



Australian Government

Department of Finance

Media consumption and communication preferences of Aboriginal and Torres Strait Islander audiences —
Quantitative research appendices

SEPTEMBER 2014

Appendix A: Demographic profile

Figure 1: Whether Aboriginal and/ or Torres Strait Islander origin

(Base: All respondents)

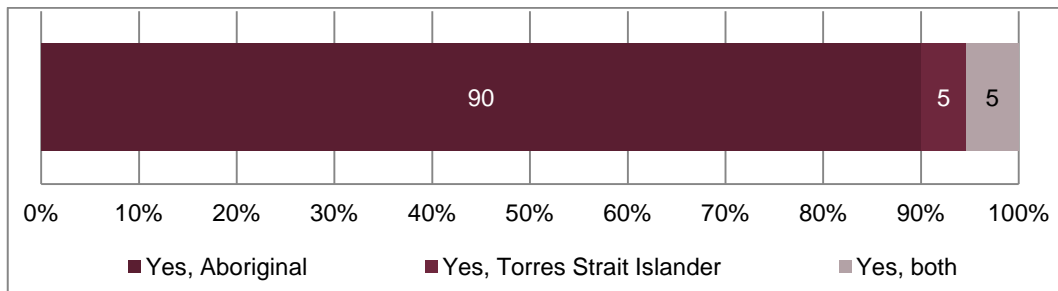


Figure 2: Age category

(Base: All respondents, unweighted)

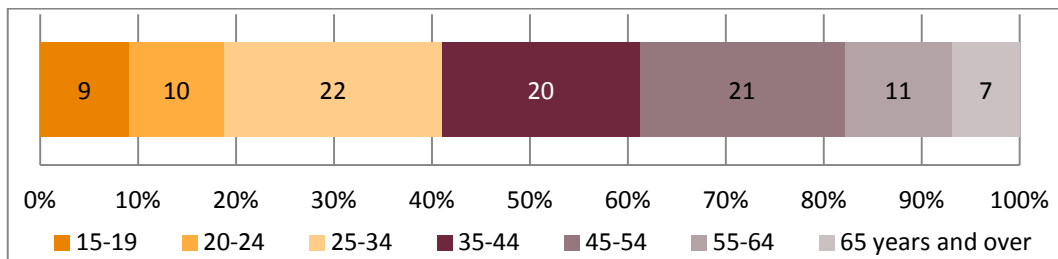


Figure 3: Gender

(Base: All respondents, unweighted)

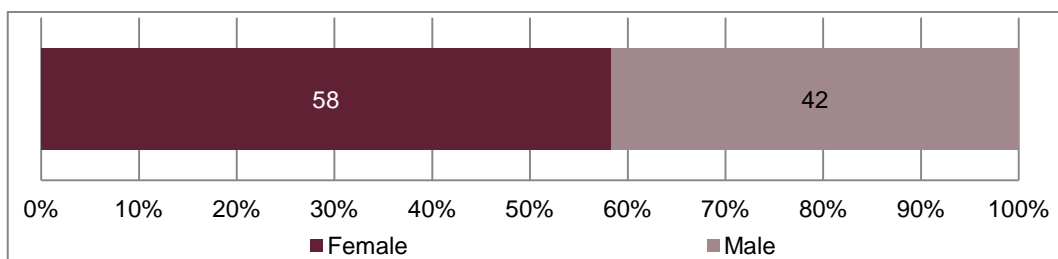


Figure 4: Time lived at current address

(Base: All respondents)

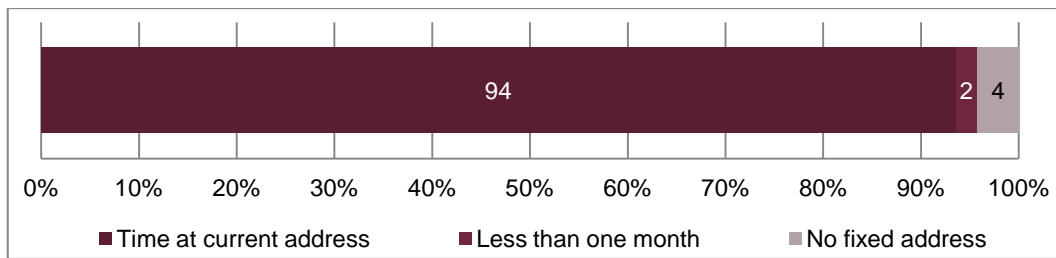


Figure 5: Relationship status

(Base: All respondents)

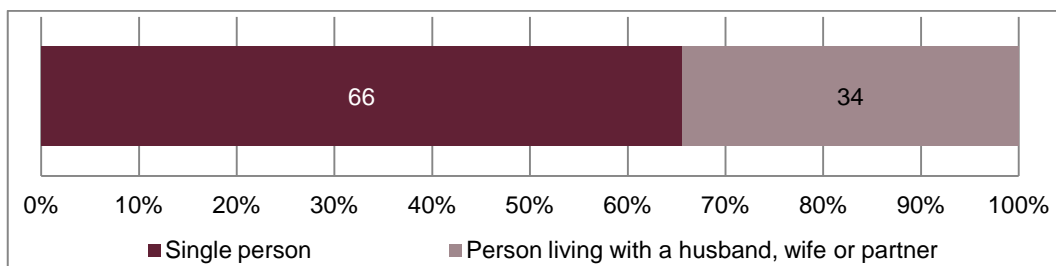


Figure 6: Whether live with any children aged under 15 at home

(Base: All respondents)

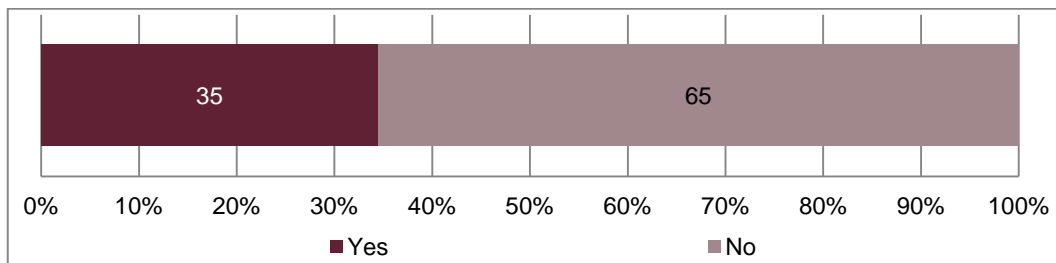


Figure 7: Whether live with any children aged 15 or over at home

(Base: All respondents)

