



# Barbeques and black armbands: Australians' attitudes to Australia Day

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## Introduction

The Social Research Centre included questions on Wave 22 of Life in Australia™ to ascertain community attitudes to having our national day of celebration – Australia Day – on the 26th of January.

Life in Australia™, is owned and operated by the Social Research Centre and is Australia's only probability-based online panel and one of only several such panels in the world.

Life in Australia™ members were recruited in October-November 2016 via their landline or mobile phone and provided their contact details so that they could take part in surveys on a regular basis. Panel members receive a small payment for joining the panel and for each questionnaire they complete. A top-up sample, recruited exclusively via mobile phones, was added in June 2018. Members of Life in Australia™ are Australian residents aged 18 years or older.

The 'Australia Day' questions were asked of panel members from 19 November to 3 December 2018. In total 2,752 panel members were invited to take part in the survey and 2,167 (78.7%) completed the survey. The survey used a mixed-mode data collection: the vast majority of respondents (88%) completed the survey questions online with the balance (12%) completed by telephone. This

enabled persons with and without internet access to participate. Refer to the Technical Appendix for full details.

The survey questions were not designed simply to explore whether Australians are in favour of or opposed to changing the date of our national day. Questions were also asked, among those opposed to 26 January as our national day, to measure support for other days/dates, and, importantly, to try to better understand the aspects of our culture and heritage that are most strongly associated with Australia Day. This is the most important and unique aspect of this research.

*Understanding the aspects of our culture and heritage that are most strongly associated with Australia Day*

## Acknowledgements

Our thanks goes to Life in Australia™ members who generously gave their time to participate in this survey.

## Support for Australia Day

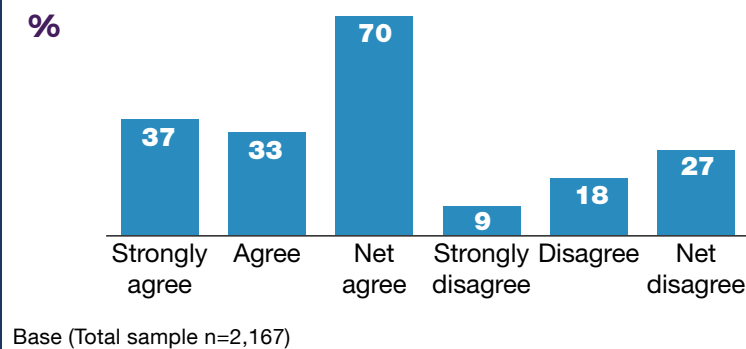
We commenced by explaining the historical significance of 26 January to respondents. This was done in the following terms, which seek to incorporate seemingly common understandings of the day's broad public meaning and significance rather than necessarily strict historical accuracy in every respect: ... *"Australia's national day is 26 January. It marks the anniversary of the arrival of the First Fleet of British ships at Port Jackson, NSW in 1788 and the raising of the Flag of Great Britain at Sydney Cove by Governor Arthur Phillip."* Respondents were then asked ... **"To what extent do you agree or disagree that 26 January is the best day for our national day of celebration?"**

A clear majority of Australians (70%) 'agree' that January 26 is the best day for our national celebration, while more than a quarter (27%) 'disagree'. This strong endorsement for 26 January as our national day is similar to the result achieved in a recent poll conducted by the Institute of Public Affairs (Institute of Public Affairs, 2019, Retrieved from ([www.ipa.org.au/ipa-today/new-poll-75-of-australians-support-australia-day-on-26-january](http://www.ipa.org.au/ipa-today/new-poll-75-of-australians-support-australia-day-on-26-january)), which reported that 75% of respondents agreed with the proposition that 'Australia day

should be celebrated on 26 January'. In the case of the IPA poll, rather than being the first question asked, the support for Australia Day question seemingly followed questions asking about whether respondents were proud to be Australians and whether Australia had a history to be proud of (Research Now, 2019. Retrieved from [www.ipa.org.au/wp-content/uploads/2019/01/Aggregate-Aus-Pol-results-Research-Now.pdf](http://www.ipa.org.au/wp-content/uploads/2019/01/Aggregate-Aus-Pol-results-Research-Now.pdf)).

In terms of sociodemographic characteristics, support for 26 January increases with age, being notably lower for the younger generations at 47% and 58% for GenZ and Millennials respectively, increasing to 73% for GenX and 80% amongst Baby Boomers. Amongst the Silent Generation support for 26 January is nearly unanimous (90%).

