



Australian Government  
 Australian Sports Commission

# Exercise, Recreation and Sport Survey (ERASS)



## Methodology Report 2010



Communities  
 Sport & Recreation



Government of Western Australia  
 Department of Sport and Recreation



Government of South Australia  
 Office for Recreation and Sport



Queensland  
 Government

SUPPORTED BY





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# 1 Introduction

In November 2007, the Australian Sports Commission (ASC) and state departments of sport and recreation commissioned Newspoll to conduct the Exercise, Recreation and Sport Survey (ERASS) in 2008, 2009 and 2010. Prior to this, from 2001 to 2007, ACNielsen (now The Nielsen Company) collected the ERASS data using a Computer Assisted Telephone Interviewing (CATI) methodology.

ERASS collects information on the frequency, duration, nature and type of physical activities participated in for exercise, recreation or sport by persons aged 15 years and over.

This report details the methodology used to conduct the 2010 survey (comprising four quarterly surveys).

## 2 Survey methodology

### 2.1 Scope

The scope of the survey was all persons aged 15 years and over in occupied private dwellings (excludes people in special dwellings such as hospitals, hotels, nursing homes, etc.).

### 2.2 Mode

All interviews were conducted by telephone using Newspoll's CATI system.

### 2.3 Sample design

The sample design was a random survey stratified by state and territory and the sample was selected through SamplePages.

The original ERASS sample frame was Electronic White Pages (EWP). Random digit dialling (RDD) replaced EWP as the sample frame in February 2007 in order to improve coverage. RDD was subsequently replaced by SamplePages in the first quarter of 2010 (see Appendix 2 for the history and rationale of the switch to SamplePages).

The final number of achieved interviews by stratum in 2010 is shown in Table 2.1.

**Table 2.1: Completed interviews by stratum, 2010**

State/Territory	Total
New South Wales	2,168
Victoria	1,865
Queensland	1,696
South Australia	1,697
Western Australia	1,697
Tasmania	1,696
Northern Territory	1,128
Australian Capital Territory	1,696
<b>Total</b>	<b>13,643</b>
Victoria (boost)	4,208 <sup>1</sup>
Queensland (boost)	3,752
<b>Grand total</b>	<b>21,603</b>

1 In Quarter 4 2010, in Victoria, a fault in the CATI quota system in the first few days of interviewing meant that extra boost interviews were required to ensure all Statistical Regions were covered. The total boost sample for Victoria was therefore higher than in previous years. When using the SPSS data, as a result of this fault, it is not possible to separate boost from standard sample for Victoria in Quarter 4 2010 as all Victorian sample in Quarter 4 was classified as "standard" in the SPSS data.

### 2.3.1 Weighting

The data are weighted at the state (eight states and territories) by region (capital city and rest of state), age (15–24, 25–34, 35–44, 45–54, 55–64 and 65+) and sex level. Population estimates used are Australian Bureau of Statistics (ABS) projections for persons in occupied private dwellings as at 30 June 2010.

The boost sample from Queensland has been included in the national sample for 2010, as in 2009. As a result, the region breakdown for weighting the Queensland component of the national sample was Far North, Northern, Central, North Coast, South East and South West, rather than Brisbane and Rest of Queensland.

## 2.4 Questionnaire design

The questionnaire was originally developed in consultation with the ASC, state departments of sport and recreation and the ABS, and now covers five main areas:

### 1 Introduction

Gaining cooperation.

### 2 Physical activity over the last 12 months

Identify up to ten different types of activities they have participated in over the last 12 months, and for **each** type of activity determine whether it was organised by a club or association, the type of club or association, and number of times they engaged in that activity over last 12 months. An additional open-ended question about name and location of club was asked of those engaged in any activities that are stated to be organised by a recreation club or association.

### 3 Physical activity over the last two weeks

From the answers provided above by the respondent, a calculation is made to determine each person's top three most frequently participated activities. For each of these activities, two additional questions are asked to determine how many sessions of these activities they participated in over the past two weeks and the average length of each session.

### 4 Demographics

Covers sex, age, marital status, number and age of children, educational qualifications, employment status, languages spoken at home, Indigenous status and postcode.

### 5 Additional question modules

- Some questions (Q22–Q35) were added from May quarter 2009 relating to the physical activities undertaken by children aged 5–14 years old, as recalled and reported by their parents. Some questions (Q20a–Q20g) on disability status were added from August quarter 2009.
- Some questions on occupation and workplace productivity (Q16a–f) were added in the August 2010 quarter only.

A copy of the questionnaire for 2010 is at Appendix 1.

The basic questionnaire was the same as that used by Nielsen with some minor changes to wording and interviewer instructions designed to improve the flow of the survey and not impact on the actual data.

The questionnaire took an average of six minutes to complete in the February, May and November 2010 quarters and seven minutes in the August 2010 quarter. It was generally well received by respondents. Supervisors reported no special problems or issues of concern after debriefing interviewers.

## 2.5 Fieldwork

Fieldwork was conducted in the last two weeks of February, May, August and November and 21,603 interviews were completed — 13,643 for the standard sample and an additional 4,208 to boost the sample in Victoria and 3,752 to boost the sample in Queensland.

## 2.6 Response rates

A summary of the response to the survey is provided in Table 2.2.

The overall response rate was 23.1%. The **response rate** is the number of completed interviews divided by the number of contacts, plus those where there was no answer after four calls.

The **refusal rate** (number of refusals divided by the number of contacts, plus those where there was no answer after four calls) was 51.2%.

The **hit rate** (the number of completed interviews divided by the number of selections where contact was attempted and a final response status achieved) was 17.6%.

**Table 2.2: Response status summary, 2010**

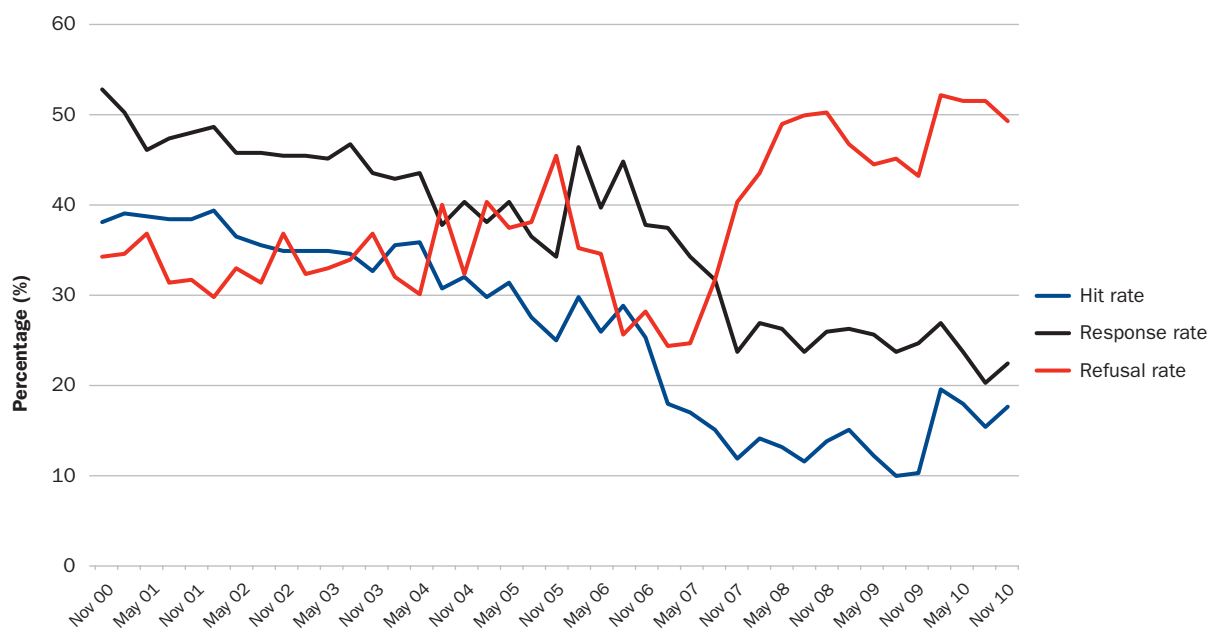
Response status	
	%
<b>Total selections called</b>	<b>100.0</b>
<b>Contact made</b>	<b>74.8</b>
Completed interviews	20.0
Refusal	44.3
Not available in survey period	3.2
Other (language, ill health, etc.)	7.2
<b>No contact made</b>	<b>25.2</b>
Bad number (e.g., disconnected, not a number)	13.3
No answer (after four calls)	11.9
<i>Hit rate</i>	17.6
<i>Response rate</i>	23.1
<i>Refusal rate</i>	51.2
<i>Response rate (alternate)<sup>1</sup></i>	26.8
	<b>No.</b>
<b>Total selections called and final response status achieved</b>	<b>107,880</b>

As can be seen from Figure 1, the ERASS response rate has been generally declining over the period November 2000 to November 2010, reflecting increases in refusal rates. The refusal rate was trending up in 2004 and 2005 and then that trend reversed itself over 2006 to mid-2007 and then started trending up again after May 2007. The hit rate has improved since the start of 2010, reflecting the change in sample frame to SamplePages.

2 This response rate is calculated excluding instances where a completed survey was not achieved due to 'no answer after four calls'.



**Figure 1: ERASS response rates, 2000–2010**



## 2.7 Interviewers and training

Newspoll's CATI site is in Sydney. All Newspoll interviewers are fully trained in telephone interviewing.

All interviewers used for ERASS were specially trained on how to administer the questionnaire by the CATI manager in Sydney.

Detailed written instructions were also supplied to all interviewers. Interviewer training covered:

- survey overview
- role of ASC
- nature and purpose of the survey
- questionnaire content
- contact procedures/administration
- quality control procedures.

All interviewers were continuously supervised after the initial training session to ensure that procedures were followed correctly throughout the duration of interviewing, and to allow the prompt resolution of respondent queries.

## 2.8 Newspoll's CATI system

The CATI system allows the option of rotating survey responses to remove any ordering effect. Additionally, CATI allows automatic sequencing of survey respondents to ensure accurate survey completion. In-built range and logic checks are applied to the program where appropriate to further ensure data validity.

CATI can automatically program call-back times. Further, appointment times can be entered into the computer, which will automatically arrange a call back at the specified time, thereby maximising respondents' satisfaction through continually adhering to interview arrangements.

Supervisors observe the interviewing process via another computer screen and provide feedback to interviewers and resolve queries.

The overall result is a very closely monitored and controlled survey process resulting in high quality data.

## 3 Analysis and reporting

Each quarter the survey data is cleaned and weighted and then four tables are generated in order to check the survey estimates.

The cleaning involves checking the 'other-specify' cases for Q2 (type of activity) and recoding to more specific activities where appropriate, imputing for age group where age has been refused and checking postcode where postcode from the sample frame is different to that provided by the respondent in Q21. While this cleaning results in only a very small number of changes to the original data, it is an important part of Newspoll's total quality control procedures.

After cleaning, the data was weighted to the latest ABS estimates of the population in occupied private dwellings by age, sex and area (as detailed in Section 2.4).

