

4. PRIOR AWARENESS OF CARTEL-RELATED TOPICS

4.1 LEVELS OF PRIOR AWARENESS

Question

G1. Prior to completing this survey, had you heard or read about any of the following people, organisations or topics? *Please mark all that apply*

Figure 4.1A Levels of prior awareness¹

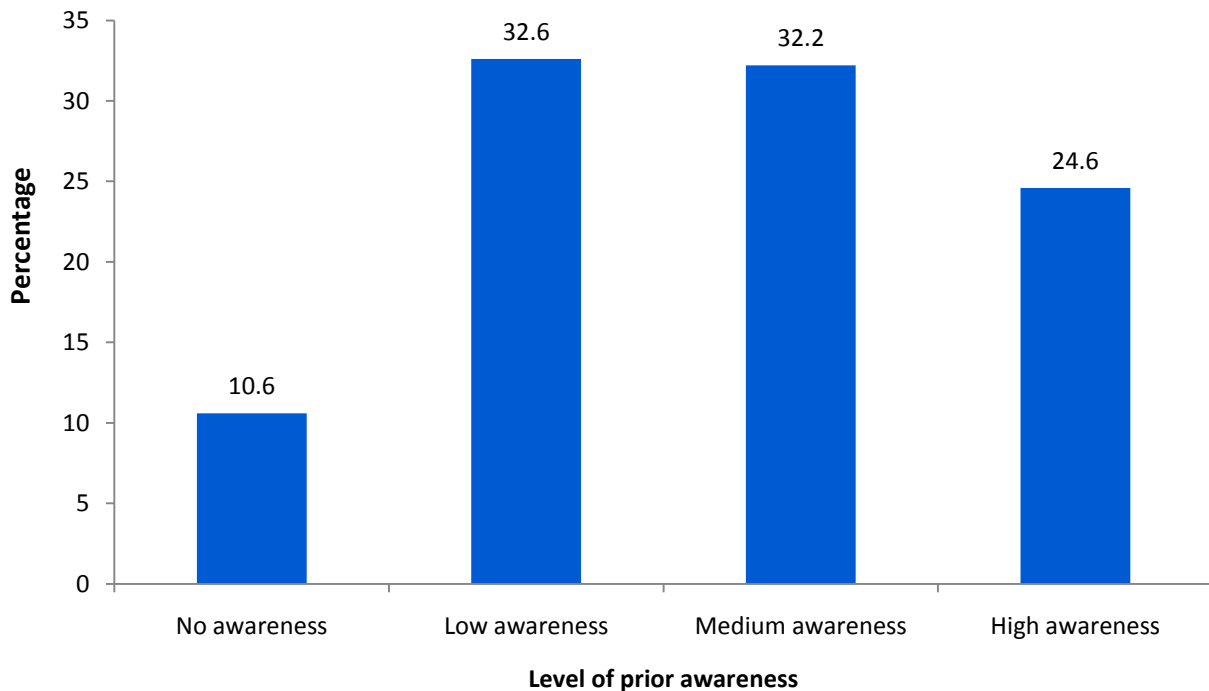
	NO (%)	YES (%)
The Australian Competition and Consumer Commission (ACCC)	21.4	78.6
Cartels or cartel conduct	71.3	28.7
Graeme Samuel	80.0	20.0
Allan Fels	64.3	35.7
Price fixing	19.4	80.6
A case involving Visy and Amcor for price fixing	60.8	39.2
Criminal penalties for cartel conduct	84.9	15.1
A case involving Richard Pratt and the Australian Competition and Consumer Commission	53.2	46.8
Haven't heard or read about any of these.	89.4	10.6

Comments

9 out of 10 respondents had heard of at least one of these topics; whereas only 1 out of 10 had heard of none.

¹ n=1296, all respondents.

