



## Overseas Aid Study

March 2005

Job No: 050206 / 050301

Prepared for  
Public Affairs Group  
AusAID  
GPO Box 887  
Canberra ACT 2601

*Level 5  
Newspoll House  
407 Elizabeth Street  
Surry Hills NSW 2010  
Tel(02) 9921 1000  
Fax(02) 9212 5880  
newspoll@newspoll.com.au*

*Level 3  
126 Wellington Parade  
East Melbourne VIC 3002  
Tel(03) 9416 4100  
Fax(03) 9417 1800  
newspoll.melb@newspoll.com.au*

# Table of contents

1.	<b>Background and objectives</b>	3
2.	<b>Methodology</b>	4
3.	<b>Executive summary</b>	5
4.	<b>Research findings</b>	9
4.1	Importance of issues facing the world today	10
4.2	Personal contribution of money, time or services	12
4.3	Community approval of overseas aid	15
4.4	Beliefs about the effectiveness of aid	18
4.5	Do we spend too much, not enough or about the right amount on aid?	22
4.6	Why have an overseas aid program – and why <i>not</i> ?	30
	4.6.1 Why should Australia have an overseas aid program?	30
	4.6.2 Why Australia should <i>not</i> have an overseas aid program	35
4.7	Preferred emphasis – emergency vs long term aid	37
	4.7.1 Reasons for preferred emphasis	37
4.8	Unaided awareness of NGOs	44
4.9	Awareness of AusAID	47
4.10	“Support” for AusAID	50
4.11	Apriori segmentation	53

## **Appendices**

- Questionnaire
- Newspann terms and conditions

# 1. Background and objectives

- This report presents findings from the third wave of quantitative research into community attitudes and opinions about overseas aid. This follows previous surveys conducted in June 1998 and March 2001.
- The questionnaire used for the survey was designed in 1998 by Elliot and Shanahan Research, in consultation with AusAID. Data collection has been undertaken by Newspoll throughout the tracking series.
- The objective of the third wave was to:
  - measure *current* community attitudes and opinions;
  - determine what, if any, *changes* have occurred since 2001.
- Specifically the survey measured:
  - the perceived importance of various issues facing the world today;
  - the extent to which the community *approves* of Australia giving foreign aid, and believes in its *effectiveness*;
  - opinions concerning the *amount* Australia spends on aid;
  - community perspectives about why Australia *should* or *shouldn't* have a foreign aid program;
  - preferences for a focus on *long term* vs *emergency* aid;
  - unaided awareness of NGOs;
  - awareness of AusAID and the extent to which Australians “support” its work.
- Detailed computer tabulations for the 2005 wave have been provided under separate cover.

## 2. Methodology

### Sample

- Fieldwork was conducted nationally among 1,200 respondents aged 18 years and over.
- Respondents were selected via a stratified random sample process which included:
  - a quota being set for each capital city and non-capital city area, and within each of these areas, a quota being set for each telephone area code;
  - random selection of household telephone numbers drawn from current telephone listings for each area code;
  - random selection of an individual in each household by a "last birthday" screening question.

### Interviewing

- Interviewing was conducted by telephone over the period February 25 to March 2, 2005, by fully trained and personally briefed interviewers.
- To ensure the sample included those people who tend to spend more time away from home, a system of call backs and appointments was incorporated.

### Weighting

- To reflect the population distribution, results were post-weighted to Australian Bureau of Statistics data on age, highest level of schooling completed, sex and area.

## **3. Executive summary**

### 3. Executive summary

#### Overview.

- Arguably the world today is a very different place when compared with the world of March 2001. In the interim, the global community has been witness to multiple acts of terrorism, wars in Afghanistan and Iraq, and most recently (and probably most directly relevant to this survey) the Tsunami disaster.
- In keeping with this, the 2005 survey reveals many changes, including a large increase in the number of Australians *personally contributing* to overseas aid, a large increase in the strength of *approval* for overseas aid, greater belief in its *effectiveness*, a small shift towards more Australians believing we should *spend more* on aid, greater awareness of NGOs, and an increased community preference for *long term* as opposed to *emergency* aid.

#### Key results

- Nine-in-ten Australians continue to regard *reducing poverty* as either an “extremely” or “very” important issue facing the world today, along with *improving health, ensuring world peace, improving education, safeguarding the environment, and combating HIV/ AIDS*.
- As found in both 1998 and 2001, significantly fewer people (around 40 to 45 percent) see *opening world trade* and *slowing population growth* as being extremely or very important issues. Indeed the only change of any significance when compared with 2001, was a decline in the perceived importance of *slowing population growth*.
- The number of Australians who claim to, in the past 12 months, have personally contributed money, time or services to an organisation that provides foreign aid has increased from 50 percent in 2001 to 75 percent in 2005. This increase in the level of personal engagement is manifest among all demographic segments of the community.

### 3. Executive summary

- The proportion of Australians who approve “a lot” of giving aid to poor countries has increased from 58 percent in 2001 to 70 percent in 2005, with total approval<sup>1</sup> of aid also growing slightly from 85 percent to 91. Again, this change is broadly based across demographic groups.
- Community belief in the effectiveness of both Australian Government and non-Government aid has also grown measurably: 71 percent (vs 53 percent in 2001) believe Australian Government aid is effective; 76 percent (vs 63 percent in 2001) believe non-Government aid is effective.
- There has been a small increase in the number of Australians who believe that (i) Australia does not spend enough on aid (up from 34 to 39 percent) and (ii) that the Australian Government should spend more on aid (up from 40 to 45 percent). This extends on a similar change observed between 1998 and 2001.
- Consequently, based on measuring “informed” opinion<sup>2</sup>, the community is currently divided into two groups of roughly equal size (each of about 40 to 45 percent) – those who believe the current level of expenditure should be *maintained*, vs those who believe it should be *increased*. Comparatively few (about one-in-ten) believe the outlay on aid should be *reduced* – and this segment has gradually declined since 1998.
- Humanitarian or moral reasons (as opposed to reasons of self-interest) continue to be the key motivation for aid – while a need to “look after our own backyard first” is the key objection.

---

1 The “approval” question was administered to respondents after several other questions concerning aid – and in particular questions informing them about the amount that Australia spends on aid compared with other areas. Consequently the survey measures an “informed” opinion, rather than community attitudes without being provided with such information. It is likely that the absolute level of support for aid, if measured without providing this information to respondents, would be lower.

2. As a prelude to relevant questions, respondents were provided information concerning the amount Australia spends on aid, including that “Australia spends one percent of total government expenditure, the equivalent of the cost of one loaf of bread per week for every Australian on overseas aid. . . .”, and “While one percent of total government expenditure goes to aid poor countries, by comparison the government spends 8 percent on defence and 40 percent on social security such as pensions.”

### 3. Executive summary

- Overall, Australians who are currently most supportive of foreign aid (that is, strongly approve of it and believe we should be spending more), are reasonably representative of the population, though they do exhibit a skew towards capital city areas, white collar households and those with higher education and income.
- Asked to decide where the emphasis should be between two types of overseas aid, 61 percent (up from 51 percent in 2001) prefer *long term* aid over *emergency* aid. There continues to be a correlation between *approval* of aid and a preference for *long term* aid – and both approval and the preference for long term aid have grown.
- Increased unaided awareness of several NGO's was apparent in 2005, in particular the Red Cross being mentioned by 59 percent of Australians (up from 30 percent in 2001).
- Although six-in-ten Australians claim to have heard of the name "AusAID", few (6 percent) can nominate it spontaneously as the name of the Australian Government's overseas aid agency. *[It should be noted that although the level of prompted awareness of the AusAID name is comparatively high, the extent to which people know or understand that AusAID is a government agency, is unknown].*
- Among those who have heard of the name "AusAID", a large majority (seven-in-ten) claim to "support" its work (with 12 percent saying they do not support it at all, and the balance of 19 percent having no opinion).



## 4. Research findings

## 4.1 Importance of issues facing the world today

► *Nine-in-ten Australians continue to believe “reducing poverty” is an extremely or very important issue facing the world.*

- In 2005, community opinion about the importance of eleven issues was surveyed, including four issues not covered by previous surveys (*improving education, combating HIV/ Aids, relationships with neighbouring countries and strengthening regional security*).
- In varying degrees, the vast majority of Australians believe *each* issue is “important”, with several areas being seen by nine-in-ten people as either “extremely” or “very” important:
  - *reducing poverty*
  - *improving health*
  - *ensuring world peace*
  - *improving education*
  - *safeguarding the environment*
  - *combating HIV/ AIDS*
- The perceived importance of *promoting human rights, strengthening regional security and relationships with neighbouring countries*, was also very high with around 70 to 80 percent rating them as “extremely” or “very” important.
- As found in both 1998 and 2001, significantly fewer people (around 40 to 45 percent) see *opening world trade and slowing population growth* as being extremely or very important issues. Indeed the only change of any significance when compared with 2001, was a decline in the perceived importance of *slowing population growth* (in 2005, 39 percent rate it as “extremely” or “very” important, compared with 49 percent in 2001).

# Importance of issues facing the world today

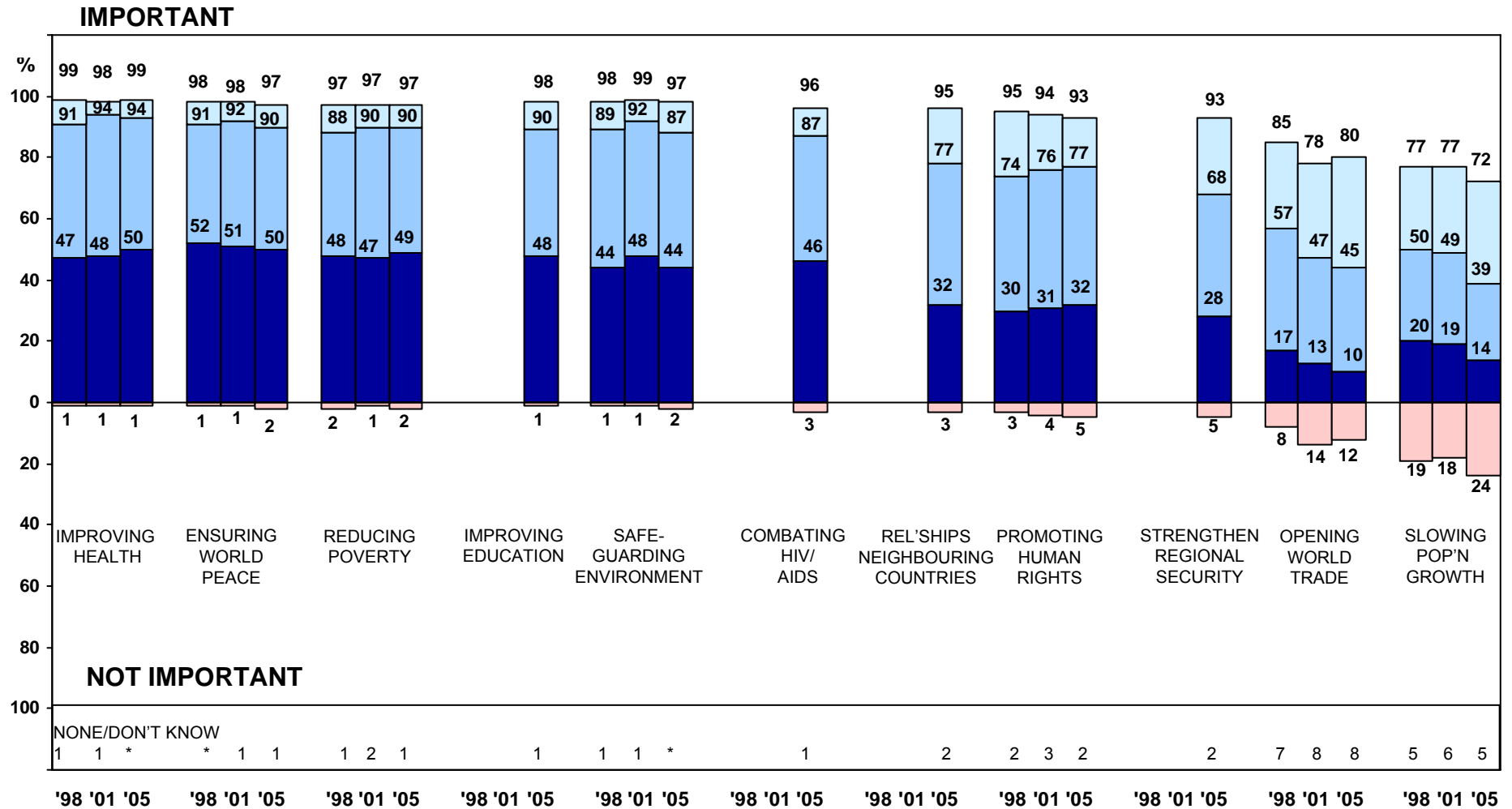


FIGURE 1

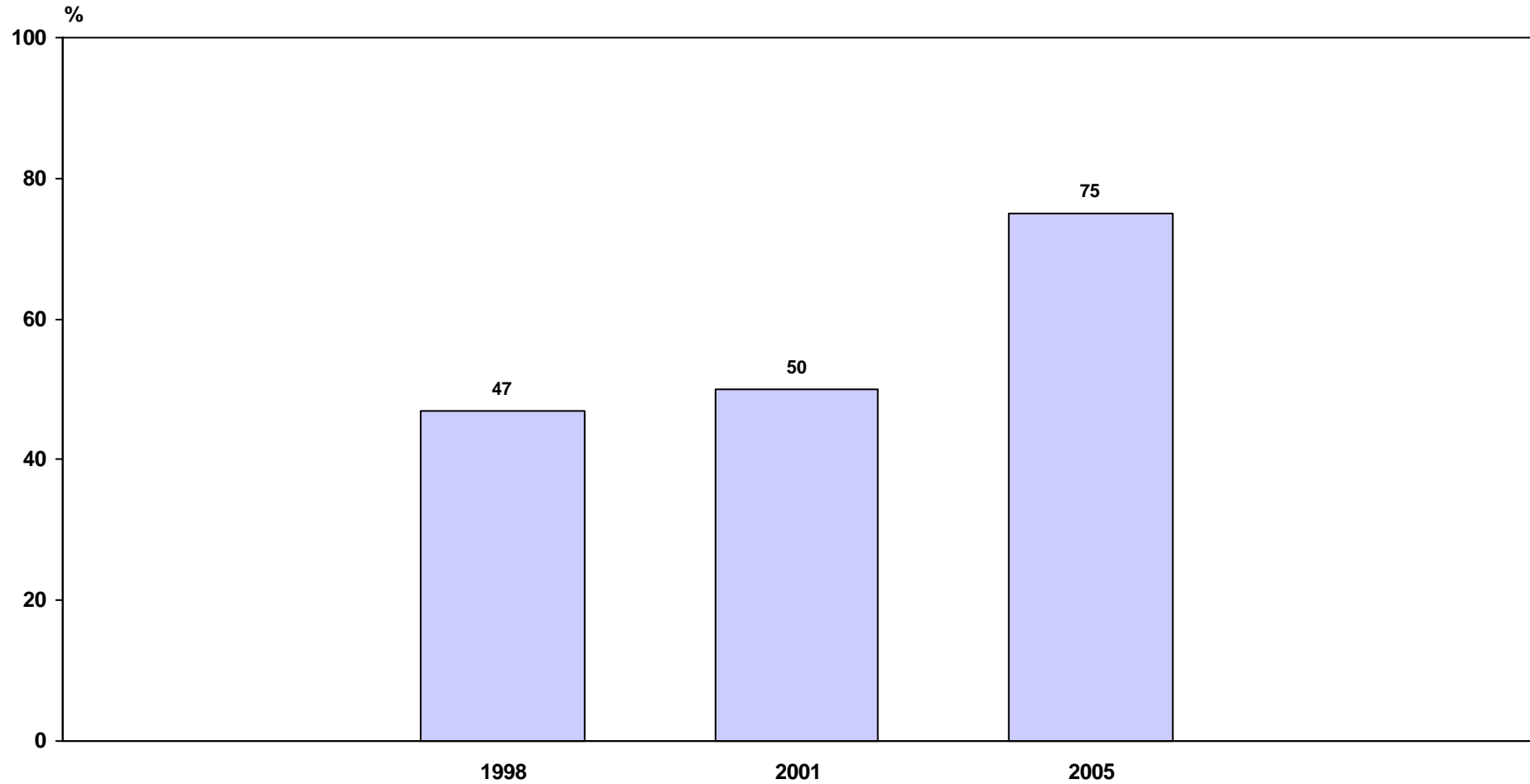
■ EXTREMELY IMPORTANT □ VERY IMPORTANT □ SOMEWHAT IMPORTANT □ NOT REALLY

## 4.2 Personal contribution of money, time or services

▀ *There has been a large increase in the number of Australians personally contributing to overseas aid*

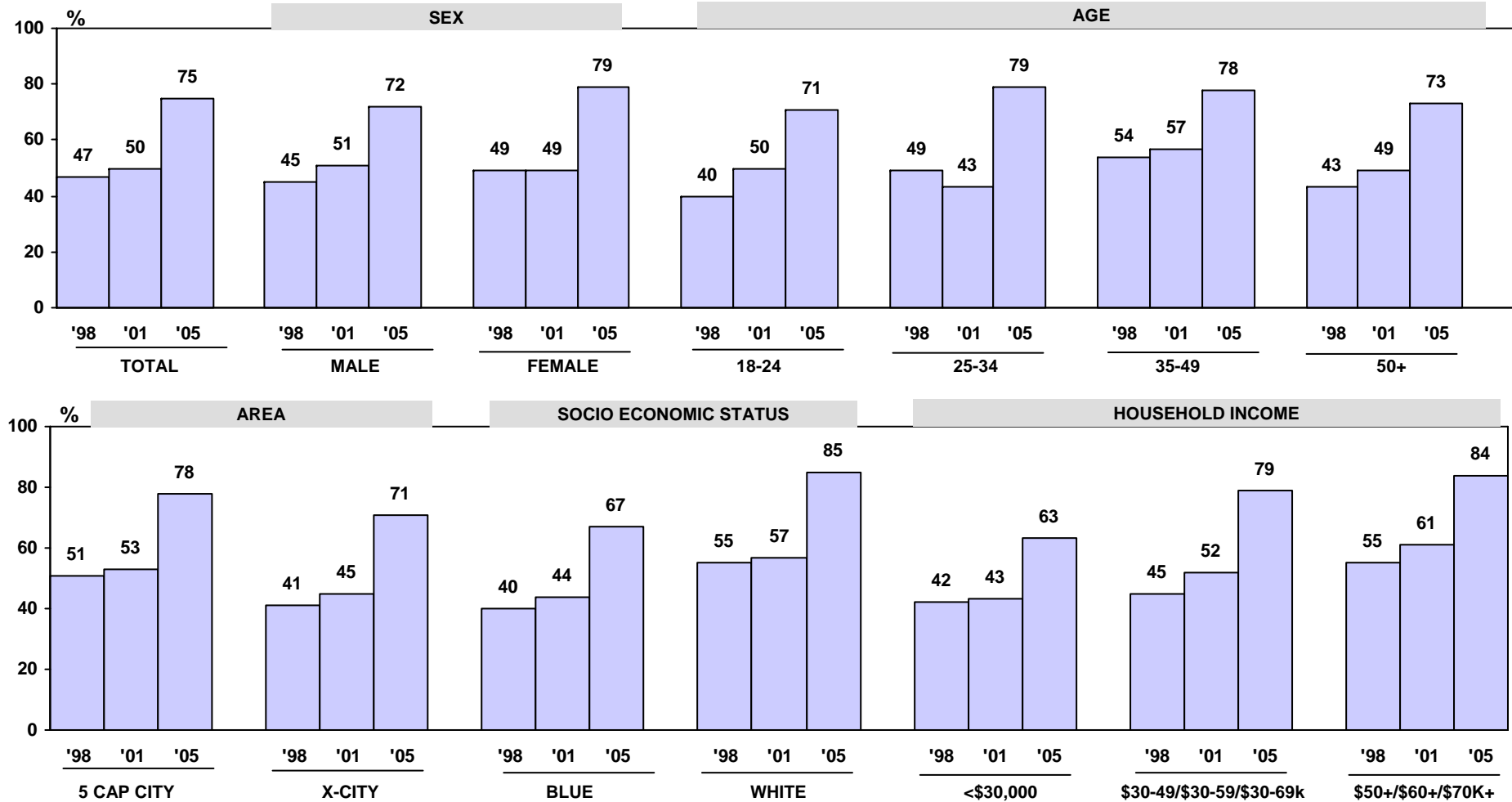
- Arguably the world today is a very different place when compared with the world of March 2001. In the interim the global community has been witness to multiple acts of terrorism, wars in Afghanistan and Iraq, and most recently the Tsunami disaster.
- Presumably the Tsunami is a key driver to a large increase in the number of Australians who claim to, in the past 12 months, have personally contributed money, time or services to an organisation that provides foreign aid (up from 50 percent in 2001 to 75 percent in 2005) – Figure 2.
- This increase in the level of personal engagement is manifest among all segments of the community – regardless of sex, age, income or metro vs country location (Figure 3).