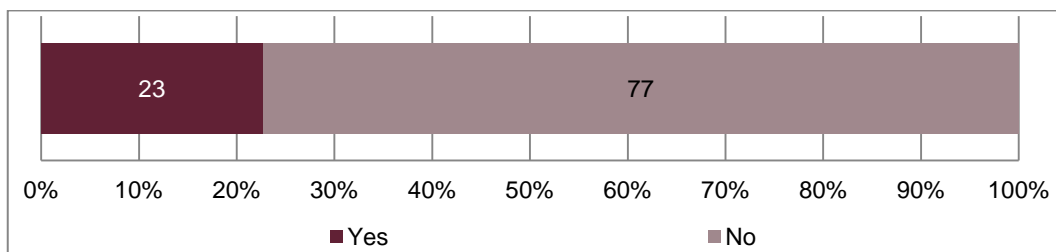


Figure 8: Whether live with any dependents other than own children at home

(Base: All respondents)

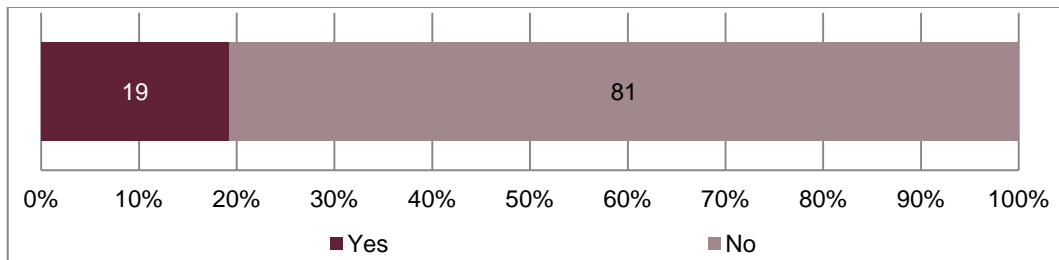


Figure 9: Highest level of formal education

(Base: All respondents, unweighted)

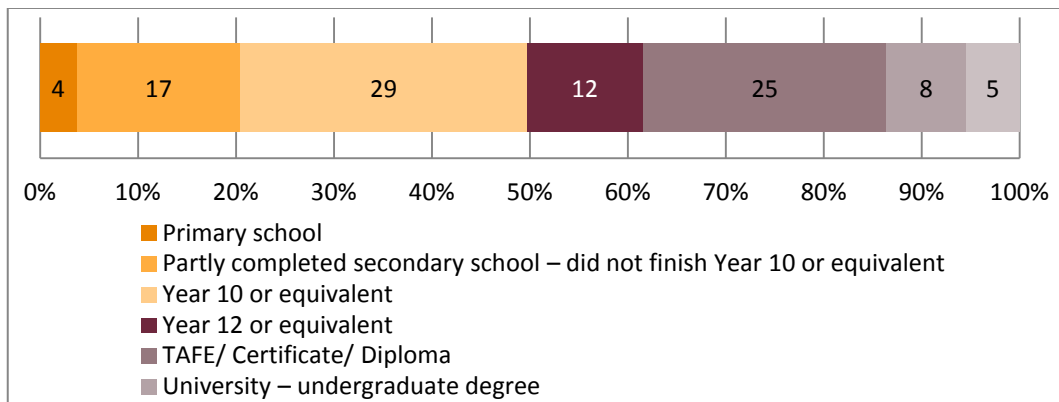


Figure 10: Employment status

(Base: All respondents)

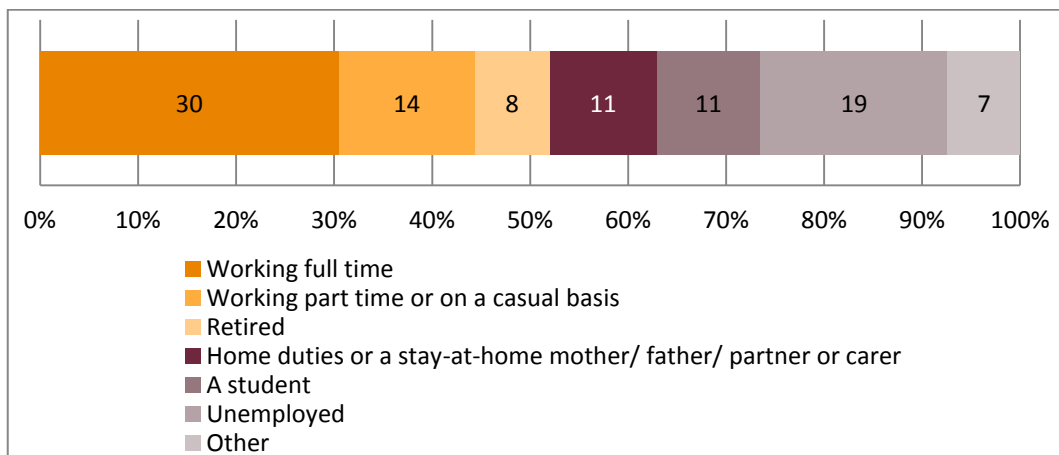


Figure 11: Gross annual household income before tax

(Base: All respondents)

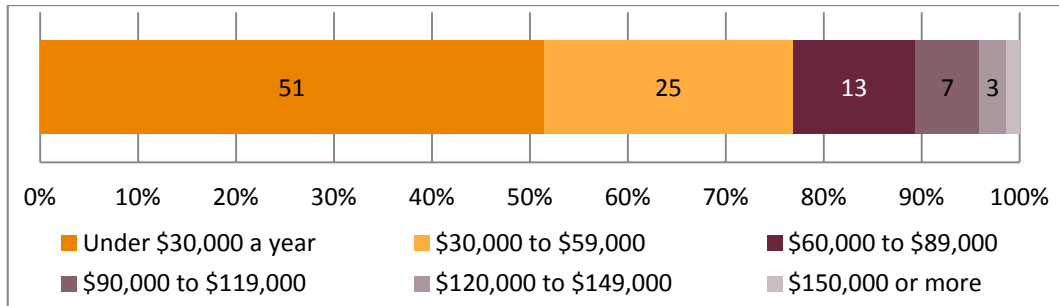


Figure 12: State

(Base: All respondents)

