



NEWGATE
RESEARCH

DIY HOME RENOVATIONS RESEARCH

PREPARED FOR THE ASBESTOS SAFETY
AND ERADICATION AGENCY (ASEA)

JULY 2020



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DISCLAIMER

In preparing this report we have presented and interpreted information that we believe to be relevant for completing the agreed task in a professional manner. It is important to understand that we have sought to ensure the accuracy of all the information incorporated into this report.

Where we have made assumptions as a part of interpreting the data in this report, we have sought to make those assumptions clear. Similarly, we have sought to make clear where we are expressing our professional opinion rather than reporting findings. Please ensure that you take these assumptions into account when using this report as the basis for any decision-making.

This project was conducted in accordance with AS: ISO20252:2012 guidelines, the international quality standard for market and social research, to which Newgate Research is accredited. Project reference number: NGR 2005014.

This document is commercial-in-confidence; the recipient agrees to hold all information presented within as confidential and agrees not to use or disclose, or allow the use or disclosure of the said information to unauthorised parties, directly or indirectly, without prior written consent. Our methodology is copyright to Newgate Research, 2020.



EXECUTIVE SUMMARY

The following outlines key findings from a nationally representative online survey conducted by Newgate Research with more than 1,000 'DIYers', intended to refresh ASEA's understanding of DIY home renovators in the COVID-19 context. The survey was fielded between 26 June and 2 July 2020, with a robust overall error margin of +/-3.1% at the 95% confidence level.



57% of Australians are 'DIYers'

– i.e. people who *have* or *would* undertake at least part of a home renovation by themselves.
DIYers are more likely to be male and younger.

40% have worked on a risky property



built between 1940-1990, decades of greatest concern – *and that's within the last five years alone.*

99% would attempt smaller repairs



on their own, *falling to 80% for larger renovations.*

Not all DIY is seen as DIY



Only 82% thought they had undertaken a DIY project in the last five years, *rising to 98% when prompted with a list of potential jobs.*

Asbestos was low on the risk radar

Only 5% cited it when considering DIY dangers, but it topped the list of potential DIY risks when prompted.

Knowledge and confidence were low

Only half gave a higher confidence rating (7 or more out of 10) in being able to identify or manage asbestos.



29% cited COVID-related motivations

for considering DIY home improvements, with *a high proportion of DIY jobs having commenced since March.*

Only half sought professional help

after encountering asbestos – *despite 78% saying they would do so*



78% would like further information,



primarily preferring point-of-sale information *at hardware or home improvement stores.*



At least 35% acted inappropriately

when disposing of asbestos (e.g. binning it, burying it or burning it) – seen as *easier than finding a licenced removalist or disposal centre.*

ASEA was the most trusted source



from a prompted list (despite limited prior awareness) – followed by safe work agencies and qualified builders.

RESEARCH METHODOLOGY



Overview of approach

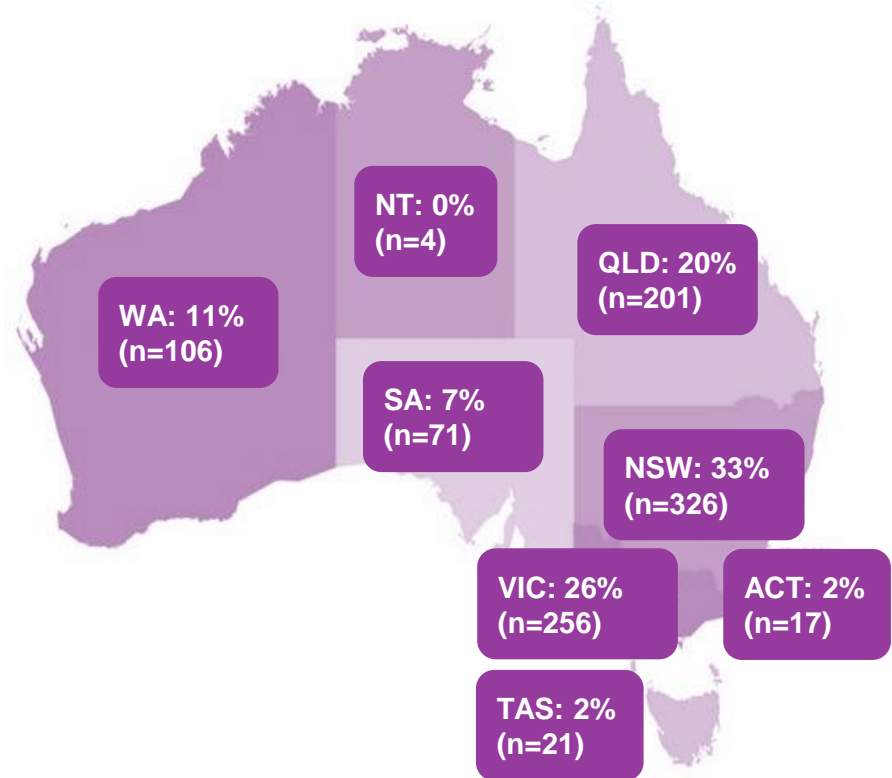
- A nationally representative online survey
- Median completion time = 14 minutes
- Conducted between 26th June and 2nd July
- Fieldwork conducted by Newgate's trusted partner Lucid
- Participant sample sourced from opt-in market research panels managed Lucid's professional panel partners
- Questionnaire developed by Newgate Research in consultation with ASEA
- Results weighted by:
 - Incidence of DIYer age and gender proportions based on survey screen-out data
 - Census-representative proportions by state/territory interlocked with metro/regional