**Figure 1 - Percent agree/disagree that January 26 is the best day for our national day of celebration**



### The Generations defined

**Silent Generation:** Born 1945 or before (aged 73 and older in 2018)

**Baby Boomers:** 1946 to 1964 (aged 54 to 72 in 2018)

**Generation X:** 1965 to 1979 (aged 39 to 53 in 2018)

**Millennials:** 1980 to 1994 (aged 24 to 38 in 2018)

**Generation Z:** 1995 or later (aged 23 or younger in 2018)

Support for 26 January was lower among those with a university degree (55%) compared to those without (75%). In terms of geography, support was highest in Western Australia (83%) and lowest in Victoria (65%), and higher in the regions (78%) compared to our capital cities (66%).

There are also stark differences in the level of support for 26 January as the best date for our national day of celebration by party political affiliation. Support is highest amongst Coalition (85%) and One Nation (94%) supporters compared with 62% among Labor supporters and just 38% among Greens. These results point to significant differences in terms of understandings of the meaning and significance of Australian historical experience according to political ideology or allegiance.

## Support for alternative days

Those who disagreed that 26 January is the best day for our national celebration were asked... "On which day do you think Australia should have its national day?". Ten options were offered or an alternative option could be nominated. A brief description of each alternative was provided to online respondents and read out at the discretion of our telephone interviewers to the telephone respondents.

The half a dozen most popular nominations are shown below. Reconciliation Day (24%) is the most popular alternative for our national day, followed by Federation Day (18%). The first Monday on or after Reconciliation Day is already a public holiday in the ACT, as is Australia Day on 26 January. Somewhat bizarrely, 15% of those opposed to 26 January being the date for our national day of celebration nominated 8 May ("May eight") because it sounds like mate.

- **Reconciliation Day – 27 May**

The date of the 1967 referendum that removed clauses from the constitution that discriminated against Aboriginal and Torres Strait Islander people (24%).

- **Federation Day – 1 January**

The date marking the official formation of the Commonwealth of Australia in 1901 (18%).

- **Mate Day – 8 May**

'May eight' sounds like "mate" (15%).

- **Constitution Day – 9 July**

The date Queen Victoria gave her acceptance to the Constitution of Australia in 1900 (7%).

- **Opening of the first Federal Parliament – 9 May**

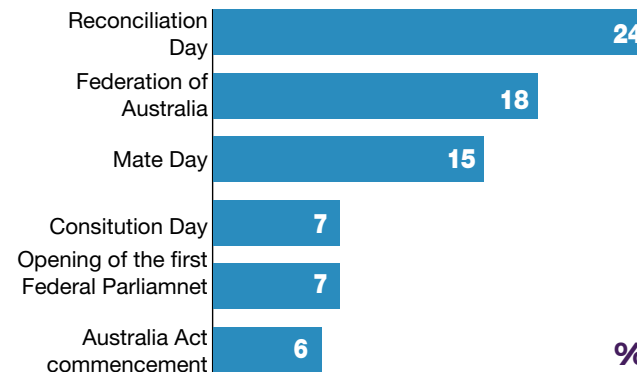
The date the first Federal Parliament was opened in 1901 (7%), and

- **The commencement of the Australia Act – 3 March**

The date Queen Elizabeth II signed a proclamation to give the Australian courts full independence from the UK and end constitutional links between the states and the United Kingdom (6%).

The highest levels of support for Reconciliation Day are evident amongst residents of the ACT (39%), university graduates (35%), the overseas born (34%) and GenX (also 34%). Across the political spectrum the Greens are the most likely to endorse Reconciliation Day (at 27%).

**Figure 2 - Support for a range of alternatives to 26 January for our national day**



Base (Disagree with 26 January, n=639)



## Aspects of Australia Day

*Australia Day is about acknowledging and celebrating the contribution that every Australian makes to our contemporary and dynamic nation. From our Aboriginal and Torres Strait Islander people - who have been here for more than 65,000 years - to those who have lived here for generations, to those who have come from all corners of the globe to call our country home.*

*The marking of 26 January is an important date in Australia's history and has changed over time: starting as a celebration for emancipated convicts and evolving into what is now a celebration of Australia that reflects the nation's diverse people.*