Four tables were then produced based on the weighted data. These tables provide estimates of participation rates by age and sex and frequency of participation for both 'all activities' and 'organised activities'.

On completion of the November survey, the data for the four quarters was merged and weighted to the population in occupied private dwellings at 30 June 2010. Annual tables were then produced to be used for the ERASS Annual Report for 2010.

## 4 Appendix 1: Survey Questionnaire (2010)

### NEWSPOLL ERASS 2010

#### INTRODUCTION

Good morning/afternoon/evening. My name is ... (**NAME**) from Newspoll social research in Sydney. Just to let you know this call may be monitored for quality and coaching purposes and we are not selling anything (**PAUSE**). We are conducting a short survey on behalf of the Australian Sports Commission and state government departments of sport and recreation. It will only take about eight minutes or so depending on your answers.

May I please speak to the person in your household aged 15 years and over who had the most recent birthday?

**(REINTRODUCE IF NECESSARY)**

If you're willing to participate in this survey, could I please start with your first name?

**(INTERVIEWER PLEASE RECORD IN FIRST QUESTION)**

Your responses are strictly confidential and your answers will be used for research purposes only.

**(INTERVIEWER NOTE: IF RESPONDENT ASKS FOR THE PURPOSE OF THE SURVEY, SAY:)**

'The information will be used to guide the development of exercise, recreation and sport programs, facilities and services.'

**(INTERVIEWER RECORD RESPONDENT NAME FROM INTRODUCTION)**

The following questions are about physical activities you have participated in during the last 12 months for exercise, recreation or sport. Please do not include any activities that were part of work or household and garden chores.

Q1 During the last 12 months did you participate in any physical activities for exercise, recreation or sport? **DO NOT READ**

**PROG NOTE:**

**– SINGLE RESPONSE**

1	Yes
2	No
9	Don't know/unsure

**PROG NOTE: ASK IF PARTICIPATED IN PHYSICAL ACTIVITIES, THAT IS, CODE 1 IN Q1, CODE 2-9 GO TO Q7**

Q2 What activities did you participate in? **PROBE** 'and did you participate in any other physical activities for exercise, recreation or sport?' **DO NOT READ**

**MAXIMUM OF TEN ACTIVITIES**

**USE CODE '165' AND '166' FOR OTHER SPECIFY**

**IF MORE THAN TWO OTHERS, RECORD TWO MOST FREQUENTLY PARTICIPATED IN**

**PROG NOTE:**

- **MULTI RESPONSE**
- **UP TO A MAXIMUM OF TEN ACTIVITIES TO BE CODED**
- **ALPHA SORT CODES 1-164, 167-170, THEN 165-166 LAST**

1	Calisthenics	56	Blade skating	113	Wrestling
2	Chinese exercise	57	Ice hockey	114	Tennis – indoor
3	Exercise bike	58	Ice skating	115	Lacrosse – indoor
4	Gymnasium workouts	59	Snow skiing	116	Canoe polo
5	Military exercise	60	Ice/snow sports – other	117	Bodybuilding
6	Prime movers (over 50s)	61	Lacrosse – outdoor	118	Circuits
7	Step Reebok	62	Lawn bowls	119	Power team
8	Aerobics/calisthenics/exercising/ physiotherapy – other	63	Chi Kung	120	Weight training for fitness – other
9	Aerobatics (PROG NOTE: DO NOT DISPLAY TO INTERVIEWERS)	64	Eastern – judo	121	Ballet
10	Ballooning	65	Judo	122	Boot scooting/line dancing
11	Gliding	66	Karate	123	Dancing – other
12	Gyroplane flying	67	Kickboxing	124	Fishing
13	Hang gliding	68	Taekwondo	125	Electric light cricket
14	Model aeroplane flying	69	Tai Chi	126	Wheelchair ice hockey
15	Ultralight flying	70	Yoga/Pilates	127	Scuba diving
16	Air sports – other	71	Martial arts – other	128	Water polo
17	Archery	72	Motor sports – go-karting	129	Dog racing
18	Bow hunting	73	Motor Sports – track	130	Walking – bush
19	Athletics, track and field	74	Motor sports – trail bike	131	Walking
20	Badminton	75	Motor sports – other	133	Abseiling
21	Baseball	76	Netball – indoor	134	Caving
22	Basketball (indoor and outdoor)	77	Netball – outdoor	135	Rock climbing
23	Billiards	78	Cross country running	136	Handball
24	Pool	79	Orienteering	137	Fencing
25	Snooker	80	Rogaining	138	Gorilla ball
26	Bocce (petanque-outdoors French bowls)	81	Rodeo	139	Racquet ball
27	Boxing	82	Inline hockey	140	Ultimate frisbee
28	Canoeing/dragon boating	83	Rollerblading	141	Gaelic football
29	Kayaking	84	Skateboarding	142	Horse racing (strapping)
30	Carpet bowls	85	Roller sports – other	143	Teeball (T-ball)
31	Cricket – indoor	86	Rowing	144	Boomerang throwing
32	Cricket – outdoor (vigoro)	87	Jogging	145	Water Volleyball
33	Croquet	88	Running (e.g., marathon)	146	Wood-chopping
34	Cycling	89	Sailing (outrigging)	147	Dog shows
35	BMX	90	Hunting	148	Sheepdog trials
36	Mountain bike	91	Paintball shooting	149	Winter Olympics
37	Darts	92	Pistol shooting	150	Marching
38	Football – Australian rules	93	Shooting sports – other	151	Aquarobics/hydrotherapy
39	Football – grid iron (US)	94	Softball	152	Korfball
40	Football – rugby league	95	Squash	153	Underwater hockey
41	Football – 7s	96	Surf lifesaving/Royal lifesaving	154	Sofcrosse
42	Football – modball	97	Sailboarding	155	Commonwealth Games
43	Football – rugby union	98	Wind surfing	156	Royal tennis
44	Football – soccer (indoor)	99	Surfing	157	Broom ball
45	Football – fluffy ball	100	Surf sports – other	158	Polocrosse
46	Football – futsal	101	Diving (board)	159	Leader ball
47	Football – soccer (outdoor)	102	Swimming	160	Pigeon racing
48	Football – touch	103	Table tennis	161	Weightlifting (competition)
49	Football – austag	104	Tennis – outdoor	162	Play
50	Golf	105	Tenpin bowling	163	Putt-putt golf
51	Gymnastics	106	Triathlon	164	Grockey
52	Trampolining	107	Volleyball – indoor (rebound)	165	Other activity 1
53	Hockey – indoor	108	Newcombe ball	166	Other activity 2
54	Hockey – outdoor	109	Volleyball – outdoor (excluding beach)	167	Treadmill
55	Horseriding/equestrian activities	110	Jet skiing	168	Volleyball – beach
		111	Powerboating	169	Snowboarding
		112	Waterskiing	170	Skeleton

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**PROG NOTE:** repeat Q3–5 for each activity in Q2

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Q3 Was any of this (**PROG NOTE: INSERT ACTIVITY FROM Q2**) organised by a club, association or other type of organisation?

**IF YES, PROBE 'was all (PROG NOTE: INSERT ACTIVITY FROM Q2) organised by a club, association or other type of organisation, or just some of it?'** **DO NOT READ**

**PROG NOTE:**

– **SINGLE RESPONSE**

1	Yes, all (organised)
2	Yes, some (organised)
3	No
9	Don't know/unsure

**PROG NOTE: ASK IF ANY ORGANISED, THAT IS, CODE 1 OR 2 IN Q3, CODES 3–9 GO TO Q5**

Q4 What type of club, association or organisation organised the (**PROG NOTE: INSERT ACTIVITY FROM Q2**)? **READ OUT**

**IF SWIMMING POOL FACILITY, RECORD AS CODE '1'**

**PROG NOTE:**

– **MULTI RESPONSE**

1	Fitness, leisure or indoor sports centre that required payment for participation
2	Sport or recreation club or association that required payment of membership fees or registration
3	Work
4	School
8	Other ( <b>specify</b> )

**PROG NOTE: ASK IF ANY ACTIVITY ORGANISED BY A CLUB/ASSOCIATION, THAT IS, CODE 2 IN Q4, OTHERS GO TO Q5**

Q4(a) Can you tell me the name of the club or association and the suburb where it is located?

**IF ASKED WHY YOU NEED THIS INFORMATION, SAY THAT IT WILL BE USED TO DO SOME FURTHER CLASSIFICATION BY TYPE OF CLUB OR ASSOCIATION.**

**PROG NOTE:**

– **NAME AND SUBURB TO BE RECORDED SEPARATELY**

Name: \_\_\_\_\_

Suburb: \_\_\_\_\_

**PROG NOTE: ASK ALL PARTICIPATED IN PHYSICAL ACTIVITIES, THAT IS, CODE 1 IN Q1**

Q5 Including any practice or training, approximately how many times did you participate in (**PROG NOTE: INSERT ACTIVITY FROM Q2**) during the last 12 months?

**IF 998 TIMES OR MORE, RECORD AS '998'**

**IF RESPONDENT SAYS DON'T KNOW, PROBE FOR BEST ESTIMATE. IF STILL DON'T KNOW RECORD AS '999'**

**ONCE A WEEK IS 52 TIMES**

**TWICE A WEEK IS 104 TIMES**

THREE TIMES A WEEK IS 156 TIMES  
FOUR TIMES A WEEK IS 208 TIMES  
FIVE TIMES A WEEK IS 260 TIMES  
SIX TIMES A WEEK IS 312 TIMES  
SEVEN TIMES A WEEK/EVERYDAY IS 365 TIMES

PROG NOTE:

- ALLOW FOR A THREE-DIGIT RESPONSE
- ALLOW A RANGE FROM 1-999
- INCLUDE A CHECK FOR INTERVIEWER IF A NUMBER GREATER THAN 365 IS ENTERED

Number of times: \_\_\_\_\_

PROG NOTE: CALCULATE 'TOP THREE ACTIVITIES' BASED ON THE FREQUENCY OF ACTIVITIES REPORTED AT Q5.

PROG NOTE: REPEAT Q6a/b FOR EACH TOP THREE ACTIVITY

Q6(a) Now thinking about the (PROG NOTE: IF ONLY ONE ACTIVITY INSERT 'ACTIVITY', OTHERWISE INSERT 'ACTIVITIES') you have mentioned, during the **last two weeks**, how many sessions of (PROG NOTE: INSERT 'ACTIVITY') did you participate in?

IF RESPONDENT SAYS DON'T KNOW, PROBE FOR BEST ESTIMATE. IF STILL DON'T KNOW, RECORD AS '99'.

IF 50 SESSIONS OR MORE RECORD AS '50'.

PROG NOTE:

- ALLOW FOR A TWO-DIGIT RESPONSE
- ALLOW A RANGE FROM 00-50 AND 99
- INCLUDE A CHECK FOR INTERVIEWER IF IN RANGE OF 15 TO 50
- INCLUDE A CHECK THAT ANSWER CANNOT BE GREATER THAN ANSWER IN Q5

Number of times: \_\_\_\_\_

(PROG NOTE: ASK IF NUMBER OF TIMES GREATER THAN ZERO, THAT IS, CODE 1-99 IN Q6a. CODE 0, GO TO NEXT ACTIVITY)

Q6(b) On average, how long was each session of (PROG NOTE: INSERT 'ACTIVITY') during the two-week period?