# Made contribution in past 12 months



**FIGURE 2**

# Made contribution in past 12 months



**FIGURE 3**

BASE: AGED 18+ NATIONALLY: TOTAL (n=1200, 1200, 1200); SEX: MALE (n=599, 600, 600), FEMALE (n=601, 600, 600); AGE: 18-24 (n=114, 96, 96), 25-34 (n=246, 182, 179), 35-49 (n=423, 390, 369), 50+ (n=417, 532, 556); AREA: 5 CAP CITY (n=700, 700, 700); X-CITY (n=500, 500, 500); SES: WHITE (n=592, 614, 618); BLUE (n=608, 586, 582); INCOME: <\$30,000 (n=383, 374, 279); \$30-49K/\$30-59K/\$30-69K (n=284, 320, 396); \$50+/\$60+/\$70K+ (n=343, 310, 331)

## 4.3 Community approval of overseas aid

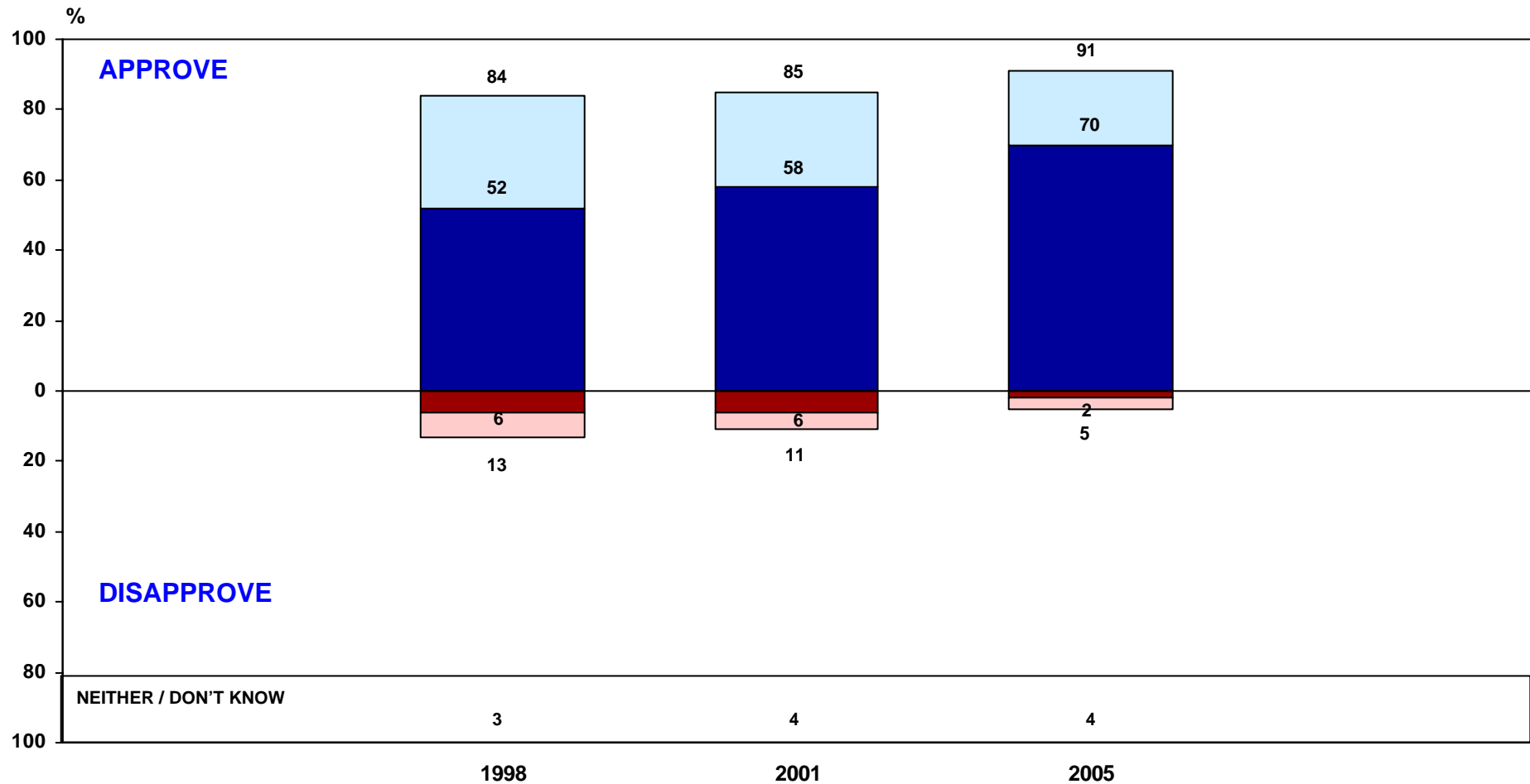
▶ *In keeping with a higher level of personal involvement in providing aid, the strength of community approval for foreign aid has also increased significantly.*

- The proportion of Australians who approve “a lot” of giving aid to poor countries has increased from 58 percent in 2001 to 70 percent in 2005, with total approval of aid also growing slightly from 85 percent to 91 percent (Figure 4).
- Again, this change in strength of support is manifest to some degree across all demographic segments, though it is more pronounced among women, younger people under 35 years, lower income and blue collar households (Figure 5).
- Compared with seven years ago when 13 percent of Australians *disapproved* of foreign aid to poor countries, only five percent of Australians do so today.

### ***A note about the “approval” measure***

- The “approval” question was administered to respondents after several other questions concerning aid – and in particular questions informing them about the amount that Australia spends on aid compared with other areas.
- Consequently the survey measures an “informed” opinion, rather than community attitudes without being provided with such information. It is likely that the absolute level of support for aid, if measured without providing this information to respondents, would be lower. However from the standpoint of measuring *changes* in attitude, an identical questioning approach has been used in all three surveys to date.

# Approval of Australia giving aid to poor countries

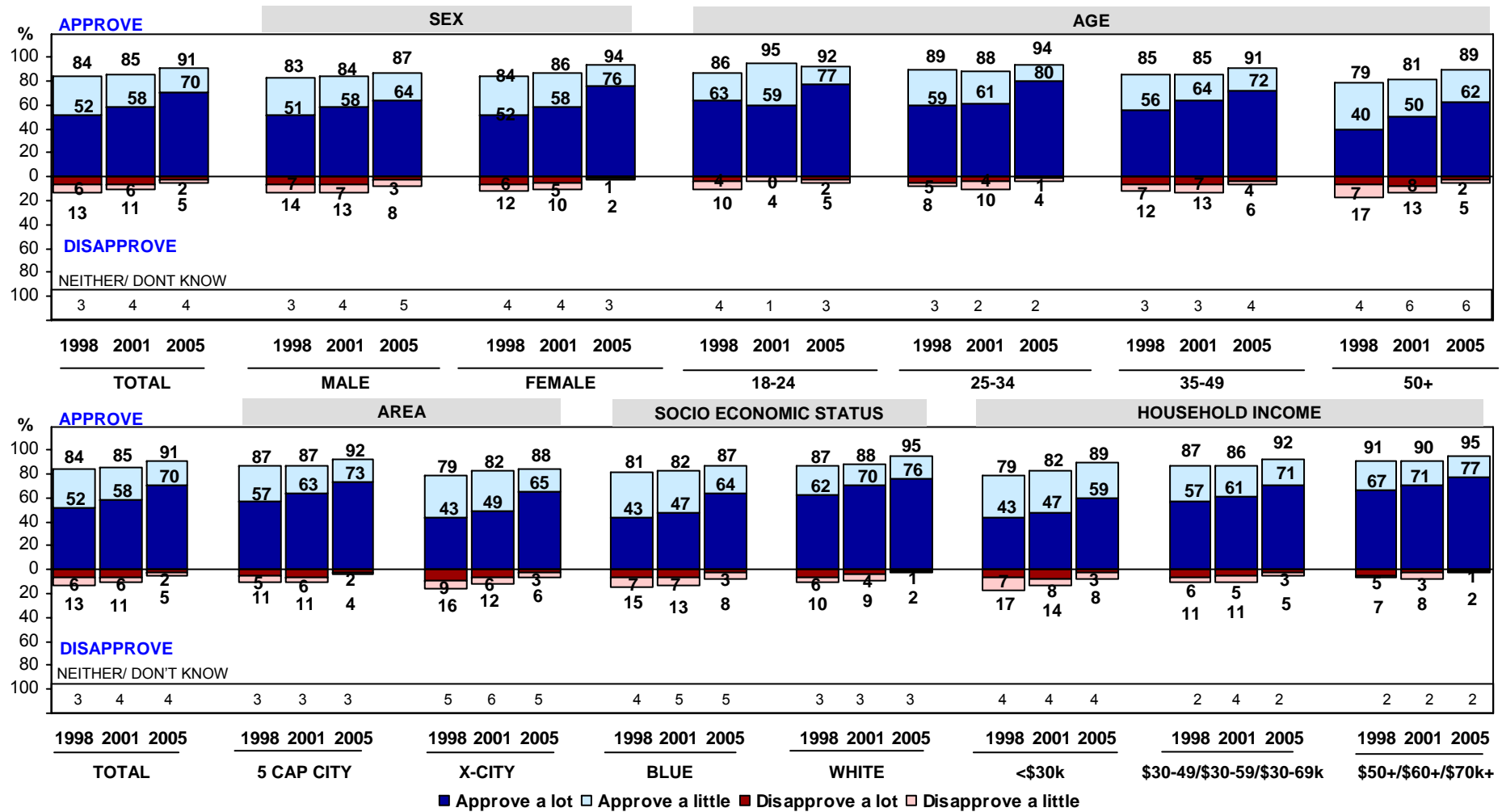


■ Approve a lot □ Approve a little ■ Disapprove a lot □ Disapprove a little

FIGURE 4



# Approval of Australia giving aid to poor countries



**FIGURE 5**

BASE: AGED 18+ NATIONALLY: TOTAL (n=1200, 1200, 1200); SEX: MALE (n=599, 600, 600), FEMALE (n=601, 600, 600); AGE: 18-24 (n=114, 96, 96), 25-34 (n=246, 182, 179), 35-49 (n=423, 390, 369), 50+ (n= 417, 532, 556); AREA: 5 CAP CITY (n=700, 700, 700); X-CITY (n=500,500,500); SES: WHITE (n=592, 614,618); BLUE (n=608,586,582); INCOME: <\$30,000 (n=383, 374, 279); \$30-49K/\$30-59K/\$30-69K (n=284, 320, 396) \$50+/\$60+/\$70K+ (n=343, 310, 331)



Australian Government  
AusAID



## 4.4 Beliefs about the effectiveness of aid

▶ *Community belief in the effectiveness of both Australian Government and non-Government aid has grown measurably compared with four years ago.*

- **On Australian Government aid:** 71 percent (vs 53 percent in 2001) believe Australian Government aid is effective, and 29 percent rate it as “very” effective (vs 12 percent in 2001).
- **On non-Government aid:** 76 percent (vs 63 percent in 2001) believe non-Government aid is effective (including 36 percent who feel it is “very” effective (vs 25 percent in 2001) – Figure 6.
- This also means that the community now sees both Government and non-Government aid as *equally* effective, whereas in 2001, and particularly in 1998, there was greater belief in the effectiveness of non-Government aid.
- The overall pattern of improved perceptions concerning both Government and non-Government aid is, again, apparent to varying degrees across all demographic segments, though for non-government aid it is more pronounced among people aged over 35 years (Figures 7 and 8).
- These changes are presumably linked to the Tsunami disaster, however we can only speculate on the specific factors driving greater belief in the *effectiveness* of aid. Possibilities include being able to “see”, through the media, a real *outcome* from aid to Tsunami victims; knowing exactly what the aid money is being used for, or more simply, just a greater level of personal engagement through making a donation.

# Effectiveness of government and non-government aid

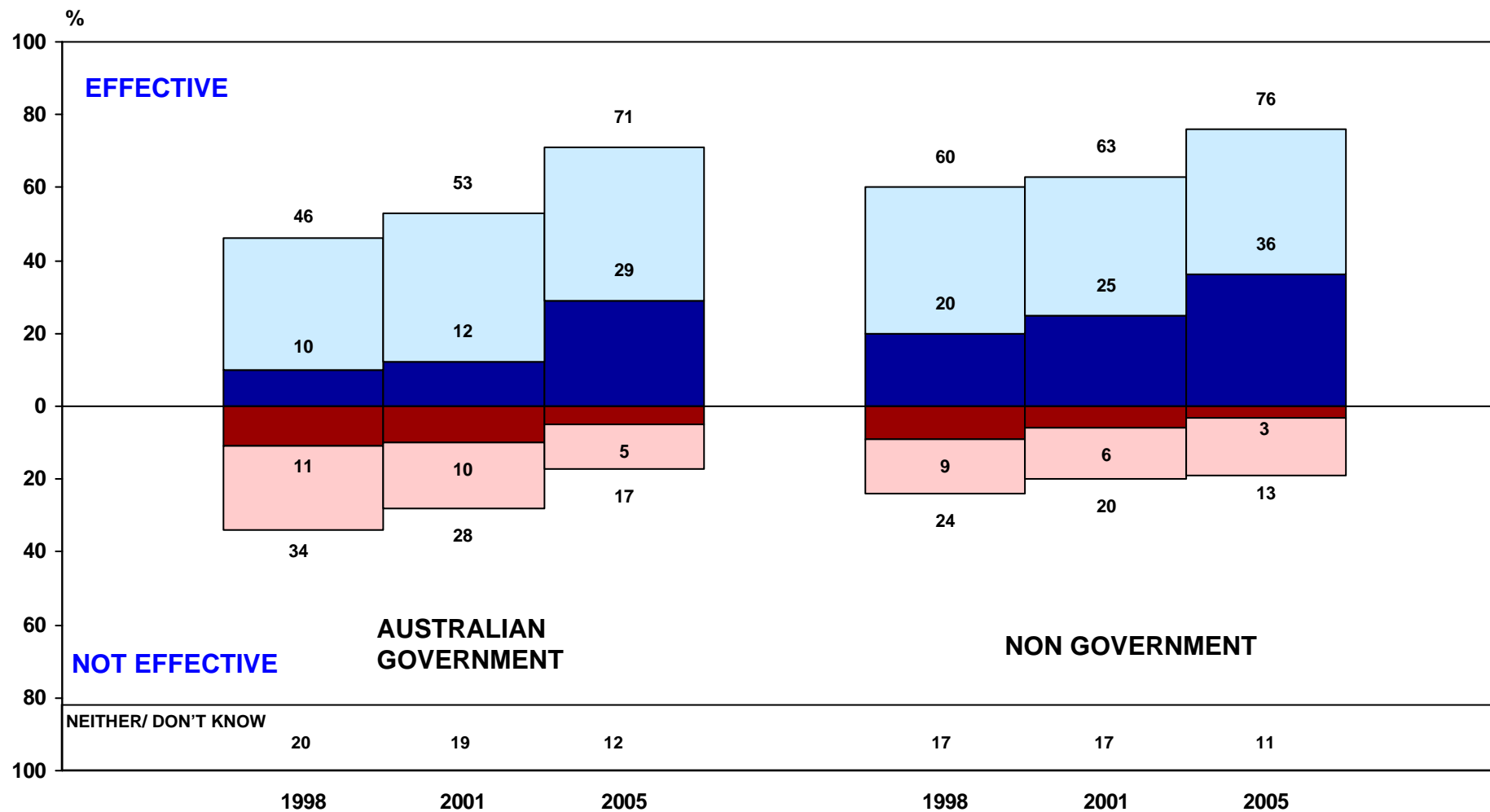
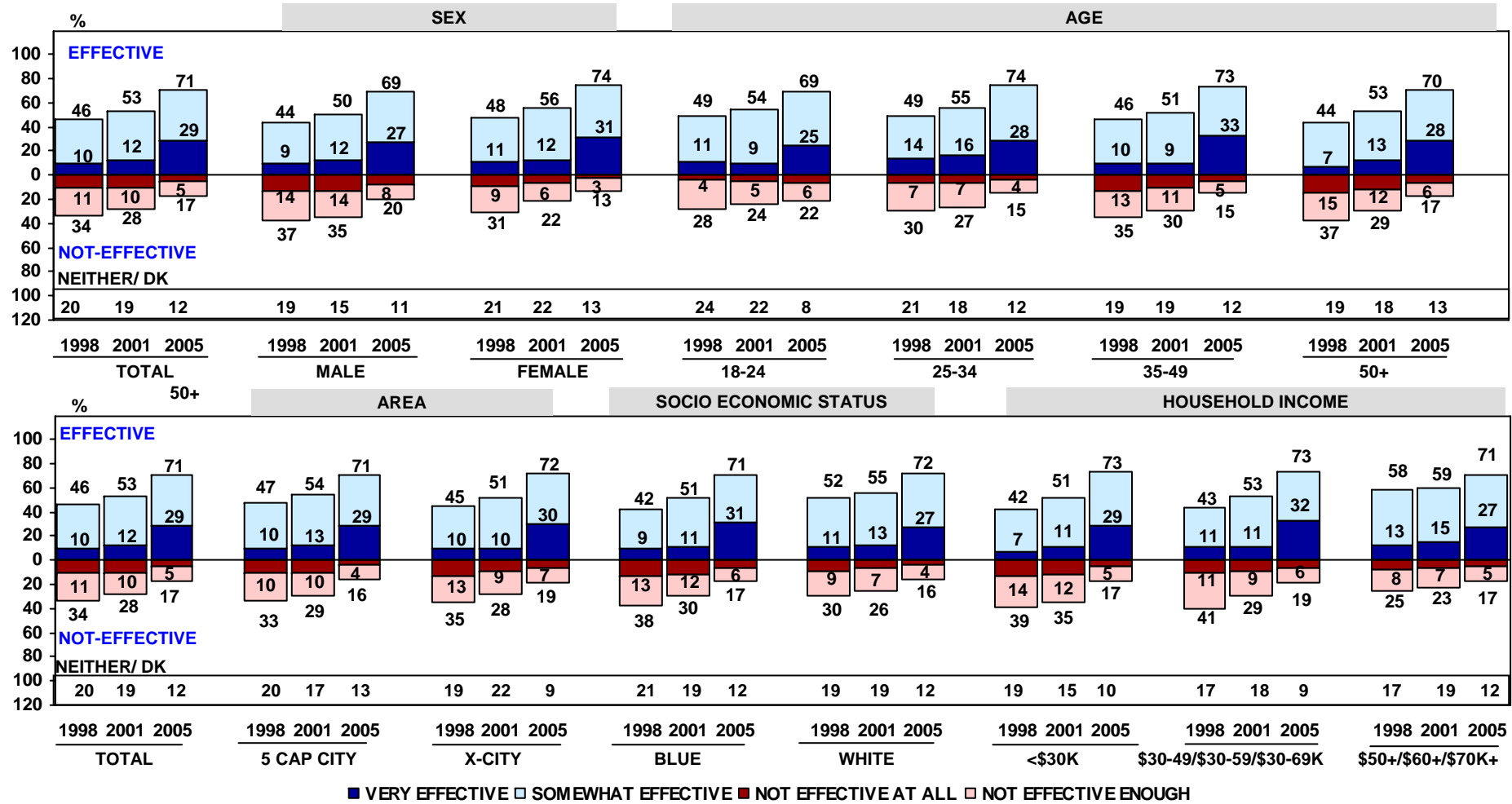