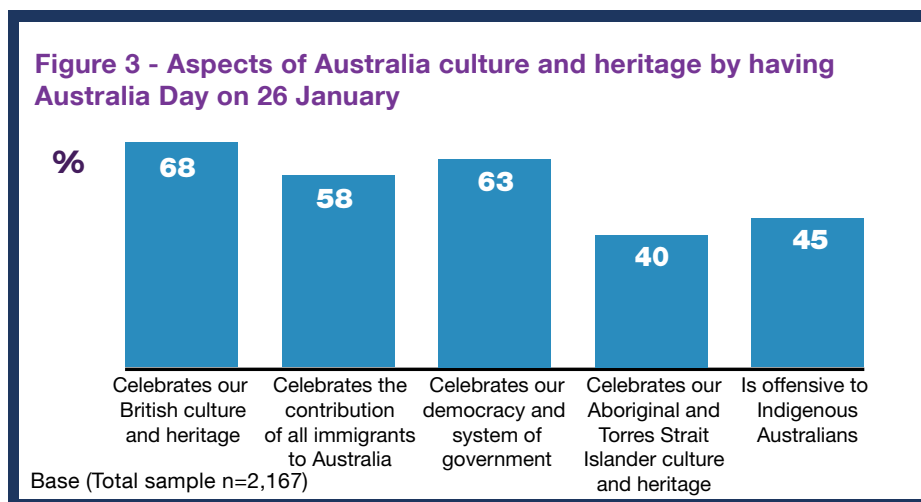
The Australia Day website  
([www.australiaday.org.au](http://www.australiaday.org.au))

To gain a better insight into community views as to what Australia Day represents we asked a series of questions to explore which aspects of Australia's culture and heritage are thought to be most strongly associated with the 26 January Australia Day celebrations.

Figure 3 shows that two-thirds (68%) of Australians agree that having our national day on 26 January celebrates our British culture and heritage, 63% believe that the current timing is a celebration of our democracy and system of government

and 58% believe that the current arrangements celebrate the contribution of all immigrants to Australia.

A minority of Australians (40%) believe that 26 January celebrates Aboriginal and Torres Strait Islander culture and heritage. In addition, the country is divided on whether having our national day on 26 January is offensive to Indigenous Australians, with 45% agreeing that this is the case. This figure of 45% is higher than that found in a poll conducted by the Australia Institute in January 2017 which put the figure at 37% (The Australia Institute, 2018. Retrieved from [www.abc.net.au/news/2018-01-18/australia-day-debate-more-than-half-dont-mind-changing-the-date/9337500](http://www.abc.net.au/news/2018-01-18/australia-day-debate-more-than-half-dont-mind-changing-the-date/9337500)).



Only one in four respondents (24%) agreed with all four positions – Australia Day celebrates our British culture and heritage, the contribution of all immigrants to Australia, our democracy and system of government and Aboriginal and Torres Straits Islander heritage.

The association between Australia Day and our British culture and heritage was strong in NSW (73%) – possibly reflecting the particular significance of 26 January for the history of that state – but still below the levels observed in the Territories (ACT – 81% and the NT – 77%) and strongest amongst Coalition and One Nation supporters, at 73% and 71% respectively. For the Silent Generation the celebration of Australia Day on 26 January is also strongly evocative of our British culture and heritage, with 81% agreeing that the current date is a celebration of this. Interestingly, the Historical Events Survey carried out by the Social Research Centre in late 2017 (Pennay, Bongiorno and Myers, 2017) found that the Silent Generation was more likely than others to include events relating to the monarchy in the top ten events that had been most important to Australia in their lifetimes.

Sixty-three percent agree that holding a national day of celebration on 26 January celebrates our democracy and system of government. This view is most widely held by Coalition supporters (77%)

more than Labor or Greens (60% and 39%) and increases by age from a low of 49% amongst GenZ to a high of 84% amongst the Silent Generation.

Fifty-eight percent also agree that holding our national day of celebration on 26 January celebrates the contribution of all immigrants to Australia. This is a view that receives stronger endorsement from those born overseas (65%) compared to the Australian born (55%). The view that Australia Day celebrates the contribution of all immigrants was

also more strongly endorsed by Coalition and One Nation supporters (71% and 75%) and less so by Labor and Greens supporters (48% and 39%). Again, support for this proposition increased with age from 35% amongst GenZ to 66% for the Silent

Generation. The greater number of migrants than Australian-born who accept this proposition might suggest that official Australia Day emphasis on the migrant experience has been able to speak to their sense of belonging. Certainly, one would

expect the strengthening association of citizenship ceremonies with Australia Day – now a major point of contention – to support the idea that the migrant experience is properly recognised on 26 January. There is no other date in the Australian calendar that could be considered to represent the contribution and experiences of migrant communities who do, in some instances, have a history of celebrating their own national days.