Participant overview

- Survey conducted with participants who:
 - have completed one or more DIY home project/s;
 - are currently working on one or more DIY home project/s;
 - are planning to undertake one or more DIY home project/s; and/or
 - would at least undertake part of a home project without professional assistance.

Online survey sample



Total sample size	1,002
Margin of error *	+/- 3.1%

* Margin of error is maximum confidence interval for estimates based on the total sample, at 95% confidence level. Estimates for sample sub-groups will have a wider confidence interval.

RESEARCH FINDINGS



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DIY RENOVATORS: WHAT AND WHO

What is DIY?

DIY, or “do it yourself”, is a term used to describe the activity of making or repairing something by one’s self, typically without help from paid professionals. For the purposes of this research, the term “**DIY home project**” was used to describe such activities specifically undertaken in one’s home or property, and refers to both **larger renovations** (e.g. knocking down walls, replacing flooring, etc.) and **smaller maintenance jobs and repairs** (e.g. installing new shelves, replacing wall tiles, etc.).

Who is a ‘DIYer’?

In considering people who **have** or **would** undertake at least undertake some part of a home improvement project by themselves, we found...

57% of Australians can be considered ‘**DIYers**’

They are more likely to be **male** (64% of all men vs. 50% of all women) and **younger** (61% of Australians aged 18-54yrs vs. 49% of those aged 55yrs+).

For larger renovations...



For smaller jobs and repairs...



DIYers are much more likely to attempt smaller jobs without professional advice or assistance.

98%
have some prior DIY experience

Only **82%** initially reported having undertaken a DIY project, until prompted with a list of potential projects

10%
have a qualification in building, construction, electrical, plumbing, etc.

Of these, **26%** have undertaken training specifically in asbestos handling or removal (5% of all DIYers)

S5. Which of the following apply to you? // S6. If you needed to undertake a DIY home project – i.e. renovate or repair something – which of the following best describes how you would approach this? // S7. Do you hold any formal qualifications in building, construction or related trades such as electrical or plumbing? // Q16. Have you ever undertaken any training specifically on asbestos handling or removal? // Base: All participants (n=1,002)

TYPES OF PROPERTIES WORKED ON


In the last five years alone, two in five DIYers (40%) have worked on a property built sometime between 1940 and 1990 – decades of greatest concern for asbestos risks


In the last five years, DIYers on average have completed or started work on...


2.3 different properties

Though most have only worked on **one** property

In the last five years...

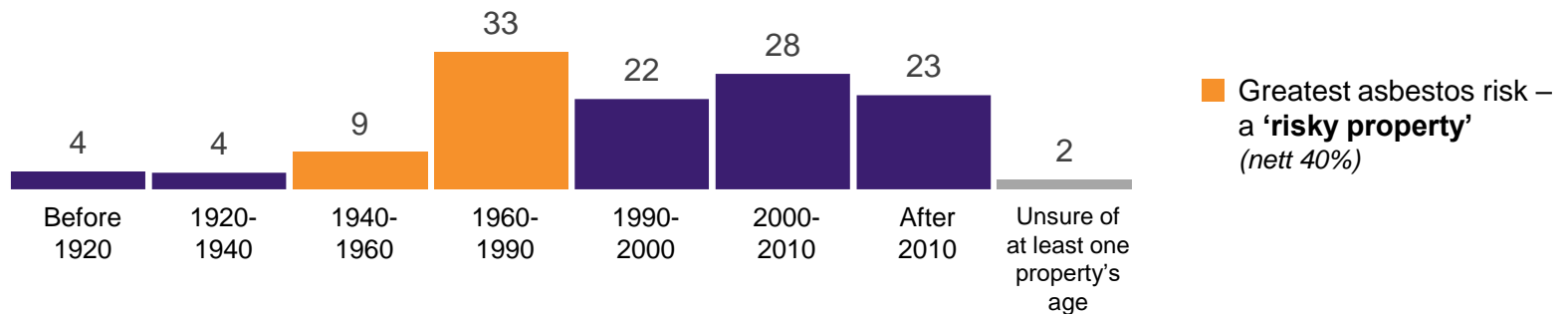
 **88%** have worked on **properties they lived in**

 **16%** have worked on **investment properties**

 **9%** have worked on **other properties**

The vast majority of these were owned by family or friends

Proportion of DIYers who have worked on a property of the following vintages (within the last five years)...



