
Will receive as on Disability Support Payment	12	1	0	14
I have been notified that I will	6	0	10	13
Will receive as on Age Pension	0	2	4	6
I do not know enough about it to be sure if I qualify or not	1	1	1	4

*B17. 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, P1W2=108, P2=85)*

A half (49%) of Indigenous respondents who thought they are eligible for assistance said they would receive a one off lump-sum payment.



B19. What sort/degree of assistance do you think you'll receive?

Base: Those who think they will receive financial assistance and benefits (n=85)

The results of Phase 2 are generally higher than the previous wave.

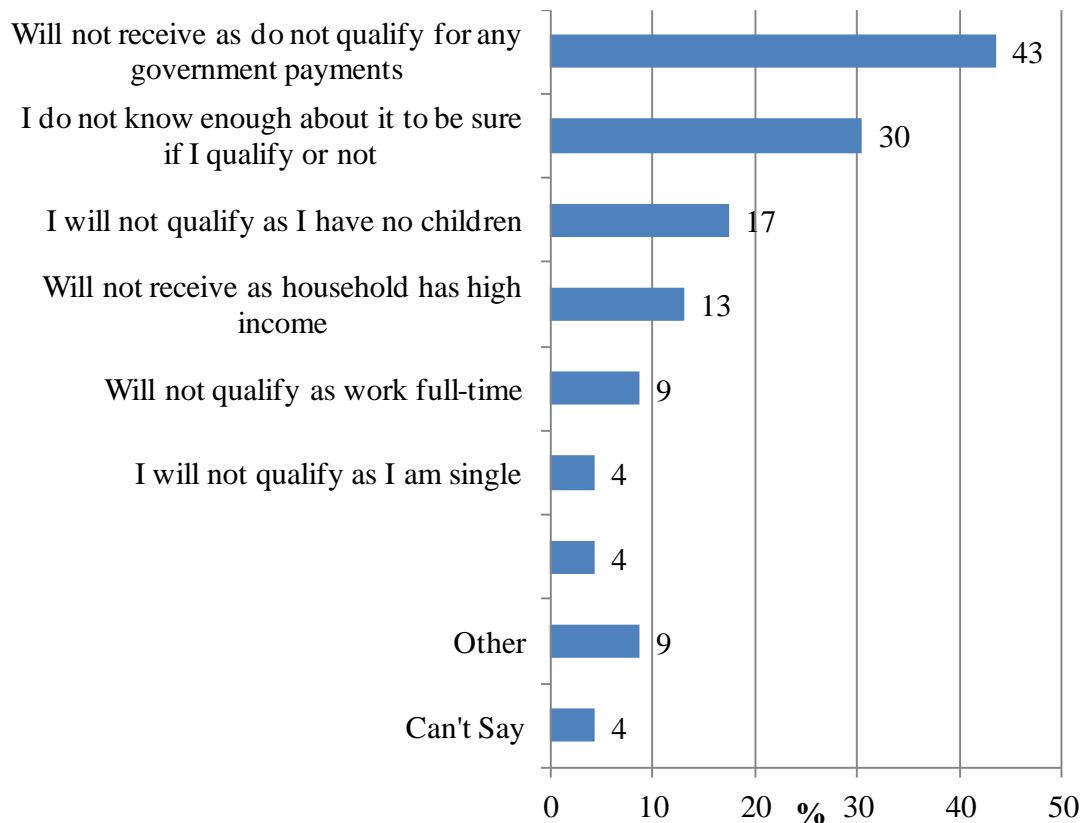
<b>Type Of Assistance Will Receive - Time Series</b>				
<b>Channel</b>	<b>Benchmark (%)</b>	<b>Phase 1 Wave 1 (%)</b>	<b>Phase 1 Wave 2 (%)</b>	<b>Phase 2 (%)</b>
One off, lump-sum payment	13	7	5	49
Money to help with the cost of utilities (electricity, gas, heating, etc)/Reduced electricity bills	7	4	0	39
Tax cuts/ lower income tax	-	-	-	26
Money to help with the rising cost of living and everyday expenses	-	-	-	25
Increase in the Family Tax Benefit	0	0	1	21
Increase in Pension	3	0	1	19
Increase in Government Benefit Payments	13	5	3	14
An annual payment	-	-	-	14
Money for my children	-	-	-	14
A new, regular payment	-	-	-	5

*B19. 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, P1W2=108, P2=85)*



Just under half (43%) of Indigenous respondents who said they are not eligible said it is because they do not receive government payments, while three in ten said it is because they do not know enough about it to be sure if they qualify or not (30%).



B18. 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=23)

The proportion of Indigenous respondents who said they are not eligible because they do not receive government payments stayed the same since the previous wave (43%). In contrast, the proportion of those who said they aren't eligible because they work full time decreased from 21% to 9%.

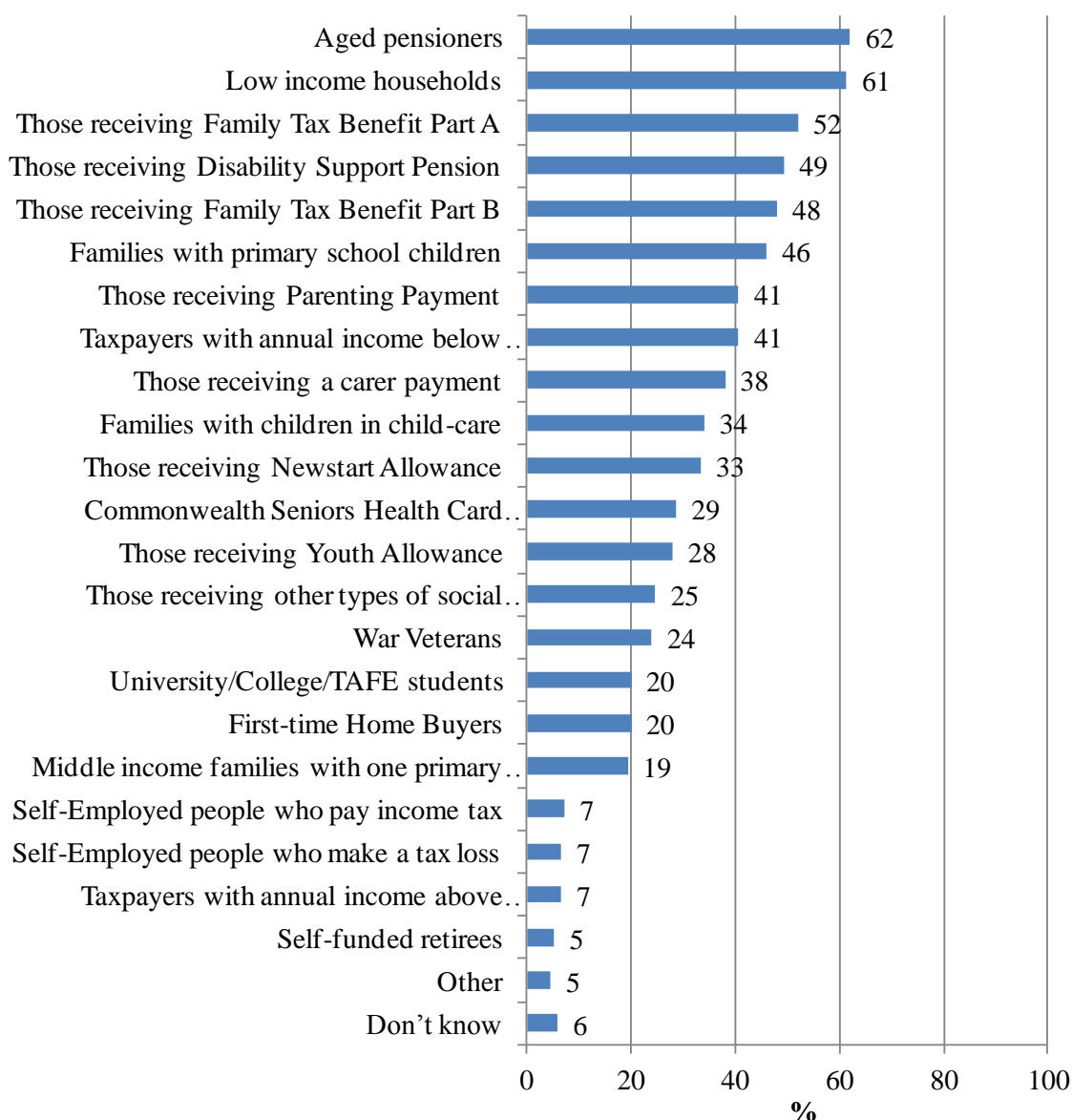
<b>Why Will Not Receive Assistance - Time Series</b>				
<b>Channel</b>	<b>Benchmark (%)</b>	<b>Phase 1 Wave 1 (%)</b>	<b>Phase 1 Wave 2 (%)</b>	<b>Phase 2 (%)</b>
Will not receive as do not qualify for any government payments	11	22	43	43
I do not know enough about it to be sure if I qualify or not	15	0	0	30
I will not qualify as I have no children	3	7	0	17
Will not receive as household has high income	28	4	14	13
Will not qualify as work full-time	24	33	21	9
I will not qualify as I am single	-	-	-	4
Negative comments about government policy (no reason given for qualifying or not)	2	0	0	-

*B18. 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, P1W2=28, P2=23)*

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

Three in five (62%) Indigenous respondents said those eligible for assistance would be aged pensioners, with a similar proportion (61%) saying low income households would receive assistance and 52% saying those receiving Family Tax Benefit A would receive assistance.



B20. 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=150)

The perception of who will receive the HAP in Phase 2 is largely inconsistent with previous waves. The proportion identifying aged pensioners fell to 62% from 79% in Phase 1 Wave 2, and those receiving disability support pension fell to 49% from 73% in Phase 1 Wave 2.

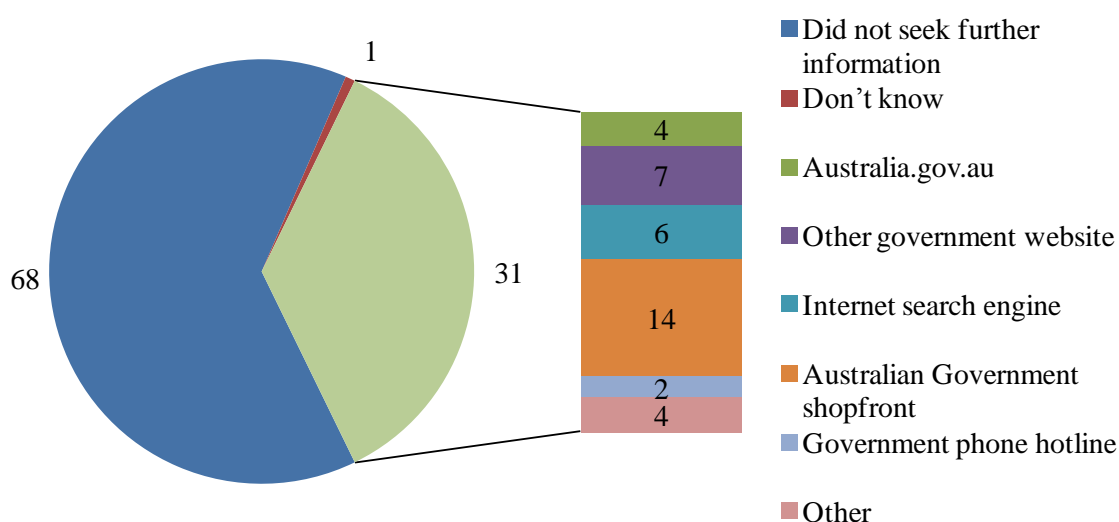
Who Will Receive Assistance - Time Series				
Channel	Benchmark (%)	Phase 1 Wave 1 (%)	Phase 1 Wave 2 (%)	Phase 2 (%)
Aged pensioners	64	74	79	62
Low income households	68	79	75	61
Those receiving Family Tax Benefit Part A	35	49	51	52
Those receiving Disability Support Pension	58	67	73	49
Those receiving Family Tax Benefit Part B	28	44	49	48
Families with primary school children	47	64	56	46
Those receiving Parenting Payment	41	60	58	41
Taxpayers with annual income below \$80,000	24	34	25	41
Those receiving a carer payment	45	50	57	38
Families with children in child-care	44	60	52	34
Those receiving Newstart Allowance	45	50	52	33
Commonwealth Seniors Health Card Holders	32	42	41	29
Those receiving Youth Allowance	40	39	38	28
Those receiving other types of social benefit payments	32	43	41	25
War Veterans	40	37	41	24
University/College/TAFE students	36	33	26	20
First-time Home Buyers	25	33	20	20
Middle income families with one primary earner	31	43	38	19
Self-Employed people who pay income tax	8	13	10	7
Self-Employed people who make a tax loss	15	16	16	7
Taxpayers with annual income above \$80,000	4	5	5	7
Self-funded retirees	13	17	13	5

B20. 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, P1W1=151, P1W2=164, P2=150)

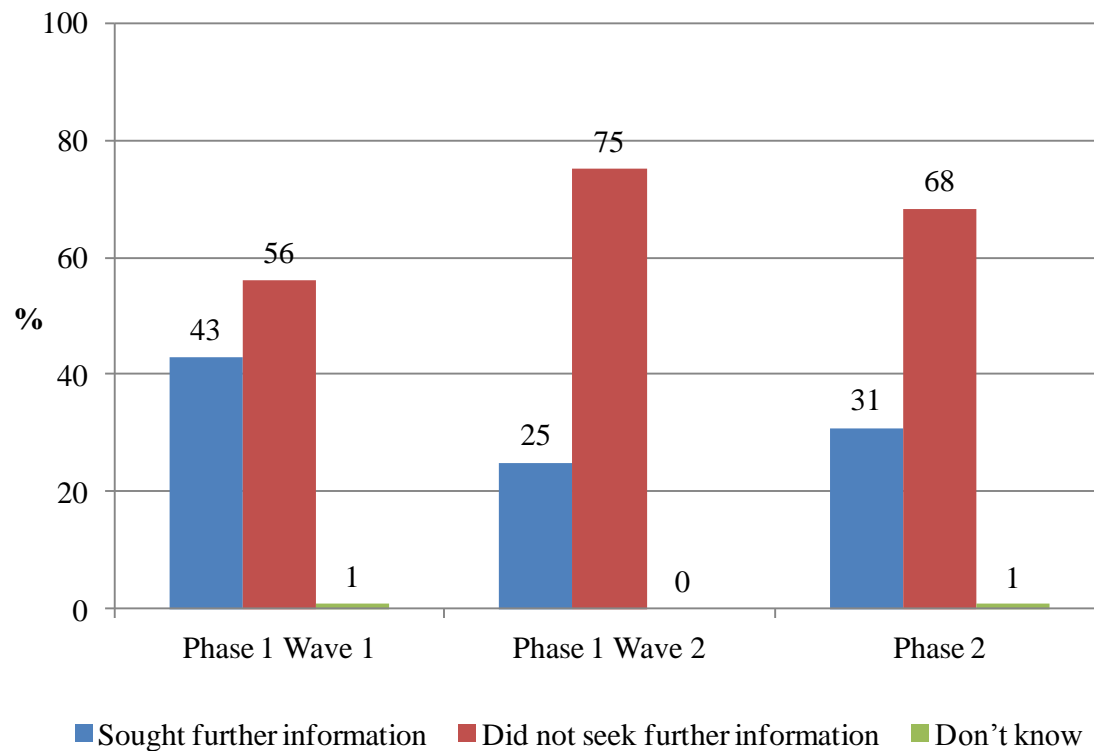
#### 4.8 Sources of Further Information About HAP

Three in ten (31%) 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 (14%), followed by other government websites (6%).