FIGURE 6

■ VERY EFFECTIVE □ SOMEWHAT EFFECTIVE ■ NOT EFFECTIVE AT ALL □ NOT EFFECTIVE ENOUGH

# Effectiveness of government aid

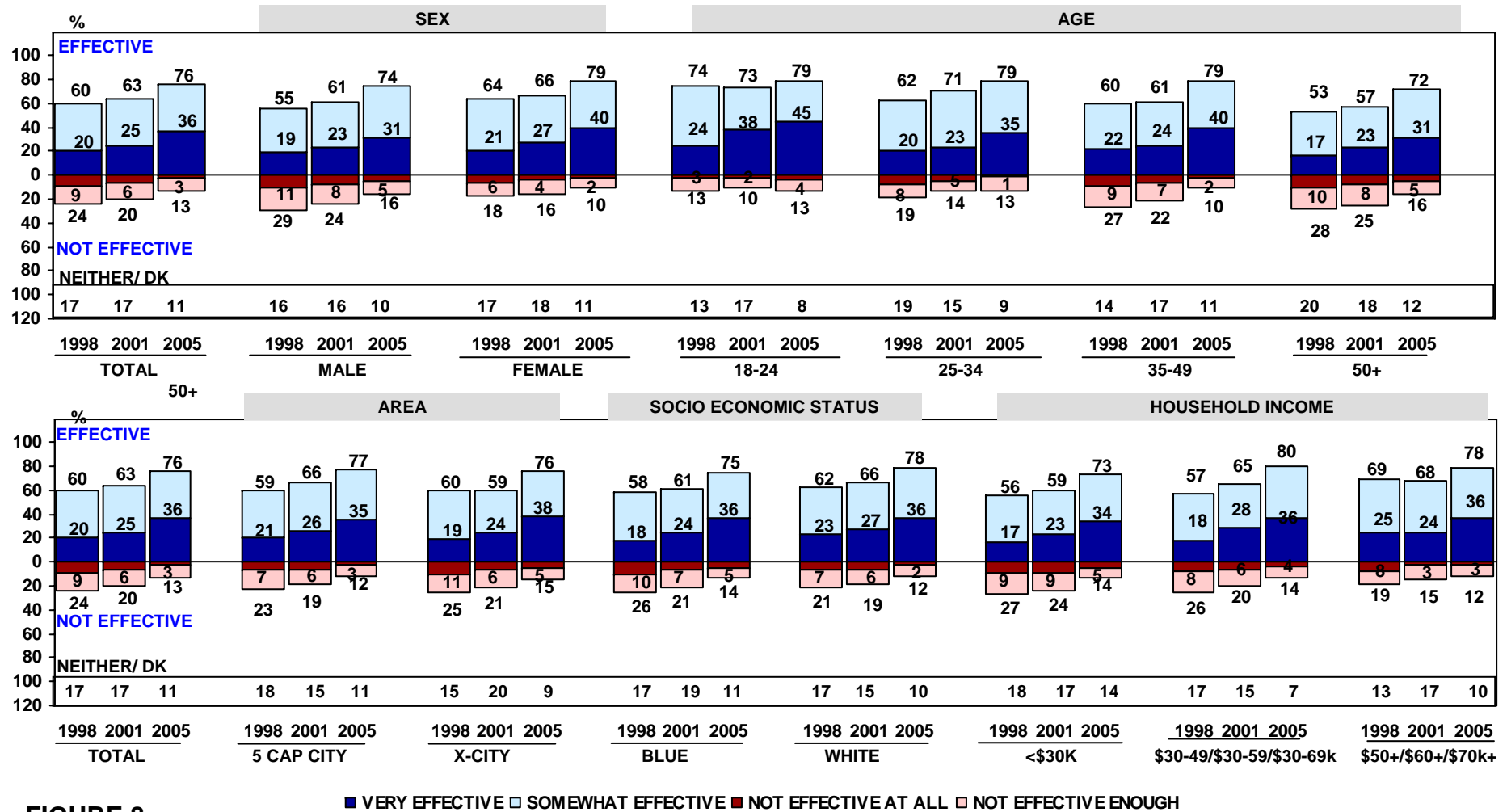


**FIGURE 7**

\* LESS THAN 0.5 PERCENT

BASE: AGED 18+ NATIONALLY: TOTAL (n=1200, 1200, 1200); SEX: MALE (n=599, 600, 600), FEMALE (n=601, 600, 600); AGE: 18-24 (n=114, 96, 96), 25-34 (n=246, 182, 179), 35-49 (n=423, 390, 369), 50+ (n=417, 532, 556); AREA: 5 CAP CITY (n=700, 700, 700); X-CITY (n=500,500,500); SES: WHITE (n=592, 614,618); BLUE (n=608,586,582); INCOME: <\$30,000 (n=383, 374, 279); \$30-49K/\$30-59K/\$30-69K (n=284, 320, 396) \$50+/\$60+/\$70K+ (n=343, 310, 331)

# Effectiveness of non-government aid



**FIGURE 8**

\* LESS THAN 0.5 PERCENT

BASE: AGED 18+ NATIONALLY: TOTAL (n=1200, 1200, 1200); SEX: MALE (n=599, 600, 600), FEMALE (n=601, 600, 600); AGE: 18-24 (n=114, 96, 96), 25-34 (n=246, 182, 179), 35-49 (n=423, 390, 369), 50+ (n=417, 532, 556); AREA: 5 CAP CITY (n=700, 700, 700); X-CITY (n=500,500,500); SES: WHITE (n=592, 614,618); BLUE (n=608,586,582); INCOME: <\$30,000 (n=383, 374, 279); \$30-49K/\$30-59K/\$30-69K (n=284, 320, 396) \$50+/\$60+/\$70K+ (n=343, 310, 331)

## 4.5 Do we spend too much, not enough or about the right amount on aid?

▶ There has been a small increase in the number of Australians who believe that (i) Australia does not spend enough on aid and (ii) that the Australian Government should spend more on aid. This further extends on a similar change observed between 1998 and 2001.

- “Informed” opinions on this issue were measured with two questions incorporating contextual information about current levels of expenditure. Firstly:

*“Australia spends one percent of total government expenditure, the equivalent of the cost of one loaf of bread per week for every Australian, on overseas aid to assist poor countries around the world. Do you personally believe Australia spends too much money, the right amount of money, not enough money assisting poor countries?”*

- Compared with 2001, a statistically significant increase occurred in the number who feel *not enough* is being spent (up from 34 to 39 percent), with a commensurate decline in the number believing Australia spends *too much* (down from 13 to 9 percent). There was also a small reduction in the number who have no opinion (Figure 9).
- This finding, combined with a similar change between 1998 and 2001, means that over the past seven years there has been quite a marked increase in the number of Australians who feel we are not spending enough on aid (up from 28 to 39 percent). Again the pattern is quite broadly based demographically (Figures 10 and 11).

# Does Australia spend too much or not enough on aid?

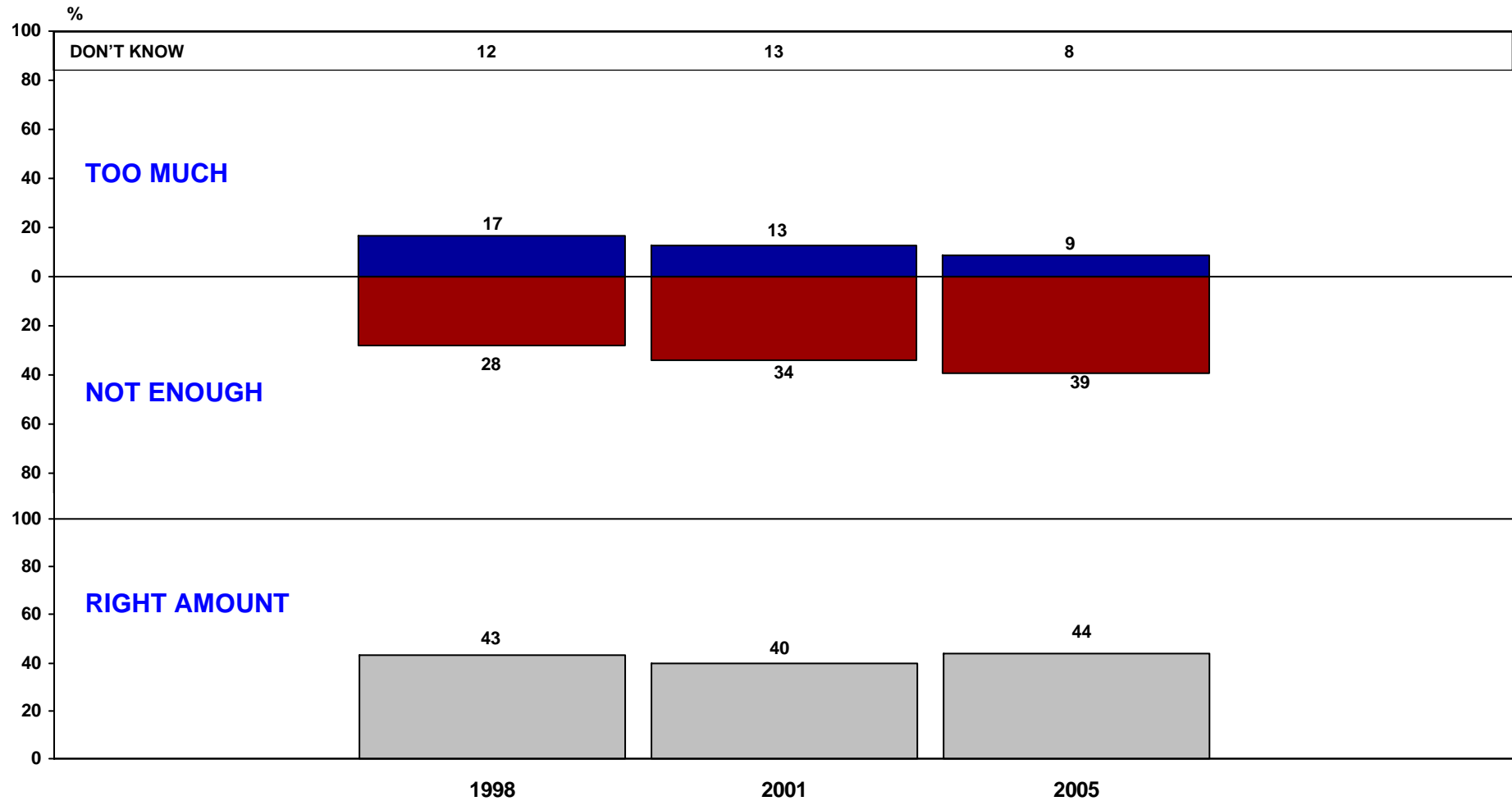


FIGURE 9

# Does Australia spend too much or not enough on aid?

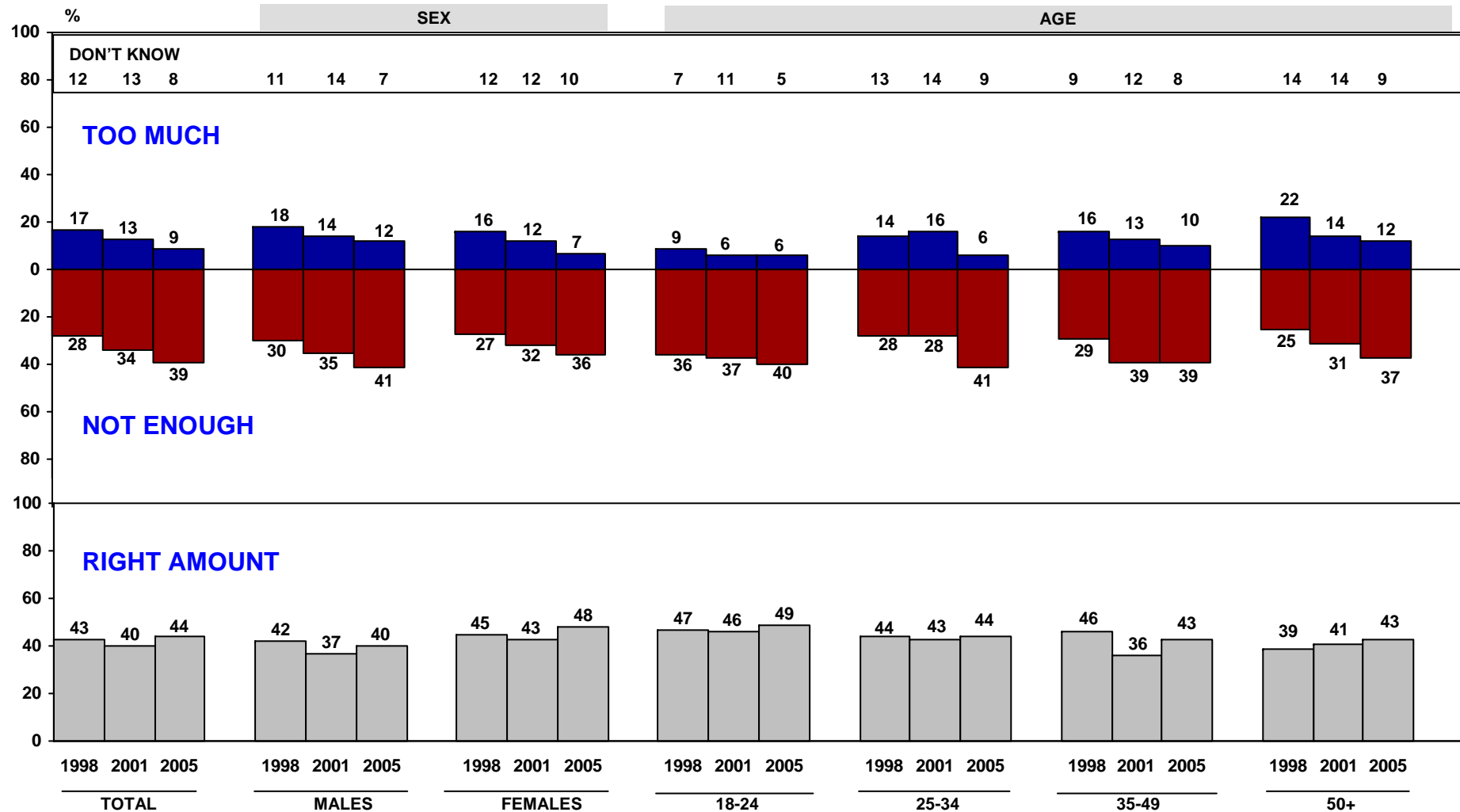


FIGURE 10



Australian Government  
AusAID

BASE: AGED 18+ NATIONALLY: TOTAL (n=1200, 1200, 1200); SEX: MALE (n=599, 600, 600), FEMALE (n=601, 600, 600); AGE: 18-24 (n=114, 96, 96), 25-34 (n=246, 182, 179), 35-49 (n=423, 390, 369), 50+ (n=, 417, 532, 556);