Q1. In the last 5 years, how many different properties have you started a DIY home project on? // Q2. Thinking about the DIY home project/s you started within the last 5 years, what is the approximate age of the property/ies? // Q3. Which of the following describes the property/ies you started a DIY home project on within the last 5 years

Base: Participants who have completed or started a DIY home project (n=662)

TYPES OF PROJECTS UNDERTAKEN

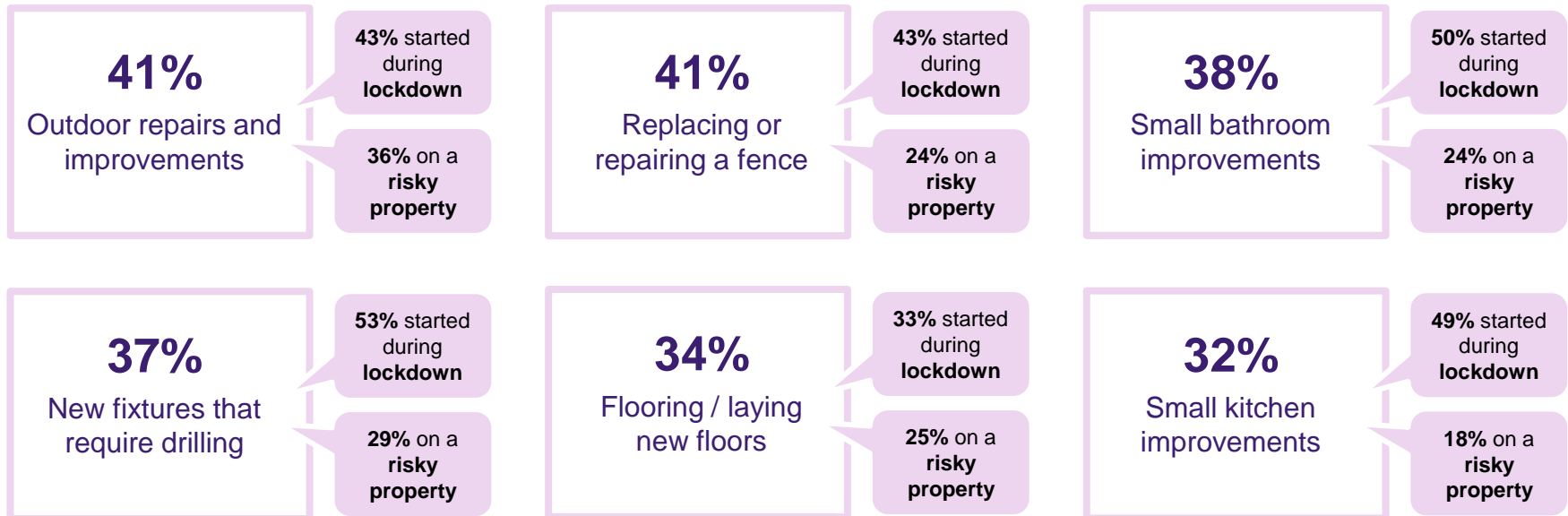
A wide variety of projects have been undertaken by DIYers in the last five years – most commonly outdoor improvements, fencing work, small bathroom projects or new fixtures

In the last five years, DIYers on average have completed or started...