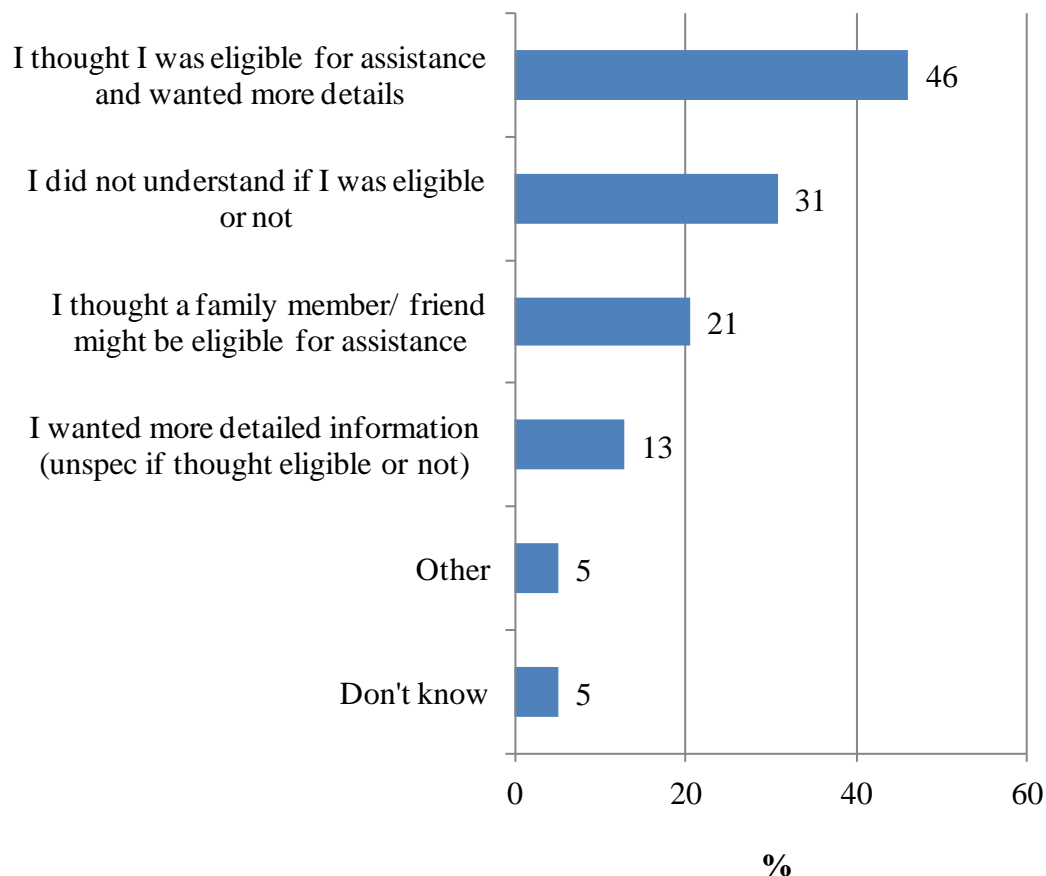
*B13. After watching the ad, did you seek further information from any of the following sources?*  
Base: All Indigenous respondents who had seen one of the advertisements (n=126).

More Indigenous respondents said they sought further information about the HAP in Phase 2 compared with the previous wave (31% compared with 25% in Phase 1 Wave 2).



B13. 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 advertisements (n=126).

The most common reason for seeking further information is that Indigenous respondents thought they were eligible for assistance and wanted more details (46%), while 31% said they did not understand if they were eligible or not.



*B14. Why did you seek further information about the HAP?*

*Base: Indigenous respondents who sought further information after seeing the advertisements (n=39)*

The reason for why Indigenous respondents sought further information after they watched the advertisements has decreased since Phase 1 Wave 2.

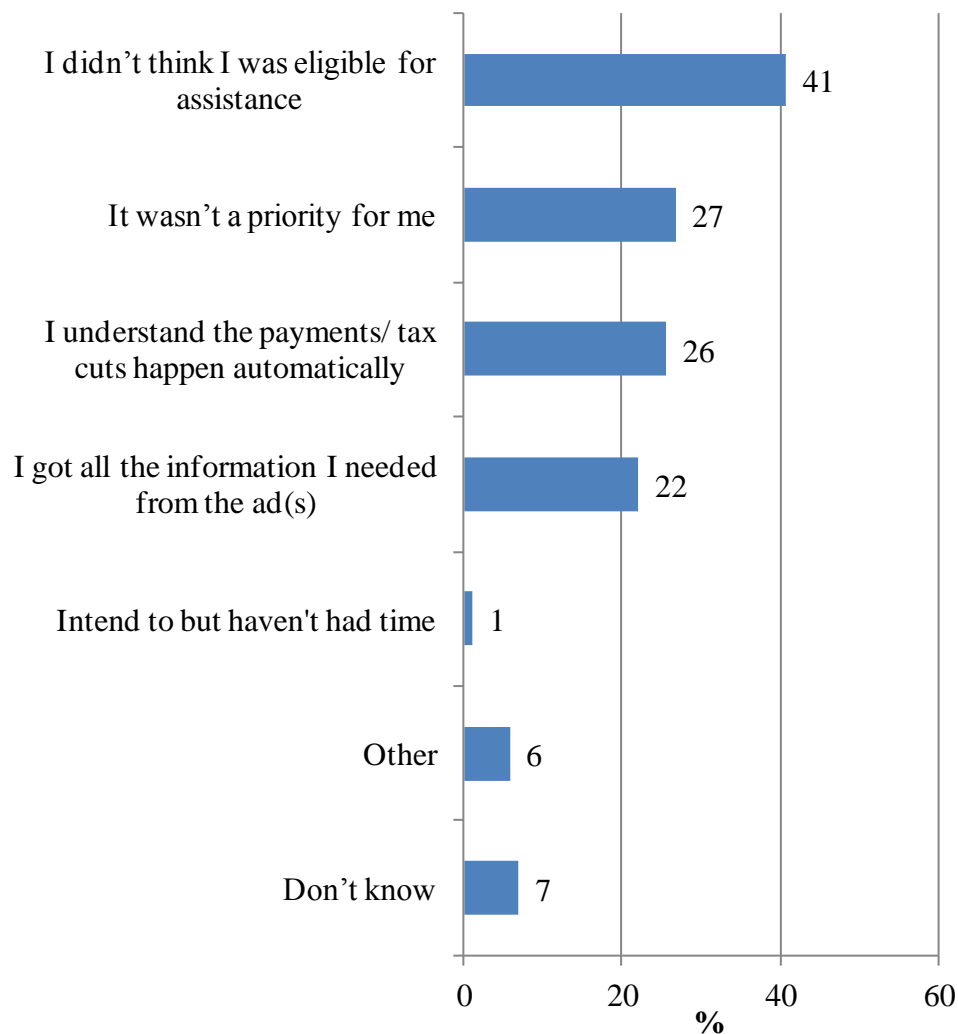
Why Sought Further Information - Time Series		
Channel	Phase 1 Wave 2 (%)	Phase 2 (%)
I thought I was eligible for assistance and wanted more details	53	46
I did not understand if I was eligible or not	56	31
I thought a family member/ friend might be eligible for assistance	26	21
I wanted more detailed information (unspec if thought eligible or not)	-	13
Other	3	5

B14. Why did you seek further information about the HAP?

Base: Indigenous respondents who sought further information after seeing the advertisements (P1W2=34, P2=39)



The most common reason for not seeking further information is that they did not think they were eligible for assistance (41%), while just over a quarter (27%) said that it wasn't a priority for them.



*B15. Why didn't you seek further information about the HAP?*

*Base: Indigenous respondents who did not seek further information after seeing the advertisements (n=86)*

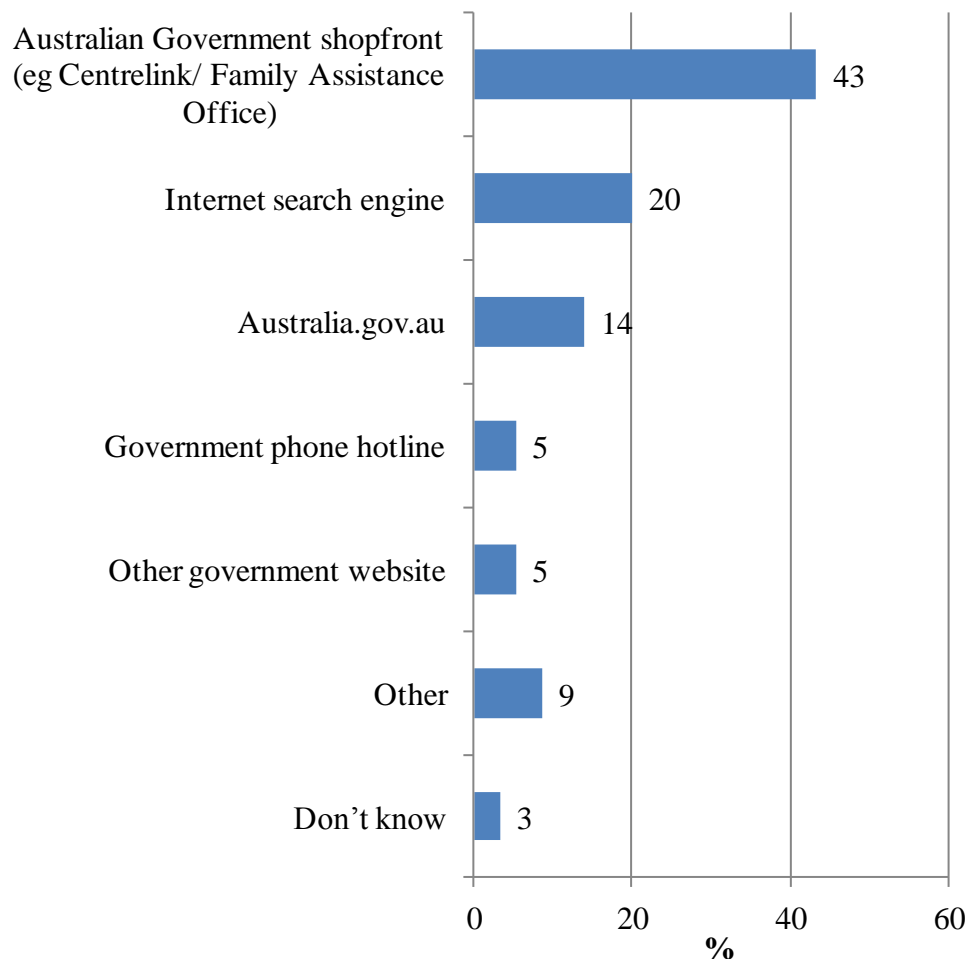
The results of Phase 2 are generally consistent with the previous wave, although a significantly higher proportion of Indigenous respondents in Phase 2 understood the payments (36%) than in previous wave. In contrast, a significantly fewer Indigenous respondents said they did not seek further information in Phase 2 because they did not think they were eligible for assistance (27%).

Why Did Not Seek Further Information - Time Series		
Channel	Phase 1 Wave 2 (%)	Phase 2 (%)
I understand the payments/ tax cuts happen automatically	26	36
I didn't think I was eligible for assistance	43	27
I got all the information I needed from the ad(s)	19	27
It wasn't a priority for me	18	22
Dislike HAP and or Carbon Tax/ Negative government references/ It is a political ploy	2	3
Already knew about it from other sources (General Media/ Own research)	1	1
Intend to but haven't had time	1	0
Have received payment/ Received information from Centrelink about package	1	0
Other	2	1
Don't know	5	4

B15. Why didn't you seek further information about the HAP?

Base: Indigenous respondents who did not seek further information after seeing the advertisements (P1W2=102, P2=86)

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 (43%). One in five (20%) said they would use an internet search engine while one in seven (14%) said they would visit Australia.gov.au.