# Does Australia spend too much or not enough on aid?

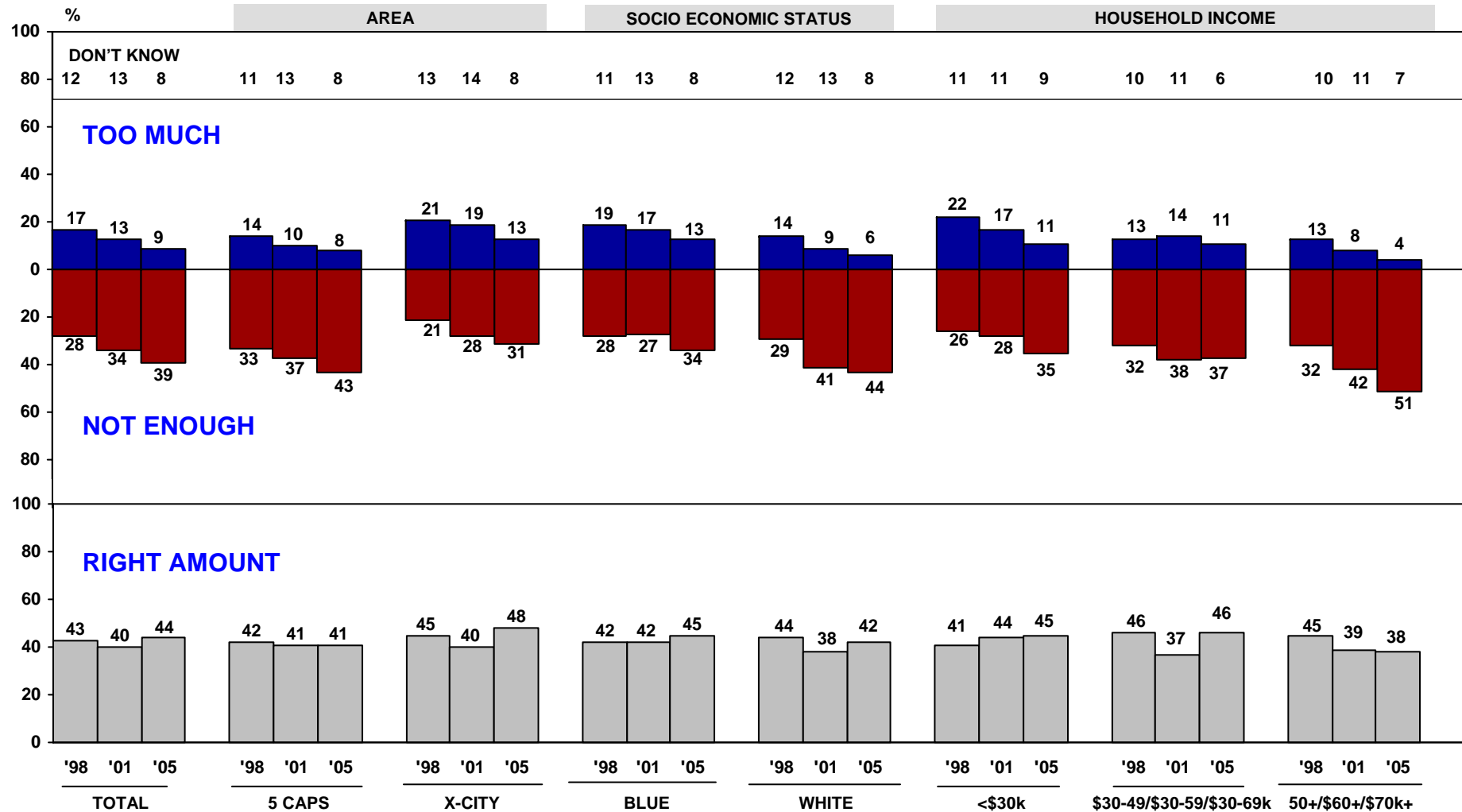


FIGURE 11



Australian Government  
AusAID

BASE: AGED 18+ NATIONALLY: TOTAL (n=1200, 1200, 1200); AREA: 5 CAP CITY (n=700, 700, 700); X-CITY (n=500,500,500);  
SES: WHITE (n=592, 614,618); BLUE (n=608,586,582); INCOME: <\$30,000 (n=383, 374, 279); \$30-49K/\$30-59K/\$30-69K (n=284, 320, 396)  
\$50+/\$60+/\$70K+ (n=343, 310, 331)

## 4.5 Do we spend too much, not enough or about the right amount on aid? (cont'd)

- The second question explored the issue from a slightly different angle:

*“While one percent of total government expenditure goes to aid poor countries, by comparison the government spends 8 percent on defence and 40 percent on social security such as pensions.*

*Given that the government spends one percent on aid to poor countries, should the government spend more on aid, the same as they do now, less on aid?”*

- Compared with 2001, a statistically significant increase occurred in the number saying the government should spend more (up from 40 to 45 percent) – and the number who believe it should be “a lot” more grew from 16 to 21 percent. To some degree this shift was observed in all demographic segments (Figures 12-14).
- Again this extends on the change observed in 2001, so that compared with 1998 the proportion of Australians who feel the government should spend more on aid has grown from 36 percent to 45 percent.
- Consequently, based on measuring “informed” opinion, the community is currently divided into two groups of roughly equal size (each of about 40 to 45 percent) – those who believe the current level of expenditure should be *maintained*, vs those who believe it should be *increased*. Comparatively few (about one-in-ten) believe the outlay on aid should be *reduced* – and this segment has gradually reduced since 1998.

# Should the Government spend more or less on aid?

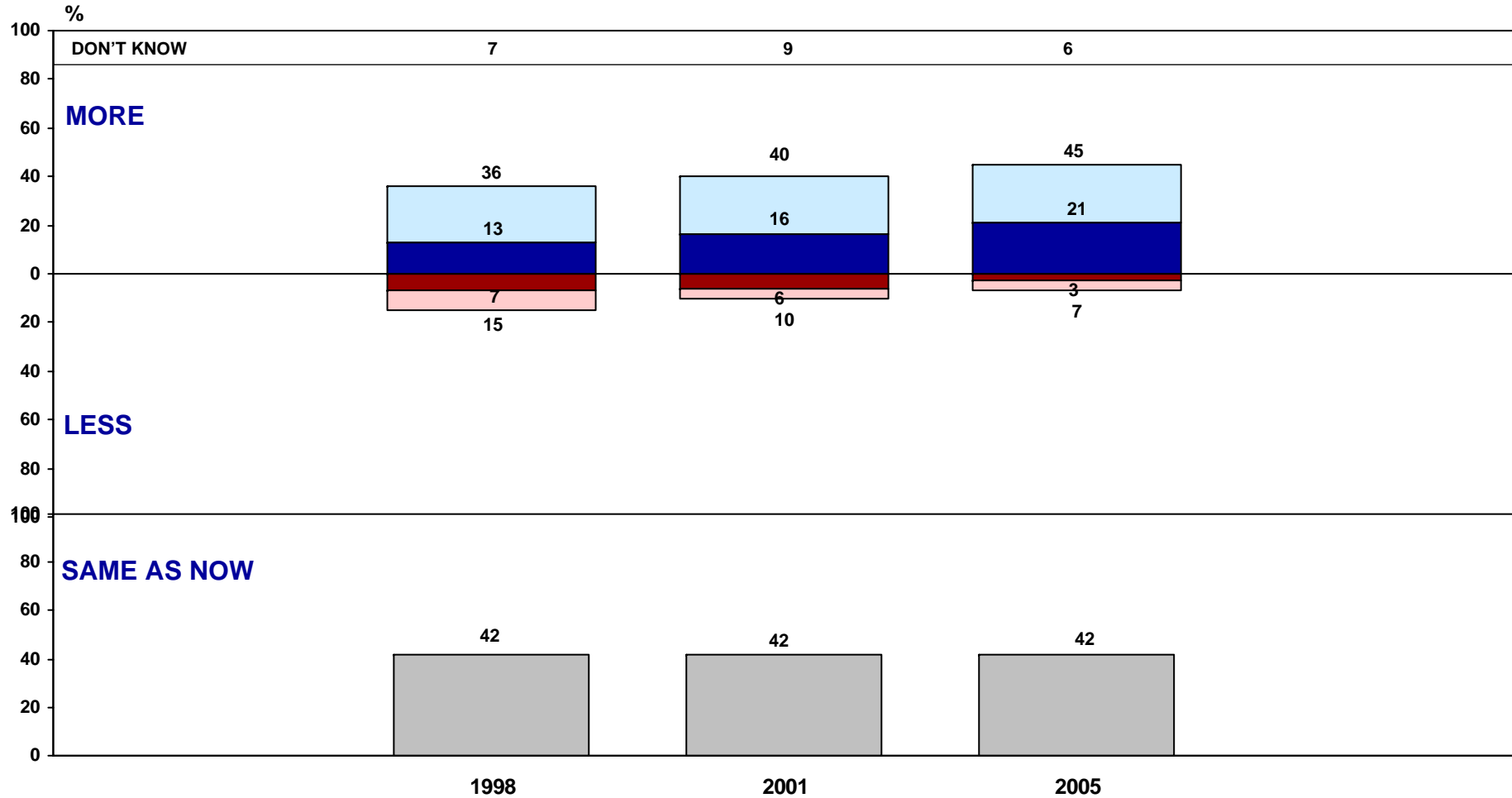
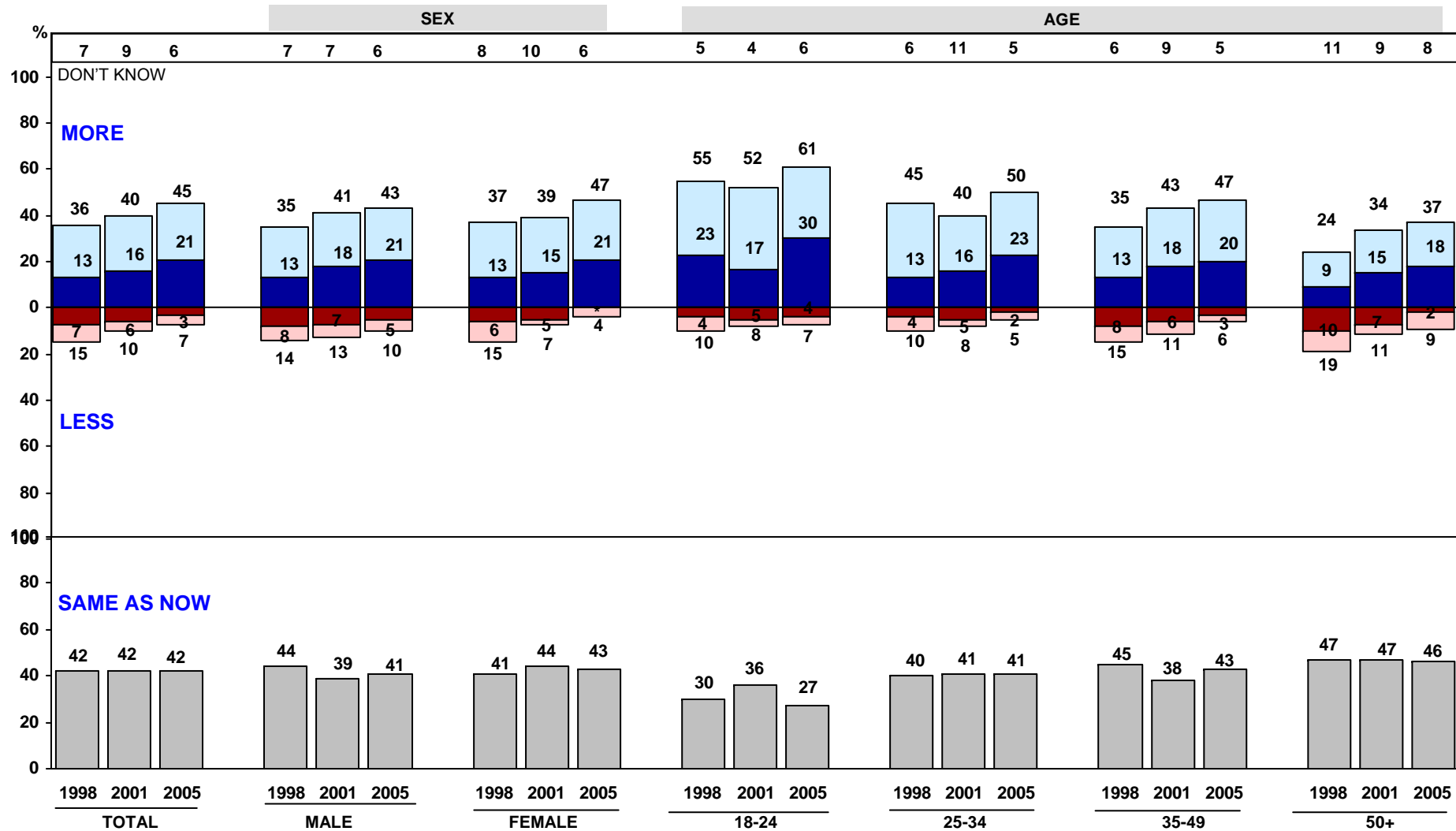


FIGURE 12

■ LOT MORE □ LITTLE MORE ■ LOT LESS □ LITTLE LESS □ SAME AS NOW

# Should the Government spend more or less on aid?



**FIGURE 13**

■ LOT MORE ■ LITTLE MORE ■ LOT LESS ■ LITTLE LESS ■ SAME AS NOW



Australian Government  
AusAID

BASE: AGED 18+ NATIONALLY: TOTAL (n=1200, 1200, 1200); SEX: MALE (n=599, 600, 600), FEMALE (n=601, 600, 600); AGE: 18-24 (n=114, 96, 96), 25-34 (n=246, 182, 179), 35-49 (n=423, 390, 369), 50+ (n=417, 532, 556);

# Should the Government spend more or less on aid?

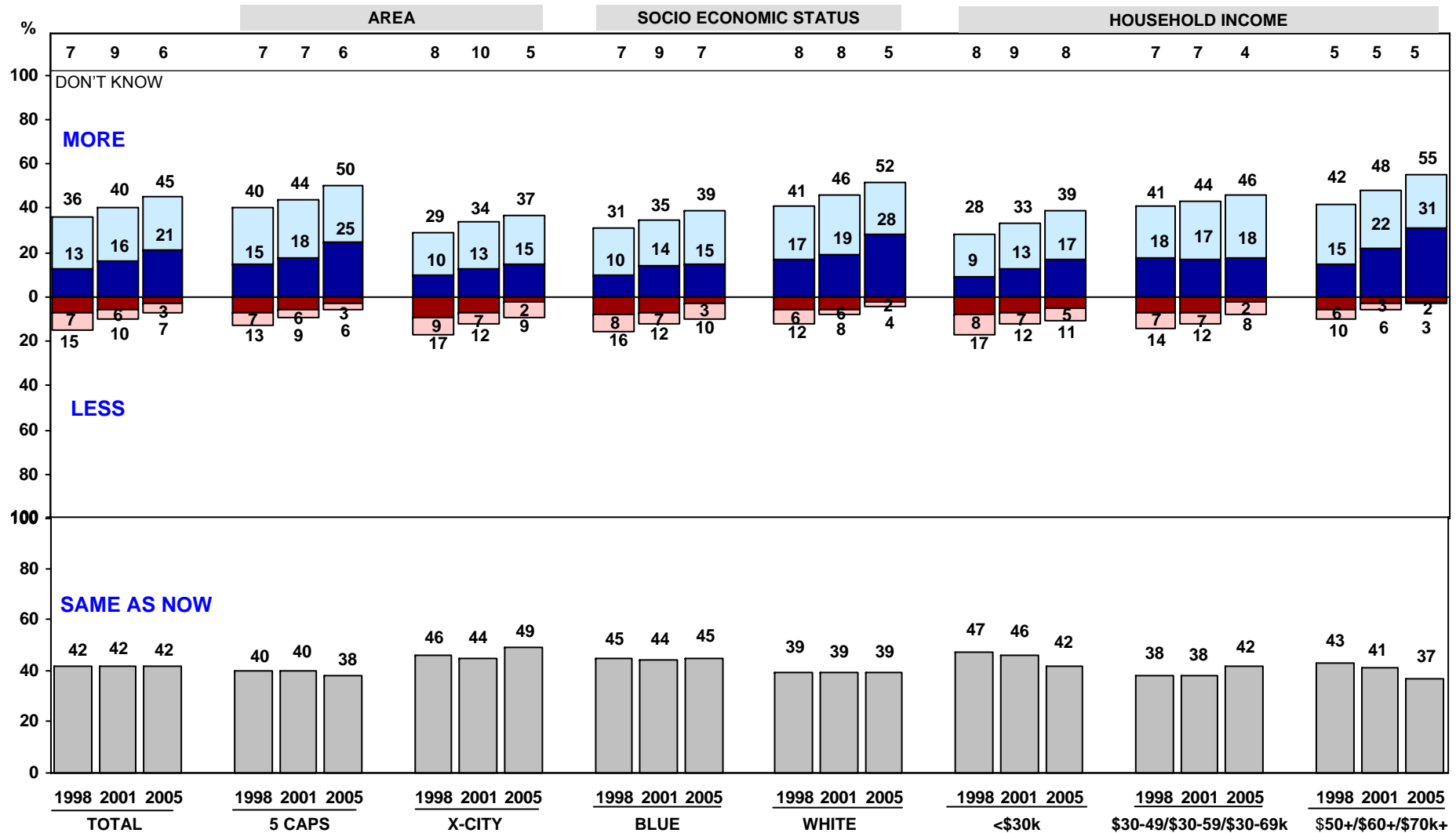


FIGURE 14

■ LOT MORE □ LITTLE MORE ■ LOT LESS □ LITTLE LESS □ SAME AS NOW

BASE: AGED 18+ NATIONALLY: TOTAL (n=1200, 1200, 1200); AREA: 5 CAP CITY (n=700, 700, 700); X-CITY (n=500,500,500); SES: WHITE (n=592, 614,618); BLUE (n=608,586,582); INCOME: <\$30,000 (n=383, 374, 279); \$30-49K/\$30-59K/\$30-69K (n=284, 320, 396) \$50+/\$60+/\$70K+ (n=343, 310, 331)

## 4.6 Why have an overseas aid program - and why not?

- ▶ *Humanitarian or moral reasons (as opposed to reasons of self-interest) continue to be the key motivation for aid – while a need to “look after our own backyard first” is the key objection.*

### 4.6.1 Why should Australia have an overseas aid program?

#### *Open-ended approach*

- Figure 15 presents open-ended responses to the question: “*What do you think are the main reasons why Australia should have an overseas aid program?*”
- Although there are a variety of ways in which people express their opinion, in one way or another most refer to a humanitarian or moral reason (68 percent), *as opposed to* reasons of self-interest (29 percent). Compared with 2001, slightly fewer mention a humanitarian/ moral issue (down from 73 to 68 percent), while more refer to reasons of self-interest (up from 19 to 29 percent) – and both of these changes were statistically significant. .
- A key factor influencing the general pattern of responses is a growth in comments about “*neighbours*” or “*relations*” with other countries:
  - Under humanitarian / moral issues: there are fewer *general* references to do with *helping people in need*, but an increase in mentions of a *need to help neighbours*.
  - Under self-interest: more comments about *improving relations with other countries*, or *we want other countries to help us if we need it*.
- This greater focus on neighbours or inter-country relations may have been driven by (i) the Tsunami, as a major disaster affecting our own region, and/ or (ii) a new attribute [*“relationships with neighbouring countries”*] being included in the previous question that measures the importance of issues facing the world today.