3.9 different DIY home projects

Though most have only worked on **two** projects

Types of projects currently working on or undertaken within the last 5 years



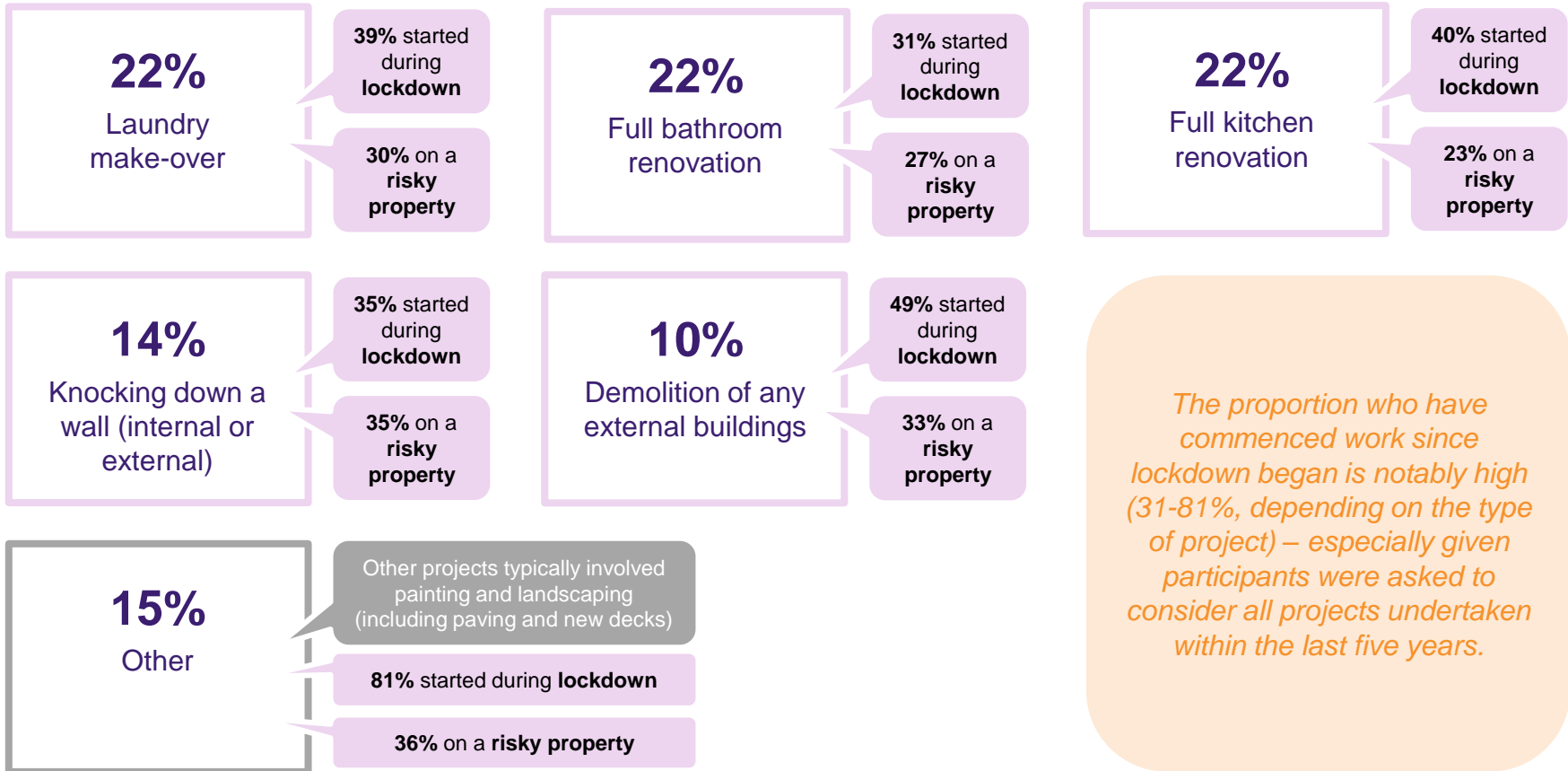
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Q4. How many separate DIY home projects have you started in the last 5 years? // Q5. Which of the following types of DIY home projects... A) are you currently working on, if any? B) have you completed within the past 5 years, if any? C) have you completed more than 5 years ago, if any? D) are you planning in the next 12 months, if any? E) are you planning a year or more from now, if any? // Q6. Thinking about your current or most recent project/s, did you start this during the COVID-19 lockdown period (i.e. since March 2020)? // Base: Participants who have completed or started a DIY home project within the last 5 years (n=662) // Base: All participants (n=1,002)

TYPES OF PROJECTS UNDERTAKEN CONT'D

For each project type, at least a third of DIYers have commenced work since the lockdown period began in March; a similar proportion have worked on risky properties