*B21. 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=150)*

## **5. OVERALL CONCLUSIONS**

- Unprompted awareness continues to increase in Phase 2, although the increase is less marked than in Phase 1 Wave 1. Three in four people (79%) have now heard of the HAP without being prompted
- While unprompted awareness of the HAP continues to increase, knowledge about the HAP has remained largely stable since Phase 1 Wave 1
- Three in four (62%) of Australians said they have seen or heard at least one of the HAP campaign advertisements
- As with the previous wave, the proportion of Indigenous Australians who have seen any of the ads is higher than the general population, with 84% saying they recognise at least one of the ads
- While speakers of other languages still have lower recognition, the difference is far less marked than the previous wave, with 76% 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 71% saying it is a good way to inform the public about the HAP
- A slightly smaller proportion of those who speak a language other than English recognise the ads, they are more positive about it. Two thirds (76%) of those who speak a language other than English said the campaign is a good way to inform the public
- Perceived eligibility has increased to 53% since Phase 1 Wave 2.
- The proportion of those eligible for the CEA/CES who said they were eligible has slightly increased from 74% in Phase 1 Wave 2 to 79% in Phase 2.
- Perception of eligibility among those eligible for the tax cut has increased from 25% at benchmark to 54% at Phase 2
- 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 (49% compared with 41%)
- The perceived eligibility among Indigenous Australians decreased significantly to 57% in Phase 2

## **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 Phase 2 (the fourth wave of the study 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 2 study was conducted from July 13 to July 26 2012.

## ***Sample Design***

The Phase 2 study was conducted among 4,002 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 Phase 2 CAWI survey is shown in the table below:

Location		Number of Interviews	
New South Wales	Sydney	808	1,292
	Other NSW	484	
Victoria	Melbourne	727	1,006
	Other Vic	279	
Queensland	Brisbane	362	820
	Other QLD	458	
South Australia	Adelaide	228	312
	Other SA	84	
Western Australia	Perth	305	398
	Other WA	93	
Northern Territory	NT	31	31
Tasmania	TAS	80	80
Australian Capital Territory	ACT	63	63
Total			4,002

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=1,953
Tax cut	c.8.7 million	n=1,595
Eligible for Clean Energy Advance, Clean Energy Supplement and tax cut		n= 524
Not eligible for Clean Energy Advance, Clean Energy Supplement or tax cut		n =978

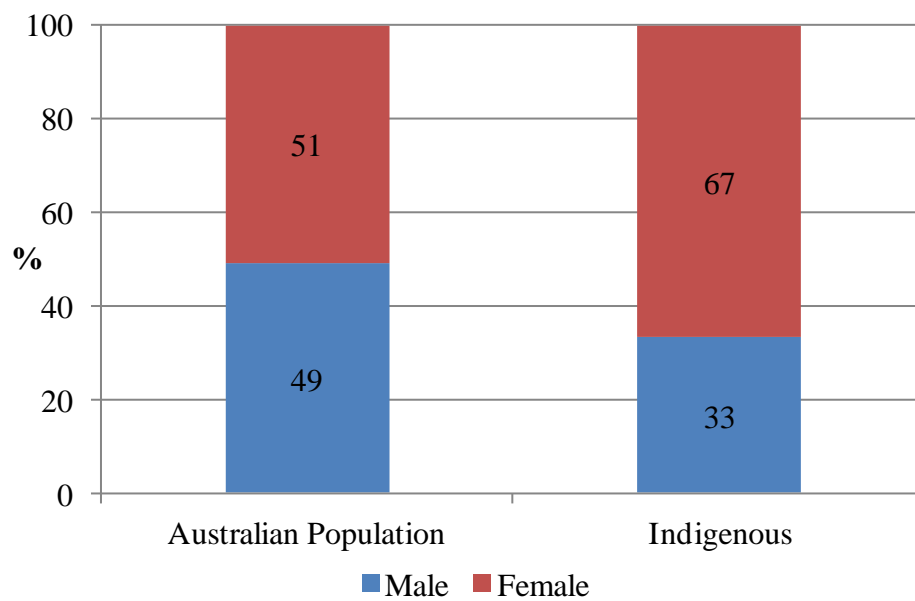
*Aboriginal and Torres Strait Islander Audiences*

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 150 face-to-face interviews with Indigenous people.

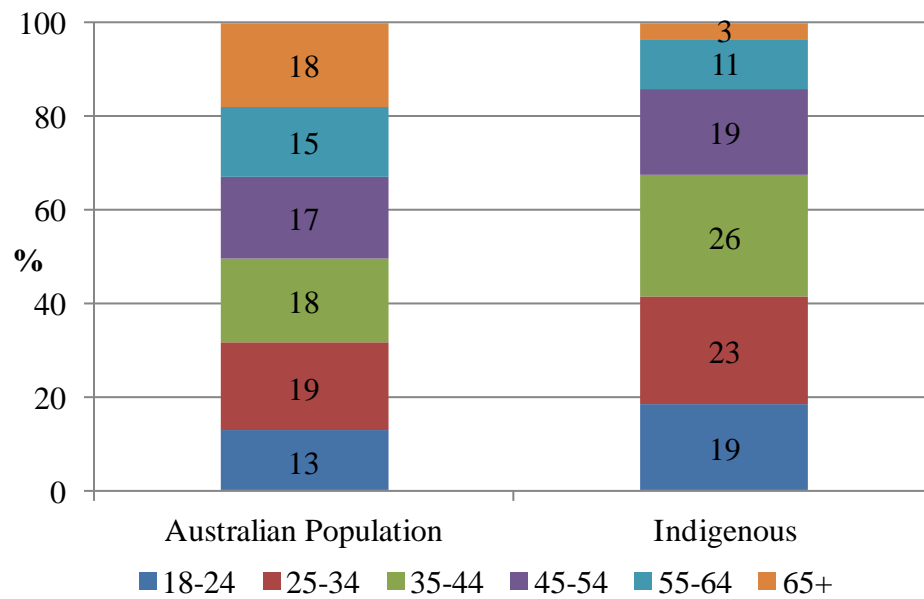


**APPENDIX B – DEMOGRAPHICS**



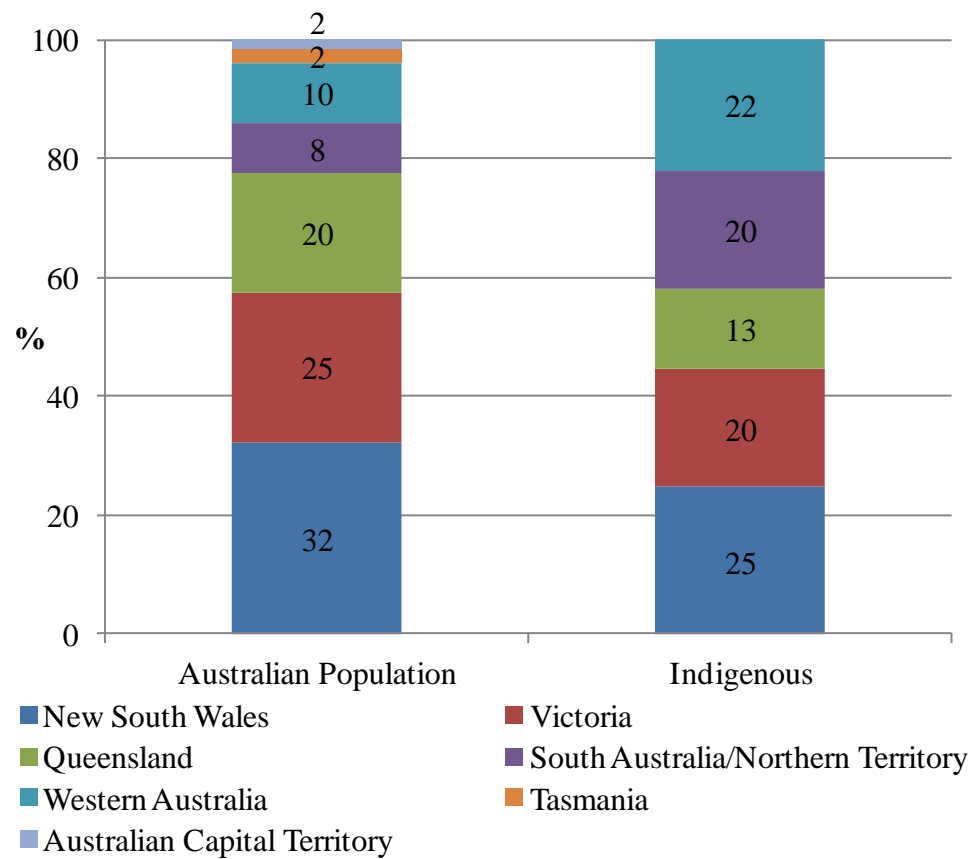
*A1. Are you...*

*Base: All CAWI respondents (n=4,002); All Indigenous respondents (n=150)*



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

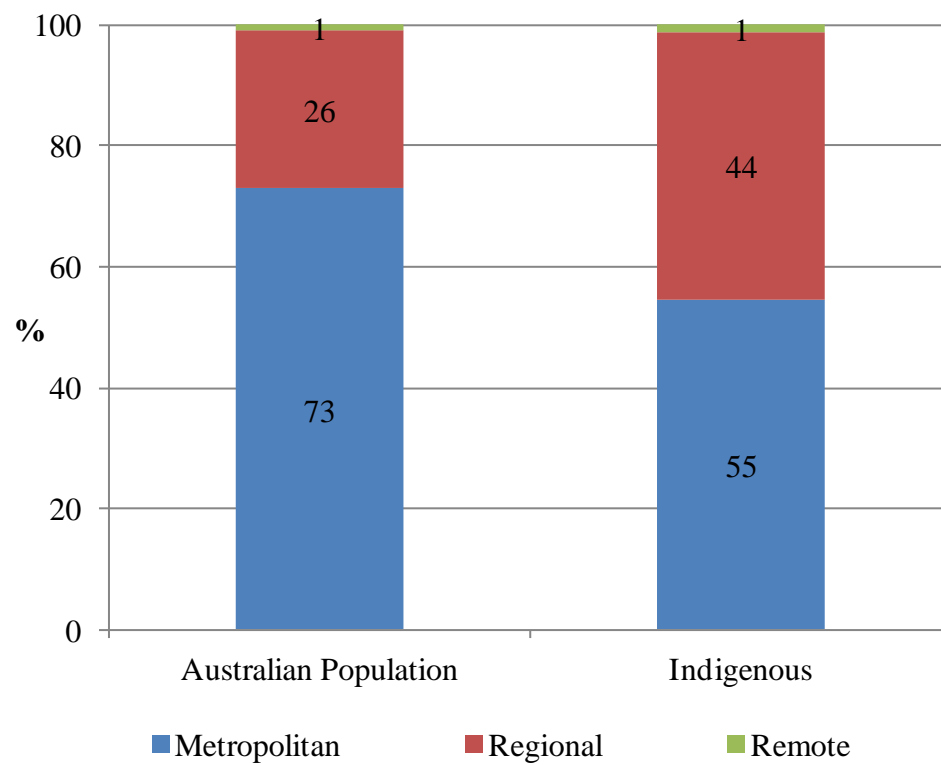
Base: All CAWI respondents (n=4,002); All Indigenous respondents (n=150)



A3. Where do you live?

A4. Please enter your postcode

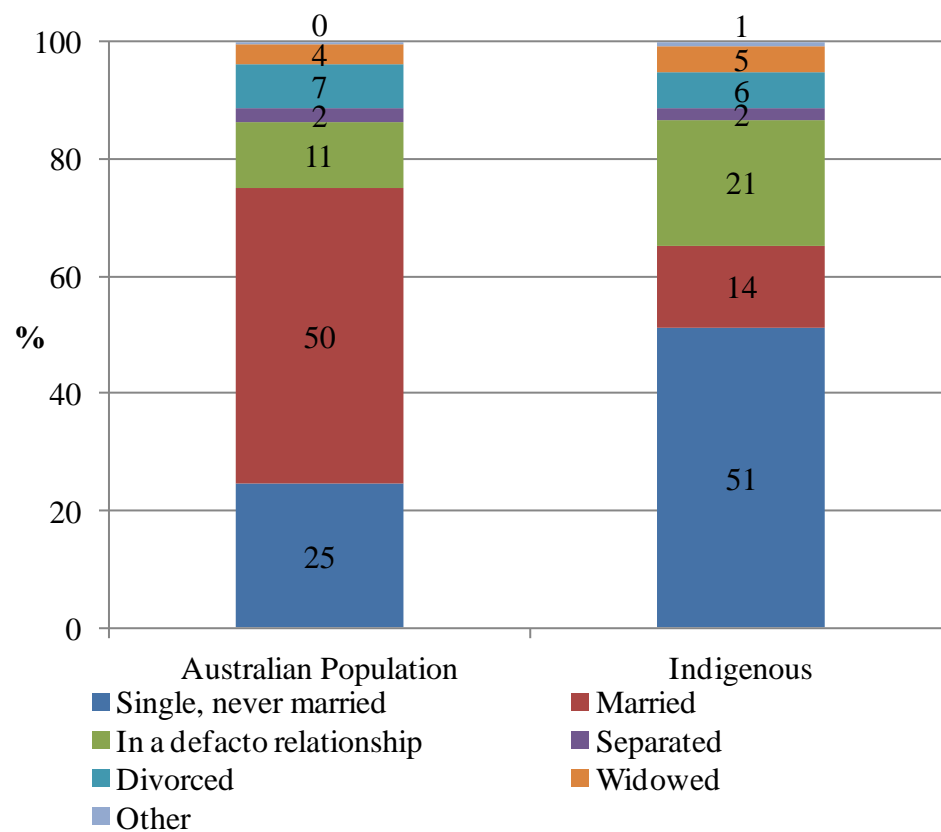
Base: All CAWI respondents (n=4,002); All Indigenous respondents (n=150)



A3. Where do you live?