## 4.6 Why have an overseas aid program - and why not? (cont'd)

- Comparing the views of those who approve of aid vs those who disapprove:
  - Approvers constitute the bulk of Australians, and consequently their opinions mirror those of the total population.
  - Among the very small segment of disapprovers (based on an equally small sample of n= 57), the balance of humanitarian vs self-interest reasons is weighted more towards the latter. They are also more likely to be unable to give a reason for having an aid program – or *explicitly* comment that we should not have a program.

### ***Prompted approach***

- A prompted question was also administered to respondents: “Which one of these do you think is the more important reason for overseas aid: (i) it is in Australia’s long term interest to give aid (ii) it is Australia’s moral responsibility to give aid?”
- Consistent with 1998 and 2001, the balance of opinion was weighted more towards moral responsibility (55 percent) rather than self interest (35 percent). The small differences between 2001 and 2005 are not statistically significant (Figure 16).
- Analysis by demographics shows an apparently large shift towards “moral responsibility” among 18 to 24 year olds, however this is not (quite) statistically significant on the sample size available (Figure 17).

# Main reasons should have overseas aid program

	TOTAL SAMPLE			THOSE APPROVE AID			THOSE DISAPPROVE AID		
	1998	2001	2005	1998	2001	2005	1998	2001	2005*
<b>HUMANITARIAN/ MORAL</b>	%	%	%	%	%	%	%	%	%
Help look after people in need/less fortunate	30	43 →	29	34	47	30	12	17	15
Reduce poverty	n/a	n/a	5	n/a	n/a	6	n/a	n/a	*
Its humanitarian/ethical/morally right	20	18	15	21	20	16	9	4	5
Australia's/government obligation/ responsibility	4	10	4	5	11	5	-	3	*
Australia is wealthy/can afford it	14	22	21	17	25	23	1	4	7
Balance distribution of/ share wealth in world	n/a	n/a	4	n/a	n/a	4	n/a	n/a	*
We are part of world/global community	n/a	n/a	4	n/a	n/a	4	n/a	n/a	*
Need to/ should/help neighbours	n/a	n/a →	9	n/a	n/a	9	n/a	n/a	5
Promote world peace/stability	3	7	6	4	7	6	2	5	*
Show we care	2	2	*	2	2	*	-	1	*
Promote goodwill	1	3	1	2	4	1	-	2	*
<b>NET HUMANITARIAN/ MORAL REASON</b>	<b>n/a</b>	<b>73</b>	<b>68</b>	<b>n/a</b>	<b>79</b>	<b>71</b>	<b>n/a</b>	<b>31</b>	<b>28</b>
<b>SELF-INTEREST</b>									
Trade reasons	7	3	4	6	3	4	7	6	*
Improves Australia's relations with other countries	5	8 →	13	6	8	13	3	5	7
So Australia can have/maintain good reputation/image	3	6	4	3	6	4	1	5	*
Protect ourselves/defence	1	2	4	1	2	4	1	4	1
Want other countries to help us if we need it	-	4 →	9	-	4	8	-	-	9
Keep them in own countries/ stop them coming here	n/a	n/a	1	n/a	n/a	1	n/a	n/a	1
<b>NET MENTION SELF-INTEREST REASON</b>	<b>n/a</b>	<b>19</b>	<b>29</b>	<b>n/a</b>	<b>19</b>	<b>29</b>	<b>n/a</b>	<b>14</b>	<b>17</b>
To show how to support themselves/become self sufficient	n/a	n/a	3	n/a	n/a	4	n/a	n/a	*
Concerns about where aid goes/how much gets there	n/a	n/a	2	n/a	n/a	2	n/a	n/a	4
Should <u>not</u> have aid program/fix Australia first	12	9	3	6	4	2	42	47	11
Other	1	2	7	1	1	6	4	2	15
None/don't know	14	12	13	12	11	11	25	19	36

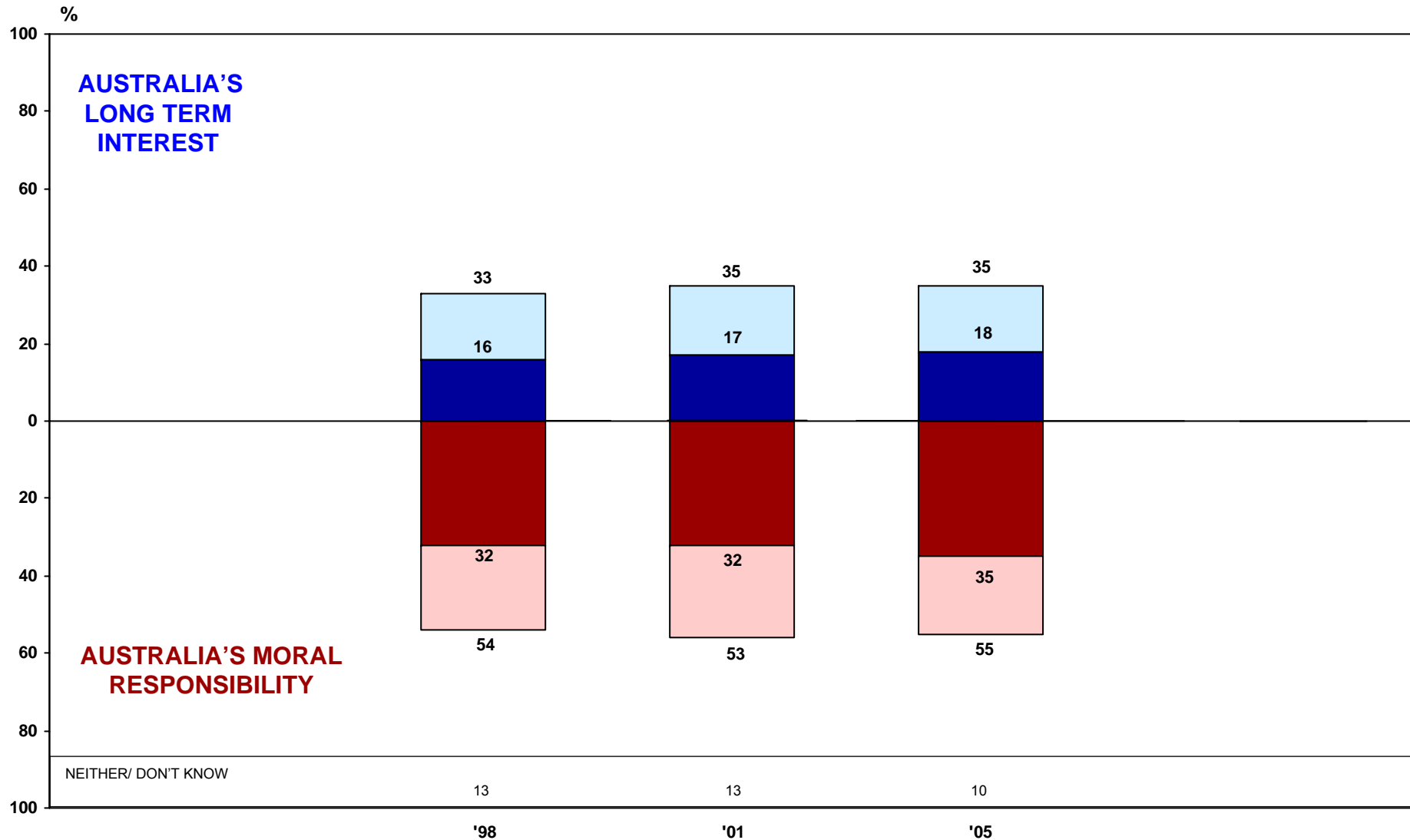
**FIGURE 15**

\* (caution: very small sample base)





# Most important reason for overseas aid



**FIGURE 16**

BASE: AGED 18+ NATIONALLY: TOTAL (n=1200, 1200, 1200); SEX: MALE (n=599, 600, 600), FEMALE (n=601, 600, 600); AGE: 18-24 (n=114, 96, 96), 25-34 (n=246, 182, 179), 35-49 (n=423, 390, 369), 50+ (n= 417, 532, 556); AREA: 5 CAP CITY (n=700, 700, 700): X-CITY (n=500,500,500); SES: WHITE (n=592, 614,618); BLUE (n=608,586,582); INCOME: <\$30,000 (n=383, 374, 279); \$30-49K/\$30-59K/\$30-69K (n=284, 320, 396) \$50+/\$60+/\$70K+ (n=343, 310, 331)

# Most important reason for overseas aid

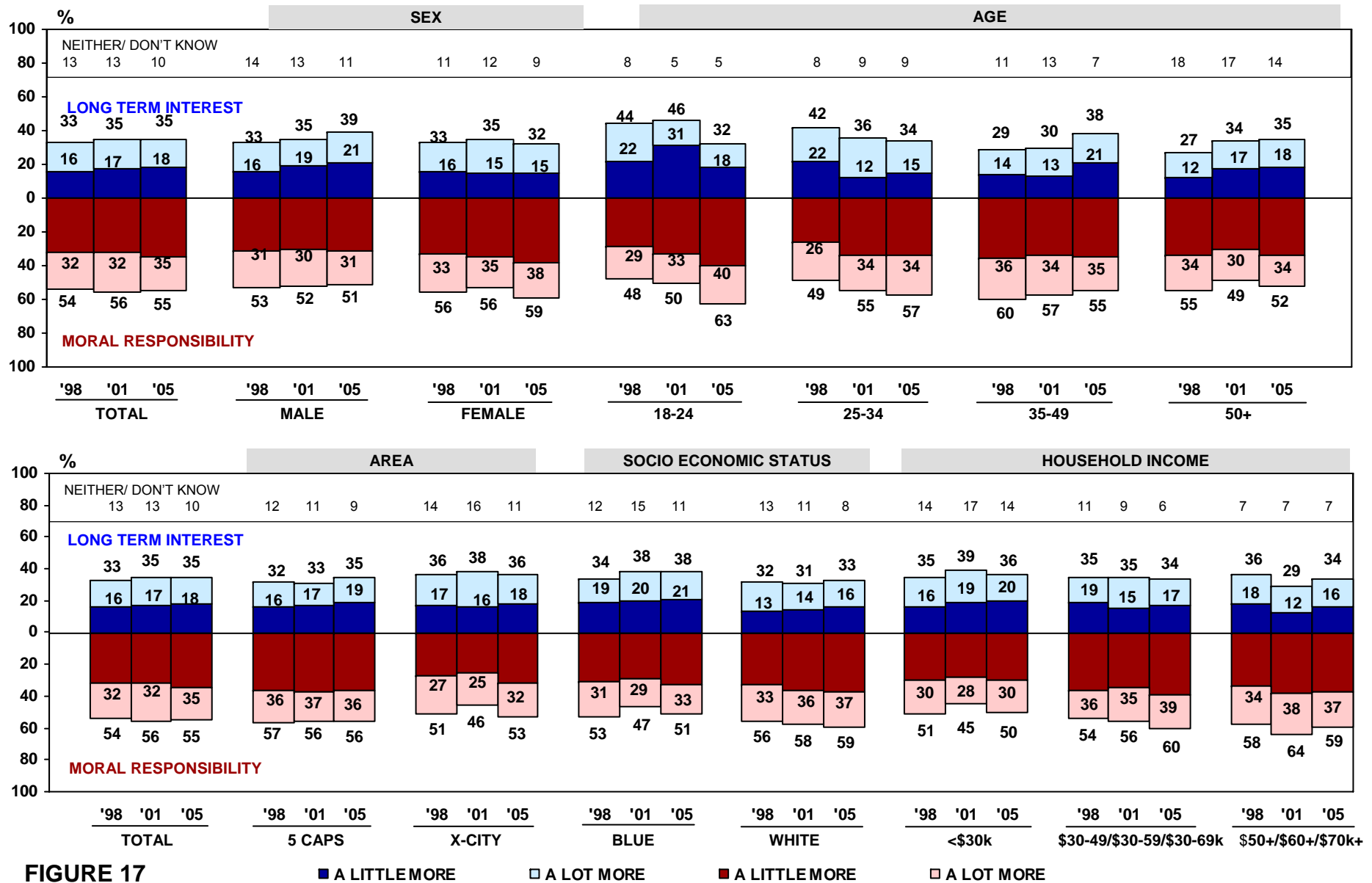


FIGURE 17

■ A LITTLE MORE    □ A LOT MORE    ■ A LITTLE MORE    □ A LOT MORE



BASE: AGED 18+ NATIONALLY: TOTAL (n=1200, 1200, 1200); SEX: MALE (n=599, 600, 600), FEMALE (n=601, 600, 600); AGE: 18-24 (n=114, 96, 96), 25-34 (n=246, 182, 179), 35-49 (n=423, 390, 369), 50+ (n= 417, 532, 556); AREA: 5 CAP CITY (n=700, 700, 700); X-CITY (n=500,500,500); SES: WHITE (n=592, 614,618); BLUE (n=608,586,582); INCOME: <\$30,000 (n=383, 374, 279); \$30-49K/\$30-59K/\$30-69K (n=284, 320, 396) \$50+/\$60+/\$70K+ (n=343, 310, 331)

## 4.6 Why have an overseas aid program - and why not? (cont'd)

### 4.6.2 Why Australia should not have an overseas aid program

- In response to the open-ended question: “*What do you think are the main reasons why Australia should **not** have an overseas aid program?*”, most people either say “there are no reasons – we should have an aid program” (44 percent), or are unable to offer a reason (22 percent). The total of these two types of responses (66 percent) has increased from 56 percent in 2001 – (Figure 18).
  
- For those who do offer reasons, they relate to one of two things:
  - that we should keep the money at home to look after our own problems first (23 percent); and/ or,
  - concerns about how aid money is actually spent (9 percent).
  
- “Looking after Australia first” is an opinion expressed far more commonly among those who disapprove of aid (49 percent) than those who approve (21 percent) – though even among disapprovers, the prevalence of this rationale has declined since 2001.

# Main reasons should not have overseas aid program

	TOTAL SAMPLE			THOSE APPROVE AID			THOSE DISAPPROVE AID		
	1998	2001	2005	1998	2001	2005	1998	2001	2005*
	%	%	%	%	%	%	%	%	%
<b>LOOK AFTER AUSTRALIANS FIRST</b>									
Should look after Australians first	18	11	7	14	10	6	32	25	20
Address problems at home first/ clean up own backyard	12	13	11	10	11	10	25	26	12
People in Australia are living in poverty	7	7	6	6	6	6	14	14	16
Aid money should go to Australia/ better spent internally	5	10	3	5	8	3	10	23	7
Australia has unemployment	2	2	1	2	2	1	2	5	*
To save money	1	3	1	2	3	1	1	7	*
To improve Australia's living standard	1	1	4	1	1	3	2	4	7
<b>NET MENTION LOOK AFTER AUSTRALIAN'S FIRST</b>	<b>n/a</b>	<b>34</b>	<b>23</b>	<b>n/a</b>	<b>29</b>	<b>21</b>	<b>n/a</b>	<b>68</b>	<b>49</b>
<b>CONCERNS ABOUT WHERE MONEY GOES</b>									
Money not reach people who need it	4	6	3	4	6	3	5	8	1
Funds are misused/corruption	2	4	7	2	4	7	1	3	13
Money is kept by government/officials	1	5	2	1	4	2	-	7	1
Money used for military reasons/arms/weapons	1	1	1	1	1	1	1	1	*
<b>NET MENTION CONCERNS WHERE MONEY GOES</b>	<b>n/a</b>	<b>10</b>	<b>9</b>	<b>n/a</b>	<b>10</b>	<b>8</b>	<b>n/a</b>	<b>12</b>	<b>13</b>
Countries should support themselves/ become too dependent on aid	n/a	1	1	n/a	1	1	n/a	2	1
None - <u>should have</u> aid program	42	42	44	49	47	47	9	9	7
Other	3	3	7	3	2	7	5	5	16
None/don't know	9	14	22	9	15	22	7	11	24

FIGURE 18



## 4.7 Preferred emphasis – emergency vs long term aid

► The majority community preference for long term aid (rather than emergency aid) has grown further

- Asked to decide where the emphasis should be between two type of overseas aid, 61 percent (up from 51 percent in 2001) prefer *long term aid* over *emergency aid*. Again this change is broadly based across demographic segments (Figures 19-21).
- There continues to be a correlation between *approval* of aid and a preference for *long term aid* – and both approval and the preference for long term aid have grown.

### 4.7.1 Reasons for preferred emphasis

#### *Long-term aid*

- Open-ended responses as to why people prefer long term<sup>1</sup> vs emergency aid are shown in Figures 23-24. Consistent with previous surveys, the ability for countries to become more self-reliant (and reduce the need for emergency aid) is the most commonly cited rationale for long term aid (49 percent), and closely related is the stimulation of economies or standard of living (8 percent). One-in-four say that emergency aid is simply a short term solution, and that time is required to achieve more long lasting effects. In short, long term aid is about structural change rather than focusing on the immediate problem.
- Compared with 2001, there has been a decline in mentions concerning self-reliance (down from 63 to 49 percent). This has been offset by an increase in general comments that “long term aid is more effective” (up from 23 to 30 percent) and also a much greater volume of fragmented “other” comments.

---

1. Reasons for preferring long term aid have not been segmented by approvers vs disapprovers in Figure 23 because consistently in 1998, 2001 and 2005, nearly all those who prefer long term aid are approvers – and the sample size for disapprovers who prefer long term aid is very small.