Types of projects currently working on or undertaken within the last 5 years



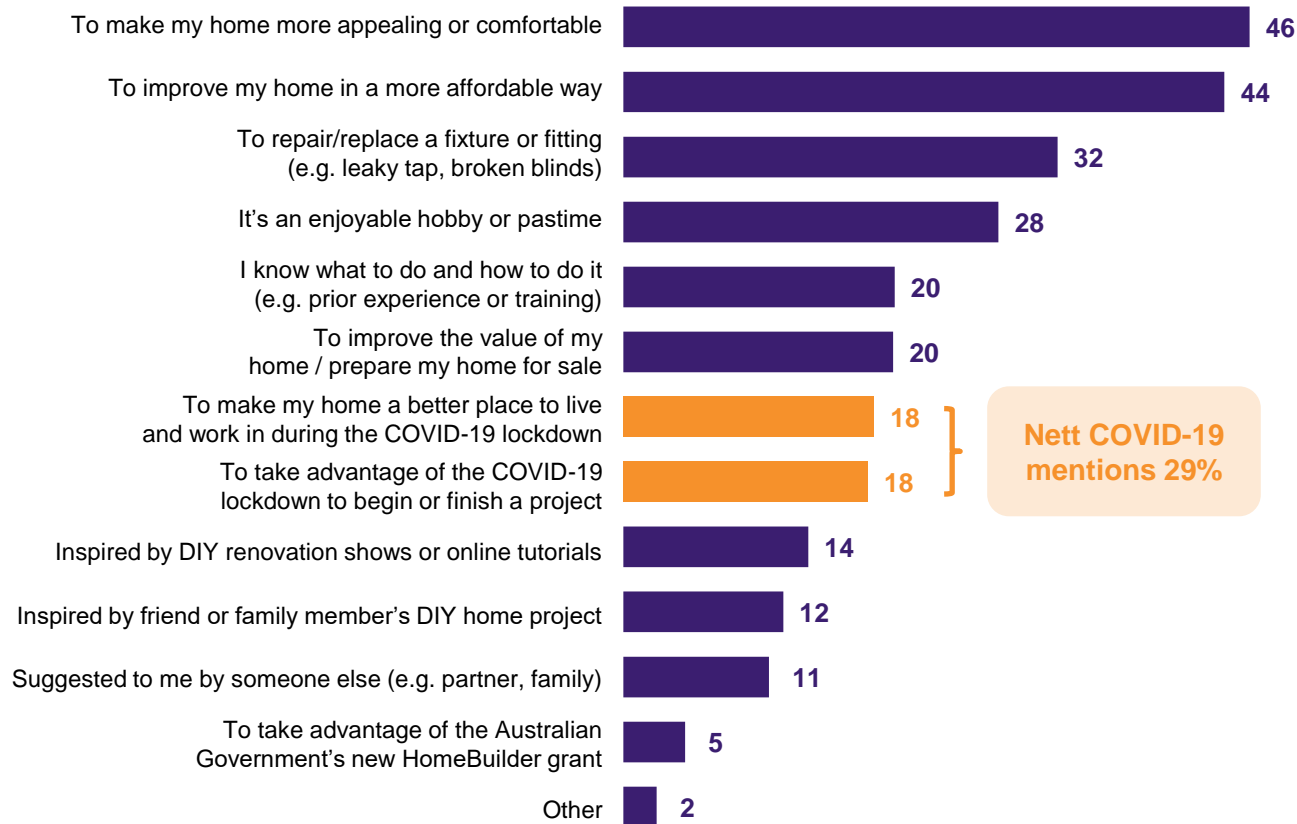
The proportion who have commenced work since lockdown began is notably high (31-81%, depending on the type of project) – especially given participants were asked to consider all projects undertaken within the last five years.

Q5. Which of the following types of DIY home projects... A) are you currently working on, if any? B) have you completed within the past 5 years, if any? C) have you completed more than 5 years ago, if any? D) are you planning in the next 12 months, if any? E) are you planning a year or more from now, if any? // Q6. Thinking about your current or most recent project/s, did you start this during the COVID-19 lockdown period (i.e. since March 2020)? // Base: Participants who have completed or started a DIY home project within the last 5 years (n=662) // Base: All participants (n=1,002)

DIY MOTIVATIONS

The most common motivations were improving appeal or comfort (46%) or to do so in an affordable way (44%); and three in ten specifically cited reasons related to the lockdown

What made you consider your own DIY home project/s? – All DIYers (%)



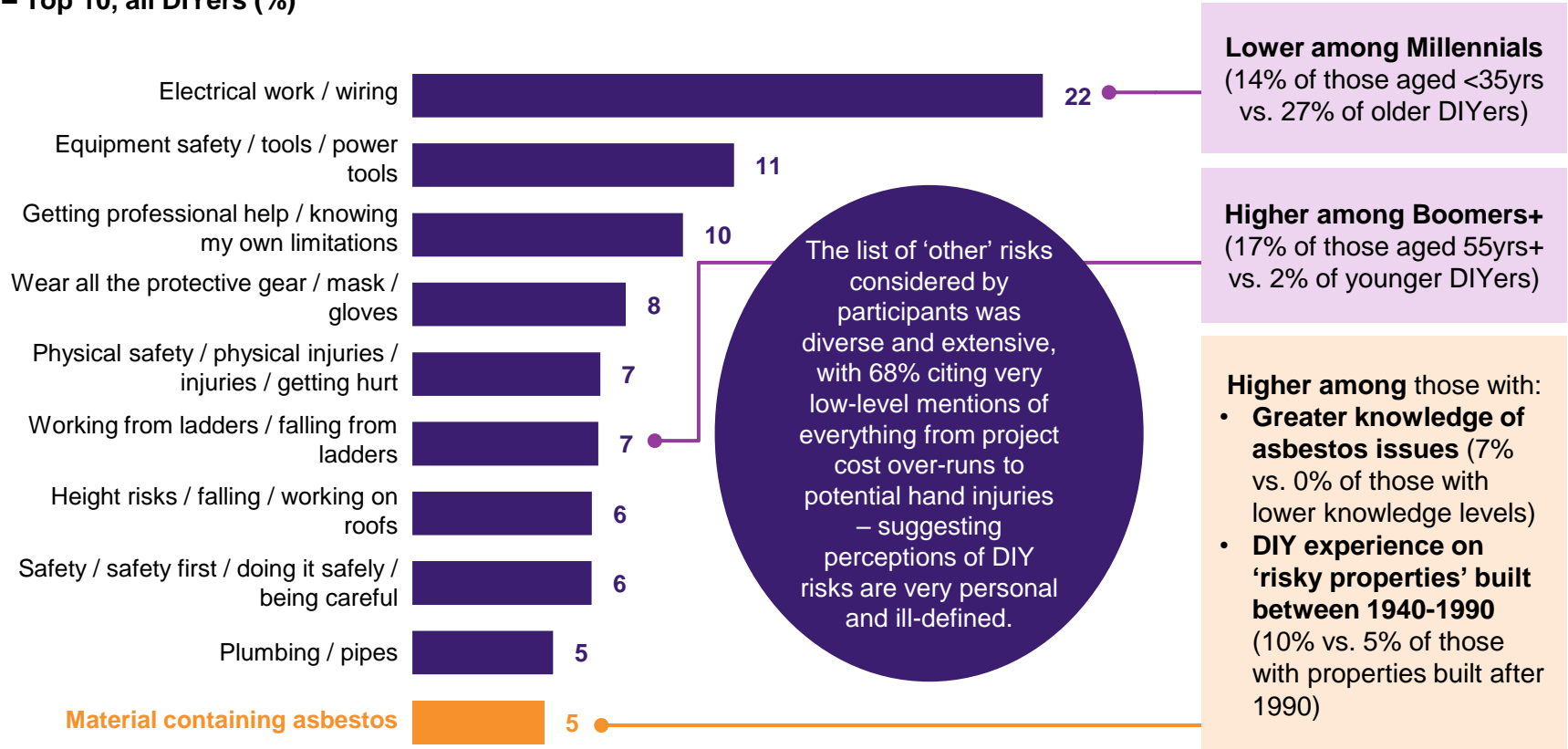
Q8. What made you consider your own DIY home project/s? Please select all that apply – including all completed, current or planned projects.