***Only one in four respondents (24%) agreed with all four positions – Australia Day celebrates our British culture and heritage, the contribution of all immigrants to Australia, our democracy and system of government and Aboriginal and Torres Straits Islander heritage.***

Two questions were asked to explore the perceived appropriateness of having Australia Day on 26 January with regard to Aboriginal and Torres Strait Islander culture and heritage.

Forty percent of respondents agree that having Australia Day on 26 January celebrates Aboriginal and Torres Strait Islander culture and heritage, but the **majority** (57%) disagree. Those most

likely to disagree that the current Australia Day arrangements are a celebration of Indigenous culture and heritage are Greens and Labor supporters (78% and 64%), capital city residents (60%) more than those

outside of the capitals (52%), and younger persons (65% for both GenZ and the Millennials).

In general, it would appear that more conservative political views correlate with an association of Australia Day with British heritage, democracy and diversity, which might be seen as part of the matrix of ideas that helps to sustain support for Australia Day among such people as an appropriately modern and inclusive national celebration, one that balances respect for origins and recognition of change. Labor and Greens supporters are less

accepting of these ideas. The proposition that the day celebrates Indigenous culture and heritage is less accepted in general, but rejected most strongly by those usually associated with more progressive politics: Labor and Greens supporters, those living in the capitals and the young.

When asked whether the current Australia Day arrangements are offensive to Indigenous

Australians, public opinion is quite evenly divided— 45% agree that this is the case and 51% disagree. Those most likely to see the current arrangements as divisive are women (49%) more so than men (42%) – possibly reflecting the

well-recognised modern pattern for women to have more progressive political opinions— those with a University degree (59%), Victorians (51%) and capital city residents (48%). The political party divide on this issue is again very evident with Labor and the Greens (50% and 75%) much more likely to agree that the current arrangements are offensive to Indigenous Australians than Coalition and One Nation supporters (32% and 12%).

***Majority disagree that having Australia Day on 26 January celebrates Aboriginal and Torres Strait Islander culture and heritage***



## Discussion

So, what do these results tell us? At one level they show that a clear majority of Australians (70%) support 26 January as the best day for our national celebration. This finding is generally supported by other recent polling on this topic. That said, the Life in Australia™ survey findings also reveal that Australians' attitudes to Australia Day are more complex and nuanced than suggested by this single figure.

These results suggest that there is a gap between official declarations and everyday understandings of the meaning and significance of Australia Day. In particular, the idea that the day represents 'British culture and heritage', which governments have resisted as far back as the Bicentenary of 1988 in favour of an emphasis on cultural diversity and common belonging, is a notable result. Considerably fewer respondents accepted the routine official line that the day celebrates the cultural diversity associated with Australia's identity as a multicultural or migrant nation, an indication that efforts to educate the public in the supposedly modern meaning of Australia Day might have had only limited success. At the same time, the common claim that Australians do not habitually define their national identity in terms of the nature of their political system is somewhat contradicted

by the relatively strong results for 'our democracy and system of government'.

A more nuanced understanding is also reflected in findings such that only one in four Australians (24%) agree that the current arrangements celebrate all aspects of our British culture and heritage, our system of government, the contribution of all immigrants and our Aboriginal and Torres Strait Islander culture and heritage.

Further, only a minority (40%) think the current

Australia Day celebrates Aboriginal and Torres Strait Islander culture and heritage and 45% think the day is offensive to Indigenous Australians. In fact, somewhat

paradoxically, nearly three in 10 (29%) of those respondents who agree with having Australia Day on 26 January are also of the view that the date is offensive to Indigenous Australians. Presumably, there are other factors in play as to why people support 26 January as our national day even when they think it is offensive to Indigenous Australians.

So, while a substantial majority (70%) support Australia Day, a substantial minority (40-45%)

acknowledge that the current arrangements are either not inclusive of, or are offensive to, Aboriginal and Torres Strait Islanders. On this basis, it seems that many of us are sensitive to the concerns of Aboriginal and Torres Strait Islanders with respect to the current arrangements but not concerned enough to warrant changing the date. Here, we have evidence of a complex historical consciousness capable of incorporating a range of perspectives and stories about the

Australian past, and its significance for 26 January, even when they are apparently in tension with one another (Clark 2016). The results suggest an appreciation of the complexity of the issues raised by Australia Day even while most continue to wish to maintain it.