IF RESPONDENT SAYS DON'T KNOW, PROMPT WITH 'what is your best guess, to the nearest 15 minutes'

IF STILL DON'T KNOW, RECORD '99' FOR BOTH HOURS AND MINUTES

LIMIT OF 12 HOURS 60 MINUTES

PROG NOTE:

- HOURS AND MINUTES TO BE RECORDED SEPARATELY
- ALLOW FOR A TWO-DIGIT RESPONSE
- ALLOW FOR HOURS A RANGE FROM 0/12,99, INCLUDE A CHECK FOR INTERVIEWER IF SEVEN OR MORE HOURS RECORDED
- ALLOW FOR MINUTES A RANGE FROM 0/60,99
- CHECK HOURS AND MINUTES NOT BOTH ZERO
- IF DON'T KNOW, SPECIFIED CHECK 99 CODED FOR BOTH HOURS AND MINUTES

Hours: \_\_\_\_\_

Minutes: \_\_\_\_\_

PROG NOTE: ASK ALL RESPONDENTS

Q7 And now I have a few questions about you.

**RECORD SEX**

**PROG NOTE:**

- **SINGLE RESPONSE**

1	Male
2	Female

Q8(a) What is your current age?

**IF REFUSED RECORD AS '99'**

**PROG NOTE:**

- **ALLOW FOR A TWO-DIGIT RESPONSE**
- **ALLOW A RANGE FROM 15-99**

Age: \_\_\_\_\_

**PROG NOTE: ASK IF REFUSED CURRENT AGE, THAT IS, CODE 99 IN Q8(a). OTHERS GO TO Q9**

Q8(b) Which age group do you belong to? **READ OUT**

1	15 to 17
2	18 to 19
3	20 to 24
4	25 to 29
5	30 to 34
6	35 to 39
7	40 to 44
8	45 to 49
9	50 to 54
10	55 to 59
11	60 to 64
12	65 to 69
13	70 years and over
99	<b>DO NOT READ</b> Refused

**PROG NOTE: ASK ALL RESPONDENTS**

Q9 Which of the following best describes your current marital status? **READ OUT**

**PROG NOTE:**

- **SINGLE RESPONSE**

1	Never married
2	Defacto or living together
3	Married
4	Separated but not divorced
5	Divorced
6	Widowed
7	<b>DO NOT READ</b> Refused



Q10 Do you have any children under 18 years of age? **DO NOT READ**

**PROG NOTE:**

– **SINGLE RESPONSE**

1	Yes
2	No

**PROG NOTE: ASK IF HAS CHILDREN UNDER 18 YEARS, THAT IS, CODE 1 IN Q10. CODE 2 GO TO Q13**

Q11 How many of **these** children are living with you?

**IF REFUSED RECORD AS '99'**

**PROG NOTE:**

- **ALLOW FOR A TWO-DIGIT RESPONSE**
- **ALLOW FOR A RANGE FROM 00–10 AND 99**

Record number of children: \_\_\_\_\_

**PROG NOTE: ASK IF CHILDREN LIVING WITH RESPONDENT, THAT IS, CODE 01 OR MORE IN Q11. OTHERS GO TO Q13**

Q12 (**PROG NOTE: FOR THE FIRST CHILD INSERT 'What is the age of the first child who is under 18 years of age and living with you?' ELSE INSERT 'And what is the age of the (PROG NOTE: INSERT "2nd–10th") child who is under 18 years of age and living with you?'**)

**IF REFUSED RECORD AS '99'**

**PROG NOTE:**

- **ALLOW UP TO TEN CHILDREN'S AGES TO BE RECORDED**
- **ALLOW FOR A RANGE 0–17 AND 99**

Age of child: \_\_\_\_\_

**PROG NOTE: ASK ALL RESPONDENTS**

Q13 What is the highest educational qualification you have completed?

**ONLY READ OUT IF RESPONDENT QUERIES HOW MUCH DETAIL IS NEEDED**

**PROG NOTE:**

– **SINGLE RESPONSE**

1	University degree or higher (including postgraduate diploma)
2	Undergraduate diploma or associate diploma
3	Certificate, trade qualification or apprenticeship
4	Highest level of secondary school
5	Did not complete highest level of school
6	Never went to school
7	Still at secondary school
8	Other ( <b>SPECIFY</b> )
9	<b>DO NOT READ</b> Refused

Q14 Do you have a full-time or part-time job of any kind? **DO NOT READ**

**PROG NOTE:**

– **SINGLE RESPONSE**

1	Yes
2	No
3	Retired (ONLY IF VOLUNTEERED)

**PROG NOTE: ASK IF HAS A JOB, THAT IS, CODE 1 IN Q14, CODE 2-3 GO TO Q17**

Q15 Do you have more than one job? **DO NOT READ**

**PROG NOTE:**

– **SINGLE RESPONSE**

1	Yes
2	No

Q16 How many hours a week do you usually work (**PROG NOTE: IF CODE 2 IN Q15 INSERT 'in all jobs' ELSE INSERT NOTHING**)?

**IF 98 HOURS OR MORE RECORD AS '98'. IF REFUSED/DON'T KNOW RECORD AS '99'**

**PROG NOTE:**

- **ALLOW FOR A TWO-DIGIT RESPONSE**
- **ALLOW A RANGE FROM 00-99**
- **INCLUDE A CHECK FOR INTERVIEWER IF IN RANGE 61-98**

Record hours a week: \_\_\_\_\_

**NOTE: Q16(A) THROUGH (F) ASKED IN AUGUST 2010 QUARTER ONLY.**

Q16(a) In the main job you held last week, what was your occupation?

**INTERVIEWER NOTE: Get full title. For example, childcare aide, maths teacher, pastrycook, tanning machine operator, apprentice toolmaker, sheep and wheat farmer. For public servants, get official designation and occupation. For armed services personnel, get rank and occupation.**

**PROG NOTE:**

– **OPEN TEXT FIELD**

Q16(b) What are the main tasks that you usually perform in your occupation of (**PROG NOTE: INSERT ANSWER TO Q16a**)?

**INTERVIEWER NOTE: Get full details and record verbatim. For example, looking after children at a day care centre, teaching secondary school students, making cakes and pastries, operating leather tanning machine, learning to make and repair tools and dies, running a sheep/wheat farm. For managers, get main activities managed.**

**PROG NOTE:**

– **OPEN TEXT FIELD**

Q16(c) Were you unemployed at any time in the last 12 months? **DO NOT READ**

**PROG NOTE:**

- **SINGLE RESPONSE**

1	Yes
2	No

Q16(d) On how many days in the past **12** months did you stay away from your place of work because of your own or a family member's illness or injury?

**IF RESPONDENT SAYS DON'T KNOW PROBE FOR BEST ESTIMATE. IF STILL DON'T KNOW RECORD AS '999' ('Refused')**

**IF RESPONDENT ANSWERS IN MONTHS/WEEKS RATHER THAN DAYS, PROBE FOR DAYS.**

**PROG NOTE:**

- **ALLOW FOR A 3 DIGIT RESPONSE**
- **ALLOW A RANGE FROM 0-365, 999**
- **INCLUDE A CHECK FOR INTERVIEWER IF A NUMBER GREATER THAN 60 IS ENTERED**

Number of days: \_\_\_\_\_

**PROG NOTE: ASK IF 1-365 IN Q16d. OTHERS GO TO Q16f**

Q16(e) How many of those (**PROG NOTE: INSERT NUMBER OF DAYS MENTIONED IN Q16d**) days absent were due to a family member's illness or injury?

**IF RESPONDENT SAYS DON'T KNOW PROBE FOR BEST ESTIMATE. IF STILL DON'T KNOW RECORD AS '999' ('REFUSED')**

**IF RESPONDENT ANSWERS IN MONTHS/WEEKS RATHER THAN DAYS, PROBE FOR DAYS.**

**PROG NOTE:**

- **ALLOW FOR A THREE-DIGIT RESPONSE**
- **ALLOW A RANGE FROM 0-365, 999**
- **NUMBER MUST BE LESS THAN OR EQUAL TO ANSWER GIVEN IN Q16d**
- **INCLUDE A CHECK FOR INTERVIEWER IF A NUMBER GREATER THAN 60 IS ENTERED**

Number of days: \_\_\_\_\_

**PROG NOTE: ASK IF HAS A JOB IE CODE 1 IN Q14. OTHERS GO TO Q17**

Q16(f) When you leave work at the end of the day, how often do you feel a sense of satisfaction and achievement with your day at work? **READ OUT**

**PROG NOTE:**

- **SINGLE RESPONSE**

1	Always
2	Often
3	Sometimes
4	Rarely
5	Never
6	<b>DO NOT READ</b> Refused

**PROG NOTE: ASK IF DOES NOT HAVE A JOB IE CODE 2 IN Q14. CODE 1 IN Q14 GO TO Q18. CODE 3 AUTOFILL CODE 2 IN Q17**

Q17 Did you look for work at any time in the last four weeks? **DO NOT READ**

**PROG NOTE:**

**– SINGLE RESPONSE**

1	Yes
2	No

**PROG NOTE: ASK ALL RESPONDENTS**

Q18 Are you of Aboriginal or Torres Strait Islander origin? **DO NOT READ**

**PROG NOTE:**

**– SINGLE RESPONSE**

1	Yes
2	No
3	Refused

Q19 Do you speak a language other than English at home? **DO NOT READ**

**PROG NOTE:**

**– SINGLE RESPONSE**

1	Yes
2	No

**PROG NOTE: ASK IF SPEAKS A LANGUAGE OTHER THAN ENGLISH IE CODE 1 IN Q19. CODE 2 GO TO Q21**

Q20 What languages other than English do you speak at home? **DO NOT READ**

**RECORD ALL LANGUAGES SPOKEN**

**PROG NOTE:**

**– MULTIPLE RESPONSE**

2	Italian
3	Greek
4	Cantonese
5	Mandarin
6	Arabic
7	Vietnamese
8	German
9	Spanish
10	Tagalog (Filipino)
11	Hindi
12	Macedonian
13	Croatian
14	Korean

15	Turkish
16	Polish
98	Other (SPECIFY)

**PROG NOTE: ASK ALL RESPONDENTS**

Q20(a) Do you have a disability or physical condition that restricts your life in some way? **DO NOT READ**

**PROG NOTE:**

**– SINGLE RESPONSE**

1	Yes
2	No
3	Not sure
4	Refused

**PROG NOTE: ASK IF HAS RESTRICTING PHYSICAL CONDITION IE CODE 1 IN Q20a. CODES 2-4 GO TO Q21**

20(b) Has this condition lasted, or is it likely to last, six months or more? **DO NOT READ**

**PROG NOTE:**

**– SINGLE RESPONSE**

1	Yes
2	No
3	Not sure
4	Refused

**PROG NOTE: ASK IF CONDITION LASTED OR LIKELY TO LAST SIX MONTHS OR MORE IE CODE 1 IN Q20b. CODES 2-4 GO TO Q21**

20(c) Does this condition relate to sight, hearing, mobility or something else? **DO NOT READ**

**PROG NOTE:**

**– MULTIPLE RESPONSE**

**– IF CODES 1-4 SELECTED CANNOT SELECT CODE 5**

1	Sight
2	Hearing
3	Mobility
4	Other (SPECIFY)
5	Refused

20(d) To what extent does this condition restrict you? **READ OUT**

**PROG NOTE:**

**– SINGLE RESPONSE**

1	To a small extent
2	To a medium extent
3	To a large extent
4	<b>DO NOT READ</b> Refused

Q20(e) Are there any physical activities for exercise, recreation or sport that you do not currently do, but would like to? **DO NOT READ**

**PROG NOTE:**

- **SINGLE RESPONSE**

1	Yes
2	No
3	Don't know/unsure

**PROG NOTE: ASK IF ACTIVITIES LIKE TO DO IE CODE 1 IN Q20e. CODE 2-3 GO TO Q21**

Q20(f) What is the activity you would most like to do?