Base: All participants (n=1,002)

UNPROMPTED DIY RISKS

When asked to name potential risks in DIY, hardly any DIYers mentioned asbestos (just 5%) – with electrical work much more likely to be top of mind (22%)

Risks, hazards or safety issues typically considered when planning a DIY home project – Top 10, all DIYers (%)



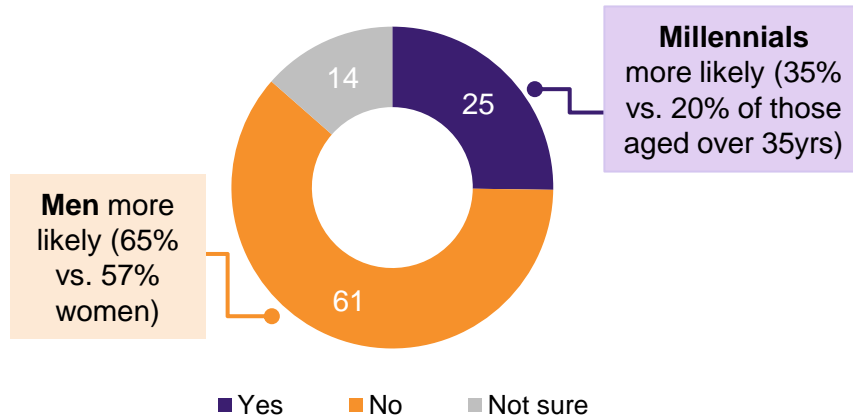
Q9. What risks, hazards or safety issues do you typically consider when planning a DIY home project? Please be as specific as possible.

Base: All participants (n=1,002)

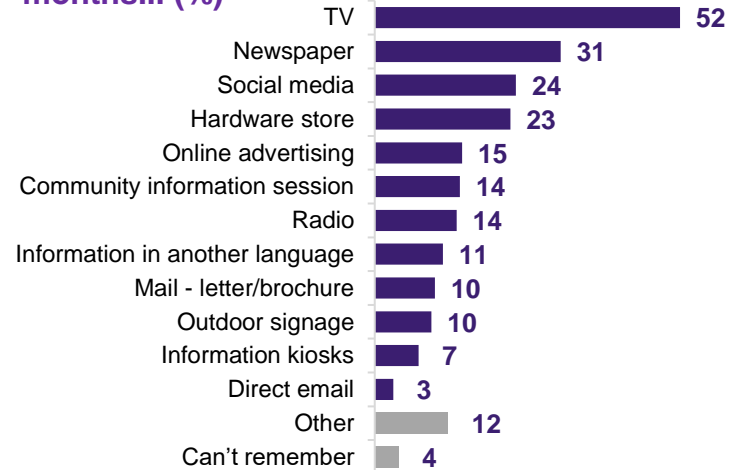
RECALL OF ASBESTOS INFORMATION

Only a quarter of DIYers could recall encountering any information about asbestos in the past 12 months, with TV and newspapers the most common sources

Seen, heard or read anything about asbestos in the last 12 months... (%)



Where heard about asbestos in the last 12 months... (%)



What they've seen, read or heard about asbestos...

