

**APPENDIX D: DEMOGRAPHIC PROFILE OF RANDOM SAMPLE REPRESENTATIVE OF AUSTRALIAN PUBLIC**

Background		n	%
			<i>*(sub-group %, where applicable)</i>
Age	18-24	143	11.0
	25-34	192	14.8
	35-44	240	18.5
	45-54	249	19.2
	55-64	234	18.1
	65+	238	18.4
Gender	Female	647	49.9
	Male	649	50.1
Household income	Less than \$50,000	487	31.9
	Between \$50,000 & \$149,999	627	48.4
	Between \$150,000 & \$249,999	77	5.9
	Between \$250,000 & over	9	0.7
	Don't know	96	7.4
Education level	Year 8 or below	15	1.2
	Year 9 or 10	198	15.3
	Year 11 or 12	248	19.1

	Certificate, Diploma or Trade	451	34.8
	Bachelor degree	251	19.4
	Postgraduate degree	133	10.3
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Formal education in law	Qualification	19	1.5 (4.9)
	No qualification	365	28.2 (95.1)
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Formal education in economics, commerce or business	Qualification	94	7.3 (24.5)
	No qualification	290	22.4 (75.5)
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Paid work status	Work previous week	755	58.3
	Not work previous week	541	41.7
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Non-work status	Voluntary work	39	3.0 (7.2)
	Unemployed & looking for work	34	2.6 (6.3)
	Home duties	186	14.4 (34.4)
	Studying	38	2.9 (7.0)
	Retired	205	15.8 (37.9)
	Other	27	2.1 (5.0)
	Other (not working)	12	0.9 (2.2)
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Main position	Employee	452	34.9 (59.9)
	Middle manager	156	12 (20.7)
	Senior manager	47	3.6 (6.2)
	Member Board of Directors	4	0.3 (0.5)

	Owner	96	7.4 (12.7)
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Workplace size (employees)	0-19 (micro)	317	24.5 (42.0)
	20-199 (SME)	227	17.5 (30.1)
	200 or more (large)	211	16.3 (27.9)
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State/Territory	ACT	26	2.0
	NSW	377	29.1
	Vic	336	25.9
	Qld	255	19.7
	SA	131	10.1
	WA	131	10.1
	NT	22	1.7
	Tas	18	1.4
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Voting preference	Liberal	414	31.9
	Labor	523	40.4
	National	33	2.5
	Australia Democrats	20	1.5
	Green	105	8.1
	One Nation	13	1.0
	Family First	30	2.3
	No party	104	8.0

Other	2	0.2
Independent candidates/other minority parties	42	3.2
Refused	2	0.2
Don't know	8	0.6

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