Figure 4.1B Levels of prior awareness (no/low/medium/high)²

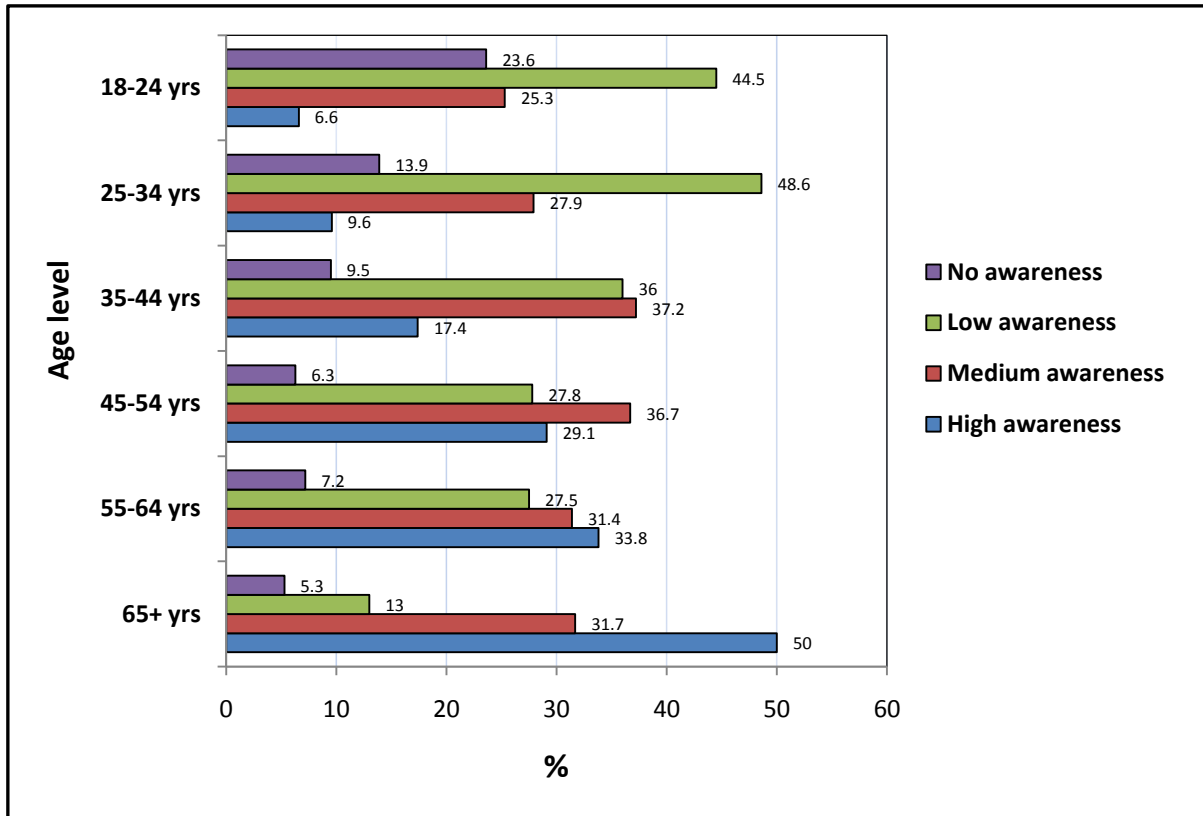


Comments

On these measures, 56.8% of respondents had medium or high awareness of cartel-related topics, whereas 43.2% had no or low awareness. The highest proportion (32.6%) had low awareness.

²n=1296, all respondents. In order to examine the relationships between level of prior awareness and responses to questions about the legal status, characterisation and consequences of cartel conduct, an overall measure of prior awareness was created. First, a total score on prior awareness was derived from summing the number of 'yes' responses to the following topics: ACCC; cartels or cartel conduct; Graeme Samuel; Price fixing; a case involving Visy and Amcor; criminal penalties for cartel conduct; a case involving Richard Pratt and the ACCC. The total score ranged from 0 to 7. In order to simplify analysis, and with interest in creating relatively even size groups, the scores were then recoded into four categories: 'no awareness' (if total score was 0), 'low awareness' (if total score was 1 or 2), 'medium awareness' (if total score was 3 or 4), and 'high awareness' (if score was between 5 and 7). These scores did not include the item of 'Allan Fels'. This was because we wanted to create an overall score in order to compare across *all* participants in the random general population. The 'Allan Fels' item had not been present in the question when the survey was administered on soft launch. See further Section 2.3 above.