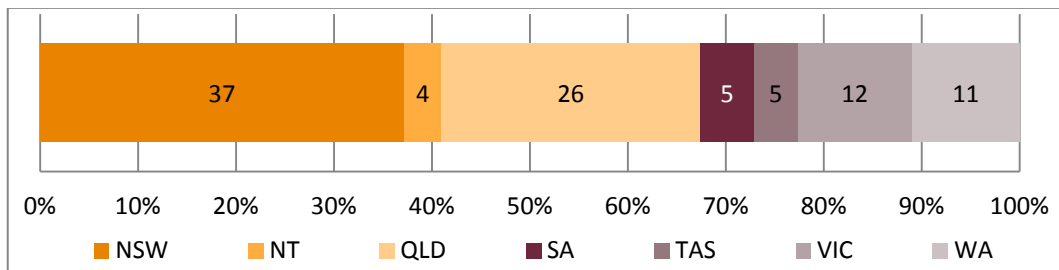
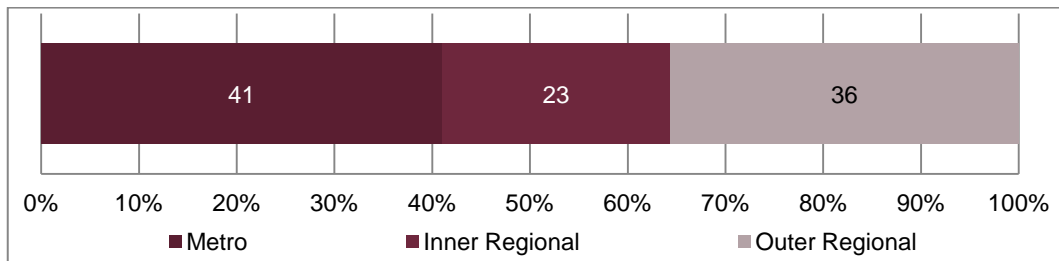


Figure 13: Remoteness

(Base: All respondents, unweighted)



Appendix B: Questionnaire

Media consumption and communication preferences of Aboriginal and Torres Strait Islander audiences – Quantitative research

Introduction

Good morning/afternoon. My name is **[SAY NAME]** from ORIMA Research.

We have been asked by the Australian Government (Department of Finance and Deregulation) to interview Indigenous Australians about their media use and communication preferences. This is an important study. The results will be used to help improve the way that the Australian Government provides information to Indigenous Australians.

Would you be willing to complete a short interview on this topic? The interview should last for no longer than 30 minutes, and you will receive a \$30 cheque or gift card for participating, which will be mailed to you.

Thank you for agreeing to participate in the study.

Participation in this research is voluntary. This means that you will be able to stop the interview or skip questions if you don't feel comfortable. Also what you tell me during the research will be treated as private and confidential. No individual will be able to be identified from the research results. And your answers will only be used for the purposes of the research.

At any time during or after the interview, you can ask that the information you provided not be used by ORIMA Research.

Screening Questions

Firstly, I need to check that you are one of the people who we have been asked to speak with.

S1.	Are you of Aboriginal and/or Torres Strait Islander origin?	Single response Do not read out
	Yes, Aboriginal	1
	Yes, Torres Strait Islander	2
	Yes, both	3
	No	4
	[Refused]	98

IF S1=4 OR S1=98, THANK AND END

S2.	What is your current age?	
	years old	
	[Refused]	98

IF PERSON IS LESS THAN 15 YEARS OLD, THANK AND END
IF S2=REFUSED, ASK S3, ELSE GO TO SECTION A

S3.	Which age group do you belong to?	Single response Read out
	Less than 15 years old	1
	15-19	2
	20-24	3
	25-34	4
	35-44	5
	45-54	6
	55-64	7
	65 years old and over	8
	[Refused]	98

IF S3=98 OR S3=1, THANK AND END

Section A – Media use

We're going to start with a few general questions about your media use. By media use, I mean the TV you watch, the radio you listen to, the magazines and newspapers that you read, and the websites that you visit.

Free-to-air television

ASK ALL:

A1.	In the past 4 weeks have you watched free-to-air TV such as SBS, ABC and the commercial channels 7, 9, 10 or their associated free digital channels?	Single response: Do not read out
	Yes	1
	No	2
	Don't know	99

IF A1=2 OR 99 GO TO A8

A2.	Which free-to-air TV channels have you watched in the last 7 days? [IF ABC OR SBS MENTIONED, PROBE FOR SPECIFIC ABC/SBS CHANNEL – I.E. WHICH OF ITEMS 1-4 (ABC) OR 5-7 (SBS) WAS WATCHED] [WHEN RESPONDENT STOPS ANSWER, PROMPT WITH: Have you watched any other free-to-air TV channels in the <u>last 7 days</u> ?]	Multiple response: Do not read out
	ABC/ ABC 1 (Channel 2, Channel 21)	1
	ABC News 24 (Channel 24)	2
	ABC 2/ ABC 4 Kids (Channel 22)	3
	ABC 3 (Channel 23)	4
	SBS One (Channel 3)	5
	SBS HD (Channel 30)	6
	SBS Two (Channel 32)	7
	Seven/ 7 (Channel 7, Channel 6)/ Prime 7 (Channel 6)/ GWN 7 (Channel 6)	8
	7 Mate (Channel 73, Channel 63, Channel 60)	9
	7 Two (Channel 72, Channel 62)	10
	Nine/ 9 (Channel 9)/ WIN Network (Channel 8)/ NBN (Channel 8)/ WIN Network (Channel 8)	11
	Gem (Channel 90, Channel 80, Channel 88)	12
	Go (Channel 99)	13
	Ten/ 10 (Channel 10)/ Southern Cross Ten (Channel 5)/ Mildura Ten (Channel 5)/ WIN Ten (Channel 5)	14
	One (Channel 1, Channel 50)	15
	Eleven/ 11 (Channel 11, Channel 55)	16
	4 ME (Channel 74, Channel 64)	17

Extra (Channel 94)	18
C31/ 31/ Channel 31 (Channel 44) [ONLY APPLICABLE TO RESPONDENTS FROM VICTORIA]	19
TVS/ Television Sydney (Channel 44) [ONLY APPLICABLE TO RESPONDENTS FROM NSW]	20
31 Digital (Channel 44) – [ONLY APPLICABLE TO RESPONDENTS FROM QUEENSLAND]	21
WTV/ West Television (Channel 44) – [ONLY APPLICABLE TO RESPONDENTS FROM WA]	22
44/ Adelaide Television (Channel 44) – [ONLY APPLICABLE TO RESPONDENTS FROM SA]	23
Other (specify)	24
None	98
Don't know	99

IF COMMERCIAL CHANNELS MENTIONED AT A2 (I.E. ANY OF CODES 8-18 SELECTED AT A2), ASK A3

A3.	Thinking about the <u>last 7 days</u>, how much time did you spend watching commercial free-to-air TV channels such as [READ OUT COMMERCIAL CHANNELS RESPONDENT MENTIONED AT A2]?
a.	[RECORD TOTAL HOURS IN LAST 7 DAYS]
	[ALLOW 0.25, 0.5, 0.75, 1, ETC.] [IF VIEWED FOR PART OF A QUARTER OF AN HOUR, ROUND UP TO THE NEXT QUARTER OF AN HOUR]
	IF RESPONDENT IS HAVING DIFFICULTY ESTIMATING TOTAL HOURS, SKIP (a) AND PROMPT: Roughly how much time on a normal day in the past 7 days?
b.	[RECORD NORMAL HOURS PER DAY] [SKIP (b) IF (a) ANSWERED]