*The results suggest that there is a gap between official declarations and everyday understandings of the meaning and significance of Australia Day*

What factors are at play here? One school of thought is that Australians place a high value on the current date, while being mindful of its negative connotations, as it is an important marker in the calendar and our attachment to this one last summer public holiday before the school year starts again generally outweighs about any offence caused to Aboriginal and Torres Strait Islanders (Bongiorno 2017). Support for this view comes from previous research which shows that when Australians were asked to associate three words with Australia Day, the most commonly chosen words were 'barbeque', 'celebration' and 'holiday' ([www.theguardian.com/australia-news/2017/jan/26/most-indigenous-australians-want-date-and-name-of-australia-day-changed-poll-finds](http://www.theguardian.com/australia-news/2017/jan/26/most-indigenous-australians-want-date-and-name-of-australia-day-changed-poll-finds)).

Nonetheless, the combination of attitudes uncovered in this survey seem almost perfectly designed to ensure that the day remains one of disagreement and debate. In these circumstances, any expectation that it might perform a similar kind of civic function to 4 July (Independence Day) in the United States or 14 July (Bastille Day) in France seems somewhat fanciful. It may be that Australia

Day – and the fortnight or so surrounding it – are evolving into the annual season in which some of the deepest paradoxes of identity and belonging in our settler society play out in the public arena.

***The combination of attitudes uncovered in this survey seem almost perfectly designed to ensure that the day remains one of disagreement and debate***

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## About the Social Research Centre

The Social Research Centre provides the Australian social science research community with access to world-class social research and evaluation services. Our motivation stems from the desire to collect data of the highest quality, undertake research in the public good and enhance knowledge and contribute to an improved understanding of Australian society and our place in the world.

The Social Research Centre is a subsidiary of the Australian National University.

**We are always happy to talk about Life in Australia™**

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*We acknowledge the Wurundjeri People who are the Traditional Custodians of the lands on which our company is located, and the Traditional Custodians of country throughout Australia, where we conduct our business. We pay our respects to Elders, past, present and emerging. The Social Research Centre is committed to honouring First Nations peoples' unique cultural and spiritual relationships to the land, waters and seas and their rich contribution to society.*

## Tables appendix

	Base (n=2,167)	Agree (%)
<b>Gender</b>		
Male	1,003	72
Female	1,159	68
<b>Age group</b>		
18-34 years	359	53
35-54 years	693	72
55 years and over	1,110	83
<b>Generation</b>		
Generation Z	63	47
Generation Y / Millennials	428	58
Generation X	524	73
Baby Boomers	868	80
Silent Generation	279	90
<b>Country of birth</b>		
Australia	1,602	71
Overseas	562	68
<b>Highest level of education</b>		
Bachelor's degree or higher	942	55
Not a university graduate	1,174	75

	Base (n=2,167)	Agree (%)
<b>Income*</b>		
Low	821	74
Medium	862	67
High	404	63
<b>State/Territory</b>		
New South Wales	666	67
Victoria	541	65
Queensland	419	73
South Australia	204	76
Western Australia	244	83
Tasmania	55	71
Northern Territory	16	78
Australian Capital Territory	52	68
<b>Region</b>		
Capital City	1,456	66
Rest of state / territory	709	78
<b>Party identification**</b>		
Coalition	743	85
Labor	663	62
Greens	300	38
One Nation	53	94

\* Income – What is the total of all income you usually receive? (Low - <\$33,799, Medium - \$33,800 – \$90,999, High - >\$90,999)

\*\* Generally speaking do you think of yourself as a supporter of ...(Coalition = Liberal, National and LNP)