4.2 PRIOR AWARENESS AND DEMOGRAPHIC FACTORS

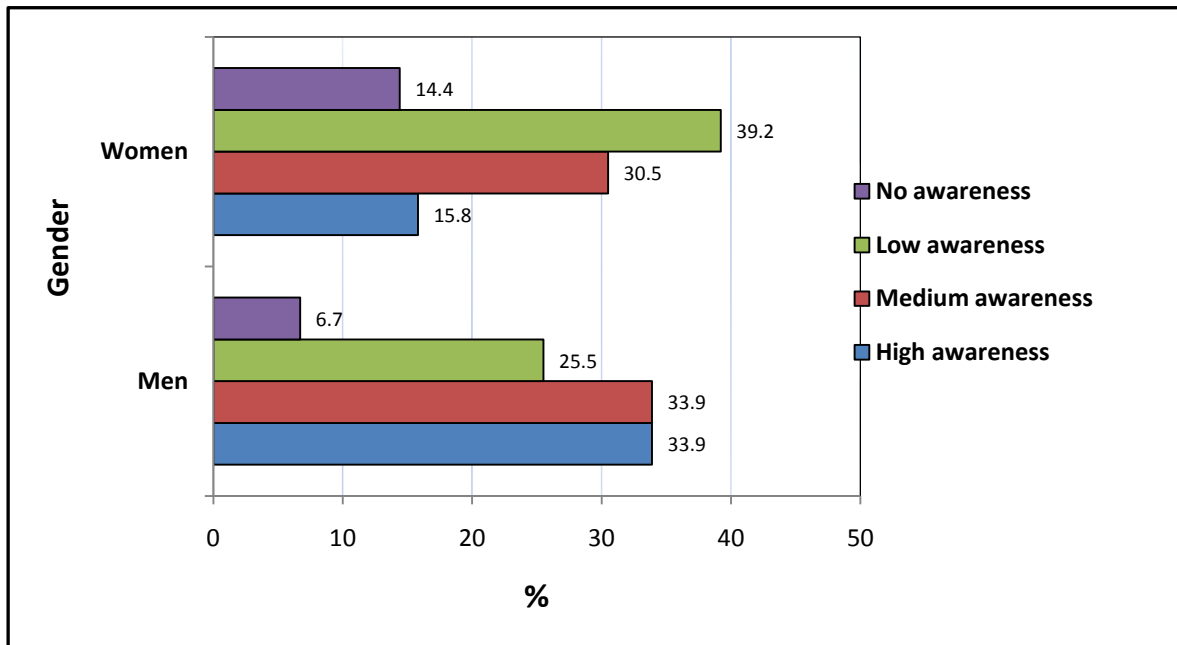
Figure 4.2A Prior awareness and age³

Comments

The Figure presents distributions of awareness within each age group. For instance, for the 18-24 age group 23.6% had no awareness, 44.5% had a low level of awareness, 25.3% had a medium level of awareness and 6.5% had a high level of awareness.

There was a tendency for awareness to increase with age group. 44.5% of respondents aged between 18 and 24 years had a low level of awareness. Half of those aged 65 years and over had a high level of awareness compared to 6.6% of those between 18 and 24 years of age.