## 4.7 Preferred emphasis – emergency vs long term aid (cont'd)

### *Emergency aid*

- Those who prefer emergency aid say it is because the situation is urgent and unexpected; not the fault of those who are suffering, and that there is a need to help people in such situations. Based on a very small sample, even those who disapprove of aid understand that emergencies arise and help is required urgently.
- Compared with 2001, there has been a decrease in more altruistic reasons for preferring emergency aid (ie the urgency of the situation and that people are suffering), offset by an increase in motivations such as “*countries should support themselves and not depend on aid*”, “*long term aid costs more*”, or concerns about how long term aid funds are used.

# Preferred emphasis: emergency versus long term aid

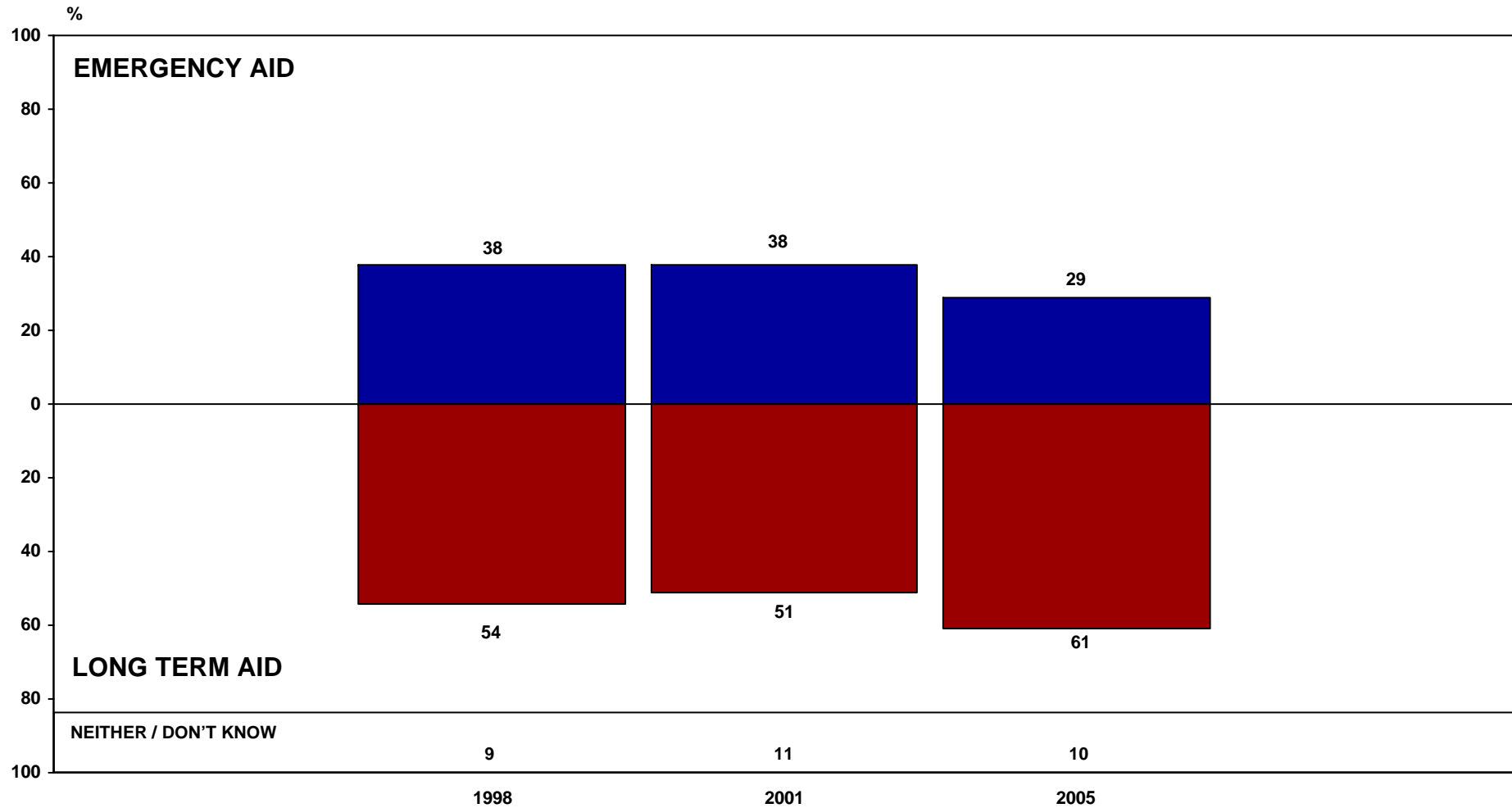
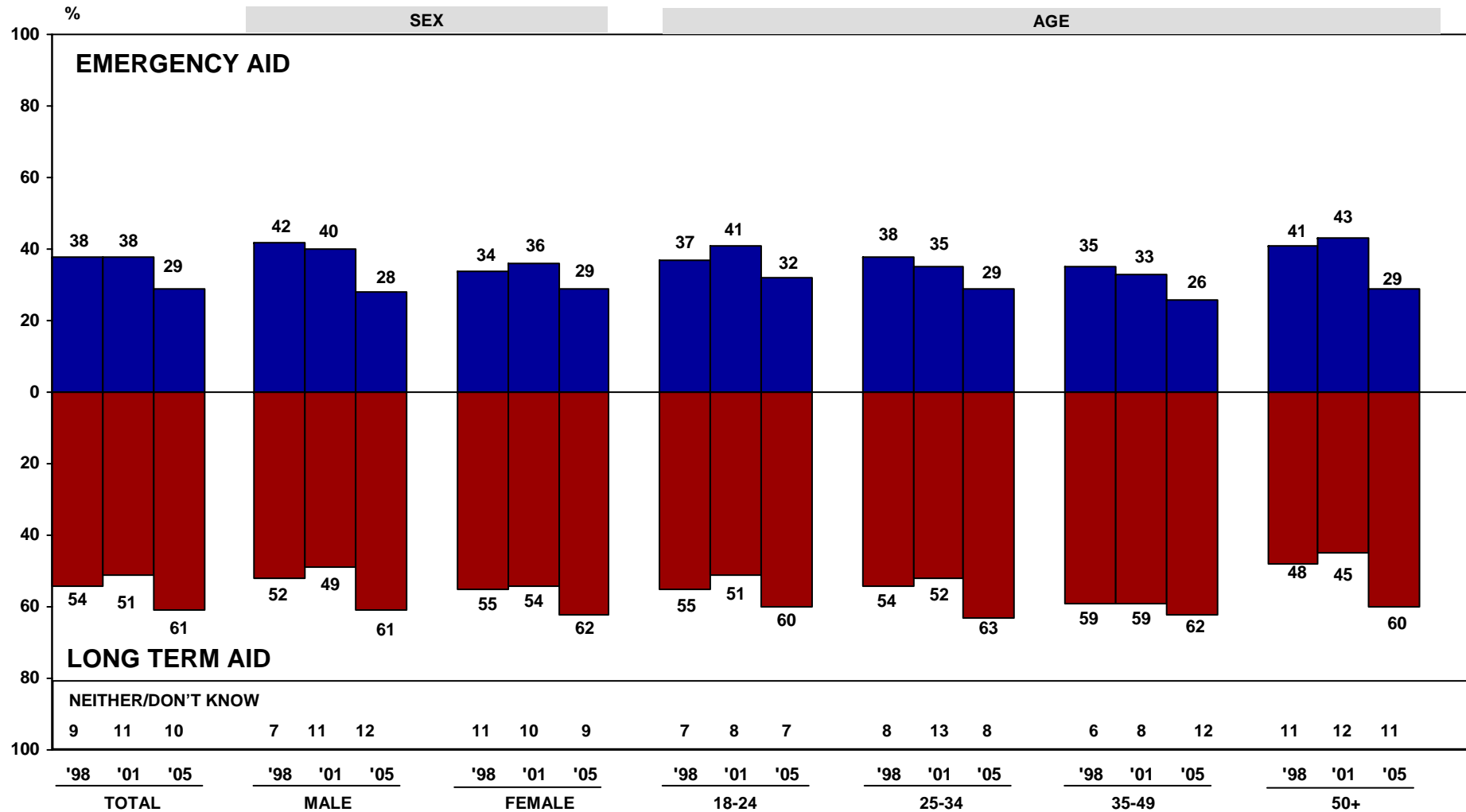


FIGURE 19

# Preferred emphasis: emergency versus long term aid



**FIGURE 20**

BASE: AGED 18+ NATIONALLY: TOTAL (n=1200, 1200, 1200); SEX: MALE (n=599, 600, 600), FEMALE (n=601, 600, 600); AGE: 18-24 (n=114, 96, 96), 25-34 (n=246, 182, 179), 35-49 (n=423, 390, 369), 50+ (n=417, 532, 556);



# Preferred emphasis: emergency versus long term aid

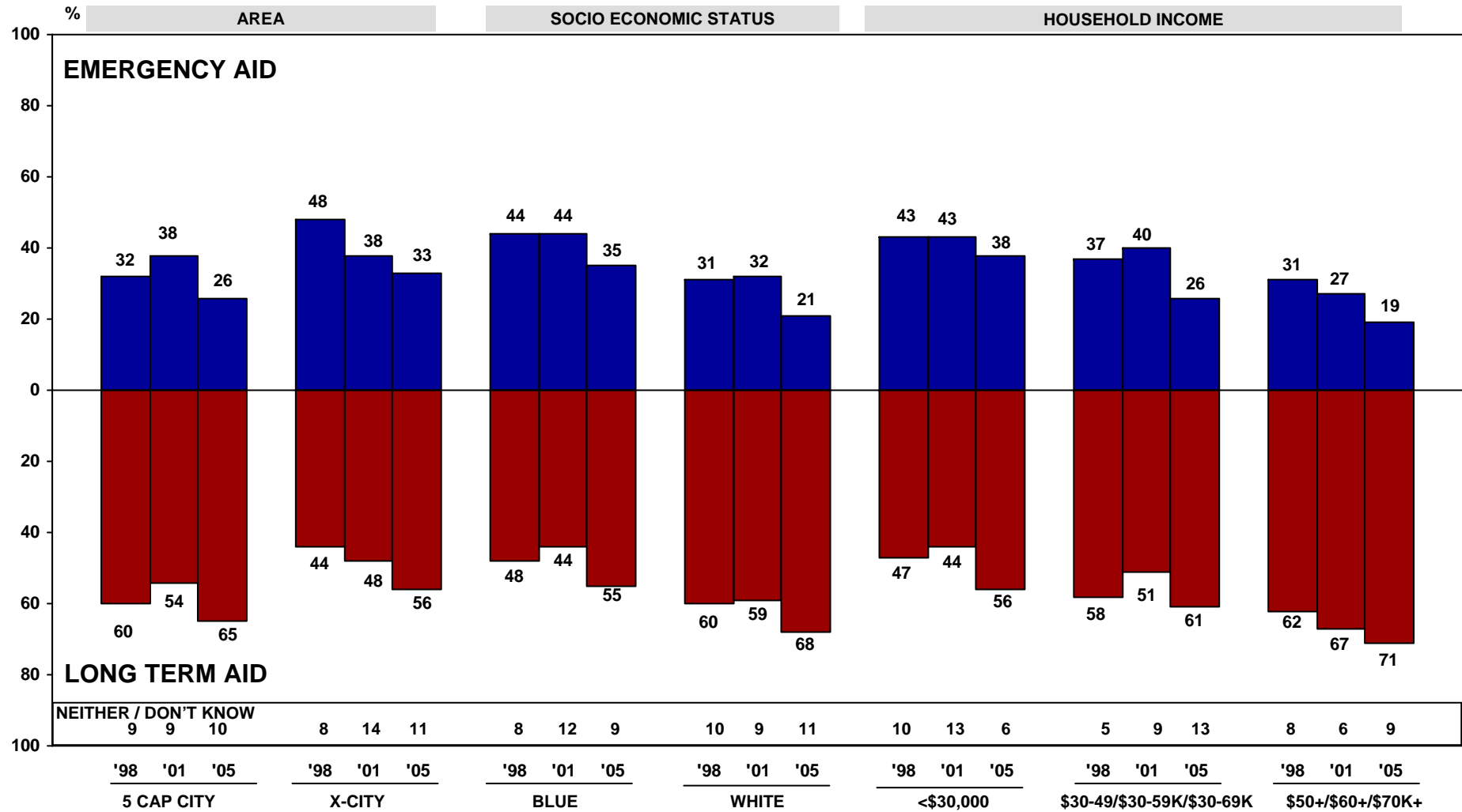


FIGURE 21



Australian Government  
AusAID

BASE: AGED 18+ NATIONALLY: AREA: 5 CAP CITY (n=700, 700, 700); X-CITY (n=500, 500, 500);

SES: WHITE (n=592, 614, 618); BLUE (n=608, 586, 582); INCOME: <\$30,000 (n=383, 374, 279); \$30-49K/\$30-59K/\$30-69K (n=284, 320, 396); \$50+/\$60+/\$70K+ (n=343, 310, 331)

# Reasons for emphasising long term aid

	TOTAL SAMPLE		
	1998	2001	2005
	%	%	%
<b>SELF RELIANCE</b>			
Teaches/educates people to help/look after themselves	32	28	11
Help develop own skills/infrastructure/medical/agriculture	12	15	20
Reduces need for emergency aid/allows them to deal with/prevent short term crisis	11	17	15
Allows people to become self reliant	8	16	17
Helps promote independence	2	2	2
<b>NET SELF RELIANCE</b>	<b>n/a</b>	<b>63</b> →	<b>49</b>
<b>ECONOMY/ STANDARD OF LIVING</b>			
Improves standard of living	2	3	5
Stimulates their economy	2	6	3
<b>NET ECONOMY/STANDARD OF LIVING</b>	<b>n/a</b>	<b>9</b>	<b>8</b>
<b>EMERGENCY AID SHORT TERM/ TAKES TIME</b>			
Emergency aid short term effect only/band-aid situation/quickly forgotten	12	16	16
They will need on going help	4	12	3
Things don't happen in a hurry/countries/they need it/should help/need help	n/a	n/a	3
Lasts a little longer/ does not disappear in one go/not just in a lump	n/a	n/a	1
<b>NET EMERGENCY AID SHORT TERM AID/TAKES TIME</b>	<b>N/a</b>	<b>24</b>	<b>23</b>
Long term aid more effective	22	23	→ 30
Responsibility to help	n/a	n/a	1
Promotes relations/communications between countries	1	1	3
Other	2	1	→ 11
None/ Don't Know	1	4	3

FIGURE 23

# Reasons for emphasising emergency aid

	TOTAL SAMPLE			THOSE APPROVE AID			THOSE DISAPPROVE AID		
	1998	2001	2005	1998	2001	2005	1998	2001*	2005*
	%	%	%	%	%	%	%	%	%
<b>URGENT/ UNEXPECTED NEED</b>									
Urgency, people need it immediately	37	53	44	40	58	44	32	33	42
Situation unexpected, not their fault/natural disaster	18	16	13	16	12	14	22	29	9
<b>NET URGENT/UNEXPECTED</b>	<b>n/a</b>	<b>64</b> →	<b>52</b>	<b>n/a</b>	<b>65</b>	<b>54</b>	<b>n/a</b>	<b>56</b>	<b>42</b>
To help people	14	21 →	15	16	22	17	8	13	5
People are suffering	10	7 →	2	12	7	2	7	3	2
They haven't got resources to fend for themselves	3	5	3	3	5	3		3	5
To get people started and back on their feet	2	9	8	3	7	7	1	17	12
Want other countries to help us if we need it	4	4	4	3	3	4	5	6	5
Countries should support themselves, not depend on aid	-	5 →	11	-	4	9	-	14	19
Long term aid costs more/ Australia cant afford to support them in long run	n/a	n/a →	4	n/a	n/a	4	n/a	n/a	13
Long term aid/funds are misused/ does not reach people who need it	n/a	n/a →	3	n/a	n/a	3	n/a	n/a	-
Should NOT give emergency aid/ look after Australia first	4	3	5	3	3	3	7	3	11
Other	11	4	9	10	4	10	17	5	6
None/don't know	4	5	5	3	5	4	4	5	12

\* (caution: very small sample base)

FIGURE 24

BASE: THOSE EMPHASISE EMERGENCY AID: TOTAL (n=445, 450, 312); APPROVE AID (n=324, 356, 265); DISAPPROVE AID (n=101, 70, 35)



## 4.8 Unaided awareness of NGOs

► *Unaided awareness of some NGOs has increased quite significantly since 2001.*

- When asked to think of non-government agencies who provide overseas aid, 86 percent of Australians can nominate the name of at least one agency – and this is significantly higher than the level of around 70 percent found in 1998 and 2001 (Figures 25a/b).
- Consistent with previous surveys, only a few of the large number of agencies available receive a noteworthy number of mentions *in their own right*:
  - Australian Red Cross (59 percent);
  - World Vision (31 percent);
  - Care Australia (24 percent);
  - UNICEF (17 percent);
  - OXFAM Community aid Abroad (17 percent);
  - Salvation Army (13 percent).
- Apart from the Salvation Army, there has been a statistically significant increase in the level of unaided mentions for each of these NGO's. In particular, unaided awareness of the Australian Red Cross grew from 30 percent in 2001 to 59 percent in 2005.
- Presumably the general growth in awareness again stems from the Tsunami disaster, with NGOs being more visible, and /or more Australians actually making contributions.