"By law it has be removed by a professional and checked by an EPA official during the process. Neighbours also have to be notified."

"Asbestos is an effective insulator, and it can be used in cloth, paper, cement, plastic and other materials to make them stronger."

"How to contain asbestos correctly to prepare it for disposal at the disposal centre."

"That it is an extremely dangerous material that has caused many deaths, and it is a very painful and lengthy illness in people who have or had asbestos poisoning."

"There was a segment on how asbestos affects lungs and respiratory systems in people and the necessity of using protective gear when removing and dealing with asbestos."

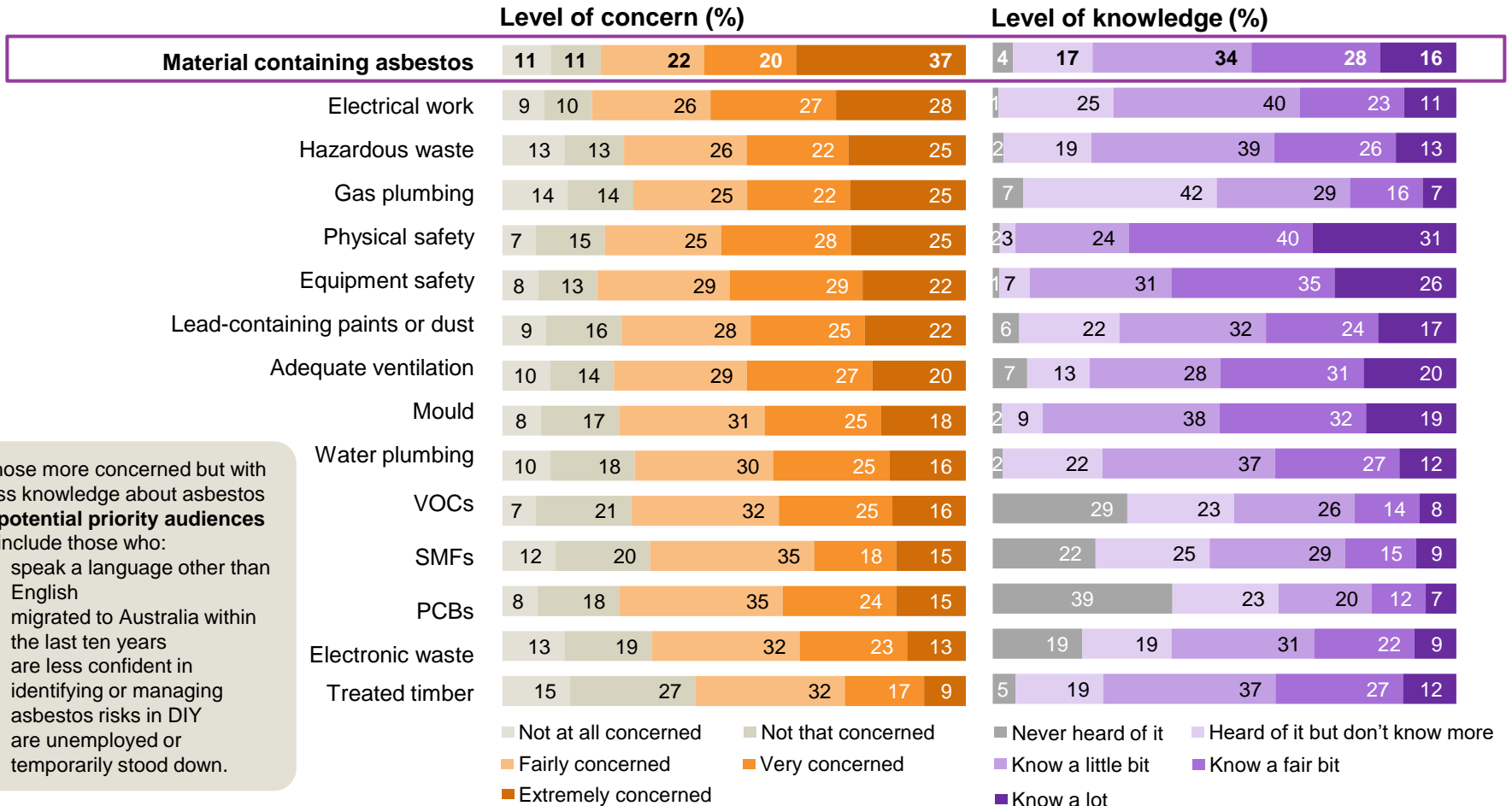
"During the bushfires they found a lot of it in the houses that were burnt. Plus had an experience with it many years ago myself."

Q17. Have you seen, heard or read anything about asbestos in the last 12 months? // Q18. Where did you see, hear or read about asbestos? // Q19. And in a few words, what did you see, hear or read about asbestos?