**PROG NOTE:**

- **MAXIMUM OF ONE ACTIVITY**
- **USE Q2 CODEFRAME**
- **USE CODE '165' AND '166' FOR OTHER SPECIFY**
- **SINGLE RESPONSE**

Q20(g) What is the main reason you don't participate in (**PROG NOTE: IF CODE 1 IN Q1 INSERT 'this activity' IF CODE 2-9 IN Q1 INSERT 'any physical activity for exercise recreation or sport?'** **DO NOT READ**)

**PROG NOTE:**

- **SINGLE RESPONSE**

1	The attitudes of other people
2	My disability/limiting condition
3	Financial constraints
4	Transport
5	Lack of facilities
6	Time
7	Other ( <b>SPECIFY</b> )
8	No reason

**PROG NOTE: ASK ALL RESPONDENTS**

Q21 What is the postcode where you live? **IF DON'T KNOW/REFUSED CODE AS '9999'**

\_\_\_\_\_

**ASK SUBURB/NEAREST TOWN IF DON'T KNOW POSTCODE. IF REFUSED POSTCODE RECORD AS 'REFUSED'**

**PROG NOTE:**

- **OPTIONAL OPEN TEXT FIELD**

**PROG NOTE: ASK IF ONE OR MORE CHILDREN AGED BETWEEN 5 AND 14 INCLUSIVE IN Q12 AND NOT QUEENSLAND BOOST. OTHERS, GO TO Q37.**

Q22 Now I have a few final questions about children in your household's level of physical activity. (**PROG NOTE: IF 2+ CHILDREN IN Q11, RANDOMLY SELECT ONE AGE FROM Q12. SAY:** The computer is now randomly selecting one child in your household.) For this interview I would like to speak to you about the child living with you who is aged (**PROG NOTE: INSERT RANDOM SELECTION**). I will be referring to this child throughout this interview. To help with this interview, could I ask what this child's first name is?

**INTERVIEWER INSTRUCTIONS: IN THE CASE OF SAME-AGED SIBLINGS, SAY YOU WISH TO SPEAK ABOUT THE ELDEST THAT IS THE SELECTED AGE.**

**PROG NOTE:**

- OPEN TEXT FIELD

**PROG NOTE: ASK IF ONE OR MORE CHILDREN AGED BETWEEN 5 AND 14 INCLUSIVE IN Q12 AND NOT QUEENSLAND BOOST. OTHERS, GO TO Q37.**

**Q23 CODE GENDER OR ASK: is (PROG NOTE: INSERT CHILD NAME FROM Q22) a boy or a girl? DO NOT READ**

**PROG NOTE:**

- SINGLE RESPONSE

1	Boy
2	Girl

**Q24** Now I have a few questions about (PROG NOTE: INSERT CHILD NAME FROM Q22) and the types of physical activities that (PROG NOTE: INSERT 'he' IF BOY IE CODE 1 IN Q23. INSERT 'she' IF GIRL IE CODE 2 IN Q23) does.

The following questions are about physical activities (PROG NOTE: INSERT CHILD NAME FROM Q22) participated in during the **last school term**; that is, **Term 2, outside school hours (that is, before 9am and after 3pm) or on the weekend**. When answering this question, **do not include** activities that were during school hours as part of the normal school day.

In the last school term (that is, Term 2), did (PROG NOTE: INSERT CHILD NAME FROM Q22) participate **outside school hours** in any physical activities for exercise, recreation or sport?  
**DO NOT READ**

**INTERVIEWER NOTE: THIS INCLUDES WALKING OR CYCLING TO SCHOOL.**

**PROG NOTE:**

- SINGLE RESPONSE

1	Yes
2	No
98	Don't know/unsure

**PROG NOTE: ASK IF PARTICIPATED IN PHYSICAL ACTIVITIES IE CODE 1 IN Q24. CODE 2-98 GO TO Q27.**

**Q25** What **sport or other structured** physical activities did (PROG NOTE: INSERT CHILD NAME FROM Q22) participate in, outside normal school hours, in Term 2? Start with the sport and other structured physical activities that (PROG NOTE: INSERT CHILD NAME FROM Q22) spent the most time doing. You can list up to five activities.

**INTERVIEWER NOTE: 'SPORT AND OTHER STRUCTURED PHYSICAL ACTIVITIES' INCLUDE PHYSICAL ACTIVITY WHERE THERE ARE RULES OR SET PATTERNS OF BEHAVIOUR FOR THE ACTIVITY. EXAMPLES INCLUDE SOCCER, GYMNASTICS, DANCE SPORT AND OTHER STRUCTURED PHYSICAL ACTIVITIES MAY OR MAY NOT BE ORGANISED BY A CLUB OR ASSOCIATION OR OTHER ORGANISATION.**

**MAXIMUM OF FIVE ACTIVITIES (DO NOT READ)**

**PROG NOTE:**

- MULTI RESPONSE
- UP TO A MAXIMUM OF FIVE ACTIVITIES TO BE CODED
- IF CODES 1-187 SELECTED, THEN CANNOT SELECT CODE 0, 200
- ALPHA SORT CODES

0	None	62	Lawn bowls	125	Electric light cricket
1	Calisthenics	63	Chi Kung	126	Wheelchair ice hockey
2	Chinese exercise	64	Eastern – judo	127	Scuba diving
3	Exercise bike	65	Judo	128	Water polo
4	Gymnasium workouts	66	Karate	129	Dog racing
5	Military exercise	67	Kickboxing	130	Walking – bush/hiking
6	Prime movers (over 50s)	68	Taekwondo	131	Walking/walking the dog/walking to school
7	Step Reebok	69	Tai Chi	133	Abseiling
8	Aerobics/calisthenics/exercising/ physiotherapy – other	70	Yoga/Pilates	134	Caving
9	Aerobatics (PROG NOTE: DO NOT DISPLAY TO INTERVIEWERS)	71	Martial arts – other	135	Rock climbing
10	Balloonng	72	Motor sports – go-karting	136	Handball
11	Gliding	73	Motor Sports – track	137	Fencing
12	Gyroplane flying	74	Motor sports – trail bike / motorbike	138	Gorilla ball
13	Hang gliding	75	Motor sports – other (includes motocross)	139	Racquet ball
14	Model aeroplane flying	76	Netball – indoor	140	Ultimate frisbee
15	Ultralight flying	77	Netball – outdoor	141	Gaelic football
16	Air sports – other	78	Cross country running	142	Horse racing (strapping)
17	Archery	79	Orienteering	143	Teeball (T-ball)
18	Bow hunting	80	Rogaining	144	Boomerang throwing
19	Athletics, track and field	81	Rodeo	145	Water volleyball
20	Badminton	82	Inline hockey	146	Wood-chopping
21	Baseball	83	Rollerblading/roller skating	147	Dog shows
22	Basketball (indoor and outdoor)	84	Skateboarding	148	Sheepdog trials
23	Billiards	85	Roller sports – other	149	Winter Olympics
24	Pool	86	Rowing	150	Marching
25	Snooker	87	Jogging	151	Aquarobics/hydrotherapy
26	Bocce (petanque-outdoors French bowls)	88	Running (e.g., marathon)	152	Korfball
27	Boxing	89	Sailing (outrigging)	153	Underwater hockey
28	Canoeing/dragon boating	90	Hunting	154	Sofcrosse
29	Kayaking	91	Paintball shooting	155	Commonwealth Games
30	Carpet bowls	92	Pistol shooting	156	Royal tennis
31	Cricket – indoor	93	Shooting sports – other	157	Broom ball
32	Cricket – outdoor (vigoro)	94	Softball	158	Polocrosse
33	Croquet	95	Squash	159	Leader ball
34	Cycling	96	Surf lifesaving/Royal lifesaving/Nippers	160	Pigeon racing
35	BMX	97	Sailboarding	161	Weightlifting (competition)
36	Mountain bike	98	Wind surfing	162	Play/playground
37	Darts	99	Surfing	163	Putt-putt Golf
38	Football – Australian rules/Auskick/AFL	100	Surf sports – other	164	Grockey
39	Football – gridiron (US)	101	Diving (board)	165	Other activity 1
40	Football – Rugby league	102	Swimming	166	Other activity 2
41	Football – sevens	103	Table tennis	167	Treadmill
42	Football – modball	104	Tennis – outdoor	168	Volleyball – beach
43	Football – rugby union/TryRugby	105	Tenpin bowling	169	Snowboarding
44	Football – soccer (indoor)	106	Triathlon	170	Skeleton
45	Football – fluffy ball	107	Volleyball – indoor (rebound)	171	Active After-school activities/Active Afters (general)
46	Football – futsal	108	Newcombe ball	172	After school care (general)
47	Football – soccer (outdoor)	109	Volleyball – outdoor (excluding beach)	173	Girl Guides, Boy Scouts, cubs, brownies
48	Football – touch	110	Jet skiing	174	Little Athletics
49	Football – Austag (Oztag)	111	Powerboating	175	Ball sports/games (general)
50	Golf	112	Waterskiing	176	Skipping/skipping rope
51	Gymnastics	113	Wrestling	177	Scooter
52	Trampolining	114	Tennis – indoor	178	Climbing/tree climbing
53	Hockey – indoor	115	Lacrosse – indoor	179	Circus/acrobatics
54	Hockey – outdoor	116	Canoe polo	180	Bike riding (includes riding to school)
55	Horse riding/equestrian activities/pony club	117	Bodybuilding	181	Fitness centre activities
56	Blade skating	118	Circuits	182	Physical culture
57	Ice hockey	119	Power team	183	Frisbee
58	Ice skating/figure skating	120	Weight training for fitness – other	184	Drama
59	Snow skiing	121	Ballet (classical/jazz)	185	Army cadets
60	Ice/snow sports – other	122	Boot scooting/line dancing	186	Sea Scouts
61	Lacrosse – outdoor	123	Dancing – other	187	Multiskill
		124	Fishing	200	Don't know



Q26 What unstructured physical activities did (**PROG NOTE: INSERT CHILD NAME FROM Q22**) participate in, outside normal school hours, in term 2? Start with the unstructured physical activities that (**PROG NOTE: INSERT CHILD NAME FROM Q22**) spent the most time doing. You can list up to five activities.