# Unaided awareness of non-government aid agencies

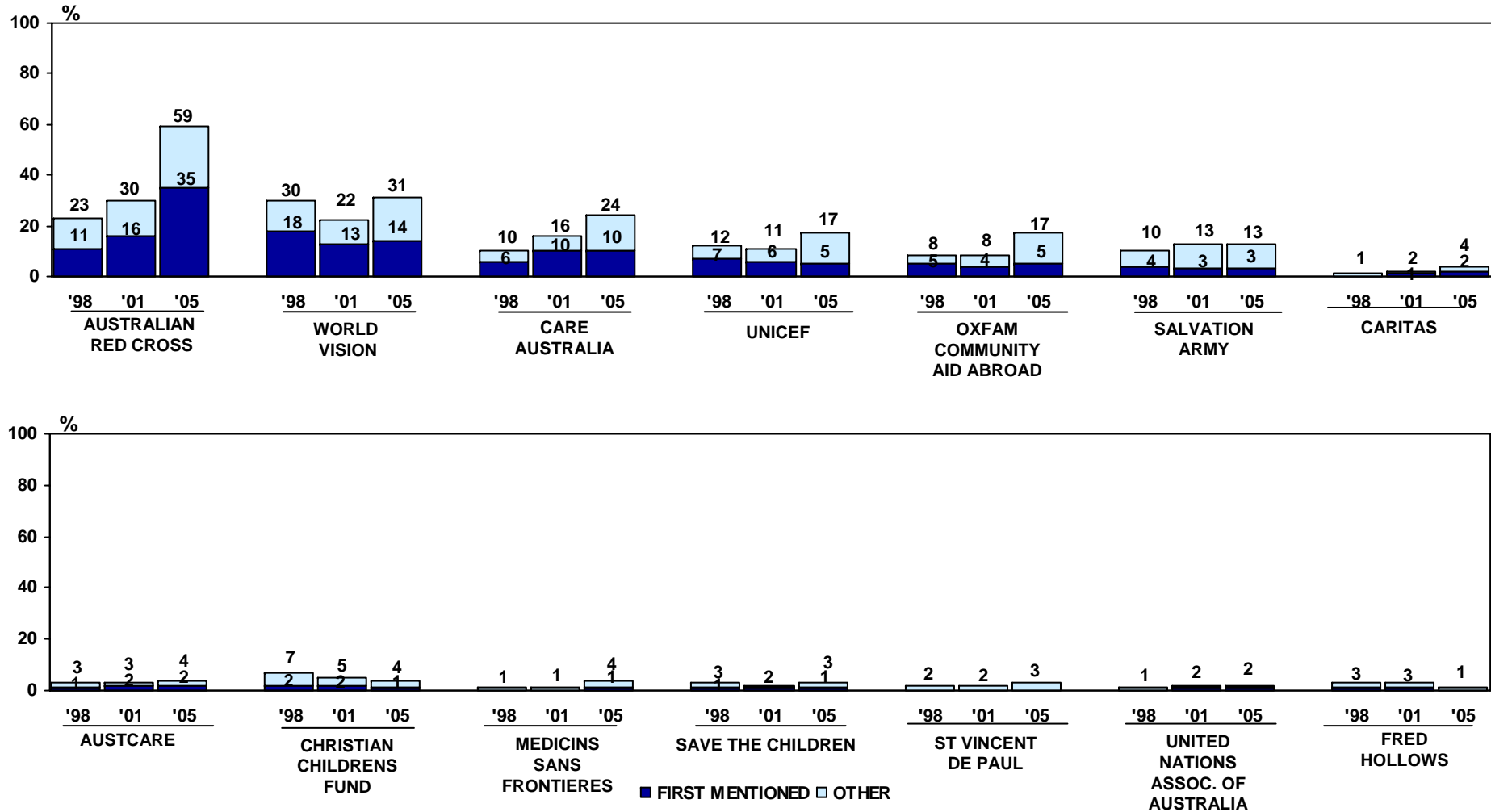


FIGURE 25a

# Unaided awareness of non-government aid agencies

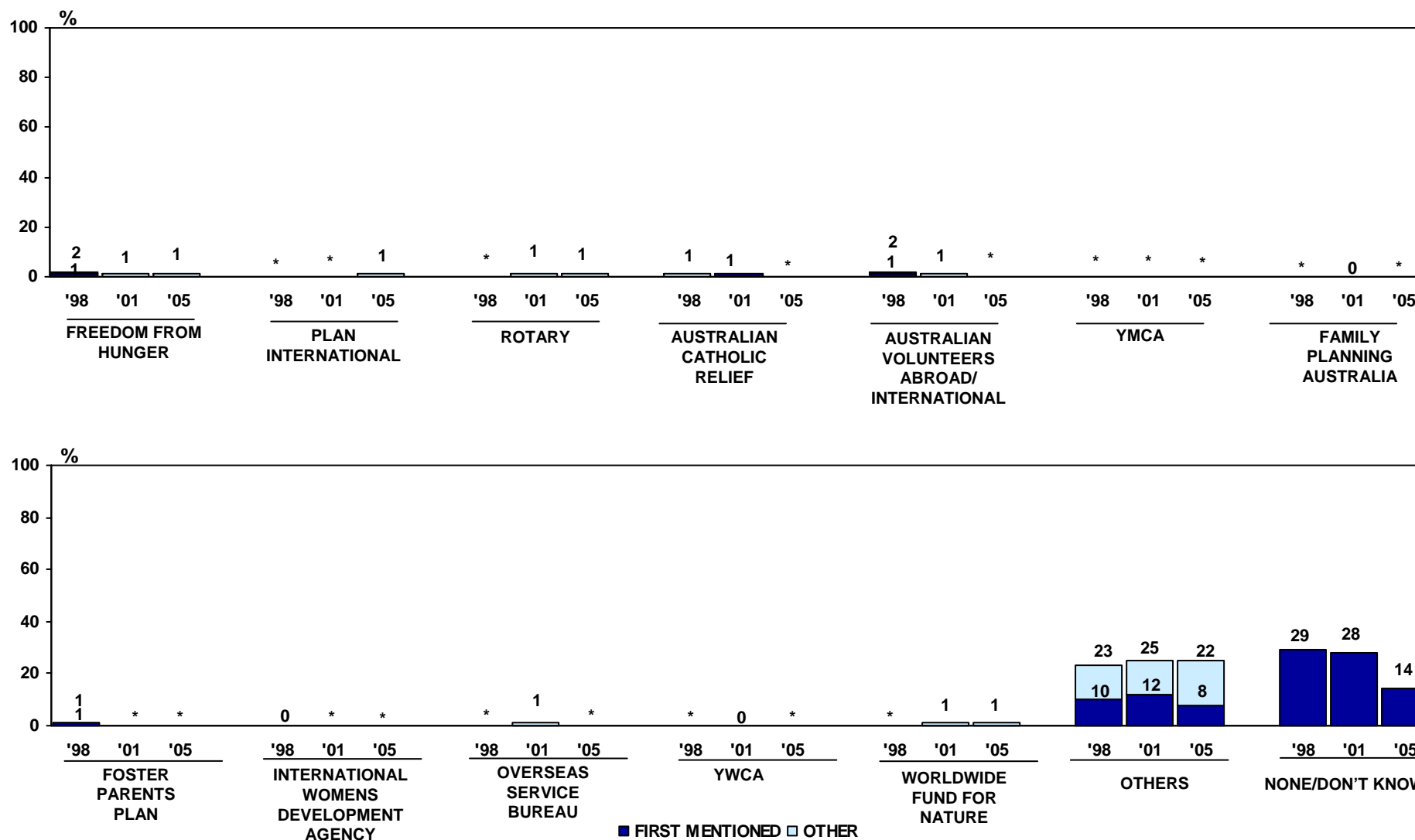


FIGURE 25b



## 4.9 Awareness of AusAID

▶ Although many Australians claim to have heard of the name “AusAID”, few can nominate it spontaneously as the name of the Australian Government's overseas aid agency

- In response to the question: “What is the name of the Australian Government's overseas aid agency?”, only six percent of Australians can name AusAID. Unprompted awareness is higher among:
  - those from households with an income of \$70,000+ (12 percent);
  - those aged 35 to 49 (10 percent) – Figures 26 and 27.
- After prompting (“Have you heard of the organisation known as AusAID?”) total awareness of the name rises to almost 60 percent. Claimed awareness is higher among older rather than younger people, however is fairly uniform across household income segments, capital city vs country areas and men vs women.
- It should be noted that although the level of prompted awareness of the AusAID name is comparatively high, the extent to which people know or understand that AusAID is a government agency, is unknown.

# Awareness of AusAID

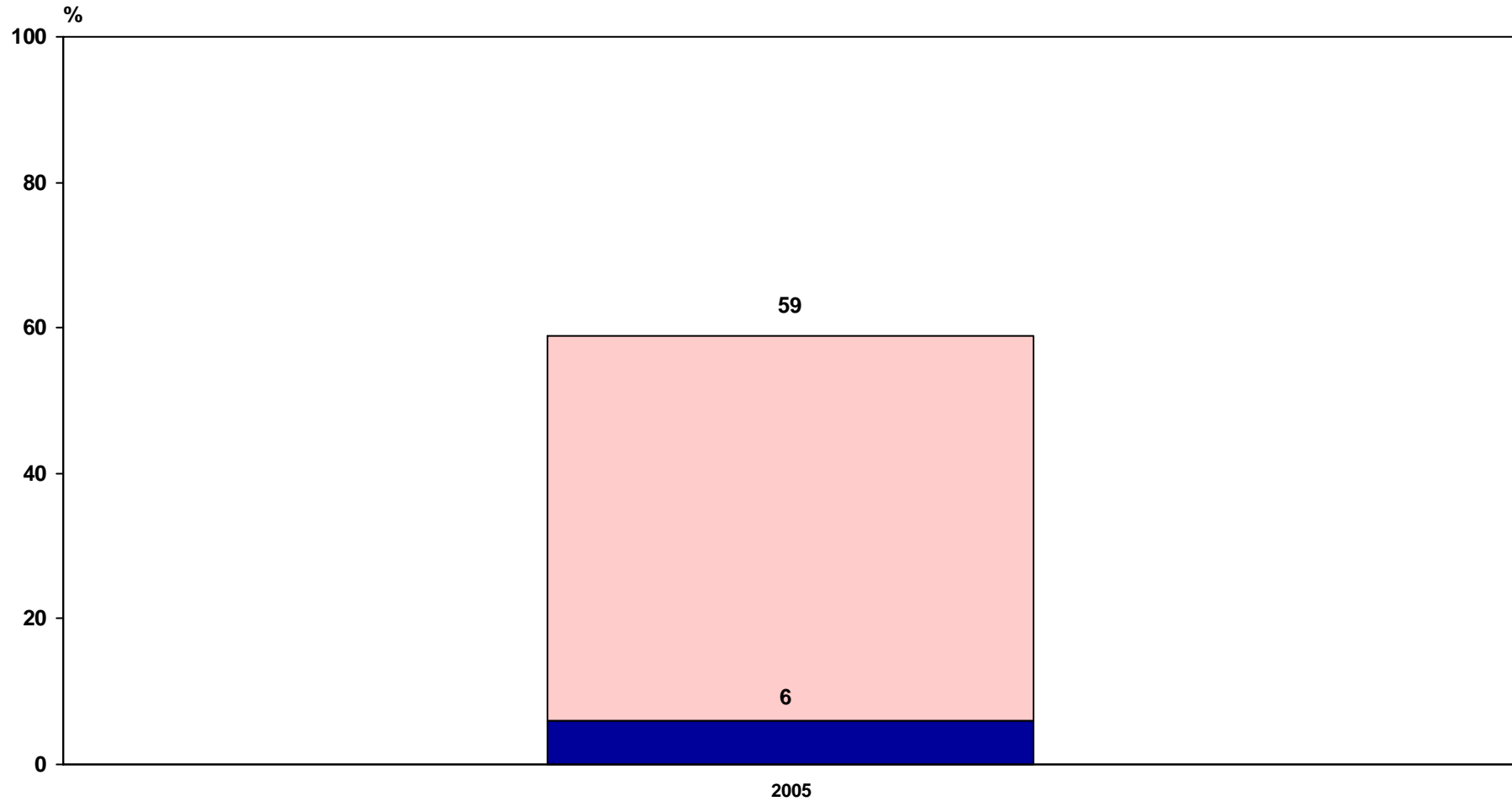
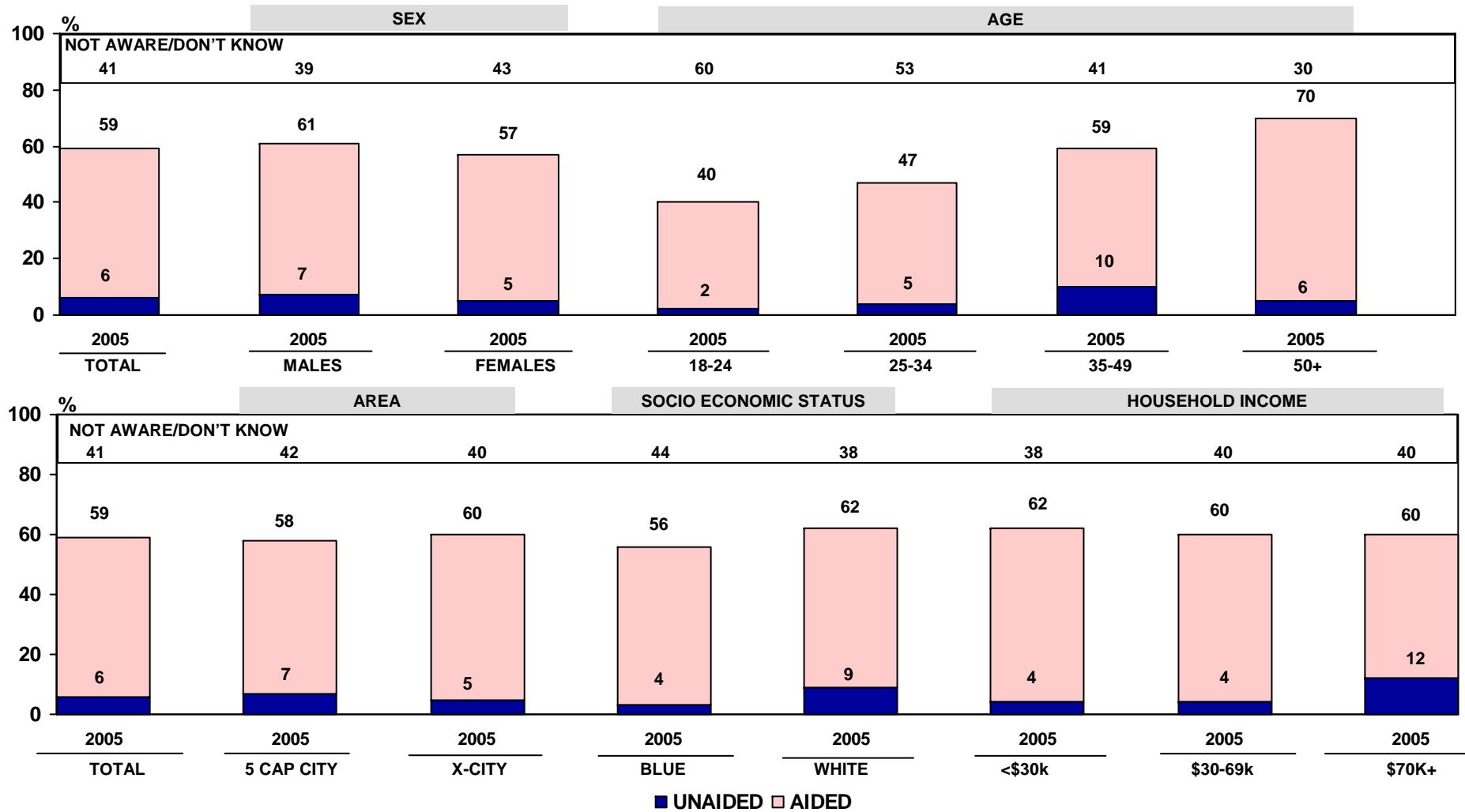


FIGURE 26

■ UNAIDED □ AIDED



# Awareness of AusAID



**FIGURE 27**

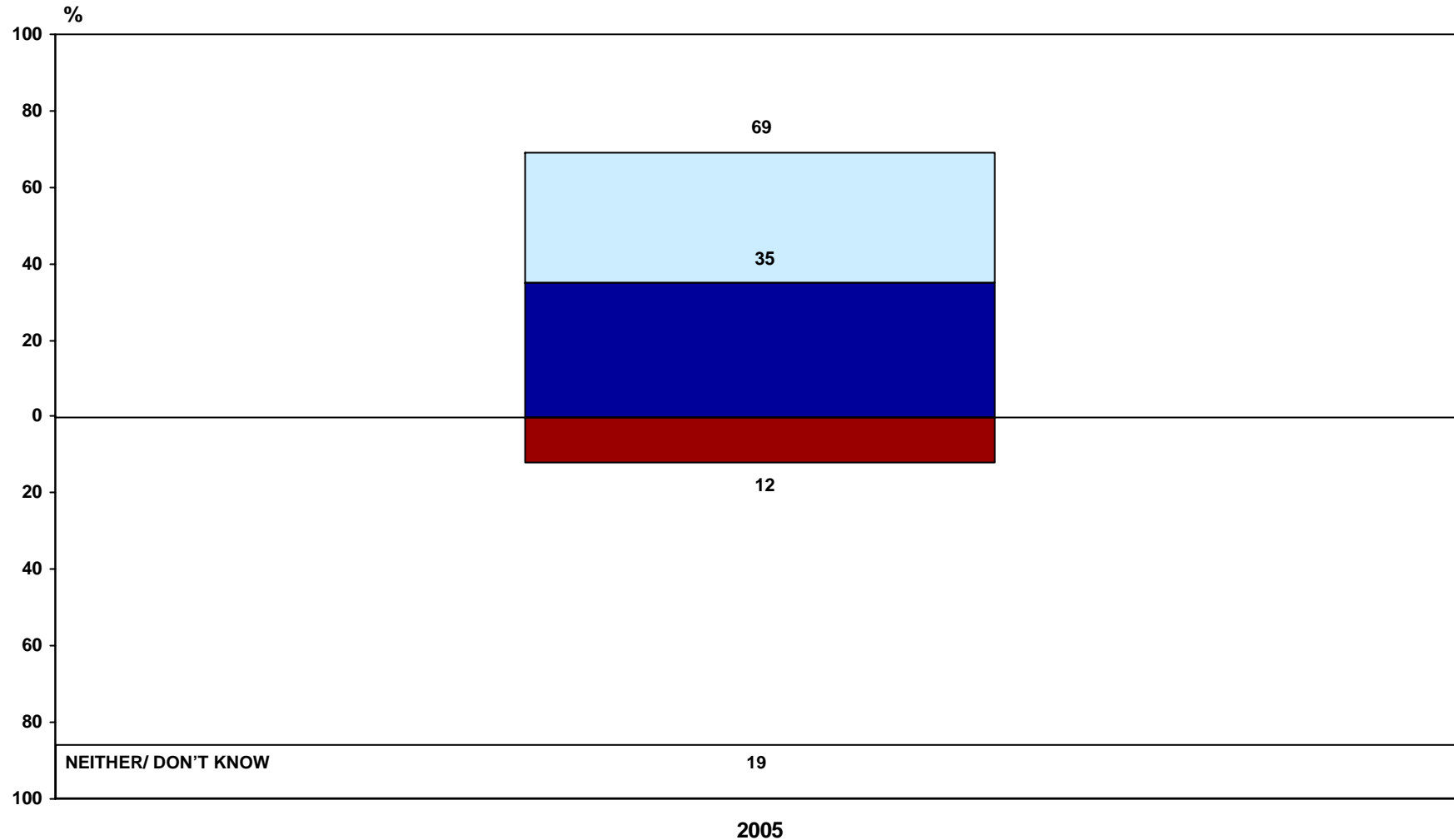
BASE: AGED 18+ NATIONALLY: TOTAL (n=1200); SEX: MALE (n=600), FEMALE (n=600); AGE: 18-24 (n=96), 25-34 (n=179), 35-49 (n=369), 50+ (n=556); AREA: 5 CAP CITY (n=700); X-CITY (n=500); SES: WHITE (n=618); BLUE (n=582); INCOME: <\$30,000 (n=279); \$30-49K/\$30-59K/\$30-69K (n=396) \$50+/\$60+/\$70K+ (n=331)

## 4.10 “Support” for AusAID

▶ *Among those aware of AusAID, the large majority “support” its work.*

- Of those aware of the name “AusAID”, almost seven-in-ten “support” its work (and 35 percent strongly support it). Only 12 percent do not support it at all, and the balance of 19 percent have no opinion (Figure 28).
- The level of support is fairly consistent across demographics, though there is a higher level of support among people aged under 35 (75 percent) than those aged 50+ (65 percent) – Figure 29.
- A couple of caveats should be noted:
  - The extent to which respondents are answering this question based on any *specific knowledge* about AusAID’s work or activities is unknown.
  - Arguably the term “support” is ambiguous – with some people possibly interpreting the word to mean “to be in favour of” or have “positive feelings about”, while others may have interpreted it to mean “make a donation to”.