IF SBS MENTIONED AT A2 (I.E. ANY OF CODES 5-7 SELECTED AT A2), ASK A4

A4.	Thinking about the <u>last 7 days</u>, how much time did you spend <u>watching SBS</u>?
a.	[RECORD TOTAL HOURS IN LAST 7 DAYS]
	[ALLOW 0.25, 0.5, 0.75, 1, ETC.] [IF VIEWED FOR PART OF A QUARTER OF AN HOUR, ROUND UP TO THE NEXT QUARTER OF AN HOUR]
	IF RESPONDENT IS HAVING DIFFICULTY ESTIMATING TOTAL HOURS, SKIP (a) AND PROMPT: Roughly how much time on a normal day in the past 7 days?
b.	[RECORD NORMAL HOURS PER DAY] [SKIP (b) IF (a) ANSWERED]

IF COMMERCIAL CHANNELS MENTIONED AT A2 (I.E. ANY OF CODES 8-18 SELECTED AT A2), ASK A5

A5.	At what times of the day did you watch commercial television channels in the last 7 days? [PAUSE AFTER READING EACH ITEM TO ENABLE YES/ NO RESPONSE TO EACH]	Multiple response: Read out
	Early morning (i.e. before 9am)	1
	Mid-late morning (i.e. 9am to 12 noon)	2
	Afternoon (i.e. from after 12 noon to 6pm)	3
	Evening (i.e. after 6pm)	4

IF SBS MENTIONED AT A2 (I.E. ANY OF CODES 5-7 SELECTED AT A2), ASK A6

A6.	At what times of the day did you watch SBS in the last 7 days? [PAUSE AFTER READING EACH ITEM TO ENABLE YES/ NO RESPONSE TO EACH]	Multiple response: Read out
	Early morning (i.e. before 9am)	1
	Mid-late morning (i.e. 9am to 12 noon)	2
	Afternoon (i.e. from after 12 noon to 6pm)	3
	Evening (i.e. after 6pm)	4

A7.	Thinking about free-to-air television generally, what types of programs did you watch in the last 7 days? [PAUSE AFTER READING EACH ITEM TO ENABLE YES/NO RESPONSE TO EACH]	Multiple response: Read out
	Indigenous programs	1
	News	2
	Current affairs (e.g. Today Tonight, 60 Minutes)	3
	Documentaries/ science shows (e.g. Australian Story, David Attenborough, Catalyst)	4
	Chat/ talk Shows (e.g. The Project, Adam Hills in Gordon Street)	5
	Quiz/ game Shows (e.g. Deal or No Deal, QI)	6
	Soaps (e.g. Home and Away, Neighbours)	7
	Crime/ police dramas (e.g. Law and Order, CSI)	8
	Other dramas (e.g. Packed to the Rafters, Revenge)	9
	Comedies (e.g. Modern Family, Big Bang Theory)	10
	Sport	11
	Home/ cooking/ lifestyle/ travel (e.g. Better Homes and Gardens, Getaway)	12
	Music programs (e.g. X Factor, MTV, Rage)	13
	Movies	14
	Reality (e.g. MasterChef, My Kitchen Rules)	15
	Children's shows/ cartoons	16
	Other programs (specify)	17

Pay television

ASK ALL:

A8.	<u>In the past 4 weeks</u> have you watched...? [SINGLE RESPONSE - READ OUT]	Yes	No	Don't know
a.	The Foxtel or Austar Pay TV services	1	2	3
b.	A paid Internet TV service such as Telstra's T-Box, Apple TV or FetchTV	1	2	3
c.	Any other Pay TV service	1	2	3

IF NO/ DON'T KNOW TO A8a, A8b and A8c GO TO A12

A9.	Thinking about the <u>last 7 days</u>, how much time did you spend <u>watching Pay TV</u>?
a.	[RECORD TOTAL HOURS IN LAST 7 DAYS] [ALLOW 0.25, 0.5, 0.75, 1, ETC.] [IF VIEWED FOR PART OF A QUARTER OF AN HOUR, ROUND UP TO THE NEXT QUARTER OF AN HOUR]
	IF RESPONDENT IS HAVING DIFFICULTY ESTIMATING TOTAL HOURS, SKIP (a) AND PROMPT: Roughly how much time on a normal day in the past 7 days?
b.	[RECORD NORMAL HOURS PER DAY] [SKIP (b) IF (a) ANSWERED]

A10.	At what times of the day did you watch Pay TV channels <u>in the last 7 days</u>? [PAUSE AFTER READING EACH ITEM TO ENABLE YES/ NO RESPONSE TO EACH]	Multiple response: Read out
	Early morning (i.e. before 9am)	1
	Mid-late morning (i.e. 9am to 12 noon)	2
	Afternoon (i.e. from after 12 noon to 6pm)	3
	Evening (i.e. after 6pm)	4

A11.	Thinking about Pay TV generally, what types of programs did you watch in the last 7 days? [PAUSE AFTER READING EACH ITEM TO ENABLE YES/NO RESPONSE TO EACH]	Multiple response: Read out
	Indigenous programs	1
	Movies	2
	Sports	3
	News and documentaries	4
	Kids and family	5
	Music programs	6
	Special interest/ Adults only	7
	Home/ cooking/ lifestyle/ travel	8
	Other programs (specify)	9

Indigenous television

A12.	In the past 4 weeks have you watched any of the following Indigenous television stations or programs? [READ OUT] [PAUSE AFTER READING EACH ITEM TO ENABLE YES/ NO RESPONSE TO EACH]	Yes	No	Don't know
a.	National Indigenous Television (NITV)	1	2	3
b.	Imparja Television	1	2	3
c.	Barefoot Sports/ The Barefoot Rugby League Show (NITV)	1	2	3
d.	Indigenous Insight (NITV)	1	2	3
e.	Marngrook Footy Show (ABC)	1	2	3
f.	Message Stick (ABC)	1	2	3
g.	The Indigenous Quarter (ABC)	1	2	3
h.	Living Black (SBS)	1	2	3
i.	Other (specify)	1	2	3
j.	Other (specify)	1	2	3