**INTERVIEWER NOTE: 'UNSTRUCTURED PHYSICAL ACTIVITIES' INCLUDE PHYSICAL ACTIVITY WHERE THERE ARE NO RULES OR SET PATTERNS OF BEHAVIOUR FOR THE ACTIVITY. EXAMPLES INCLUDE: WALKING, RIDING A BIKE, VERY ACTIVE PLAY, SKATEBOARDING ETC. IT IS POSSIBLE THAT A CHILD COULD ENGAGE IN THE SAME ACTIVITY IN BOTH AN UNSTRUCTURED AND STRUCTURED WAY (E.G., SWIMMING).**

**MAXIMUM OF FIVE ACTIVITIES (DO NOT READ)**

**PROG NOTE:**

- **CODE FRAME AS IN Q25**
- **MULTI RESPONSE**
- **UP TO A MAXIMUM OF FIVE ACTIVITIES TO BE CODED**
- **IF CODES 1-187 SELECTED, THEN CANNOT SELECT CODE 0, 200**
- **ALPHA SORT CODES**

**PROG NOTE: ASK IF ONE OR MORE CHILDREN AGED BETWEEN 5 AND 14 INCLUSIVE IN Q12 AND NOT QUEENSLAND BOOST.**

Q27 In Term 2, did (**PROG NOTE: INSERT 'he' IF BOY IE CODE 1 IN Q23. INSERT 'she' IF GIRL IE CODE 2 IN Q23**) ever walk or cycle to school? **DO NOT READ**

**PROG NOTE:**

- **MULTI RESPONSES ALLOWED**

**IF CODES 1-2 SELECTED THEN CANNOT SELECT CODE 3, 99**

1	Yes, walked
2	Yes, cycled
3	No
99	Don't know

**PROG NOTE: ASK IF DOES ANY STRUCTURED ACTIVITY IE CODE 1-187 IN Q25. OTHERS GO TO Q32. REPEAT Q28-Q31 FOR EACH ACTIVITY MENTIONED IN Q25 IE CODE 1-187 IN Q25.**

Q28 Now I'm going to ask you some questions about each activity. Was any of (**PROG NOTE: INSERT ACTIVITY FROM Q25**) organised by a club, association, school, or other type of organisation? **DO NOT READ**

**PROG NOTE:**

- **SINGLE RESPONSE**

1	Yes
2	No
98	Don't know/unsure

**PROG NOTE: ASK IF YES IE CODE 1 IN Q28. IF CODE 2,98, GO TO Q30.**

Q29 What type of club, association or organisation organised (**PROG NOTE: INSERT ACTIVITY FROM Q25**)? **READ OUT**

**PROG NOTE:**

- **MULTI RESPONSES ALLOWED**
- **IF CODES 1-5 SELECTED THEN CANNOT SELECT CODE 99**

1	Fitness, leisure or indoor sports centre
2	Sport club
3	School
4	After school care
5	Other type of organisation
99	DO NOT READ Don't know

**PROG NOTE: ASK IF DOES ANY STRUCTURED ACTIVITY IE CODE 1-187 IN Q25.**

Q30 In a typical week in Term 2, approximately how many times did (PROG NOTE: INSERT CHILD NAME FROM Q22) participate in (PROG NOTE: INSERT ACTIVITY FROM Q25)?

**CODE 'DON'T KNOW' AS 98**

**CODE 'LESS THAN ONCE PER WEEK'/'IRREGULARLY'/'INFREQUENTLY' AS 00.**

**INTERVIEWER NOTE: IF RESPONDENT HAS SAID THE SAME ACTIVITY FOR BOTH STRUCTURED AND UNSTRUCTURED ACTIVITIES, THIS QUESTION IS ABOUT THE STRUCTURED COMPONENT ONLY.**

**PROG NOTE:**

- ALLOW FOR A TWO-DIGIT RESPONSE
- ALLOW RANGE (00-98)

Number of times per week: \_\_\_\_\_

Q31 On average, how long was each Term 2 session of (PROG NOTE: INSERT ACTIVITY FROM Q25)? Please give us your best guess, to the nearest 15 minutes.

**IF DON'T KNOW CODE '98' FOR BOTH HOURS AND MINUTES**

**PROG NOTE:**

- RECORD IN HOURS AND MINUTES
- ALLOW FOR A TWO-DIGIT RESPONSE
- ALLOW RANGE (HOURS) (00-98)
- ALLOW RANGE (MINUTES) (00-59, 98)

Hours per session: \_\_\_\_\_

Minutes per session: \_\_\_\_\_

**PROG NOTE: ASK IF DOES ANY UNSTRUCTURED ACTIVITY IE CODE 1-187 IN Q26 OR YES IE CODE 1-2 IN Q27. OTHERS GO TO Q34. REPEAT Q32-Q33 FOR EACH ACTIVITY IN Q26 OR Q27. IF YES WALK TO SCHOOL IE CODE 1 IN Q27 AND CODE 131 IN Q26, SAY 'WALKING' AND ASK Q32/Q33 ONCE ONLY FOR THAT ACTIVITY. IF YES RIDE TO SCHOOL IE CODE 2 IN Q27 AND CODE 180 IN Q26, SAY 'BIKE RIDING' AND ASK Q32/Q33 ONCE ONLY FOR THAT ACTIVITY.**

Q32 In a typical week in Term 2, approximately how many times did (PROG NOTE: INSERT CHILD NAME FROM Q22) participate in unstructured (PROG NOTE: INSERT ACTIVITY FROM Q26/Q27)?

**CODE 'DON'T KNOW' AS 98**

**CODE 'LESS THAN ONCE PER WEEK'/'IRREGULARLY'/'INFREQUENTLY' AS 00.**

**PROG NOTE:**

- ALLOW FOR A TWO-DIGIT RESPONSE
- ALLOW RANGE (00-98)

Number of times per week: \_\_\_\_\_

Q33 On average, how long was each **Term 2** session of unstructured (**PROG NOTE: INSERT ACTIVITY FROM Q26/Q27**)? Please give us your best guess, to the nearest 15 minutes.

**IF DON'T KNOW CODE '98' FOR BOTH HOURS AND MINUTES**

**PROG NOTE:**

- **RECORD IN HOURS AND MINUTES**
- **ALLOW FOR A TWO-DIGIT RESPONSE**
- **ALLOW RANGE (HOURS) (00-98)**
- **ALLOW RANGE (MINUTES) (0,15,30,45,98)**

Hours per session: \_\_\_\_\_

Minutes per session: \_\_\_\_\_

**PROG NOTE: ASK IF ONE OR MORE CHILDREN AGED BETWEEN 5 AND 14 INCLUSIVE IN Q12 AND NOT QUEENSLAND BOOST. OTHERS, GO TO Q37.**

Q34 Before this survey, had you heard of the Active After-school Communities program, also known as the Active After-school program or Active Afters?

**PROG NOTE:**

- **SINGLE RESPONSE**

1	Yes
2	No
98	Don't know/not sure

**PROG NOTE: ASK IF NO OR DK IE CODE 2,98 IN Q34. CODE 1 GO TO Q36**

Q35 The Active After-school Communities program is funded by the Australian Government and offers sport and other structured physical activities to primary school-aged children at schools or after school care centres, between 3pm to 5.30pm. Have you ever heard of this program?  
**DO NOT READ**

**PROG NOTE:**

- **SINGLE RESPONSE**

1	Yes
2	No
98	Don't know/not sure

**PROG NOTE: ASK IF YES AWARE IE CODE 1 IN EITHER Q34 OR Q35. OTHERS GO TO Q37**

Q36 Have any of your children ever been enrolled in (this program)? **DO NOT READ**  
**INTERVIEWER INSTRUCTION: ANY PAST INVOLVEMENT SHOULD BE CODED 'YES'.**

**PROG NOTE:**

- **SINGLE RESPONSE**

1	Yes
2	No
98	Don't know/not sure

**PROG NOTE: ASK ALL RESPONDENTS**

Q37 Can I please check that the number I rang was (PROG NOTE: INSERT PHONE NUMBER)?

**DO NOT READ**

**PROG NOTE:**

**– SINGLE RESPONSE**

1	Yes — correct
2	No — incorrect (PLEASE TYPE IN CORRECT NUMBER)

Q37(a) The phone numbers we call are randomly generated by a computer, which ensures the opinions of all people are represented, including those with silent numbers. Is this phone number I called you on a silent or unlisted number? **DO NOT READ**

**PROG NOTE:**

**– SINGLE RESPONSE**

1	Yes/silent/unlisted
2	No
3	Don't know/refused

Q38 If my supervisor finds any errors with my work, we may need to call you back for correction. If we need to, may we contact you for other quality control purposes? **DO NOT READ**

**PROG NOTE:**

**– SINGLE RESPONSE**

1	Yes
2	No

## CLOSE

Just to remind you, my name is ... (Name) from Newspoll. This research was carried out on behalf of the Australian Sports Commission and state government departments of sport and recreation in compliance with the Market and Social Research Privacy Principles. If you would like details about privacy or phone numbers to check about Newspoll, I can give you those now. Would you like them?

If 'yes', clarify if privacy or phone numbers and read appropriate script below.

### PRIVACY

Your phone number was randomly generated from a computer. Your personal details will be removed from your responses in about two weeks. Within this time, however, you may request that your personal details be deleted.

### PHONE NUMBERS

If you have a pen and paper handy, the numbers are:

Newspoll toll free: 1800 646 526

Market Research Society: 1300 364 830

Newspoll website: [www.newspoll.com.au](http://www.newspoll.com.au)

**IF ASKED FOR SURVEY RESULTS:** <http://www.ausport.gov.au/information/scors/ERASS>

### INTERVIEWER INFORMATION RE SAMPLE:

Phone numbers are obtained from a list provided by 'samplepages.com.au'. To comply with federal privacy legislation, numbers are provided **without** any name or address information, other than postcode.

**IF RESPONDENT NOT SATISFIED WITH EXPLANATION:** If you want to know more about how your number was obtained then I can give you the number to contact 'samplepages.com.au' or their website address.

If you have a pen and paper handy, the number/website is: (03) 9024 2413/[www.samplepages.com.au](http://www.samplepages.com.au)

Thank you... (RESPONDENT NAME) for your time.

### DID THE RESPONDENT WISH TO HAVE THEIR DETAILS REMOVED IMMEDIATELY?

#### PROG NOTE:

#### – SINGLE RESPONSE

1	Yes
2	No

I certify that this is a true, accurate and complete interview, conducted in accordance with industry standards and the AMSRS Code of Professional Behaviour (ICC\ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to this project.

#### PROG NOTE:

#### – SINGLE RESPONSE

1	Accept
2	Not accept

## 5 Appendix 2: SamplePages

### 5.1 Introduction

The sample frame previously used for ERASS (2008–09) (AMSRO RDD frame) was replaced by AMSRO with a more efficient sampling frame called SamplePages. This frame offered a number of improvements for ERASS and was adopted in 2010. The implications of the change are discussed below.