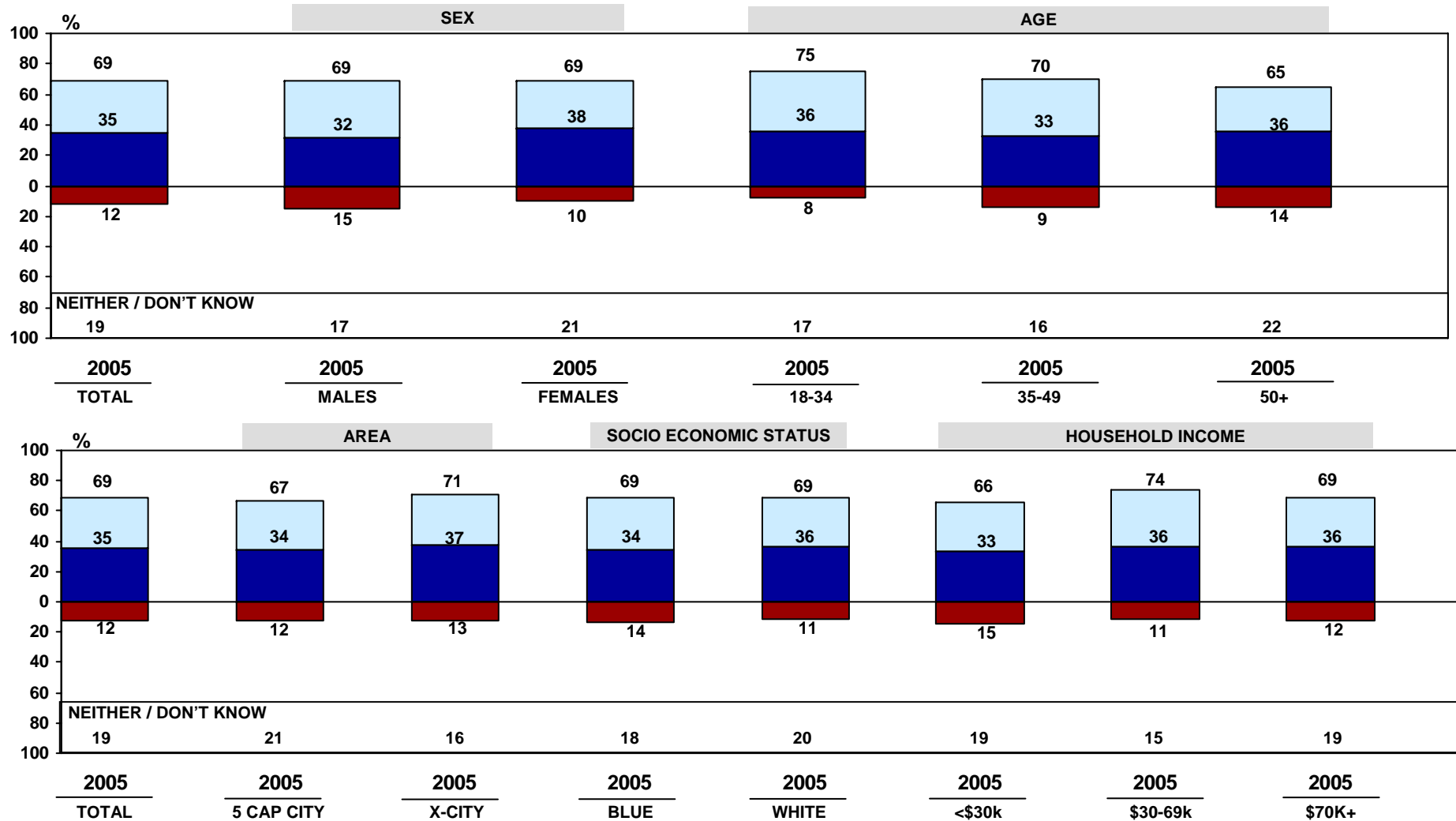
# Personal support for AusAID's work (among those aware of AusAID)



■ STRONGLY SUPPORT    □ SOMEWHAT SUPPORT    ■ NOT SUPPORT AT ALL

FIGURE 28

# Personal support for AusAID's work (among those aware of AusAID)

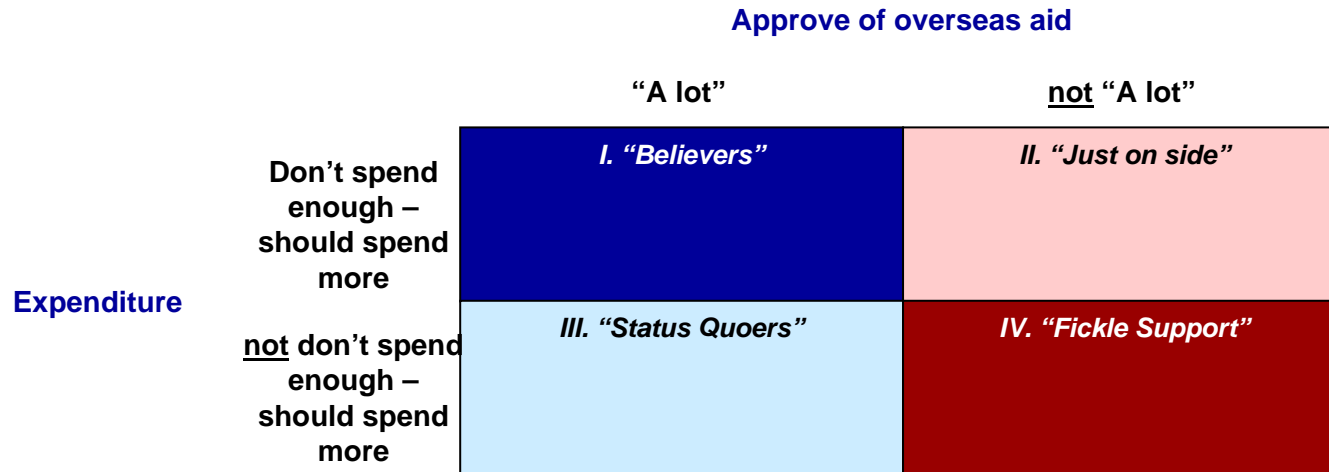


**FIGURE 29**

BASE: THOSE AWARE AUSAID: TOTAL (n=733); SEX: MALE (n=384), FEMALE (n=349); AGE: 18-34 (n=118), 35-49 (n=212), 50+ (n=403); AREA: 5 CAP CITY (n=417); X-CITY (n=316); SES: WHITE (n=395); BLUE (n=338); INCOME: <\$30,000 (n=183); \$30-49K/\$30-59K/\$30-69K (n=239) \$50+/\$60+/\$70K+ (n=209)

# 4.11 Apriori segmentation

- In 1998, Elliot and Shanahan Research developed a four quadrant segmentation to assist AusAID determine target segments.
- The quadrants were defined using two dimensions:
  - *Dimension one:* those who approve of overseas aid “a lot” vs those who do not approve “a lot” (question A10 in the questionnaire);
  - *Dimension two:* those who believe Australia does not spend enough on aid to assist poor countries and that the government should spend more on aid vs those who do not have this mindset (questions A8 and A9 in the questionnaire).
- Elliot and Shanahan labelled these segments “Believers”, “Just On Side”, “Status Quoers”, and “Fickle Support”.



- In 2005, given the large increase in the proportion of Australians who approve “a lot” of overseas aid, both the “Believers” and “Status Quoers” segments have grown significantly, with “Fickle Support” showing a commensurate decline. “Just on Side” remains a small fringe group.

# Apriori segments

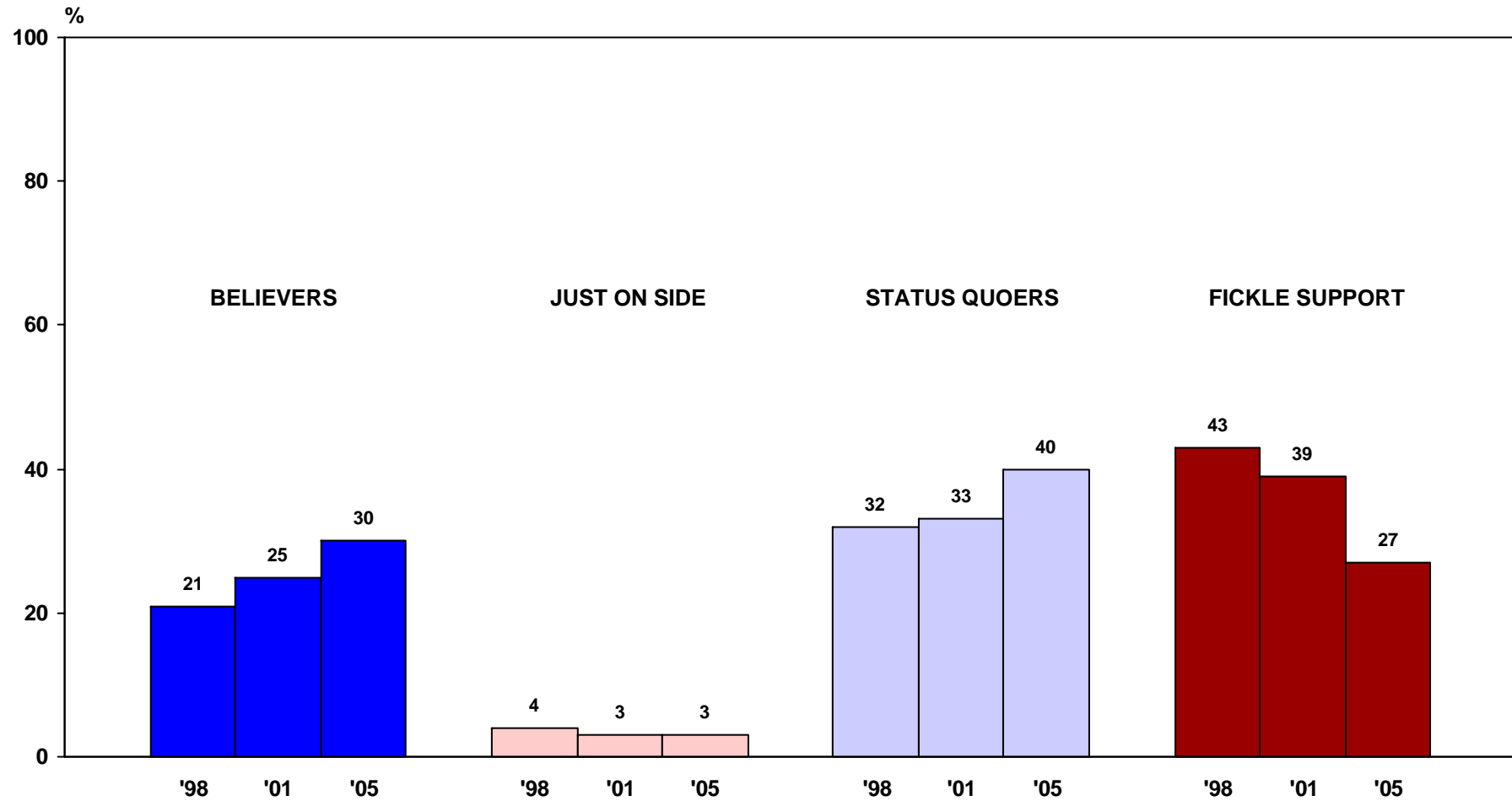


FIGURE 30

## 4.11 Apriori segmentation (cont'd)

- A demographic profile of the segments shows:
  - “Believers” are reasonably representative of the population, though they do exhibit a skew towards capital city areas, white collar households, and those with higher education and income.
  - Conversely, the profile of the “Fickle Support” group shows skews towards males, those aged 50 years and over, blue collar households, and those with lower levels of education and income.

# Apriori segments

		POPULATION (n= 1200)	BELIEVERS (n= 400)	JUST ON SIDE (n= 38)	STATUS QUOERS (n= 448)	FICKLE SUPPORT (n= 314)
		%	%	<small>caution: very small sample</small> %	%	%
	Total	100	100	100	100	100
SEX	Male	49	50	70	41	58
	Female	51	50	30	59	42
AGE	18-24	12	10	27	15	7
	25-34	20	22	6	23	14
	35-49	29	32	20	28	28
	50+	40	36	48	35	52
AREA	Cap City	62	70	74	60	53
	X-city	38	30	27	40	47
SES	White	47	58	41	47	37
	Blue	53	42	59	53	63
EDUCATION	Primary/secondary school	38	28	29	38	50
	College/apprenticeship	37	34	56	40	35
	University Degree	25	38	15	22	15
INCOME *	Less than \$30,000	28	22	26	26	39
	\$30,000 - \$69,999	40	36	35	44	39
	\$70,000 plus	32	41	39	30	22

\* Excludes not stated

FIGURE 31



# Questionnaire

## NEWSPOLL TERMS AND CONDITIONS

### A) Professional behaviour and Privacy

NEWSPOLL adheres to the Code of Professional Behaviour of the Market Research Society of Australia and the Market and Social Research Privacy Principles. The Code of Professional Behaviour includes the following key requirements:

#### 1. Confidentiality

Clients' identities will not be revealed to respondents nor to any third party without the client's consent or unless Newspoll becomes legally obliged to do so. Respondents' identities will not be revealed to clients without the respondent's consent and only in cases where the information is to be used for research purposes and the intended use has been explained to respondents.

#### 2. Ownership of information

Results to a research study commissioned by a client become the property of the client. Results to syndicated studies remain the property of NEWSPOLL.

All research proposals, research designs, questionnaires and processing techniques, including systems of weighting, remain the property of NEWSPOLL. All computer table reports provided by NEWSPOLL identify the variables used in the weighting process. Further details, if required, are available at an additional cost. Photocopies of individual questionnaires or a copy of the database, excluding respondents' identities, may be made available to a client at the client's expense.

#### 3. Publication of results

Clients choosing to release the findings of a NEWSPOLL survey must ensure that the results are represented in an objective and non-misleading fashion.

NEWSPOLL advises that at all times questions must be objective and not intentionally misleading or attempting to elicit a desired response. NEWSPOLL must be consulted and agree in advance on the form and content of any intended release. NEWSPOLL must be provided with a copy of the proposed release and given 48 hours for its review. Up to two executive hours will be made available for this review process. Additional reviewing time, if required, will be charged at an hourly rate. NEWSPOLL is obliged to take action to correct any misleading statements about the research or its findings. **The NEWSPOLL name may be used only in cases where these conditions have been satisfied.**

### B) Conditions of agreement between NEWSPOLL and clients

#### 1. Reporting

Standard report format refers to two copies of an A4 sized computer table report consisting of analysis of each client question by up to two standard panels of discriminators. Extra analysis and optional reporting formats are available at additional cost and may require longer reporting time.

## 2. Costs and confirmation of costs

Costs for a study can be confirmed only after agreement on questionnaire outline or on sighting a draft client questionnaire. Changes to agreed research specifications and/or questionnaire will result in a cost revision. Unless otherwise specified, all quoted costs refer to Australian dollars and reflect current year's rates, effective for the January - December period. Cost are quoted exclusive of GST. For Australian clients, GST will be shown separately on a tax invoice and must be paid for by the client.

## 3. Omnibus bookings, approvals and late changes

Space on NEWSPOLL's omnibuses is strictly limited to ensure high quality response. Early bookings, at least a week prior to fieldwork, are recommended and clients are advised to finalise and approve questionnaires as early as possible. Final approval of a questionnaire refers to approval, after all agreed changes, to a questionnaire developed or formatted by Newpoll and submitted to a client for review.

Questionnaires approved, or bookings made, after the following deadlines are subject to late surcharges as shown:

Omnibus	Final Questionnaire Approval Deadline	Late Surcharge	
Fri - Sun	Thurs 11:00am	After 11:00am After 4:00pm	15% of study cost, min \$400 plus GST 20% of study cost plus one question unit cost per page
Mon - Tues or Mon - Thurs	Thurs 5:00pm	After 5:00pm After 1:00pm Fri	15% of study cost, min \$400 plus GST 20% of study cost plus one question unit cost per page
Client changes not approved		After 4:00pm	20% of study cost plus one question unit cost per page

## 4. Cancellation or postponement charges

NEWSPOLL reserves the right to charge the full quoted study cost where a confirmed booking is made and the study is subsequently cancelled or postponed within three working days prior to the commencement of fieldwork or after fieldwork has begun. Studies cancelled or postponed earlier than this are subject to a minimum 10 percent charge if questionnaire development has begun.

## 5. Invoicing and payment terms

Omnibus studies are invoiced in full at the time of provision of results or for multi-round studies 50 percent will be invoiced at the commencement of the study and 50 percent on provision of results. Custom studies are invoiced 50 percent upon commissioning and 50 percent upon provision of results.

Full payment of invoices is requested within seven days of invoice date. Newpoll reserves the right to impose a late payment surcharge of up to \$1,000 per month for invoices unpaid after 30 days. NEWSPOLL also reserves the right to delay the commencement of any study if there are overdue invoices from previous studies. Repeated late payment of invoices will result in the need for payment in full prior to the commencement of future studies.