IF NO/ DON'T KNOW TO ALL A12(a)-(j), GO TO A15

A13.	Thinking about the <u>last 7 days</u>, how much time did you spend <u>watching Indigenous television stations or programs</u>?
a.	[RECORD TOTAL HOURS IN LAST 7 DAYS]
	[ALLOW 0.25, 0.5, 0.75, 1, ETC.] [IF VIEWED FOR PART OF A QUARTER OF AN HOUR, ROUND UP TO THE NEXT QUARTER OF AN HOUR]
	IF RESPONDENT IS HAVING DIFFICULTY ESTIMATING TOTAL HOURS, SKIP (a) AND PROMPT: Roughly how much time on a normal day in the past 7 days?
b.	[RECORD NORMAL HOURS PER DAY] [SKIP (b) IF (a) ANSWERED]

A14.	At what times of the day did you watch Indigenous television stations or programs <u>in the last 7 days</u>? [PAUSE AFTER READING EACH ITEM TO ENABLE YES/NO RESPONSE TO EACH]	Multiple response: Read out
	Early morning (i.e. before 9am)	1
	Mid-late morning (i.e. 9am to 12 noon)	2
	Afternoon (i.e. from after 12 noon to 6pm)	3
	Evening (i.e. after 6pm)	4

Radio

ASK ALL:

A15.	<u>In the past 4 weeks</u> have you listened to the radio?	Single response: Do not read out
	Yes	1
	No	2
	Don't know	99

IF A15=2 OR 99 GO TO A24

A16.	Which radio stations have you listened to in the <u>last 7 days</u>? [WHEN RESPONDENT STOPS ANSWER, PROMPT WITH: Have you listened to any other radio stations in the <u>last 7 days</u>?] [LIST TO BE CUSTOMISED BY STATE/ TERRITORY – AND COMPLETE LIST OF COMMERCIAL AND COMMUNITY STATIONS TO BE SPECIFIED]	Multiple response: Do not read out
	SBS Radio Stations	1
	ABC Radio Stations	2
	Commercial Radio Stations [FULL LIST TO BE SPECIFIED]	3
	Indigenous and Other Community Radio Stations [FULL LIST TO BE SPECIFIED]	4
	Other (specify)	5
	None	98
	Don't know	99

IF COMMERCIAL STATIONS MENTIONED AT A16, ASK A17

A17.	Thinking about the <u>last 7 days</u>, how much time did you spend listening to commercial radio stations such as [READ OUT COMMERCIAL STATIONS RESPONDENT MENTIONED AT A16]?
a.	[RECORD TOTAL HOURS IN LAST 7 DAYS]
	[ALLOW 0.25, 0.5, 0.75, 1, ETC.] [IF LISTENED FOR PART OF A QUARTER OF AN HOUR, ROUND UP TO THE NEXT QUARTER OF AN HOUR]
	IF RESPONDENT IS HAVING DIFFICULTY ESTIMATING TOTAL HOURS, SKIP (a) AND PROMPT: Roughly how much time on a normal day in the past 7 days?
b.	[RECORD NORMAL HOURS PER DAY] [SKIP (b) IF (a) ANSWERED]

IF SBS RADIO MENTIONED AT A16, ASK A18

A18.	Thinking about the <u>last 7 days</u>, how much time did you spend <u>listening to SBS radio</u>?
a.	[RECORD TOTAL HOURS IN LAST 7 DAYS]
	[ALLOW 0.25, 0.5, 0.75, 1, ETC.] [IF LISTENED FOR PART OF A QUARTER OF AN HOUR, ROUND UP TO THE NEXT QUARTER OF AN HOUR]
	IF RESPONDENT IS HAVING DIFFICULTY ESTIMATING TOTAL HOURS, SKIP (a) AND PROMPT: Roughly how much time on a normal day in the past 7 days?
b.	[RECORD NORMAL HOURS PER DAY] [SKIP (b) IF (a) ANSWERED]

IF COMMERCIAL STATIONS MENTIONED AT A16, ASK A19

A19.	At what times of the day did you listen to commercial radio stations in the last 7 days? [PAUSE AFTER READING EACH ITEM TO ENABLE YES/NO RESPONSE TO EACH]	Multiple response: Read out
	Early morning (i.e. before 9am)	1
	Mid-late morning (i.e. 9am to 12 noon)	2
	Afternoon (i.e. from after 12 noon to 6pm)	3
	Evening (i.e. after 6pm)	4

IF SBS RADIO MENTIONED AT A16, ASK A20

A20.	At what times of the day did you listen to SBS radio in the last 7 days? [PAUSE AFTER READING EACH ITEM TO ENABLE YES/ NO RESPONSE TO EACH]	Multiple response: Read out
	Early morning (i.e. before 9am)	1
	Mid-late morning (i.e. 9am to 12 noon)	2
	Afternoon (i.e. from after 12 noon to 6pm)	3
	Evening (i.e. after 6pm)	4

Indigenous Radio

A21.	<u>In the past 4 weeks</u> have you listened to any of the following Indigenous radio stations or programs? [READ OUT] [PAUSE AFTER READING EACH ITEM TO ENABLE YES/ NO RESPONSE TO EACH] [LIST TO BE CUSTOMISED BY STATE/ REGION]	Yes	No	Don't know
a.	Deadly Sounds	1	2	3
b.	8KIN	1	2	3
c.	2LND - Koori Radio	1	2	3
d.	2RSR - Radio Skid Row	1	2	3
e.	Speaking Out (ABC)	1	2	3
f.	Away! (ABC)	1	2	3
g.	Other (specify)	1	2	3

IF NO/ DON'T KNOW TO ALL A21(a)-(g), SKIP A22 AND A23

A22.	Thinking about the <u>last 7 days</u>, how much time did you spend <u>listening to Indigenous radio stations or programs</u>?
a.	[RECORD TOTAL HOURS IN LAST 7 DAYS]
	[ALLOW 0.25, 0.5, 0.75, 1, ETC.] [IF LISTENED FOR PART OF A QUARTER OF AN HOUR, ROUND UP TO THE NEXT QUARTER OF AN HOUR]
	IF RESPONDENT IS HAVING DIFFICULTY ESTIMATING TOTAL HOURS, SKIP (a) AND PROMPT: Roughly how much time on a normal day in the past 7 days?
b.	[RECORD NORMAL HOURS PER DAY] [SKIP (b) IF (a) ANSWERED]

A23.	Some Indigenous radio programs are in English while others are in Indigenous languages. Do you ever listen to programs in an Indigenous language?	Single response: Do not read out
	Yes (Specify language) (Specify program)	1
	No	2
	Don't know	99

Print

ASK ALL:

A24.	<u>In the past 4 weeks</u> have you read a newspaper?	Single response: Do not read out
	Yes	1
	No	2
	Don't know	99