For high quality estimates, it is important that the sampling frame is of high quality in terms of:

- coverage of the survey population
- accuracy of telephone numbers
- linkage to the ABS's standard geographic classification (ASGC).

Until a few years ago, the best and most used sampling frames for telephone surveys were based on the Electronic White Pages which provided phone numbers and addresses including postcodes and reasonable coverage of the population.

Legal action by Telstra/Sensis resulted in the closing down of all providers of these Australian phone lists forcing the research industry to find an alternative telephone sampling frame.

### 5.2 Random digit dialling

The Association of Market and Social Research Organisations (AMSRO) developed an alternative frame to Electronic White Pages. This frame was based on random digit dialling (RDD) and provides close to 100% coverage of landlines (fixed lines).

The frame is based on postcodes and covers every Australian residential postcode. The accuracy of the postcode data linked to each telephone number is quite high and can be used to generate high quality regional data where postcodes can accurately define a region. Postcode provides a link to the ASGC, and hence regional estimates, through the ABS 'Statistical Local Area from postal area' concordance list.

In 2008–09, Newspoll used this frame developed by the AMSRO exclusively for AMSRO members for ERASS.

This frame has two main deficiencies — non-coverage of mobile only households and the base geographic building block (the postcode).

#### 5.2.1 Mobile only households

The AMSRO RDD frame excludes households with no fixed line, the vast majority of whom are 'mobile only' households. We do not have any accurate data in Australia on the proportion of mobile only households although data from the Lightspeed (Newspoll's sister company) online panel indicates that it was around 15% at the end of 2009 and growing.

Using the same online panel, Newspoll checked (for another client) whether being in a mobile only household was correlated with being ready for the switch off of the analog TV signal. The data from the online survey indicated that mobile only households are more likely to be:

- renters (63% of mobile only households compared with about 30% for the general population based on ABS estimates)
- live in flats (30% of mobile only households vs 11% for general population based on ABS estimates).

This is what we expected and is consistent with data from other countries.

However, we found that as regards to 'digital TV readiness', mobile only households are not that different to other households. The main differences between mobile only households and other households relate to household characteristics such as housing tenure and type of dwelling rather than digital readiness.

### **5.2.2 Postcode**

The other main deficiency in the AMSRO RDD frame is the relative size of the basic building block (the postcode) both in terms of geographic area and population. If ERASS only requires geographic disaggregation at the capital city/rest of state level then postcode is quite accurate to define such areas. However, if interest is at a lower level, such as the six regions (based on LGAs) for the boost in Queensland, then postcode becomes less accurate given that some postcodes overlap LGAs.

## **5.3 SamplePages**

The organisation that developed the AMSRO RDD frame worked on a new sampling frame that has phone numbers that are identified at the Census Collection District (CD) level and which are known to be live residential numbers. It is list-based rather than RDD.

SamplePages has just over 5,000,000 unique landlines and approximately 500,000 unique mobiles. This compares with the Integrated Public Number Database (IPND) which has 5.8m unique listed landlines. The IPND is an industry-wide database of all listed and unlisted public telephone numbers. It was established in 1998 and is managed by Telstra under the Carrier Licence Conditions (Telstra Corporation Limited) Declaration 1997. The IPND includes fixed line numbers, mobile numbers, VoIP numbers, numbers used for paging and numbers used for services which charge a local call fee or transfer the charge to the called party (13/1300/1800). We can be confident therefore that SamplePages has reasonably good coverage of the population.

Across the entire SamplePages database, the proportion of 'landline' phone numbers, in comparison to the number of occupied private dwellings, is 70%. The discrepancy is due predominantly to silent numbers.

The base has been matched to the electoral roll and an analysis by demographic and socioeconomic variables of people who are on the roll but not in SamplePages found no consistent bias.

More information on SamplePages can be found at <http://www.samplepages.com.au>

### **5.3.1 Advantages of SamplePages**

There are two main benefits for ERASS from using SamplePages:

1. More accurate assignment of people to geographic areas
2. Ability to control the sample at the CD level within a geographic area which can reduce some of the volatility over time in quarterly and annual estimates by geographic area.

### **5.3.2 Disadvantages of SamplePages**

The only disadvantage for ERASS of SamplePages over the RDD frame is that silent numbers are excluded. In preparation for transition to SamplePages, in 2009 Newspoll included a question on all its major surveys (still using the RDD frame at the time) to determine if the phone number we called was a silent number or not.

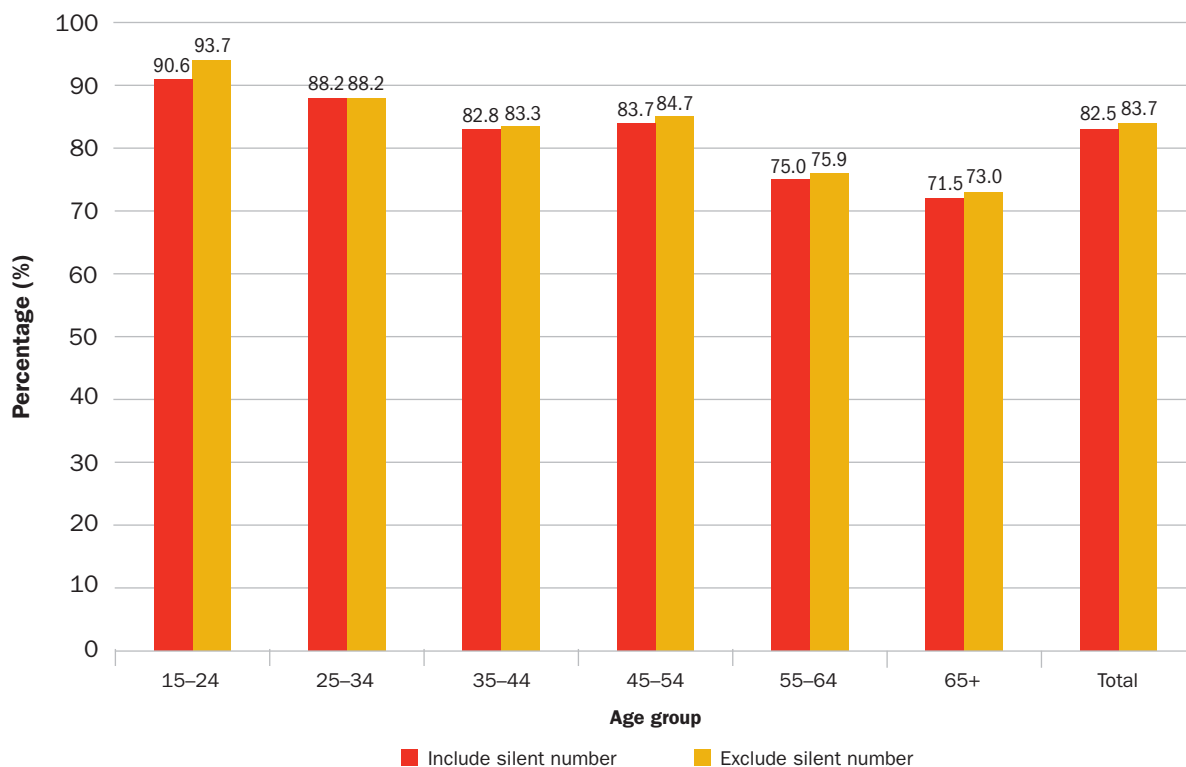
From our online panel it was estimated that the proportion of fixed lines that are silent numbers is between 20% and 25% and higher in Sydney and Melbourne than in regional and remote areas.

From the Digital Tracker (conducted for the Department of Broadband, Communications and the Digital Economy) and ERASS we estimated that the proportion of fixed lines that are silent numbers is around 12% and varied from between 6% in regional South Australia and regional Queensland to 16% in Perth and Sydney. This was about half of what we would expect and indicates, not surprisingly, that households with a silent number are much less likely to respond to a survey than are those with a listed number.

Newspoll reweighted the August 2009 ERASS data with the silent number respondents excluded and then compared the results with the weighted full sample. The results are shown in Figures 2–10 below where total participation, organised participation and regular participation are compared by age and sex.

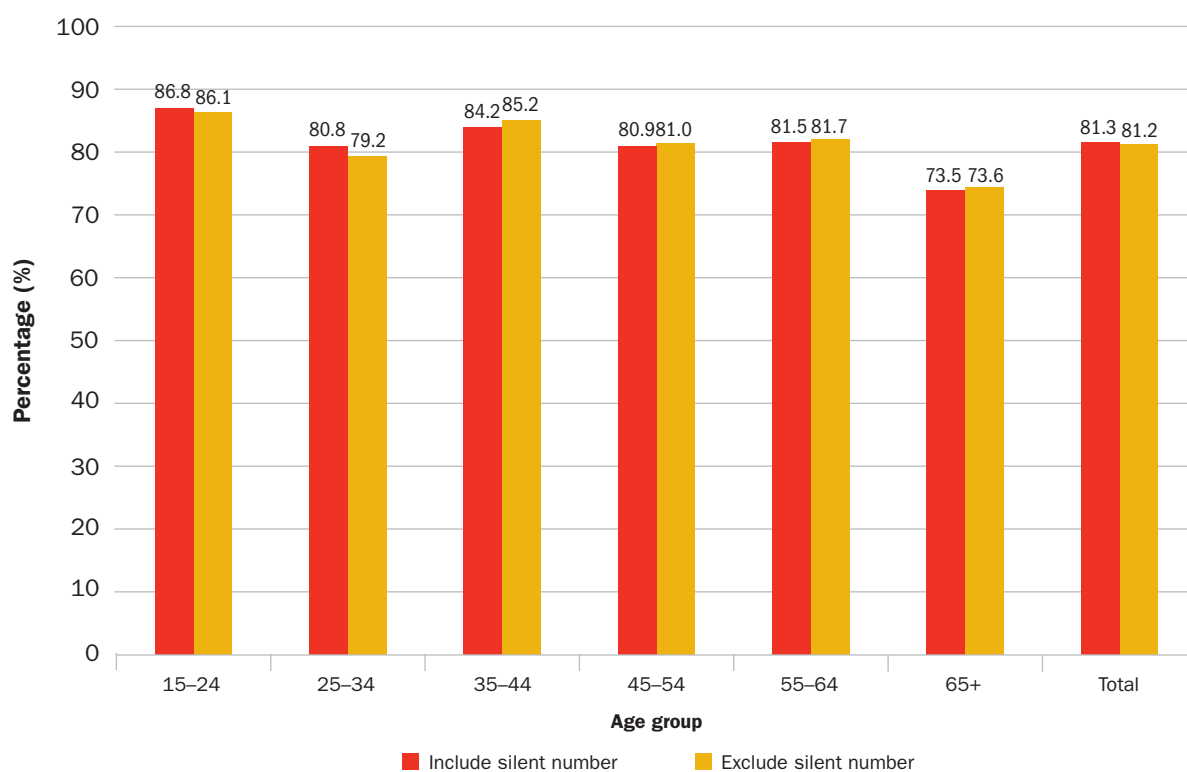
From this data it can be seen that having a silent number is not correlated to any great extent to physical activity. As a result we were confident that that the exclusion of silent number households would have no significant impact on the quality of the data from ERASS.