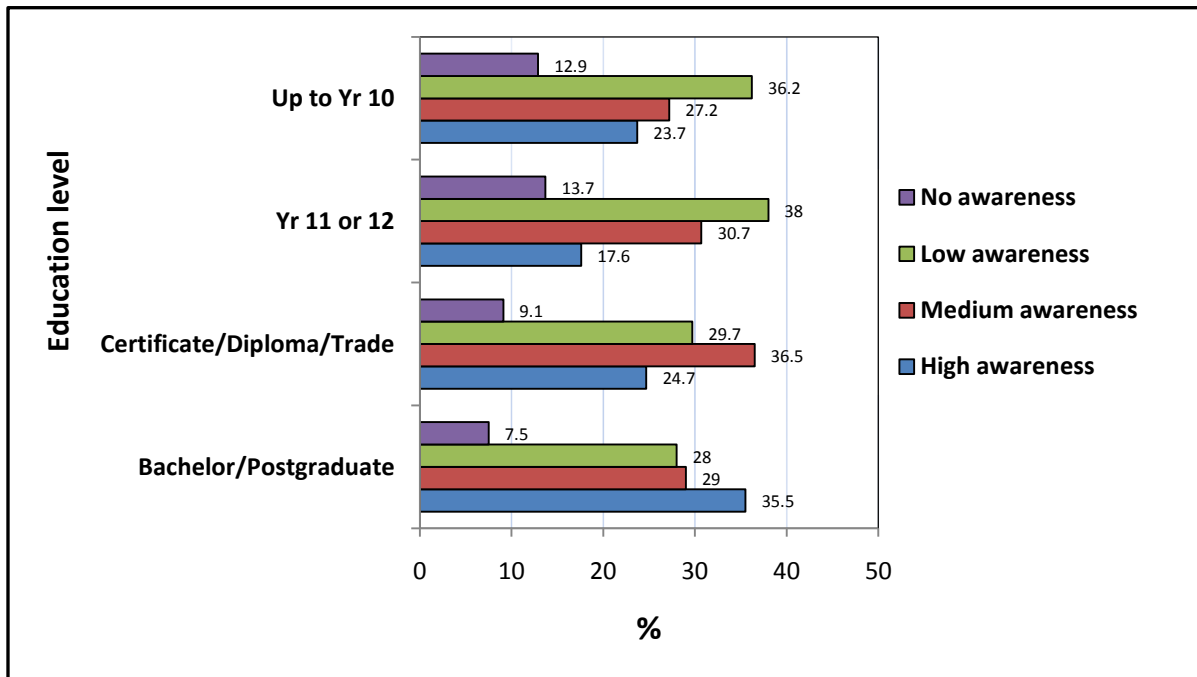
³ n=1296, all respondents.

Figure 4.2B Prior awareness and gender⁴**Comments**

Men reported a higher level of awareness than women. Around twice as many men than women had a high level of awareness (33.9% compared to 15.8% respectively). 54.4% of women had no or low awareness, as compared to 32.2% of men.

⁴ n=1296, all respondents.

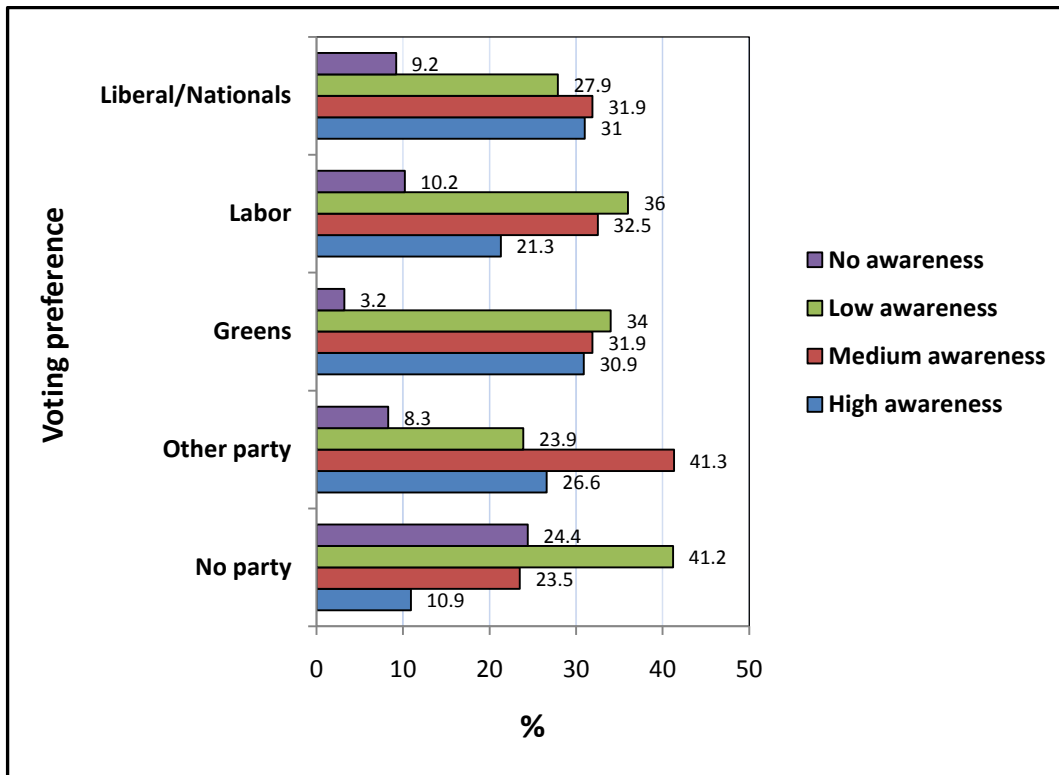
Figure 4.2C Prior awareness and education level ⁵