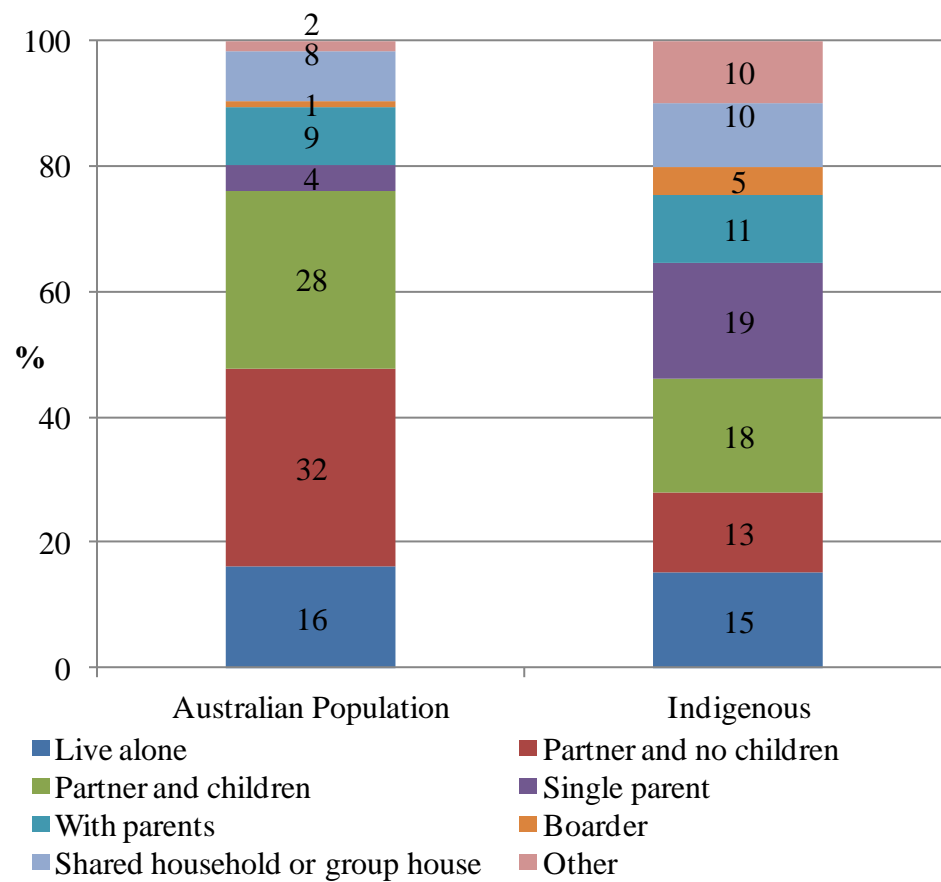
A4. Please enter your postcode

Base: All CAWI respondents (n=4,002); All Indigenous respondents (n=150)



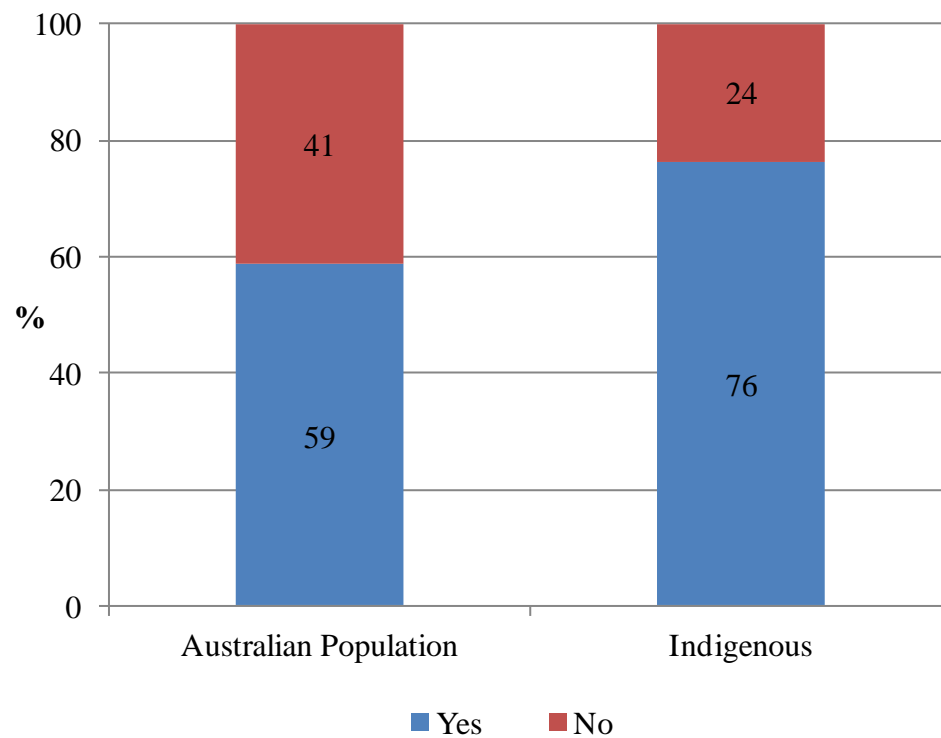
*C1. What is your marital status?*

*Base: All CAWI respondents (n=4,002); All Indigenous respondents (n=150)*



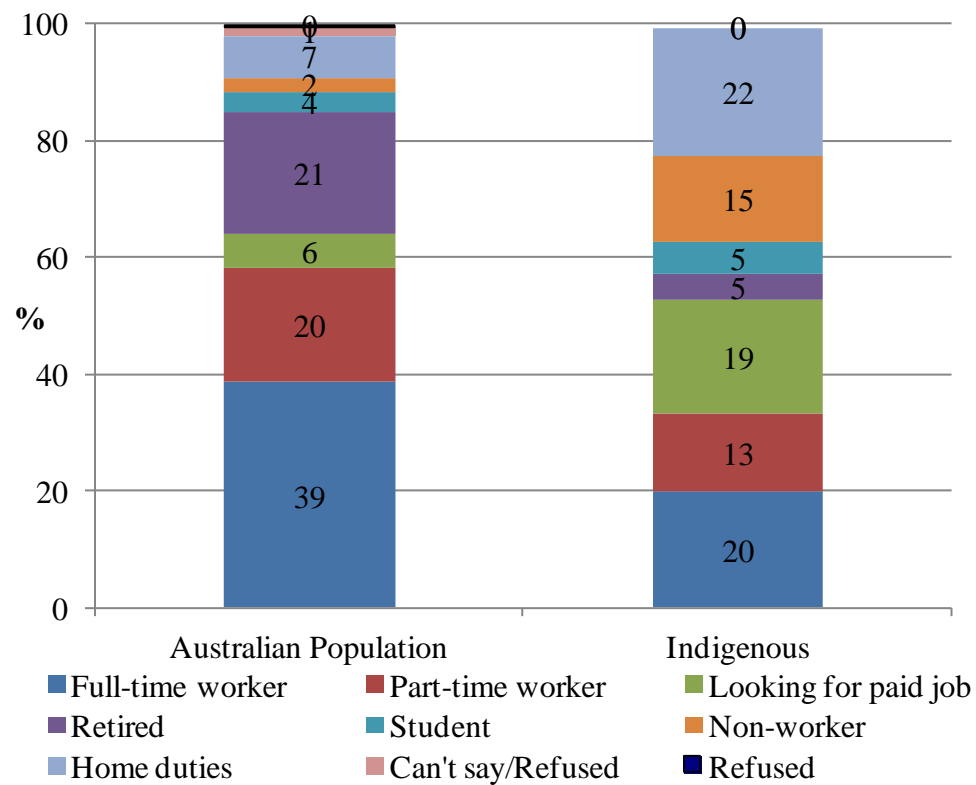
C2. Which of these best describes your current living arrangement?

Base: All CAWI respondents (n=4,002); All Indigenous respondents (n=150)



*C3. Do you have any school-age children?*

*Base: Australians living with children (n=773); Indigenous respondents living with children (n=42)*

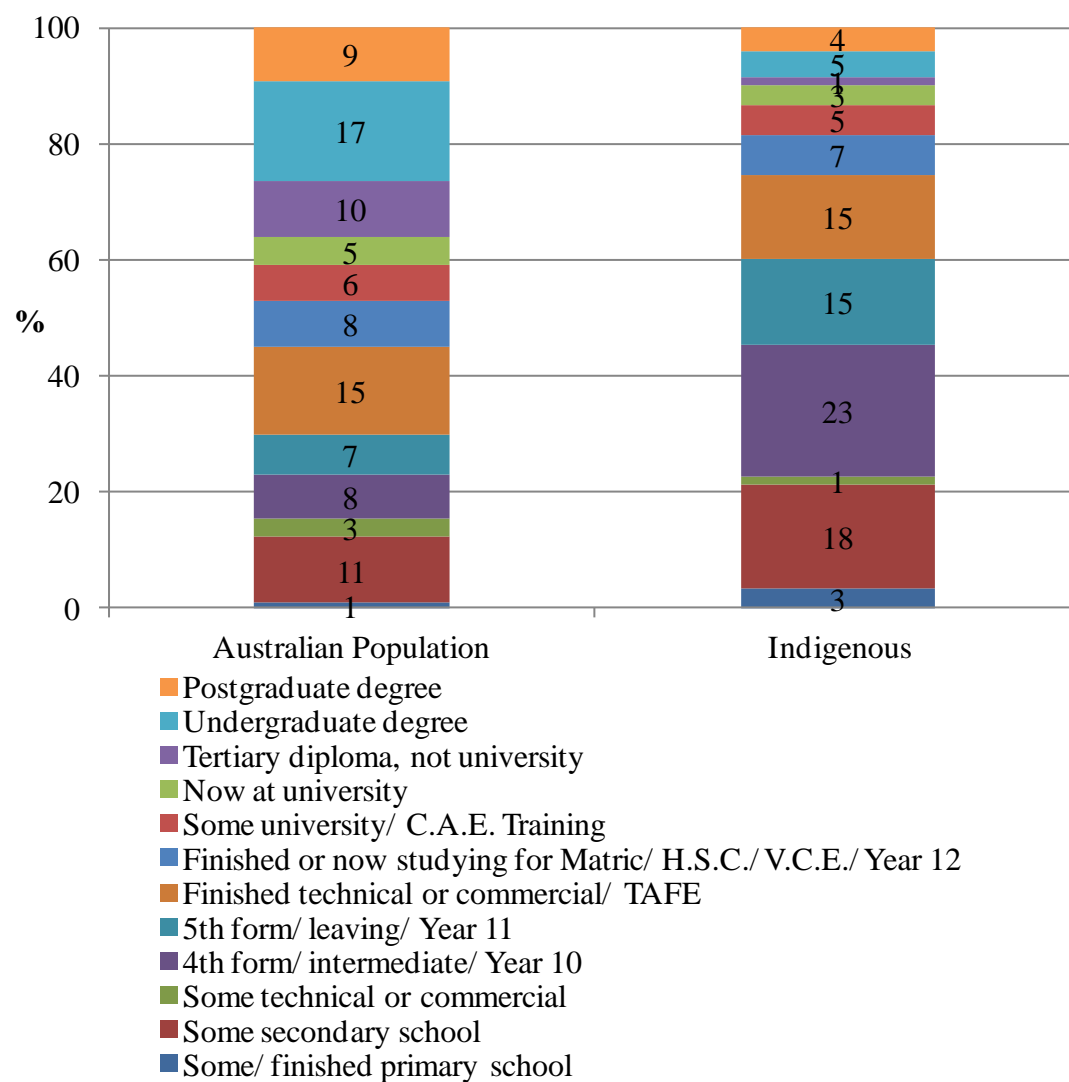


C4. Are you now in paid employment?

C5. Are you now looking for a paid job?

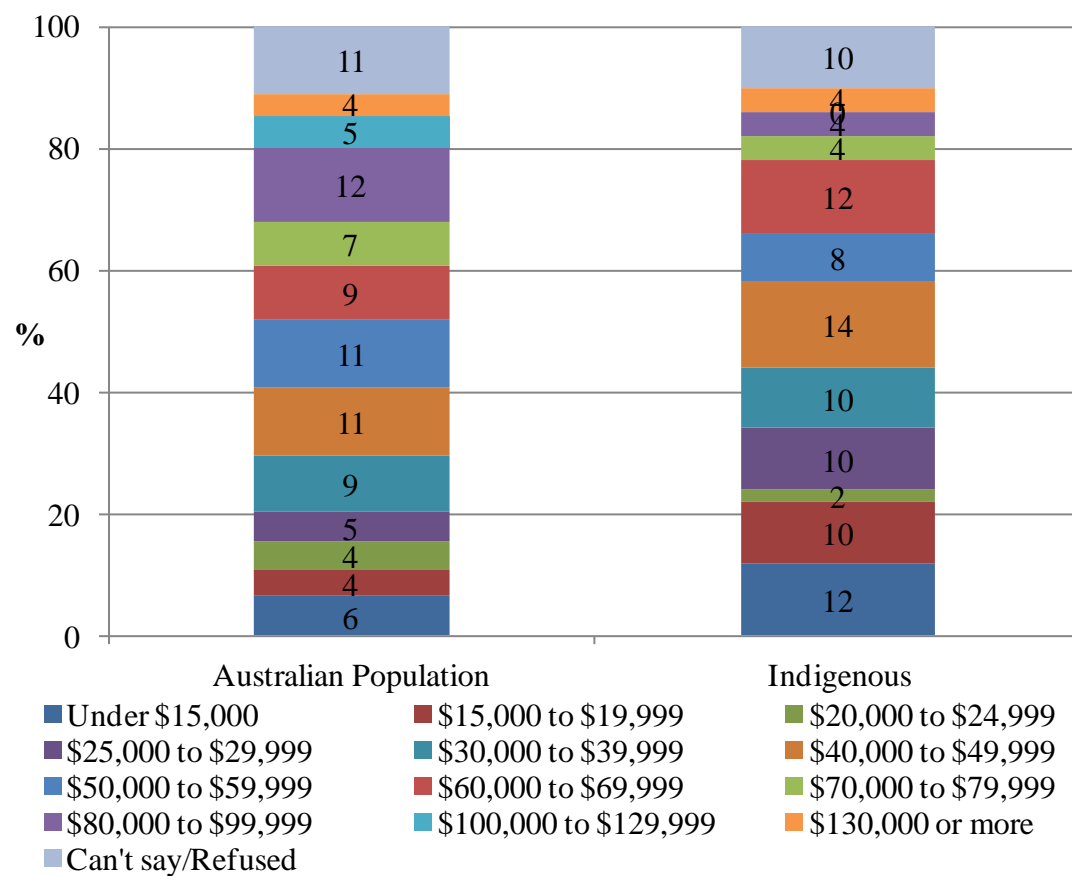
Base: All CAWI respondents (n=4,002); All Indigenous respondents (n=150)