**Figure 2: Males aged 15 years and over — total participation rates by age and whether include or exclude silent numbers, August 2009**

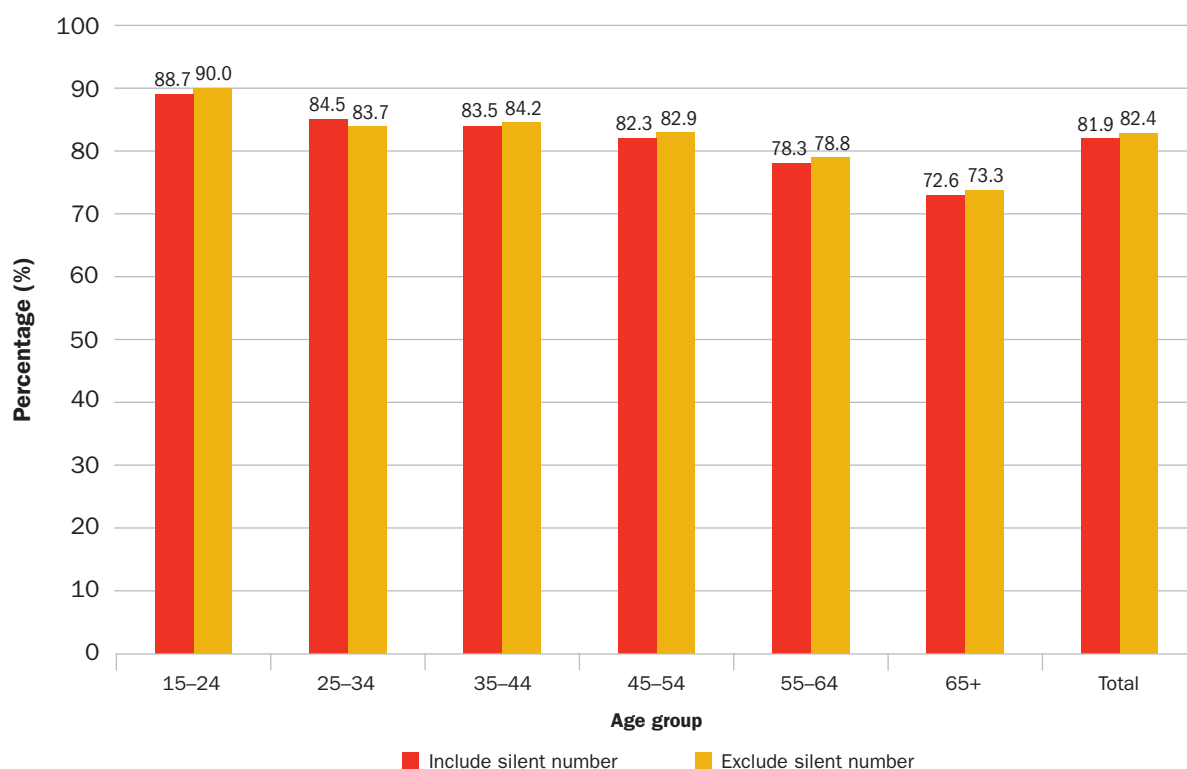




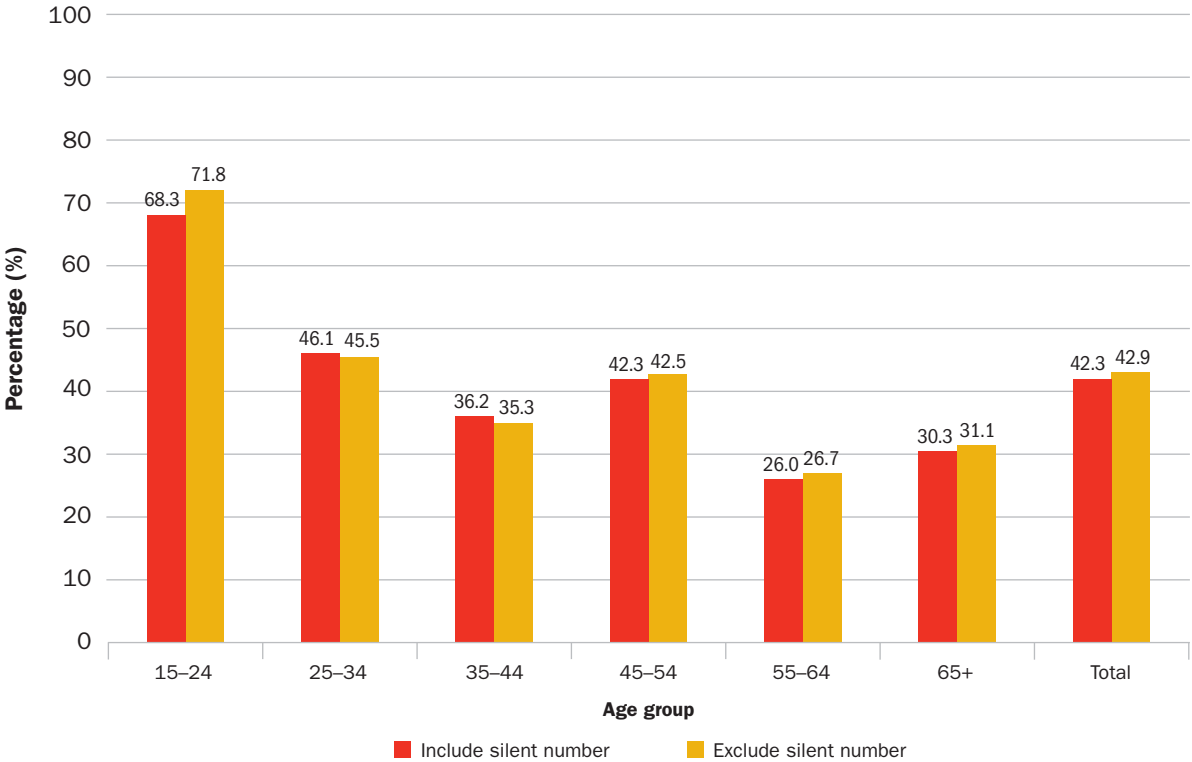
**Figure 3: Females aged 15 years and over — total participation rates by age and whether include or exclude silent numbers, August 2009**



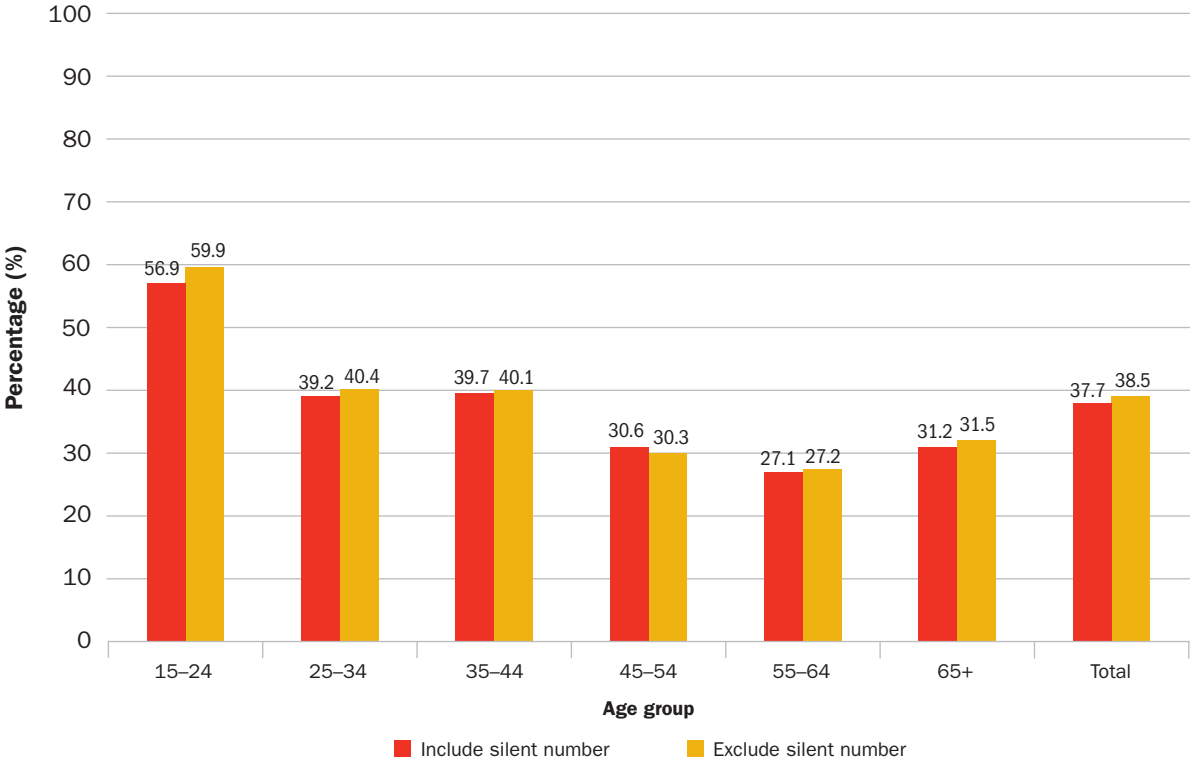
**Figure 4: Persons aged 15 years and over — total participation rates by age and whether include or exclude silent numbers, August 2009**



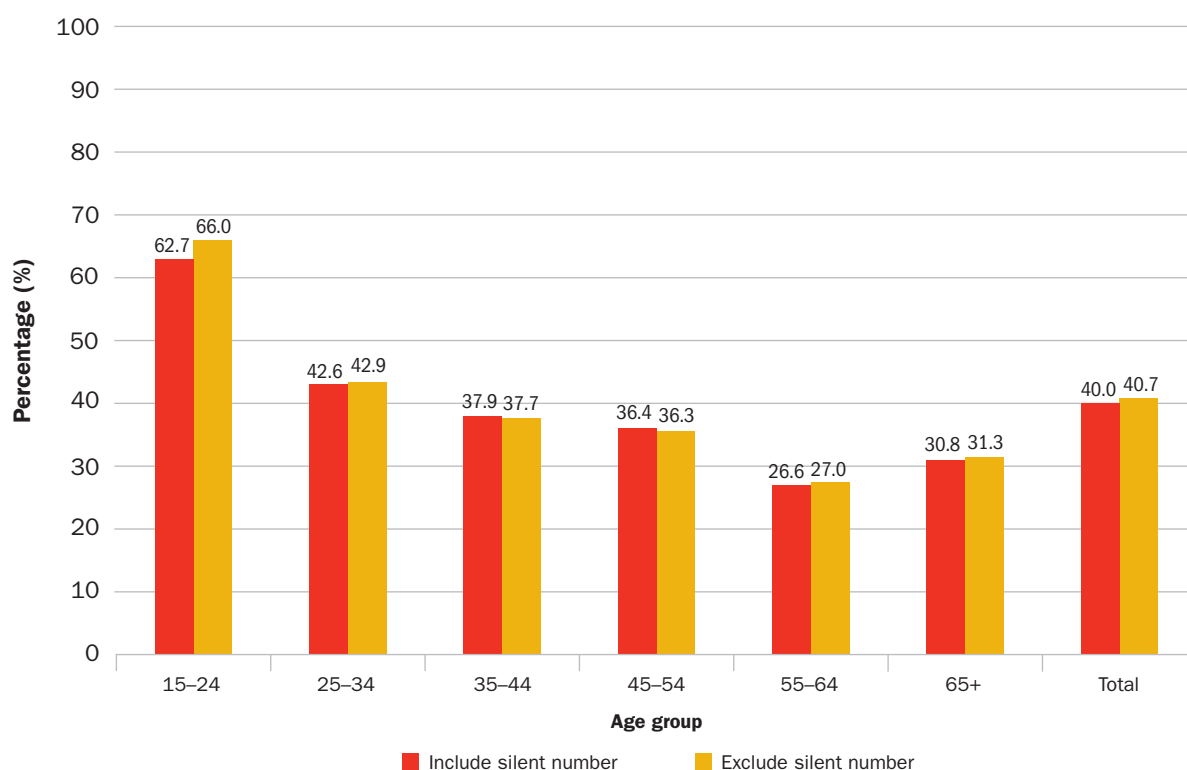
**Figure 5: Males aged 15 years and over — organised participation rates by age and whether include or exclude silent numbers, August 2009**