Comments

64.5% of respondents with a bachelor or postgraduate level of education had a medium to high level of awareness, and 61.2% of respondents with a certificate, diploma or trade qualification.

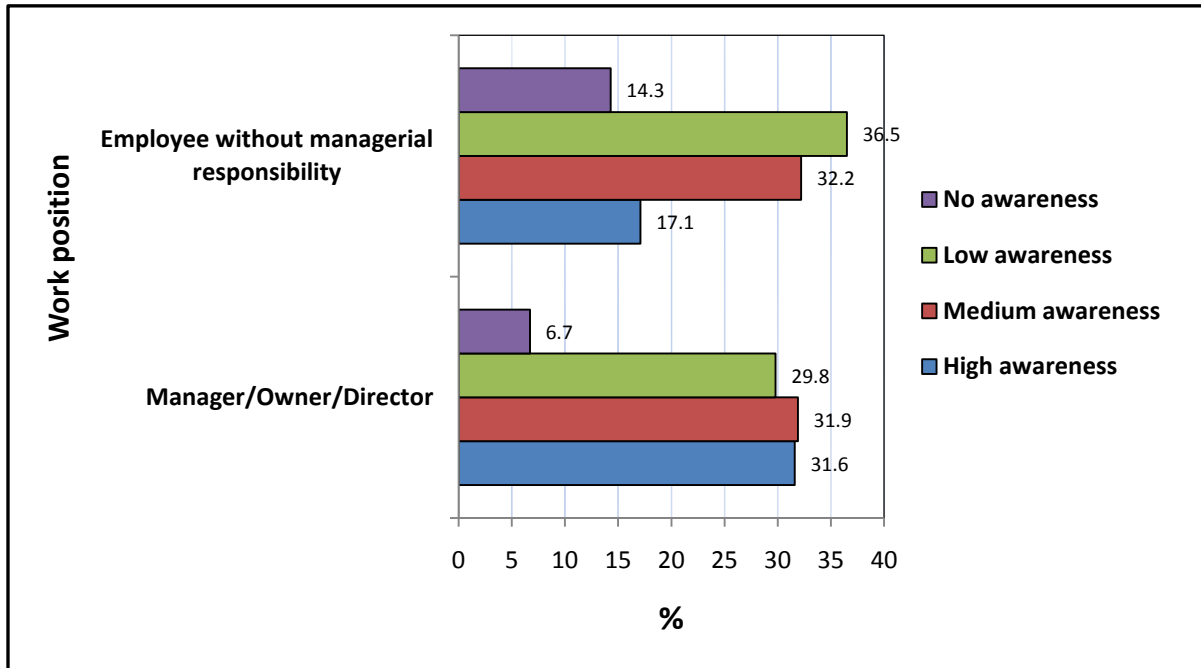
⁵ n=1296, all respondents.

Figure 4.2D Prior awareness and voting preference⁶

Comments

62.9%, 53.8% and 62.8% of respondents who had a voting preference for Liberal/Nationals, Labor or Greens respectively had a medium or high level of awareness, as compared to 9.2%, 10.2% and 3.2% with no awareness. This is compared to respondents who did not identify with a party, 33.4% of whom had a medium or high level of awareness, as compared to 24.4% with no awareness.