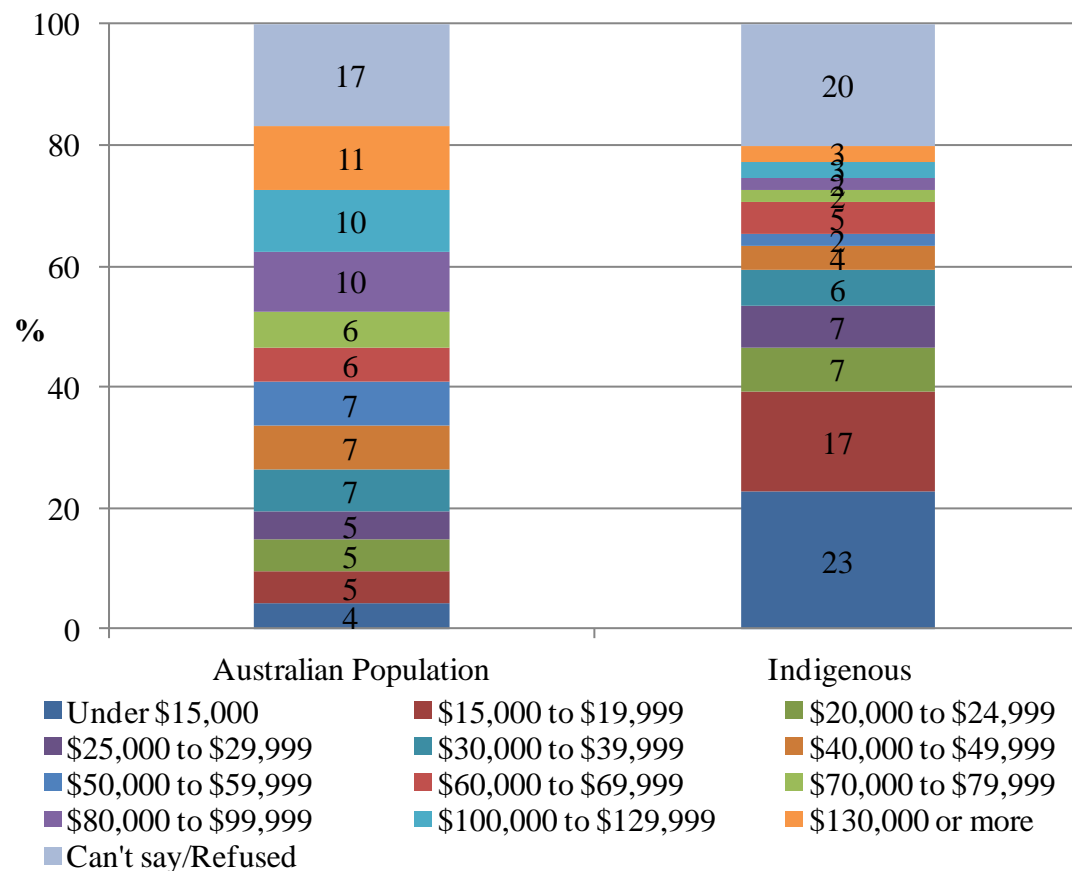
C6. What is the highest level of education you've reached?

Base: All CAWI respondents (n=4,002); All Indigenous respondents (n=150)

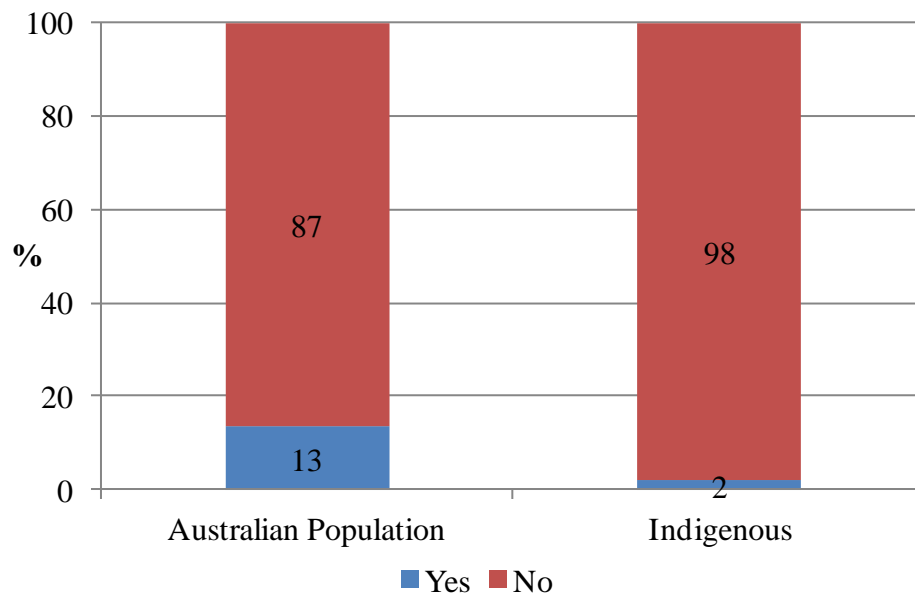


C7. Roughly speaking, into which of the following ranges would your annual personal income fall?

Base: All CAWI respondents in paid employment (n=2,338); All Indigenous respondents in paid employment (n=50)

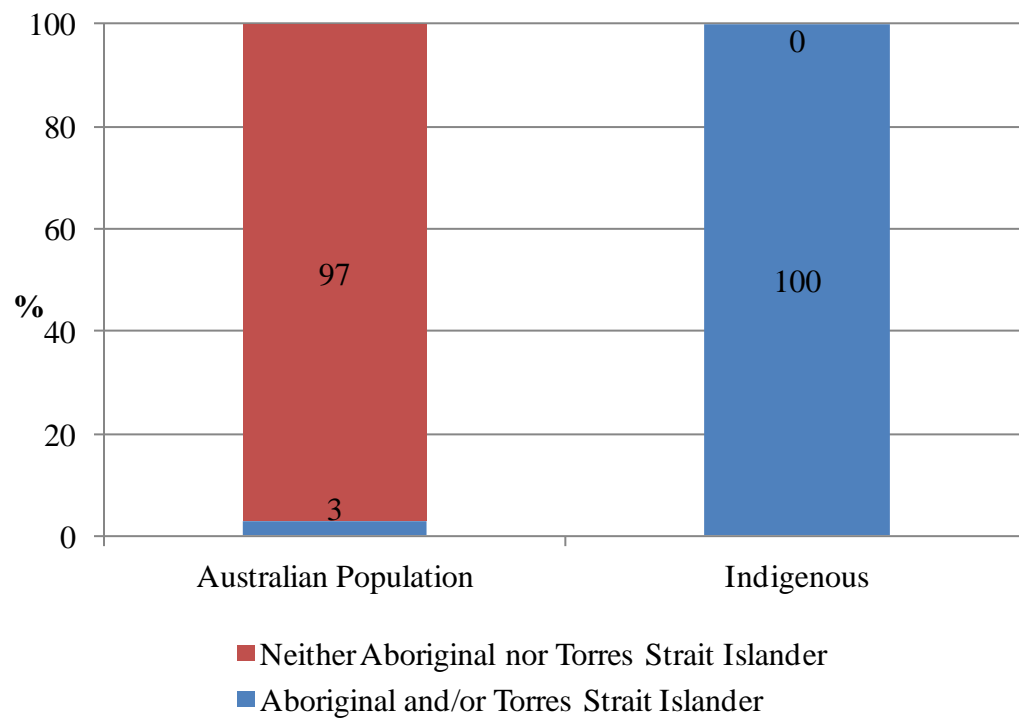


C8. Roughly speaking, into which of the following ranges would your annual household income fall?  
 Base: All CAWI respondents (n=4,002); All Indigenous respondents (n=150)

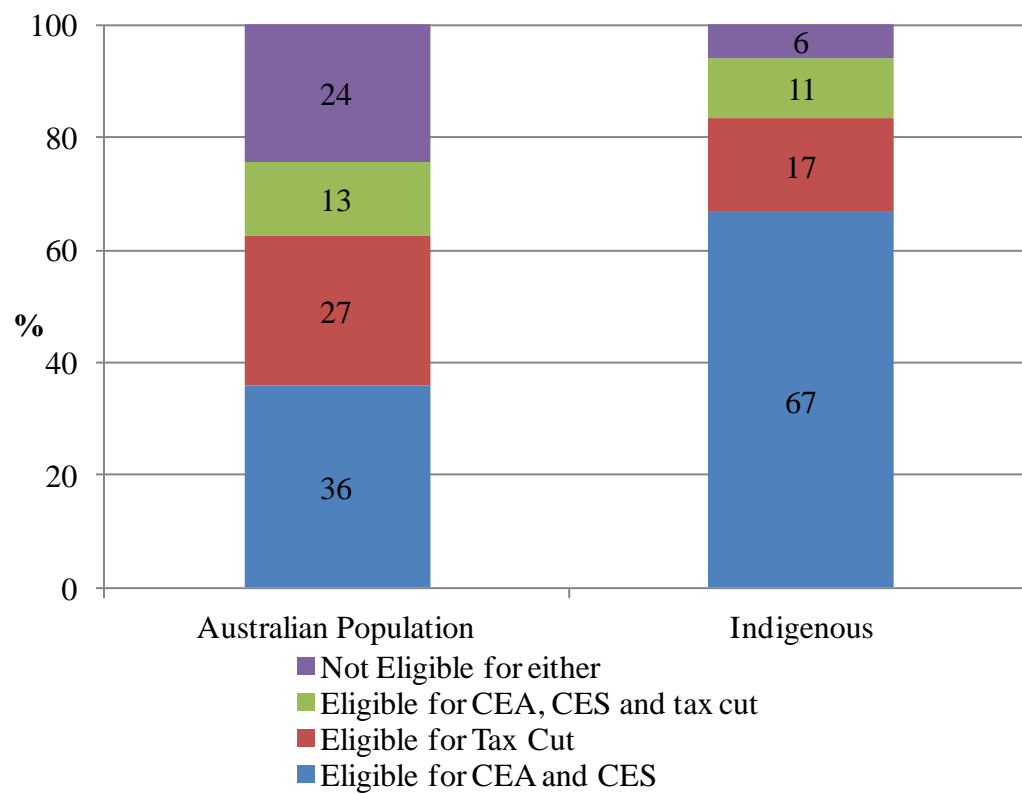


*C8. Are you self-employed?*

*Base: All CAWI respondents in paid employment (n=2,338); All Indigenous respondents in paid employment (n=50)*



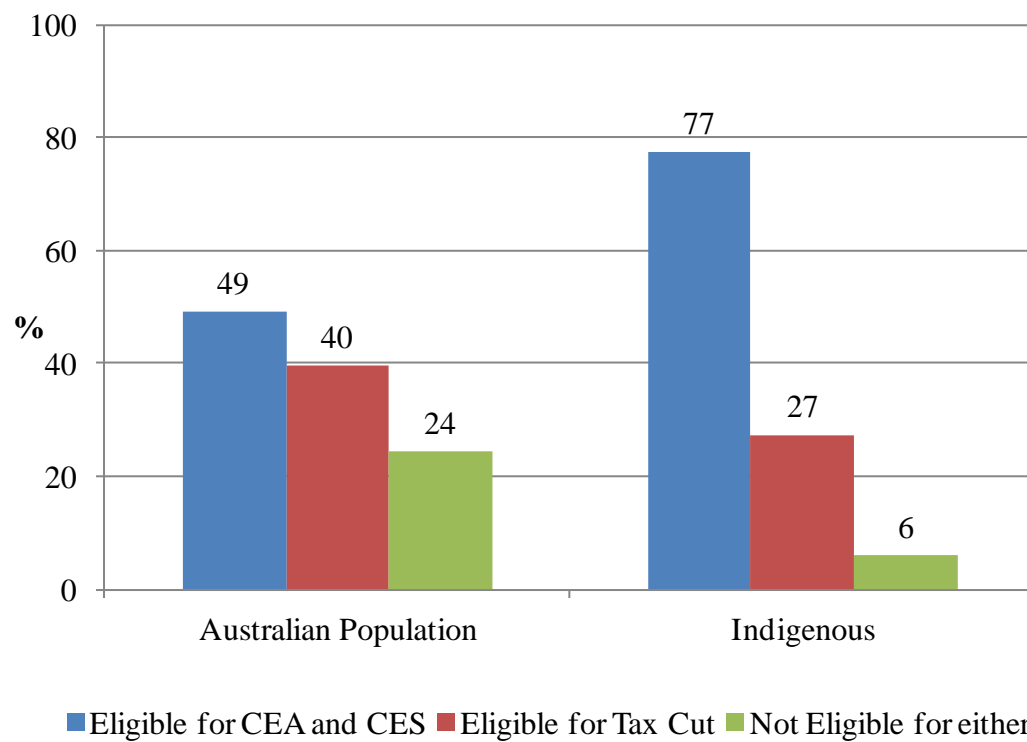
*C11. Do you consider yourself to be an Indigenous Australian – Aboriginal or Torres Strait Islander?*  
 Base: All CAWI respondents (n=4,002); All Indigenous respondents (n=150)



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?