Day	Date	Brief description	Agree (%)
Reconciliation Day	27-May	The date of the 1967 referendum that removed clauses from the constitution that discriminated against Aboriginal and Torres Strait Islander people	24
Federation of Australia	01-January	The date marking the official formation of the Commonwealth of Australia in 1901	18
Mate Day	08-May	The date that sounds like “mate”	15
Opening of the first Federal Parliament	09-May	The date the first Federal Parliament was opened in 1901	7
Constitution Day	09-July	The date Queen Victoria gave her acceptance to the Constitution of Australia in 1900	7
Australia Act commencement	03-March	The date Queen Elizabeth II signed a proclamation to give the Australian courts full independence from the UK	6
Anzac Day	25-April	The date commemorating all Australians and New Zealanders who have ever served for their country	2
Remembrance Day	11-November	The date marking the end of hostilities in World War I and to remember those who have died in the line of duty	2
Tenterfield Oration	24-October	The date in 1889 when Sir Henry Parkes gave a speech at Tenterfield, NSW that set the course for federation	2
Eureka Stockade	03-December	The date of the Eureka uprising in 1854	1

\* Income – What is the total of all income you usually receive? (Low - <\$33,799, Medium - \$33,800 – \$90,999, High - >\$90,999)

\*\* Generally speaking do you think of yourself as a supporter of ...(Coalition = Liberal, National and LNP)

	Base (n=2,167)	Celebrates our British culture and heritage (%)	Celebrates the contribution of all immigrants to Australia (%)	Celebrates our democracy and system of government (%)	Celebrates Aboriginal and Torres Strait Islander culture and heritage (%)	Is offensive to Indigenous Australians (%)
<b>Gender</b>						
Male	1,003	66	60	65	41	42
Female	1,159	70	56	61	40	49
<b>Age group</b>						
18-34 years	359	63	45	55	30	55
35-54 years	693	68	61	62	44	47
55 years and over	1,110	72	65	71	46	35
<b>Generation</b>						
Generation Z	63	64	35	49	29	57
Generation Y / Millennials	428	64	50	57	34	53
Generation X	524	69	63	63	44	48
Baby Boomers	868	69	64	66	45	37
Silent Generation	279	81	66	84	49	32
<b>Country of birth</b>						
Australia	1,602	69	55	62	39	44
Overseas	562	65	65	64	45	49
<b>Highest level of education</b>						
Bachelor's degree or higher	942	66	50	59	28	59
Not a university graduate	1,174	68	60	64	45	41

\* Income – What is the total of all income you usually receive? (Low - <\$33,799, Medium - \$33,800 – \$90,999, High - >\$90,999)

\*\* Generally speaking do you think of yourself as a supporter of ...(Coalition = Liberal, National and LNP)

	Base (n=2,167)	Celebrates our British culture and heritage (%)	Celebrates the contribution of all immigrants to Australia (%)	Celebrates our democracy and system of government (%)	Celebrates Aboriginal and Torres Strait Islander culture and heritage (%)	Is offensive to Indigenous Australians (%)
<b>Income*</b>						
Low	821	68	56	63	44	40
Medium	862	67	58	61	37	52
High	404	68	59	64	35	44
<b>State/Territory</b>						
New South Wales	666	73	56	60	37	48
Victoria	541	61	57	63	38	51
Queensland	419	67	57	62	45	39
South Australia	204	70	54	68	40	42
Western Australia	244	71	63	70	50	38
Tasmania	55	52	68	58	35	51
Northern Territory	16	77	53	75	47	47
Australian Capital Territory	52	81	73	69	41	31
<b>Region</b>						
Capital City	1,456	67	57	62	37	48
Rest of state / territory	709	70	58	64	47	39
<b>Party identification**</b>						
Coalition	743	73	71	77	54	32
Labor	663	66	48	60	34	50
Greens	300	65	39	39	20	75
One Nation	53	71	75	70	49	12

\* Income – What is the total of all income you usually receive? (Low - <\$33,799, Medium - \$33,800 – \$90,999, High - >\$90,999)

\*\* Generally speaking do you think of yourself as a supporter of ...(Coalition = Liberal, National and LNP)

## Technical appendix

### *About Life in Australia™*

Developed and maintained by researchers at the Social Research Centre, Life in Australia™ is the most methodologically rigorous online panel in Australia and one of only several probability-based online panels in the world. Probability-based random sampling methods are used to cover both the online and offline population. This gives Australian researchers, policymakers, academics and business leaders access to a scientifically sampled cross section of the Australian community.

Results from Life in Australia™ surveys are generalisable to the adult population and the sampling approach ensures that sampling errors and confidence intervals can be calculated. By comparison, non-probability 'opt in' online panels do not have these statistical properties.

Our panel members were recruited in October-November 2016 via their landline or mobile phone and provided their contact details so that they can take part in surveys on a regular basis. Panel members receive a small payment for joining the panel and for each questionnaire they complete. A top-up sample recruited exclusively via mobile phones, was added in June 2018. Members of Life in Australia™ are Australian residents aged 18 years and over.