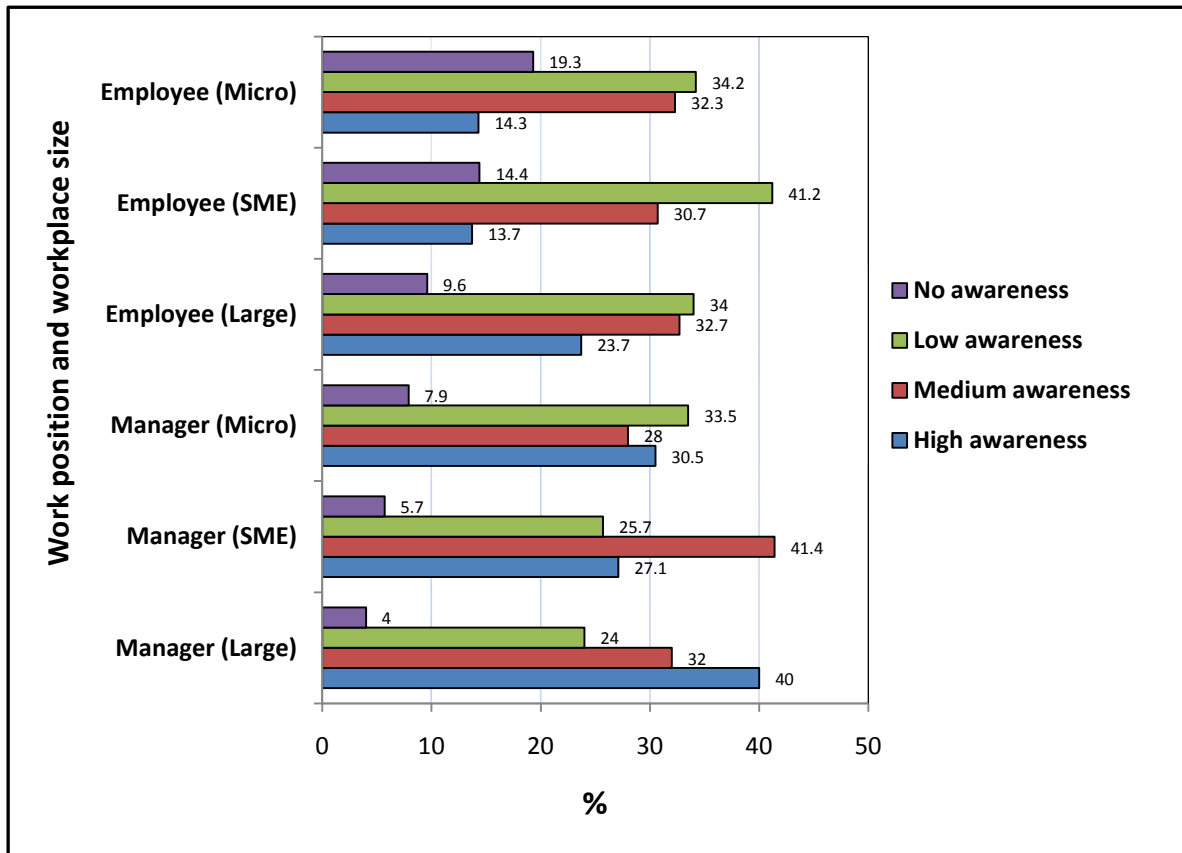
⁶ n=1296, all respondents.

Figure 4.2E Prior awareness and work position⁷

Comments

Differences were most pronounced when comparing the low awareness and no awareness groups. 31.6% of managers reported high awareness, compared to 17.1% of non-managers. With respect to no awareness, 6.7% of managers fell in this category, compared to 14.3% of non-managers.

⁷ n= 754 (representing respondents who responded 'Yes' to 'Last week, did you do any paid work of any kind?', Question A7).

Figure 4.2F Prior awareness and workplace size and work position combined⁸

Comments

Employees from micro and SME work places were the most common groups to report no awareness (19.3% and 14.4% respectively). In terms of a medium level of awareness, SME managers represented the largest proportion among all groups (41.4%). In terms of high awareness, managers in large workplaces represented the largest proportion among all groups (40%).

⁸ n= 754 (representing respondents who responded 'Yes' to 'Last week, did you do any paid work of any kind?', Question A7). In this Figure, 'large' equates to a workplace with 200 or more employees, 'SME' (small to medium) equates to a work place with between 20-199 employees and 'micro' to a workplace of between 0-19 employees. There was not a test of statistical significance for this cross-tabulation as at least one of the cells had an insufficient frequency.