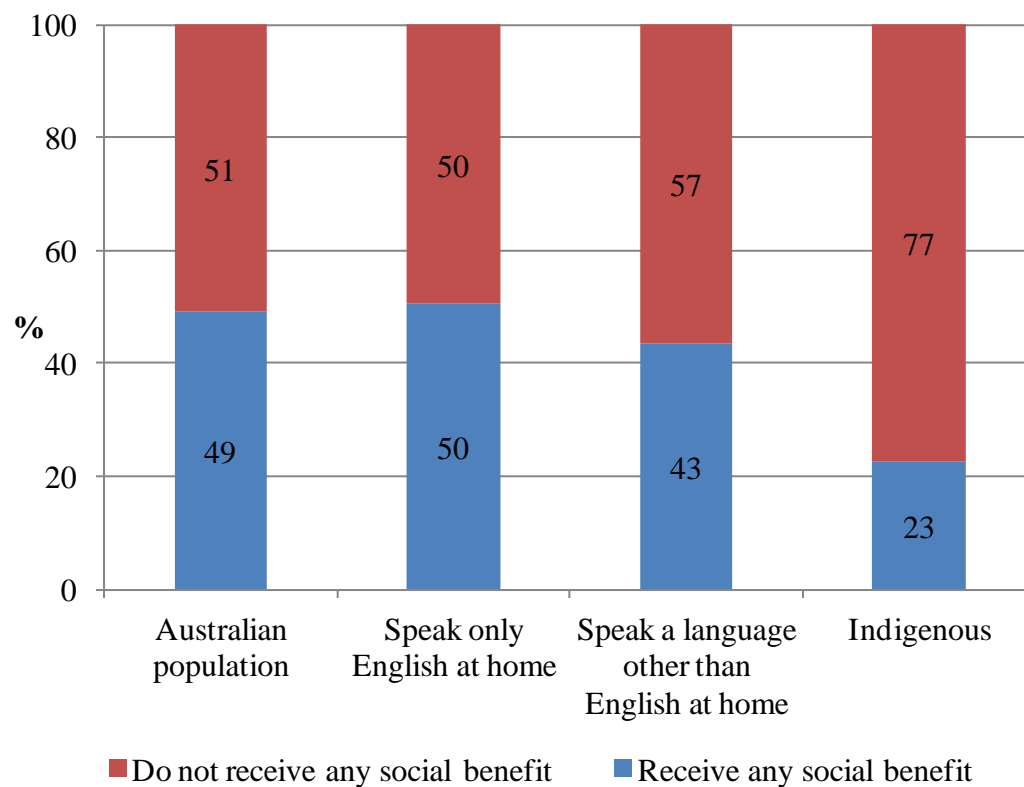
Base: All CAWI respondents (n=4,002); All Indigenous respondents (n=150)



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?

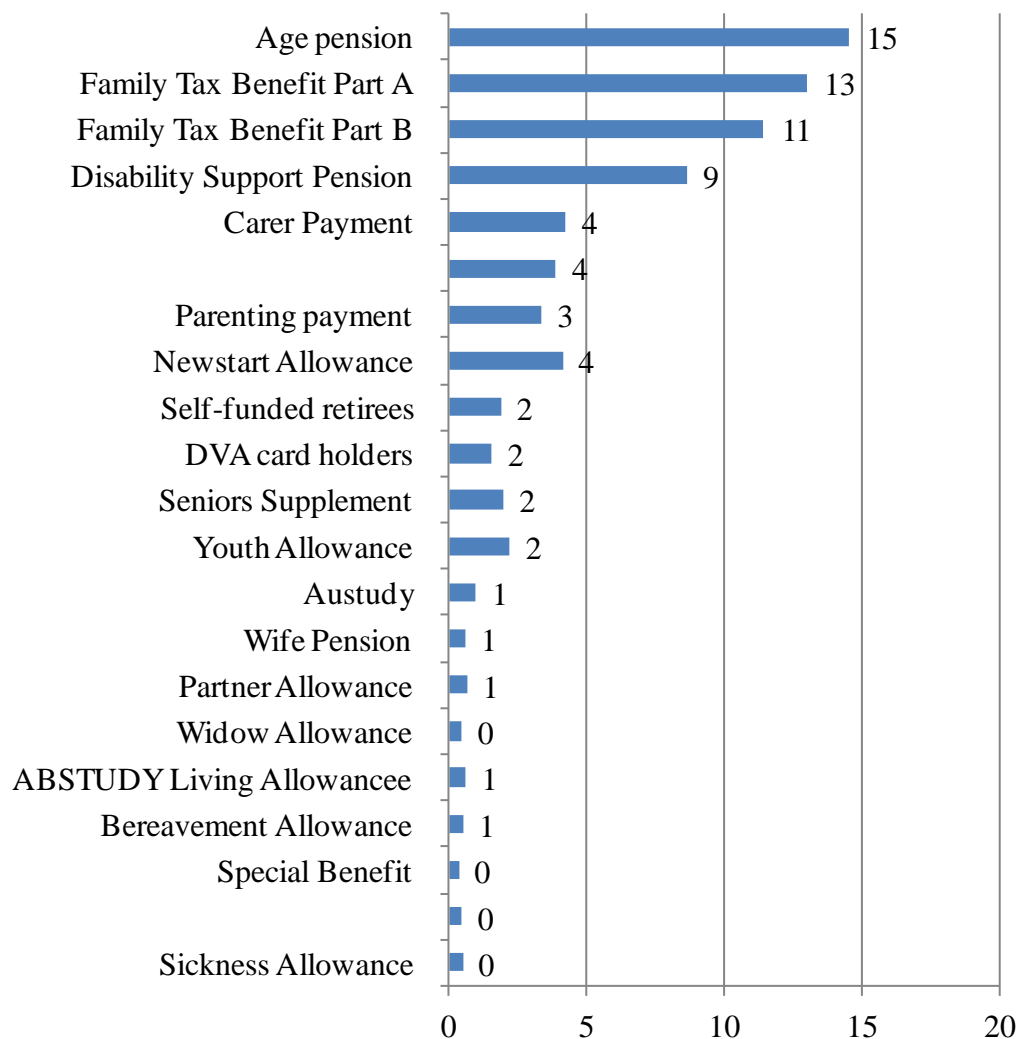
Base: All CAWI respondents (n=4,002); All Indigenous respondents (n=150)



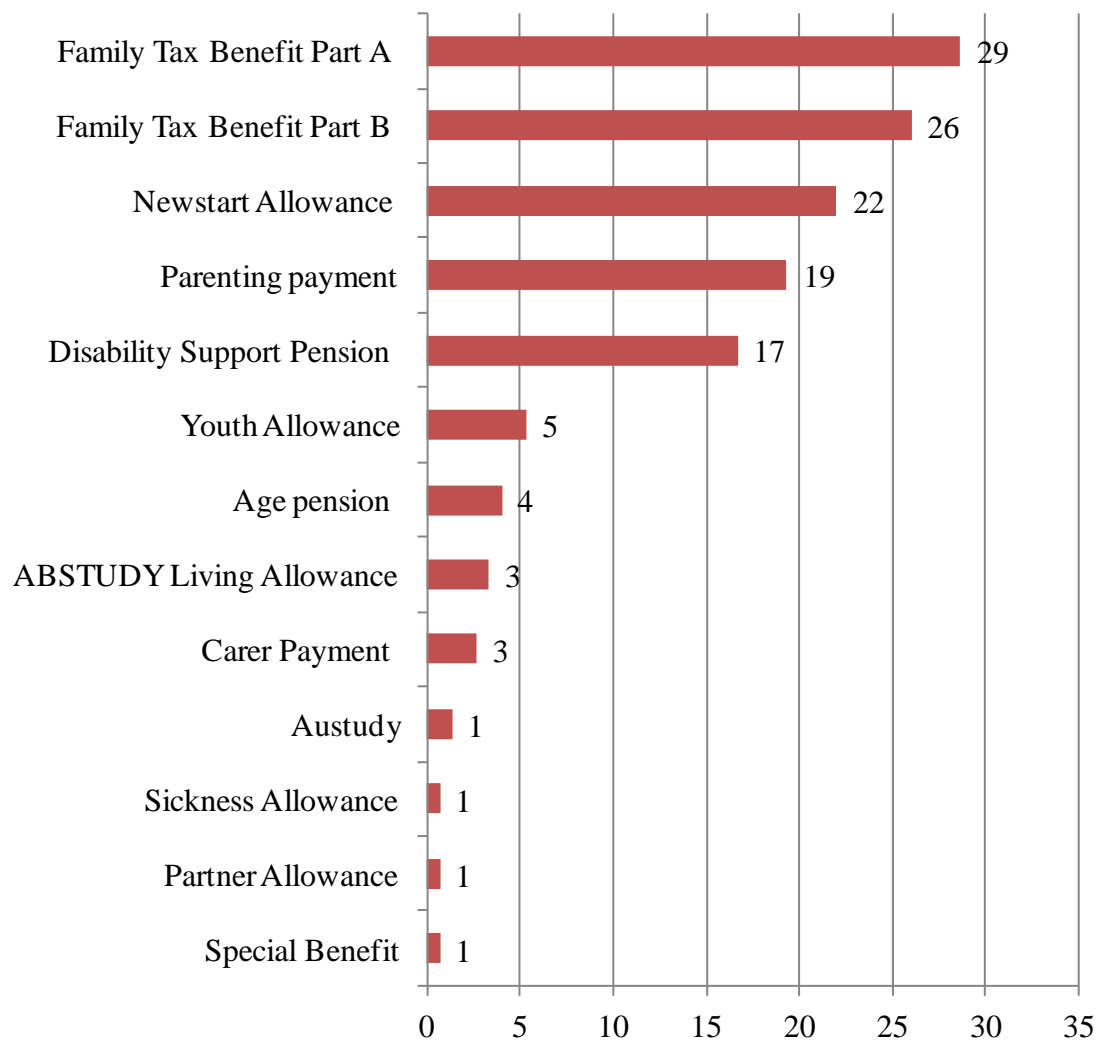
C10. Do you receive any of the following social benefits?

Base: All CAWI respondents (n=4,002); All Indigenous respondents (n=150); Respondents only speak English at home (P1W1=3,206); Respondents speak a language other than English at home (P1W1=796).

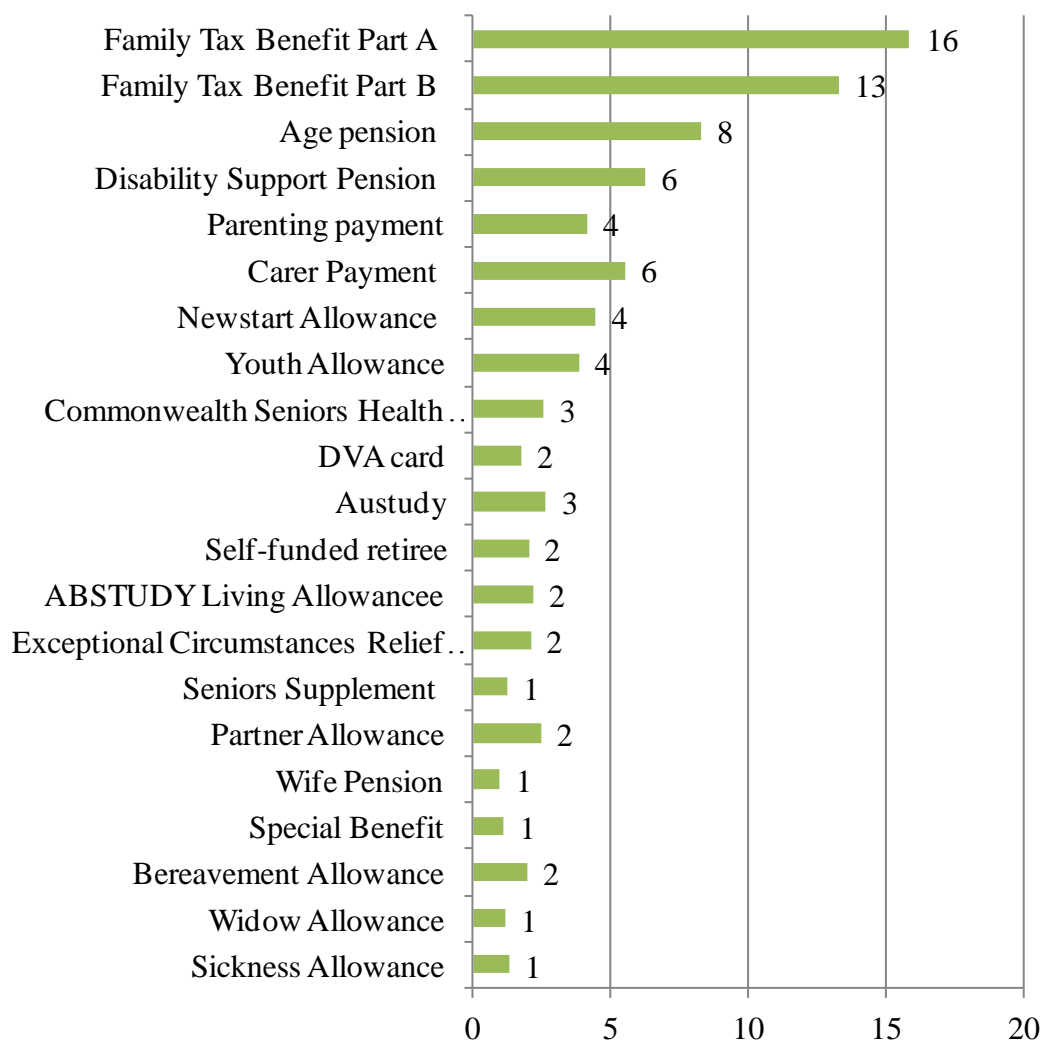




C10. Do you receive any of the following social benefits?  
Base: All CAWI respondents (n=4,002)