### *About the survey*

The methodology adopted for this survey was a mixed-mode approach, including both online questionnaires and telephone interviews. The survey was conducted from 19 November to 3 December 2018. A total of 2,752 active panel members were invited to take part in the survey and 2,167 (78.7%) completed the survey. The vast majority of respondents (88%) responded to the survey questions on line with the balance (12%) completing by telephone.

This enabled persons with and without internet access to participate.

A summary of key fieldwork statistics is provided in table 1.

**Table 1 - Summary of key statistics**

Field	Total	Online panel members	Offline panel members
Invited to complete survey	2,752	2,419	333
Total Interviews achieved	2,167	1,904	263
Average interview duration (mins)	15.2	14.7	18.3
Completion rate (%)	78.7	78.7	79.0
Main fieldwork start date	19-Nov-2018	20-Nov-2018	19-Nov-2018
Main fieldwork finish date	3-Dec-2018	3-Dec-2018	2-Dec-2018

## Response rates

### Completion rate

The Social Research Centre uses standard international definitions for calculating outcome rates (American Association for Public Opinion Research 2016; Callegaro and DiSogra 2008).

Table 1 presents the final dispositions (or survey status) of all panel members invited to take part in this survey. The completion rate (COMR) represents completed interviews as a proportion of all Life in Australia™ members invited to participate in this survey.

The overall survey completion rate for the survey was 78.7%. The completion rate was slightly higher for the offline population (79.0%) than the online population (78.7%). A further 20.3% of members were non-contactable during the fieldwork period and only 0.9% of invited members refused to take part.

**Table 2 - Summary of survey completion rate**

AAPOR code	Outcome categories	Total		Online members		Offline members	
		n	%	n	%	n	%
	Total invited	2,752	100.0	2,419	100.0	333	100.0
1.1	Completed interview	2,167	78.7	1,904	78.7	263	79.0
2.10	Refusals and mid-survey terminations	26	0.9	23	1.0	3	0.9
2.20	Non-contacts	399	14.5	333	13.8	66	19.8
2.30	Other	160	5.8	159	6.6	1	0.3
<b>COMR</b>	<b>Completion Rate (%)</b>	-	<b>78.7</b>	-	<b>78.7</b>	-	<b>79.0</b>

### Cumulative response rate

Completion rates only tell part of the story. The panellists invited to participate in this survey had to agree to participate in Life in Australia™ in the first place, then provide essential details in order to join the panel and finally remain in the panel until they were invited to complete this survey. The cumulative response rate (CUMRR2) takes account of non-response at each point. It is the product of the recruitment rate (RECR), the profile rate (PROR), the retention rate (RETR) and the completion rate:  $CUMRR2 = RECR \times PROR \times RETR \times COMR$ . The recruitment rate is the rate at which eligible individuals agree to join the panel. The profile rate is the rate at which initially consenting individuals complete the panel profile, thus joining the panel. The retention rate is the proportion of active panellists at the time of this survey out of all those who joined the panel. Because Life in Australia™ is made up of panellists recruited at different points in time, the recruitment, profile and retention rates shown are weighted in proportion to the composition of the panellists invited to complete this survey. The cumulative response rate for this survey is 9.1%.

**Table 3 - Summary of panel outcome rates**

Code	Name	%	
RECR	Recruitment rate	19.4	100.0
PROR	Profile rate	77.1	78.7
RETR	Retention rate	77.0	0.9
COMR	Completion rate	78.7	14.5
CUMRR2	Cumulative response rate 2	9.1	5.8



## Weighting

To ensure that results from this survey are as representative as possible of the population of Australian adults, weights were calculated for each respondent and included in the final dataset. The approach to deriving weights consisted of the following steps:

1. Computing a base weight for each respondent as the product of two weights:
  - a. Their enrolment weight into the panel, accounting for the initial chances of selection and subsequent post-stratification to key demographic benchmarks; and
  - a. Their response propensity weight, estimated from enrolment information available for both respondents and non-respondents to the survey;
2. Calibration of the base weights so that they satisfy the latest population benchmarks for several demographic characteristics.

## References

Callegaro, M. & C. DiSogra. (2008). Computing response metrics for online panels. *Public Opinion Quarterly*, 72(5), 1008-1032.