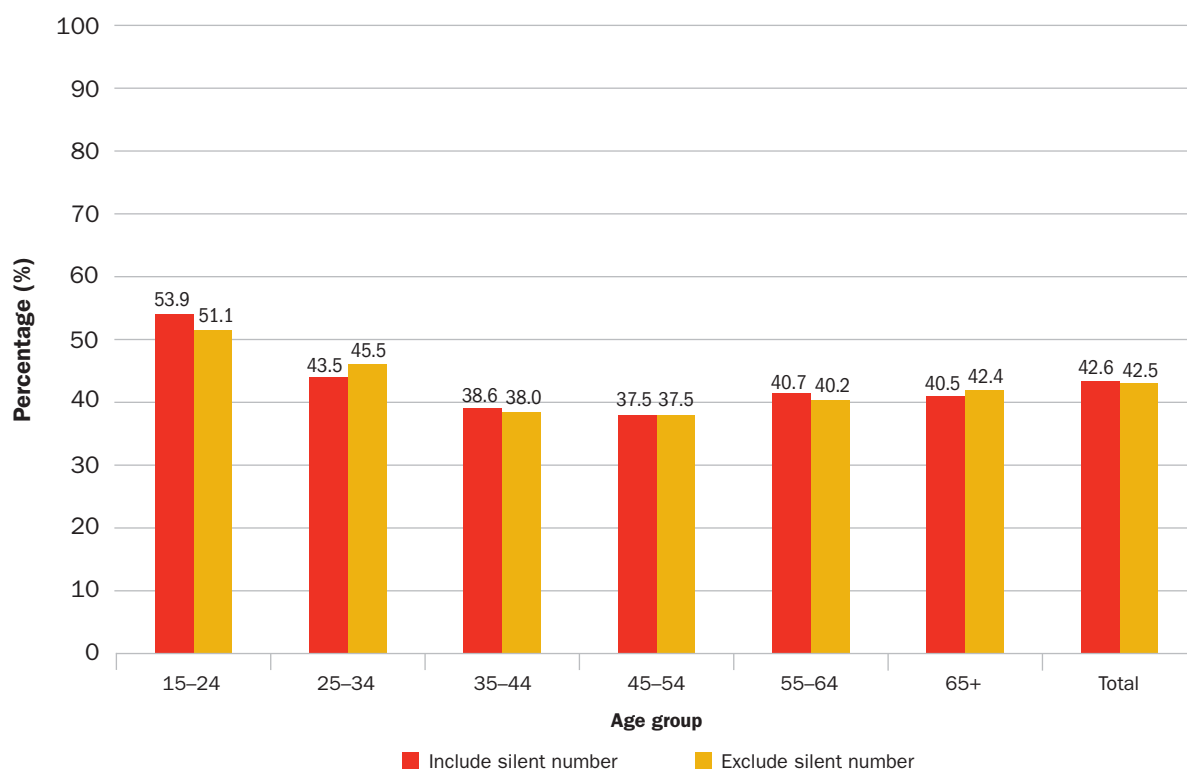
**Figure 6: Females aged 15 years and over — organised participation rates by age and whether include or exclude silent numbers, August 2009**



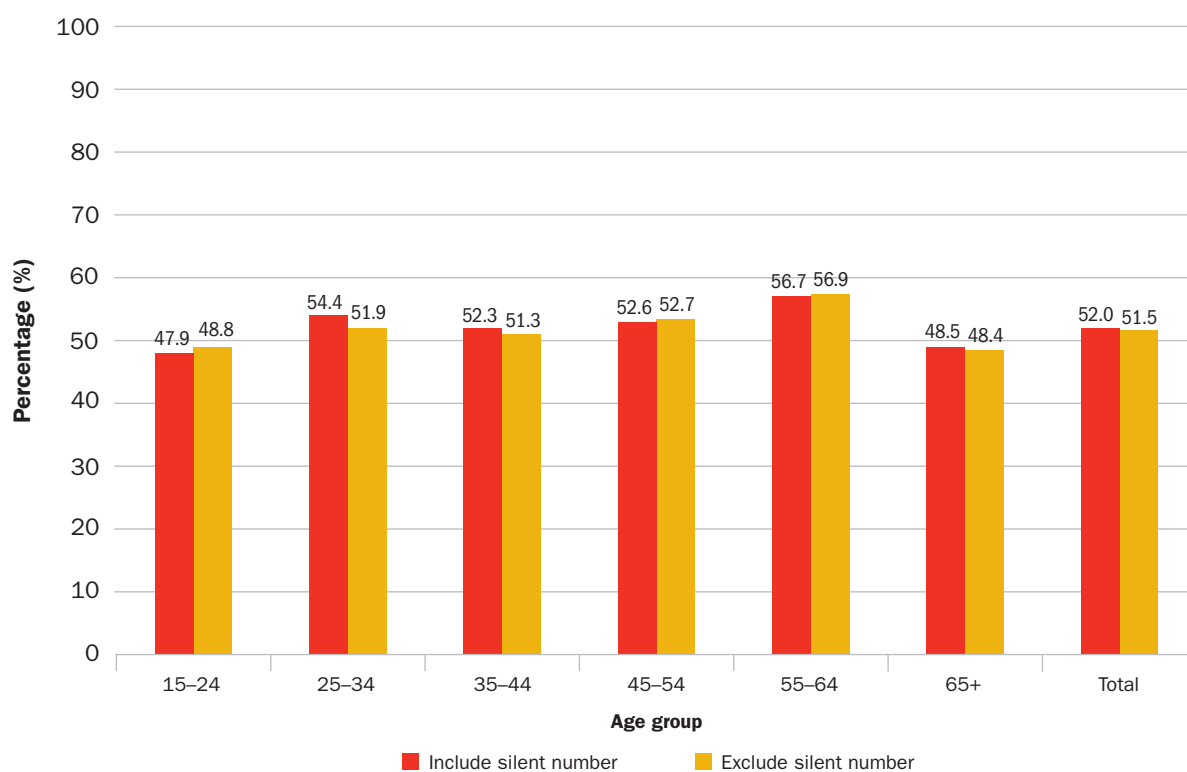
**Figure 7: Persons aged 15 years and over — organised participation rates by age and whether include or exclude silent numbers, August 2009**



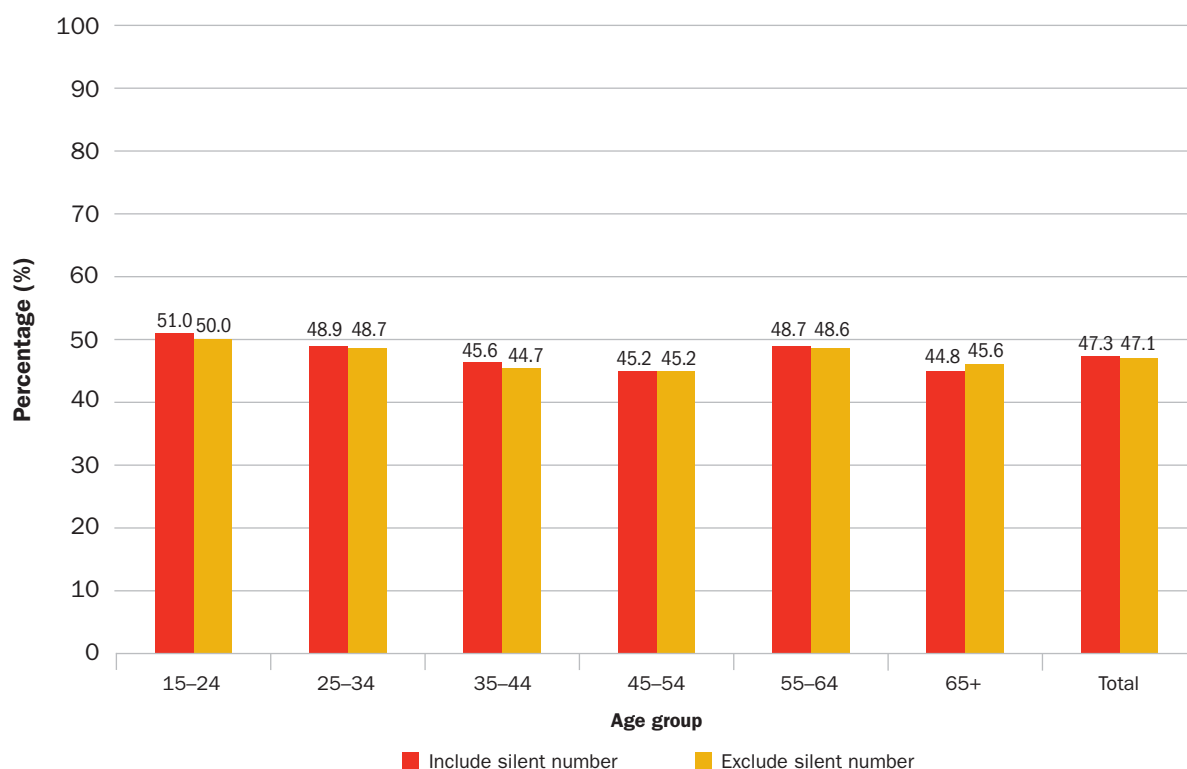
**Figure 8: Males aged 15 years and over — regular participation rates by age and whether include or exclude silent numbers, August 2009**



**Figure 9: Females aged 15 years and over — regular participation rates by age and whether include or exclude silent numbers, August 2009**



**Figure 10: Persons aged 15 years and over — regular participation rates by age and whether include or exclude silent numbers, August 2009**



## 5.4 Conclusions and recommendations

Newspoll believed that the new frame would not impact on the quality of data from ERASS.

The main benefit of SamplePages is being able to identify detailed geographic regions. We did recommend that mobile only households and households with a silent fixed line number be monitored on a regular basis through an online survey so that we can remain confident that physical activity is uncorrelated with living in a silent number or mobile only household.