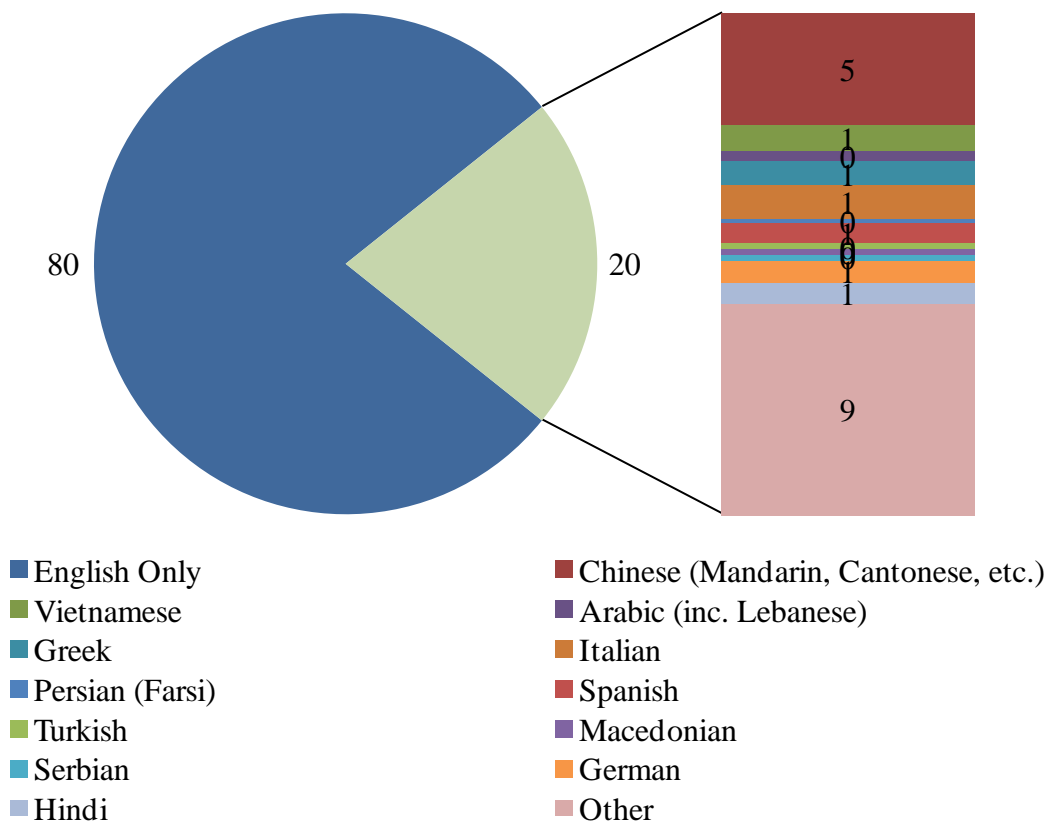


C10. Do you receive any of the following social benefits?  
Base: All Indigenous respondents (n=150)



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

Base: Respondents who speak a language other than English at home (P1W1=796).



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 2 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**

--	--	--	--

#### 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?**

<b>Chinese (Mandarin)</b>	<b>1</b>
<b>Chinese (Cantonese)</b>	<b>2</b>
<b>Vietnamese</b>	<b>3</b>
<b>Arabic (inc. Lebanese)</b>	<b>4</b>
<b>Greek</b>	<b>5</b>
<b>Italian</b>	<b>6</b>
<b>Persian (Farsi)</b>	<b>7</b>
<b>Spanish</b>	<b>8</b>
<b>Turkish</b>	<b>9</b>
<b>Macedonian</b>	<b>10</b>
<b>Serbian</b>	<b>11</b>
<b>Croatian</b>	<b>12</b>
<b>Korean</b>	<b>13</b>
<b>German</b>	<b>14</b>
<b>Hindi</b>	<b>15</b>
<b>Other</b>	<b>98</b>

---

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

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

<b>Yes</b>	<b>1</b>	<b>Ask B2 &amp; B3</b>
<b>No</b>	<b>2</b>	<b>Go To B4</b>
<b>Don't know</b>	<b>3</b>	<b>Go To B4</b>

**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**

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

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 a television commercial. We would like you to watch it and say whether you have seen the advertisement before.

**ASK ALL****B4. Please watch the following television advertisement.****INSERT TV AD**

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

**Before today, had you seen this television advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**TEXT BASED ON LANGUAGE SPOKEN**

**DO NOT SPEAK CALD LANGUAGE:**

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

**SPEAK CALD LANGUAGE (CODE 1-13 ON A7):**

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

**ASK ALL**

**B5a. Please listen to the following radio advertisement.**

**INSERT RADIO AD**

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

**Before today, had you heard this radio advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK MANDARIN (CODE 1 ON A7), ASK:**

**B5b. Please listen to the following radio advertisement.**

**INSERT ONE OF 2 MANDARIN RADIO ADS, AT RANDOM**

---

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

**Before today, had you heard this radio advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK CANTONESE (CODE 2 ON A7), ASK:**

**B5c. Please listen to the following radio advertisement.**

**INSERT ONE OF 2 CANTONESE RADIO ADS, AT RANDOM**

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

**Before today, had you heard this radio advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK VIETNAMESE (CODE 3 ON A7), ASK:**

**B5d. Please listen to the following radio advertisement.**

**INSERT ONE OF 2 VIETNAMESE RADIO ADS, AT RANDOM**

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

**Before today, had you heard this radio advertisement?**

<b>Yes</b>	<b>1</b>
------------	----------

---

<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK ARABIC (CODE 4 ON A7), ASK:**

**B5e. Please listen to the following radio advertisement.**

**INSERT ONE OF 2 ARABIC RADIO ADS, AT RANDOM**

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

**Before today, had you heard this radio advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK GREEK (CODE 5 ON A7), ASK:**

**B5f. Please listen to the following radio advertisement.**

**INSERT ONE OF 2 GREEK RADIO ADS, AT RANDOM**

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

**Before today, had you heard this radio advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK ITALIAN (CODE 6 ON A7), ASK:**

**B5g. Please listen to the following radio advertisement.**

**INSERT ONE OF 2 ITALIAN RADIO ADS, AT RANDOM**

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

**IF SPEAK FARSI (CODE 7 ON A7), ASK:**

B5h. Please listen to the following radio advertisement.

**INSERT ONE OF 2 FARSI RADIO ADS, AT RANDOM**

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

**IF SPEAK SPANISH (CODE 8 ON A7), ASK:**

B5i. Please listen to the following radio advertisement.

**INSERT ONE OF 2 SPANISH RADIO ADS, AT RANDOM**

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

Before today, had you heard this radio advertisement?

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK TURKISH (CODE 9 ON A7), ASK:**

**B5j. Please listen to the following radio advertisement.**

**INSERT ONE OF 2 TURKISH RADIO ADS, AT RANDOM**

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

**Before today, had you heard this radio advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK MACEDONIAN (CODE 10 ON A7), ASK:**

**B5k. Please listen to the following radio advertisement.**

**INSERT ONE OF 2 MACEDONIAN RADIO ADS, AT RANDOM**

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

**Before today, had you heard this radio advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK SERBIAN (CODE 11 ON A7), ASK:**

**B5l. Please listen to the following radio advertisement.**

**INSERT ONE OF 2 SERBIAN RADIO ADS, AT RANDOM**

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

**Before today, had you heard this radio advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK CROATIAN (CODE 12 ON A7), ASK:**

**B5m. Please listen to the following radio advertisement.**

**INSERT ONE OF 2 CROATIAN RADIO ADS, AT RANDOM**

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

**Before today, had you heard this radio advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK KOREAN (CODE 13 ON A7), ASK:**

**B5n. Please listen to the following radio advertisement.**

**INSERT ONE OF 2 KOREAN RADIO ADS, AT RANDOM**

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

**Before today, had you heard this radio advertisement?**

---

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**TEXT BASED ON LANGUAGE SPOKEN****DO NOT SPEAK CALD LANGUAGE:**

Now we are going to show you a print advertisement. We would like you to say whether you have seen the advertisement before.

**SPEAK CALD LANGUAGE (CODE 1-13 ON A7):**

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

**ASK ALL**

**B6a. Please look at the following print advertisement.**

**INSERT PRINT AD**

**Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK MANDARIN OR CANTONESE (CODE 1 OR 2 ON A7), ASK:**

**B6b. Please look at the following print advertisement.**

**INSERT CHINESE PRINT AD**

**Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>



**IF SPEAK VIETNAMESE (CODE 3 ON A7), ASK:****B6c. Please look at the following print advertisement.****INSERT VIETNAMESE PRINT AD****Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK ARABIC (CODE 4 ON A7), ASK:****B6d. Please look at the following print advertisement.****INSERT ARABIC PRINT AD****Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK GREEK (CODE 5 ON A7), ASK:****B6e. Please look at the following print advertisement.****INSERT GREEK PRINT AD****Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK ITALIAN (CODE 6 ON A7), ASK:**

**B6f. Please look at the following print advertisement.**

**INSERT ITALIAN PRINT AD**

**Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK FARSI (CODE 7 ON A7), ASK:**

**B6g. Please look at the following print advertisement.**

**INSERT FARSI PRINT AD**

**Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK SPANISH (CODE 8 ON A7), ASK:**

**B6h. Please look at the following print advertisement.**

**INSERT SPANISH PRINT AD**

**Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK TURKISH (CODE 9 ON A7), ASK:**

---

**B6i. Please look at the following print advertisement.**

**INSERT TURKISH PRINT AD**

**Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK MACEDONIAN (CODE 10 ON A7), ASK:**

**B6j. Please look at the following print advertisement.**

**INSERT MACEDONIAN PRINT AD**

**Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK SERBIAN (CODE 11 ON A7), ASK:**

**B6k. Please look at the following print advertisement.**

**INSERT SERBIAN PRINT AD**

**Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK CROATIAN (CODE 12 ON A7), ASK:**

**B6l. Please look at the following print advertisement.**

---

**INSERT CROATIAN PRINT AD**

**Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**IF SPEAK KOREAN (CODE 13 ON A7), ASK:**

**B6m. Please look at the following print advertisement.**

**INSERT KOREAN PRINT AD**

**Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**Finally, we are going to show you an online banner advertisement. We would like you to say whether you have seen the advertisement before.**

**ASK ALL**

**B7. Please look at the following online banner advertisement.**

**INSERT ONLINE AD**

**Before today, had you seen this online banner advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**ASK ALL**

- B8.** 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**

**MULTIPLE RESPONSE**

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 for individuals earning less than \$80,000	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
The package includes a range of different assistance for different people	9
None of these	98
Don't know	99

**ASK ALL**

- B9.** 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**

- B10.** 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 ON B10, ASK:****B11. Why is that?****MULTIPLE RESPONSE**

Using a range of media used ensures everyone will be aware	1
Importance of TV advertising - more people watch TV than the other types of media	2
Importance of radio advertising - most people listen to the radio	3
The ads were well designed ad, engaging, easy to relate to, etc	4
The ads were clear/easy to understand/informative	5
The ads give details of where to find more information	6
The ads give information about the package and what is going to happen	7
The ads makes people aware what the payment they have received is for and who it is from	8
Other (specify)	97
None of these	98
Don't know	99

**IF CODE 2 ON B10, ASK:****B12. Why is that?****MULTIPLE RESPONSE**

Money should be spent on government programs not advertising	1
Wasteful to advertise when those who will receive it are already notified	2
Wasteful advertising to those who will not receive assistance	3
It would be cheaper to do a send letters/notify by mail	4
Ads are annoying to those who don't qualify/cause resentment towards those who do qualify	5

Ad Campaign is not working because I have not noticed them	6
Don't watch commercial TV or listen to commercial radio or read print media	7
Ads are misleading because they do not mention why the payments are needed	8
The ads are boring/do not grab attention/are repetitive	9
The ads are confusing/do not provide enough information	10
Other (specify)	97
None of these	98
Don't know	99

**IF HAVE SEEN AT LEAST ONE AD (CODE 1 ON AT LEAST ONE OF B4- B7)**

**B13. After watching the ad, did you seek further information from any of the following sources?**

**MULTIPLE RESPONSE**

Internet search engine	1
Australia.gov.au	2
Other government website	3
Government phone hotline	4
Australian Government shopfront (eg Centrelink/ Family Assistance Office)	5
Other (specify)	97
I did not seek further information	98
Don't know	99

**IF SOUGHT MORE INFORMATION (CODE 1-5 OR 97 ON B13)**

**B14. Why did you seek further information about the HAP?**

**MULTIPLE RESPONSE**

I did not understand if I was eligible or not	1
I thought I was eligible for assistance and wanted more details	2
I thought a family member/ friend might be eligible for assistance	3
Other (specify)	97

Don't know	99
------------	----

**IF DID NOT SEEK MORE INFORMATION (CODE 98 ON B13)****B15. Why didn't you seek further information about the HAP?****MULTIPLE RESPONSE**

I didn't think I was eligible for assistance	1
I got all the information I needed from the ad(s)	2
I understand the payments/ tax cuts happen automatically	3
It wasn't a priority for me	4
Other (specify)	97
Don't know	99

**ASK ALL****B16. 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 AT B16, ASK:****B17. Why do you think you will receive financial assistance and benefits as a result of the Household Assistance Package?****MULTIPLE RESPONSE**

Will receive as already receive a government payment (New Start, Youth Allowance, Single Parent Payment, Carer's Payment, etc)	1
Will receive as on Age Pension	2
Will receive as on Disability Support Payment	3
Will as receive Family Tax Benefit A and or B/ Family Assistance Payments	4
Will receive as household has low to middle income	5
My income bracket will qualify for tax cuts	6



---

Will receive as have children	7
I have been notified that I will	8
I have already received the first payment	9
I do not know enough about it to be sure if I qualify or not	10
Other (specify)	97
Can't say	98

**IF CODE 2 AT B16, ASK:**

**B18. Why do you think you will not receive financial assistance and benefits as a result of the Household Assistance Package?**