IF A24=2 OR 99 GO TO A27

A25.	Which newspapers have you read in the <u>last 4 weeks</u>? [WHEN RESPONDENT STOPS ANSWER, PROMPT WITH: Have you read any other newspapers in the <u>last 4 weeks</u>?] [LIST TO BE CUSTOMISED BY STATE/ TERRITORY]	Multiple response: Do not read out
	Koori Mail	1
	National Indigenous Times	2
	Yamaji News/ Mulga Mail	3
	Arafura Times	4
	The Australian/ Weekend Australian	5
	The Australian Financial Review	6
	Metro papers [FULL LIST TO BE SPECIFIED]	7
	Regional papers [FULL LIST TO BE SPECIFIED]	8
	Rural papers [FULL LIST TO BE SPECIFIED]	9
	Free local/ community papers	10
	Other (specify)	11
	None	98
	Don't know	99

A26.	How many newspapers have you read <u>in the last 7 days</u>?
	[RECORD TOTAL NUMBER OF NEWSPAPERS READ IN LAST 7 DAYS]
	[ALLOW WHOLE NUMBERS ONLY E.G. 1, 2, 3 ETC.] [IF GREATER THAN 99, PROMPT RESPONDENT TO CONFIRM]

ASK ALL:

A27.	<u>In the past 4 weeks</u> have you read a magazine?	Single response: Do not read out
	Yes	1
	No	2
	Don't know	99

IF A27=2 OR 99 GO TO A30

A28.	Which magazines have you read <u>in the past 4 weeks</u> ? [WHEN RESPONDENT STOPS ANSWER, PROMPT WITH: Have you read any other magazines in the <u>past 4 weeks</u> ?]	Multi- response: Do not read out
	Koori Mail	1
	National Indigenous Times	2
	Tracker	3
	Yamaji News/Mulga Mail	4
	Arafura Times	5
	Deadly Vibe	6
	That's Life!	7
	WHO Magazine	8
	Home Beautiful	9
	Better Homes and Gardens	10
	Men's Health	11
	Women's Health	12
	Australian Women's Weekly	13
	New Idea	14
	Cosmopolitan	15
	Cleo	16
	GQ	17
	Newspaper Inserts	18
	Other (specify)	19

A29.	How many magazines have you read <u>in the last 4 weeks</u> ? If you have read more than one issue or copy of the same magazine, count each issue/ copy as a separate magazine.
	[RECORD TOTAL NUMBER OF NEWSPAPERS READ IN LAST 7 DAYS]
	[ALLOW WHOLE NUMBERS ONLY E.G. 1, 2, 3 ETC.] [IF GREATER THAN 99, PROMPT RESPONDENT TO CONFIRM]

A30.	In the past 4 weeks have you read any of the following Indigenous newspapers or magazines? [READ OUT] [PAUSE AFTER READING EACH ITEM TO ENABLE YES/ NO RESPONSE TO EACH]	Yes	No	Don't know
a.	Koori Mail	1	2	3
b.	National Indigenous Times	1	2	3
c.	Tracker	1	2	3
d.	Yamaji News/ Mulga Mail	1	2	3
e.	Arafura Times	1	2	3
f.	Deadly Vibe	1	2	3
g.	Other (specify)	1	2	3

Online

ASK ALL:

A31.	In the past 4 weeks have you used the Internet?	Single response: Do not read out
	Yes	1
	No	2
	Don't know	99

IF A31=2 OR 99 GO TO A38

A32.	In the past 4 weeks have you done any of the following activities online or on the internet? [READ OUT] [PAUSE AFTER READING EACH ITEM TO ENABLE YES/NO RESPONSE TO EACH]	Yes	No	Don't know
a.	Participating in online communities or social networking (e.g. Facebook, online forums, dating sites)	1	2	3
b.	Communicating through email	1	2	3
c.	Communicating other than through email (e.g. Skype, Messenger, or FaceTime)	1	2	3
d.	Banking and finance (e.g. online banking, applying for a loan)	1	2	3
e.	Buying, selling or shopping	1	2	3
f.	Reading an online newspaper	1	2	3
g.	Researching or obtaining information (e.g. searching for a job or home, or checking the weather forecast)	1	2	3
h.	Entertainment or amusement (e.g. listening to music or radio, watching YouTube or TV programs, downloading ring tones)	1	2	3
i.	Online gambling and betting (e.g. sports betting)	1	2	3
j.	Watching an advertisement or clicking on a pop-up advertisement or sponsored link	1	2	3
k.	Looking up a website that has been advertised on TV, radio, in newspapers or via other non-online ads	1	2	3
l.	Other (specify)	1	2	3

A33.	In the last 7 days, how many hours have you spent reading, viewing or listening to content on the Internet (including accessing social media such as Facebook and Twitter)? Please exclude time spent doing email from this total. Please also exclude any time that you spent watching a paid Internet TV service such as Telstra's T-Box, Apple TV or Fetch TV.
	[RECORD TOTAL NUMBER OF HOURS IN LAST 7 DAYS]
	[ALLOW 0.25, 0.5, 0.75, 1, ETC.] [IF ONLINE FOR PART OF A QUARTER OF AN HOUR, ROUND UP TO THE NEXT QUARTER OF AN HOUR]

A34.	Where do you mainly access the internet?	Multiple response: Read out if necessary
	Home	1
	Work	2
	School/ college/ university/ TAFE	3
	Library or community centre	4
	Friend's house	5
	Internet cafe	6
	Everywhere/ via Wi-Fi	7
	Other (specify)	8

A35.	How do you mainly access the internet?	Multiple response: Read out if necessary
	Desktop/ personal computer	1
	Laptop computer	2
	Via mobile phone/ smartphone (e.g. iPhone or Galaxy phone)	3
	iPad/ portable tablet	4
	Via games console (e.g. Wii or Xbox)	5
	Via television	6
	Other (specify)	7
	Don't know	99

A36.	Are you on....?	Yes	No	Don't know
a.	Facebook	1	2	3
b.	Twitter	1	2	3
c.	Some other social media site (specify)	1	2	3

IF A36a=1 (I.E. ON FACEBOOK), ASK A37

A37.	Have you “liked” or “friend-ed” any...? [READ OUT] [PAUSE AFTER READING EACH ITEM TO ENABLE YES/ NO RESPONSE TO EACH]	Yes	No	Don't know
a.	Government sites	1	2	3
b.	Business sites	1	2	3
c.	Sites of non-Indigenous community organisations	1	2	3
d.	Sites of Indigenous community organisations	1	2	3

ASK ALL:

A38.	Do you have a mobile phone that you can access the Internet from?	Single response: Do not read out
	Yes	1
	No	2
	Don't know	99

IF A38=2 OR 99, GO TO SECTION B

A39.	Which of the following activities do you use your mobile phone for? [READ OUT] [PAUSE AFTER READING EACH ITEM TO ENABLE YES/NO RESPONSE TO EACH]	Yes	No	Don't know
a.	Making phone calls	1	2	3
b.	Sending text messages	1	2	3
c.	Accessing the Internet	1	2	3
d.	Social media (e.g. Facebook)	1	2	3
e.	For "apps" (i.e. mobile phone applications)	1	2	3
f.	Any other activities (specify)	1	2	3

Section B – Language proficiency

B1.	Which language do you mainly speak at home?	Multiple response: Read out
	English	1
	Aboriginal language	2
	Torres Strait Islander language	3
	Other language	4
	[Refused]	98

IF B1=2 OR 3, GO TO B3

B2.	If someone were to speak any Aboriginal or Torres Strait Islander language to you, would you understand what is being said? [IF YES, ASK: Can you speak most words or some words only?]	Single response: Do not read out
	Yes	1
	Yes, some words only	2
	No	3
	[Refused]	98

B3.	Are you able to read any Aboriginal or Torres Strait Islander languages? [IF YES, ASK: Can you read most words or some words only?]	Single response: Do not read out
	Yes (specify language)	1
	Yes, some words only (specify language)	2
	No	3
	[Refused]	98

B4.	When you go to places where only English is spoken like the post office, banks and shops, or Centrelink offices, do you have problems with: [READ OUT]	Yes	No
a.	Understanding people there?	1	2
b.	People there understanding you?	1	2
	[Refused]	98	

B5.	When you receive an official letter or leaflet, do you need help from someone else to read it and understand what it is about? The letter could, for example, be from the government, a phone company, or a bank. [IF YES, ASK: Do you need help with most official letters or leaflets or only with complicated letters or leaflets?]	Single response: Do not read out
	Yes	1
	Yes, but only for complicated letters/ leaflets	2
	No	3
	[Refused]	98

B6.	When you need to fill in an official form, do you need help from someone else to understand it and fill it out? This form could, for example, be from the government, a phone company, or a bank. [IF YES, ASK: Do you need help with most official forms or only with complicated forms?]	Single response: Do not read out
	Yes	1
	Yes, but only for complicated forms	2
	No	3
	[Refused]	98

IF B6 = B5 = 3 GO TO SECTION C

B7.	Who do you go to for help to understand and deal with official letters, leaflets and forms? [WHEN RESPONDENT STOPS ANSWER, PROMPT WITH: Do you go to anyone else for help?]	Multiple response: Do not read out
	Family member	1
	Friend or neighbour	2
	Community leader	3
	Community organisation	4
	Government agency that sent the letter, brochure or form	5
	Other (specify)	6
	[Refused]	98

Section C –Communication Preferences

C1		Sometimes people have to try and find information about a government service or program. If you needed to, how would you try to find out more about... [WHEN RESPONDENT STOPS ANSWER, PROMPT WITH: Would you do anything else?] [RANK RESPONSES – I.E. AFTER RESPONDENT TELLS YOU RESPONSES, ASK THEM: Where would you go to first? Where would you go to second? ETC. AND WRITE '1' NEXT TO THE FIRST SELECTION, '2' NEXT TO SECOND SELECTION ETC.]				Multiple response: Do not read out	
A health service or program?	Rank	Income tax?	Rank	Income support or family assistance payments?	Rank	An Indigenous service or program?	Rank
Internet (general)		Internet (general)		Internet (general)		Internet (general)	
australia.gov.au		australia.gov.au		australia.gov.au		australia.gov.au	
Medicare website		ATO website		FaHCSIA website		FaHCSIA website	
Medicare office		Call ATO		Centrelink website		Other government website	
Call Medicare		Ask family/ friend		Centrelink office		Ask local FaHCSIA rep/ office	
Ask family/ friend		Ask Accountant		Call Centrelink		Ask other local government rep/ office	
Ask doctor		Ask community leader/ elder		Ask family/ friend		Phone FaHCSIA	
Ask community leader/ elder		Community organisation		Ask community leader/ elder		Phone other government department	
Community organisation		Other (Specify)		Community organisation		Ask family/ friend	
Other (Specify)				Other (Specify)		Ask community leader/ elder	
		Other (Specify)				Community organisation	
Other (Specify)				Other (Specify)		Other (Specify)	
		Other (Specify)					
Other (Specify)				Other (Specify)		Other (Specify)	
Don't know		Don't know		Don't know		Don't know	

C2.	<p>At the moment, how do you mainly receive information about government programs or services?</p> <p>[PROMPT FOR UP TO <u>THREE</u> RESPONSES WITH: Do you get government information any other way?]</p> <p>[RANK – I.E. AFTER RESPONDENT TELLS YOU RESPONSES, ASK THEM: What is the most common way? What is the second most common way? ETC. AND WRITE ‘1’ NEXT TO THE FIRST SELECTION, ‘2’ NEXT TO SECOND SELECTION ETC.]</p>	Multiple response: Do not read out
		Rank
	Face-to-face/ bush telegraph	
	Telephone	
	Letter	
	Newspaper	
	Leaflets or pamphlets	
	Poster or promotional items	
	Radio	
	Television	
	DVD or video	
	Internet	
	Mobile phone SMS	
	Social media and networking (e.g. Facebook, online forums)	
	Other (specify)	
	Don't know/ Can't remember	

C3.	Do you use the Internet to search for government information?	Single response: Do not read out
	Yes	1
	No	2
	Don't know	99

IF C3=2 or 99 go to C5

C4.	Have you visited any government websites in the past 12 months?	Single response: Do not read out
	Yes (Specify website) (Specify website) (Specify website)	1
	No	2
	Don't know/ Can't remember	99