**MULTIPLE RESPONSE**

Will not receive as do not qualify for any government payments	1
I will not qualify as I have no children	2
Will not receive as household has high income	3
Will not qualify as work full-time	4
I will not qualify as I am single	5
Will not qualify as am Self Funded Retiree	6
I am not an Australian Citizen/Australian Permanent Resident	7
I do not know enough about it to be sure if I qualify or not	8
Other (specify)	97
Can't say	98

**IF CODE 1 AT B16, ASK:**

**B19. What sort/degree of assistance do you think you'll receive?**

**PLEASE TYPE YOUR ANSWER IN THE TEXT BOX BELOW**

**MULTIPLE RESPONSE**

Tax cuts/lower income tax	1
Increase in the Family Tax Benefit	2
One off, lump-sum payment	3
An annual payment	4
A new, regular payment	5

---

---

<b>Increase in pension</b>	<b>6</b>
<b>Increase in Government benefit payments</b>	<b>7</b>
<b>Money to help with the cost of utilities (electricity, gas, heating, etc)/ Reduced utility bills</b>	<b>8</b>
<b>Money to help with the rising cost of living and everyday expenses</b>	<b>9</b>
<b>Money for my children</b>	<b>10</b>
<b>Other (specify)</b>	<b>97</b>
<b>Can't say</b>	<b>98</b>

**ASK ALL**

**B20. 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**

<b>First-time Home Buyers</b>	<b>1</b>
<b>Taxpayers with annual income below \$80,000</b>	<b>2</b>
<b>Taxpayers with annual income above \$80,000</b>	<b>3</b>
<b>Self-funded retirees</b>	<b>4</b>
<b>Middle income families with one primary earner</b>	<b>5</b>
<b>Families with children in child-care</b>	<b>6</b>
<b>Those receiving Family Tax Benefit Part A</b>	<b>7</b>
<b>Those receiving Family Tax Benefit Part B</b>	<b>8</b>
<b>Aged pensioners</b>	<b>9</b>
<b>Families with primary school children</b>	<b>10</b>
<b>Those receiving Newstart Allowance</b>	<b>11</b>
<b>Those receiving Youth Allowance</b>	<b>12</b>
<b>Commonwealth Seniors Health Card Holders</b>	<b>13</b>
<b>War Veterans</b>	<b>14</b>
<b>Those receiving Disability Support Pension</b>	<b>15</b>
<b>Those receiving a carer payment</b>	<b>16</b>
<b>Self-Employed people who make a tax loss</b>	<b>17</b>
<b>Self-Employed people who pay income tax</b>	<b>18</b>

---

---

<b>Those receiving Parenting Payment</b>	<b>19</b>
<b>Low income households</b>	<b>20</b>
<b>Those receiving other types of social benefit payments</b>	<b>21</b>
<b>University/College/TAFE students</b>	<b>22</b>
<b>Other (specify)</b>	<b>98</b>
<b>Don't know</b>	<b>99</b>

**ASK ALL**

**B21. If you wanted to find out more about the Household Assistance Package, where would you look/ ask first to find out more information?**

<b>Internet search engine</b>	<b>1</b>
<b>Australia.gov.au</b>	<b>2</b>
<b>Other government website</b>	<b>3</b>
<b>Government phone hotline</b>	<b>4</b>
<b>Australian Government shopfront (eg Centrelink/ Family Assistance Office)</b>	<b>5</b>
<b>Other (specify)</b>	<b>97</b>
<b>Don't know</b>	<b>99</b>

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

**IF EMPLOYED (CODE 1 OR 2 ON 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?**

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

**ASK ALL**

**C11. Do you consider yourself to be an Indigenous Australian – Aboriginal or Torres Strait Islander?**

<b>Yes - Aboriginal</b>	<b>1</b>
-------------------------	----------

---

<b>Yes – Torres Strait Islander</b>	<b>2</b>
<b>Yes – Both Aboriginal and Torres Strait Islander</b>	<b>3</b>
<b>No</b>	<b>4</b>



---

## **APPENDIX D – CAPI PHASE 2 QUESTIONNAIRE**

### **PART A - SCREENERS**

Hello, my name is [say name] from Roy Morgan Research. I'm here on behalf of the Australian Government. We are conducting an important survey about the Federal Government's new Household Assistance Package.

**IF GOVERNMENT AGENCY QUERIED:** The study is being conducted for the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA).

**IF NECESSARY:** The survey will take approximately 15 minutes and will be used for research purposes only. Your answers will remain strictly confidential. You will not be identified in any way in the results.

### **ASK ALL**

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

<b>Yes - Aboriginal</b>	<b>1</b>
<b>Yes – Torres Strait Islander</b>	<b>2</b>
<b>Yes – Both Aboriginal and Torres Strait Islander</b>	<b>3</b>
<b>No</b>	<b>4</b>

**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**

<b>Advertising</b>	<b>1</b>	<b>Terminate</b>
<b>Market or social research</b>	<b>2</b>	<b>Terminate</b>
<b>Marketing</b>	<b>3</b>	<b>Terminate</b>
<b>None of these</b>	<b>99</b>	

**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...**

<b>Male</b>	<b>1</b>	<b>Check Quota</b>
<b>Female</b>	<b>2</b>	<b>Check Quota</b>

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

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

**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?**

<b>Sydney</b>	<b>1</b>	<b>Check Quota</b>
<b>Other NSW</b>	<b>2</b>	<b>Check Quota</b>
<b>Melbourne</b>	<b>3</b>	<b>Check Quota</b>
<b>Other Victoria</b>	<b>4</b>	<b>Check Quota</b>
<b>Brisbane</b>	<b>5</b>	<b>Check Quota</b>
<b>Other Queensland</b>	<b>6</b>	<b>Check Quota</b>
<b>Adelaide</b>	<b>7</b>	<b>Check Quota</b>
<b>Other SA</b>	<b>8</b>	<b>Check Quota</b>
<b>Perth</b>	<b>9</b>	<b>Check Quota</b>
<b>Other WA</b>	<b>10</b>	<b>Check Quota</b>

<b>ACT</b>	<b>11</b>	<b>Check Quota</b>
<b>Tasmania</b>	<b>12</b>	<b>Check Quota</b>
<b>NT</b>	<b>13</b>	<b>Check Quota</b>

**ASK ALL****A6. Please enter your postcode**

--	--	--	--

---

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

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

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**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**

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

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 a television commercial. We would like you to watch it and say whether you have seen the advertisement before.

**ASK ALL**

**B4. 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 AD**

**Before today, had you seen this television advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

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

**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?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**ONLY SHOW ONE OF Q5b OR Q5c, CHOSEN AT RANDOM**

**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 INDIGENOUS RADIO AD1**

**Before today, had you heard this radio advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**ONLY SHOW ONE OF Q5b OR Q5c, CHOSEN AT RANDOM**

**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 INDIGENOUS RADIO AD2**

**Before today, had you heard this radio advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**Now we are going to show a print advertisement. We would like you say whether you have seen the advertisement before.**

**ASK ALL**

**B6. Please look at the following print advertisement.**

**INSERT PRINT AD1**

**Before today, had you seen this print advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**Finally, we are going to show you an online banner advertisement. We would like you to say whether you have seen the advertisement before.**

**ASK ALL**

**B7. Please look at the following online banner advertisement.**

**INSERT INTERNET BANNER AD**

**Before today, had you seen this online banner advertisement?**

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>
<b>Don't know</b>	<b>3</b>

**ASK ALL**

**B8. Looking at showcard B8 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**

<b>Those who already receive a Government payment will receive an initial payment (1)</b>	<b>1</b>
<b>You don't have to do anything to receive the payment – it happens automatically (2)</b>	<b>2</b>
<b>University students will receive assistance with their fees (3)</b>	<b>6</b>
<b>From March next year this assistance will become part of regular payments (4)</b>	<b>3</b>
<b>Tax cuts begin in July 2012 for individuals earning less than</b>	<b>4</b>



\$80,000 (5)	
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
The package includes a range of different assistance for different people (9)	9
None of these	98
Don't know	99

**ASK ALL**

**B9. 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**

**B10. 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 ON B10, ASK:**

**B11. Looking at showcard B11, why is that?**

**MULTIPLE RESPONSE**

Using a range of media used ensures everyone will be aware (1)	1
Importance of TV advertising - more people watch TV than the other types of media (2)	2
Importance of radio advertising - most people listen to the radio (3)	3

---

The ads were well designed ad, engaging, easy to relate to, etc (4)	4
The ads were clear/easy to understand/informative (5)	5
The ads give details of where to find more information (6)	6
The ads give information about the package and what is going to happen (7)	7
The ads makes people aware what the payment they have received is for and who it is from (8)	8
Other (specify)	97
None of these	98
Don't know	99

**IF CODE 2 ON B10, ASK:****B12. Looking at showcard B12, why is that?****MULTIPLE RESPONSE**

Money should be spent on government programs not advertising (1)	1
Wasteful to advertise when those who will receive it are already notified (2)	2
Wasteful advertising to those who will not receive assistance (3)	3
It would be cheaper to do a send letters/notify by mail (4)	4
Ads are annoying to those who don't qualify/cause resentment towards those who do qualify (5)	5
Ad Campaign is not working because I have not noticed them (6)	6
Don't watch commercial TV or listen to commercial radio or read print media (7)	7
Ads are misleading because they do not mention why the payments are needed (8)	8
The ads are boring/do not grab attention/are repetitive (9)	9
The ads are confusing/do not provide enough information (10)	10
Other (specify)	97
None of these	98
Don't know	99

---

**IF HAVE SEEN AT LEAST ONE AD (CODE 1 ON AT LEAST ONE OF B4-B7)**

**B13. Looking at showcard B13/B21, after watching the ad, did you seek further information from any of the following sources?**

Internet search engine (1)	1
Australia.gov.au (2)	2
Other government website (3)	3
Government phone hotline (4)	4
Australian Government shopfront (eg Centrelink/ Family Assistance Office) (5)	5
Other (specify)	97
I did not seek further information	98
Don't know	99

**IF SOUGHT MORE INFORMATION (CODE 1-5 OR 97 ON B13)**

**B14. Looking at showcard B14, why did you seek further information about the HAP?**

I did not understand if I was eligible or not (1)	1
I thought I was eligible for assistance and wanted more details (2)	2
I thought a family member/ friend might be eligible for assistance (3)	3
Other (specify)	97
Don't know	99

**IF DID NOT SEEK MORE INFORMATION (CODE 98 ON B13)**

**B15. Looking at showcard B15, why didn't you seek further information about the HAP?**

I didn't think I was eligible for assistance (1)	1
I got all the information I needed from the ad(s) (2)	2
I understand the payments/ tax cuts happen automatically (3)	3
It wasn't a priority for me (4)	4

Other (specify)	97
Don't know	99

**ASK ALL**

**B16. 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 AT B16, ASK:**

**B17. Looking at showcard B17, why do you think you will receive financial assistance and benefits as a result of the Household Assistance Package?**

**MULTIPLE RESPONSE**

Will receive as already receive a government payment (New Start, Youth Allowance, Single Parent Payment, Carer's Payment, etc) (1)	1
Will receive as on Age Pension (2)	2
Will receive as on Disability Support Payment (3)	3
Will as receive Family Tax Benefit A and or B/ Family Assistance Payments (4)	4
Will receive as household has low to middle income (5)	5
My income bracket will qualify for tax cuts (6)	6
Will receive as have children (7)	7
I have been notified that I will (8)	8
I have already received the first payment (9)	9
I do not know enough about it to be sure if I qualify or not (10)	10
Other (specify)	97
Can't say	98

**IF CODE 2 AT B16, ASK:**

**B18. Looking at showcard B18, why do you think you will not receive financial assistance and benefits as a result of the Household Assistance Package?**

**MULTIPLE RESPONSE**

Will not receive as do not qualify for any government payments (1)	1
I will not qualify as I have no children (2)	2
Will not receive as household has high income (3)	3
Will not qualify as work full-time (4)	4
I will not qualify as I am single (5)	5
Will not qualify as am Self Funded Retiree (6)	6
I am not an Australian Citizen/Australian Permanent Resident (7)	7
I do not know enough about it to be sure if I qualify or not (8)	8
Other (specify)	97
Can't say	98

**IF CODE 1 AT B16, ASK:**

**B19. Looking at showcard B19, what sort/degree of assistance do you think you'll receive?**

**PLEASE TYPE YOUR ANSWER IN THE TEXT BOX BELOW**

**MULTIPLE RESPONSE**

Tax cuts/lower income tax (1)	1
Increase in the Family Tax Benefit (2)	2
One off, lump-sum payment (3)	3
An annual payment (4)	4
A new, regular payment (5)	5
Increase in pension (6)	6
Increase in Government benefit payments (7)	7
Money to help with the cost of utilities (electricity, gas, heating, etc)/ Reduced utility bills (8)	8
Money to help with the rising cost of living and everyday expenses (9)	9
Money for my children (10)	10
Other (specify)	97
Can't say	98

**ASK ALL**

**B20. Looking at showcard B20, 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**

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

**ASK ALL**

---

**B21. Looking at showcard B13/B21, if you wanted to find out more about the Household Assistance Package, where would you look/ ask first to find out more information?**

<b>Internet search engine (1)</b>	<b>1</b>
<b>Australia.gov.au (2)</b>	<b>2</b>
<b>Other government website (3)</b>	<b>3</b>
<b>Government phone hotline (4)</b>	<b>4</b>
<b>Australian Government shopfront (eg Centrelink/ Family Assistance Office) (5)</b>	<b>5</b>
<b>Other (specify)</b>	<b>97</b>
<b>Don't know</b>	<b>99</b>

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

**IF EMPLOYED (CODE 1 OR 2 ON 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?

---

<b>Yes</b>	<b>1</b>
<b>No</b>	<b>2</b>

**ASK ALL**

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

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

## 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%