C5.		<p>The Australian Government often has to communicate information to all or some members of the general public.</p> <p>[READ THE FOLLOWING FOUR TIMES, EACH TIME FOR A DIFFERENT SERVICE TYPE]</p> <p>If the Australian Government were to introduce a major change to [health services/ the tax system/ income support or family assistance/ a service or program for Indigenous Australians], what would be a good way of letting people like yourself know about the change and how to obtain more information?</p> <p>[PROMPT FOR UP TO THREE RESPONSES WITH: What other way would be good?]</p> <p>[RANK – I.E. AFTER RESPONDENT TELLS YOU RESPONSES, ASK THEM: What is the best way? What is the second best way? ETC. AND WRITE ‘1’ NEXT TO THE FIRST SELECTION, ‘2’ NEXT TO SECOND SELECTION ETC.]</p>				<p>Multiple response: Do not read out</p>	
Health?	Rank	Tax?	Rank	Income support or family assistance?	Rank	Indigenous?	Rank
Face-to-face via a government rep		Face-to-face via a government rep		Face-to-face via a government rep		Face-to-face via a government rep	
Face-to-face via a community rep or service		Face-to-face via a community rep or service		Face-to-face via a community rep or service		Face-to-face via a community rep or service	
Telephone		Telephone		Telephone		Telephone	
Letter		Letter		Letter		Letter	
Newspaper		Newspaper		Newspaper		Newspaper	
Leaflets or pamphlets		Leaflets or pamphlets		Leaflets or pamphlets		Leaflets or pamphlets	
Poster or promotional items		Poster or promotional items		Poster or promotional items		Poster or promotional items	
Radio		Radio		Radio		Radio	
Television		Television		Television		Television	
DVD or video		DVD or video		DVD or video		DVD or video	
Internet		Internet		Internet		Internet	
Email		Email		Email		Email	
Mobile phone SMS		Mobile phone SMS		Mobile phone SMS		Mobile phone SMS	
Social media and networking		Social media and networking		Social media and networking		Social media and networking	
Other (Specify)		Other (Specify)		Other (Specify)		Other (Specify)	
Other (Specify)		Other (Specify)		Other (Specify)		Other (Specify)	
Don't know		Don't know		Don't know		Don't know	

C6.		<p>[READ THE FOLLOWING FOUR TIMES, EACH TIME FOR A DIFFERENT SERVICE TYPE]</p> <p>What would be a good way of providing people like yourself with detailed information about changes to [health services/ the tax system/ income support or family assistance/ a service or program for Indigenous Australians]?</p> <p>[PROMPT FOR UP TO <u>THREE</u> RESPONSES WITH: What other way would be good?]</p> <p>[RANK – I.E. AFTER RESPONDENT TELLS YOU RESPONSES, ASK THEM: What is the best way? What is the second best way? ETC. AND WRITE ‘1’ NEXT TO THE FIRST SELECTION, ‘2’ NEXT TO SECOND SELECTION ETC.]</p>				Multiple response: Do not read out	
Health?	Rank	Tax?	Rank	Income support or family assistance?	Rank	Indigenous?	Rank
Face-to-face via a government rep		Face-to-face via a government rep		Face-to-face via a government rep		Face-to-face via a government rep	
Face-to-face via a community rep or service		Face-to-face via a community rep or service		Face-to-face via a community rep or service		Face-to-face via a community rep or service	
Telephone		Telephone		Telephone		Telephone	
Letter		Letter		Letter		Letter	
Newspaper		Newspaper		Newspaper		Newspaper	
Leaflets or pamphlets		Leaflets or pamphlets		Leaflets or pamphlets		Leaflets or pamphlets	
Poster or promotional items		Poster or promotional items		Poster or promotional items		Poster or promotional items	
Radio		Radio		Radio		Radio	
Television		Television		Television		Television	
DVD or video		DVD or video		DVD or video		DVD or video	
Internet		Internet		Internet		Internet	
Email		Email		Email		Email	
Mobile phone SMS		Mobile phone SMS		Mobile phone SMS		Mobile phone SMS	
Social media and networking		Social media and networking		Social media and networking		Social media and networking	
Other (Specify)		Other (Specify)		Other (Specify)		Other (Specify)	
Other (Specify)		Other (Specify)		Other (Specify)		Other (Specify)	
Don't know		Don't know		Don't know		Don't know	

Section D – Demographics

D1.	[Interviewer to indicate gender of participant]	
	Female	1
	Male	2
D2.	What town or suburb do you live in?	
D3.	What is the postcode where you live?	
D4.	How long have you been living at your current address?	Single response Read out
	YEARS MONTHS	1
	Less than one month	2
	No fixed address – e.g. homeless, living in emergency accommodation [Do not read]	3
D5.	Which of the following best describes you?	Single response Read out
	Single person	1
	Person living with a husband, wife or partner	2
	[Refused]	98
D6.	Do you have any children aged under 15 who live with you in your home?	Single response Do not read out
	Yes	1
	No	2
	[Refused]	98

D7.	Do you have any children aged 15 or over who live with you in your home?	Single response Do not read out
	Yes	1
	No	2
	[Refused]	98

D8.	Apart from your children, do you have any dependents who live with you in your home such as parents or other family members?	Single response Do not read out
	Yes	1
	No	2
	[Refused]	98

D9.	What is the highest level of formal education that you have completed?	Single response Read out if necessary
	Primary school	1
	Partly completed secondary school – did not finish Year 10 or equivalent	2
	Year 10 or equivalent	3
	Year 12 or equivalent	4
	TAFE/ Certificate/ Diploma	5
	University – undergraduate degree (e.g. Bachelor's)	6
	University – postgraduate degree/ diploma/ certificate (e.g. Graduate Diploma, Master's, Doctorate)	7
	Did not go to school	8
	Other (specify)	9
	[Refused]	98

D10.	Which of the following best describes you?	Single response Read out
	Working full time	1
	Working part time or on a casual basis	2
	Retired	3
	Home duties or a stay-at-home mother/ father/ partner or carer	5
	A student	6
	Unemployed	7
	Other (specify)	8
	[Refused]	98

D11.	What is the total annual income before tax of all of the people who usually live in your home, including yourself? Please include all income such as wages, salary, government benefits, interest and rent. A rough estimate is all that I need. [IF NECESSARY, SAY THAT THE INFORMATION PROVIDED WILL BE TREATED AS CONFIDENTIAL AND WILL NOT BE PASSED ON TO THE TAX OFFICE, CENTRELINK OR ANYONE ELSE]	Single response Read out
	Under \$30,000 a year	1
	\$30,000 to \$59,000	2
	\$60,000 to \$89,000	3
	\$90,000 to \$119,000	4
	\$120,000 to \$149,000	5
	\$150,000 or more	6
	[Refused]	98
	[Don't know]	99

INTERVIEWER NOTE: IF PERSON PROVIDES INCOME ESTIMATE ON A WEEKLY OR MONTHLY BASIS, CONVERT TO ANNUAL CATEGORY FOR THEM, USING THE FOLLOWING TABLE

Annual	Monthly	Weekly
Under \$30,000 a year	Under \$2,500 a month	Under \$577 a week
\$30,000 to \$59,000	\$2,500 to \$4,999 a month	\$577 to \$1,153 a week
\$60,000 to \$89,000	\$5,000 to \$7,499 a month	\$1,154 to \$1,730 a week
\$90,000 to \$119,000	\$7,500 to \$9,999 a month	\$1,731 to \$2,307 a week
\$120,000 to \$149,000	\$10,000 to \$12,499 a month	\$2,308 to \$2,884 a week
\$150,000 or more	\$12,500 or more a month	\$2,885 or more a week