Base: All participants (n=1,002) // Base: Participants who have seen, heard or read anything about asbestos (n=254)

DIY RISKS: CONCERN AND KNOWLEDGE

Asbestos was the top concern among a list of fifteen potential DIY risks evaluated (37% 'extremely concerned') – though only 16% felt they knew 'a lot' about the issue



Those more concerned but with less knowledge about asbestos – **potential priority audiences** – include those who:

- speak a language other than English
- migrated to Australia within the last ten years
- are less confident in identifying or managing asbestos risks in DIY
- are unemployed or temporarily stood down.

Q10. How much do you know about each of the following when it comes to DIY home projects? // Q12. When thinking about DIY home projects, how concerned are you about the following, if at all?

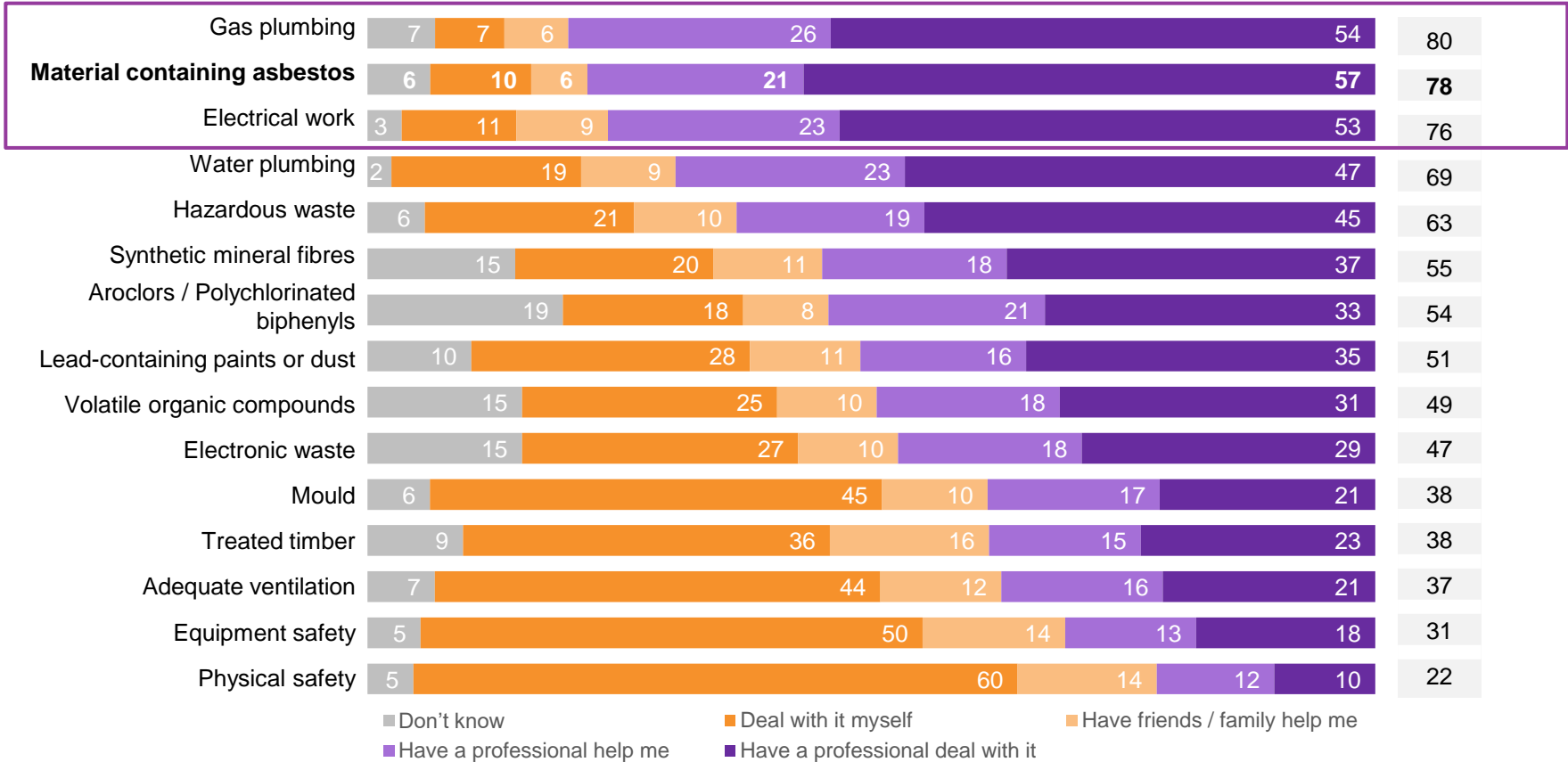
Base: All participants (n=1,002)

DEALING WITH DIY RISKS

Most DIYers (78%) would seek professional help to deal with asbestos – topping the list of potential risks alongside gas or electrical work

How you would deal with the following during a DIY home project in general – including checking, identifying, handling or disposing (%)

Nett: Would seek professional help (%)



Q11. In general, how would you deal with the following during a DIY home project – including checking, identifying, handling or disposing?

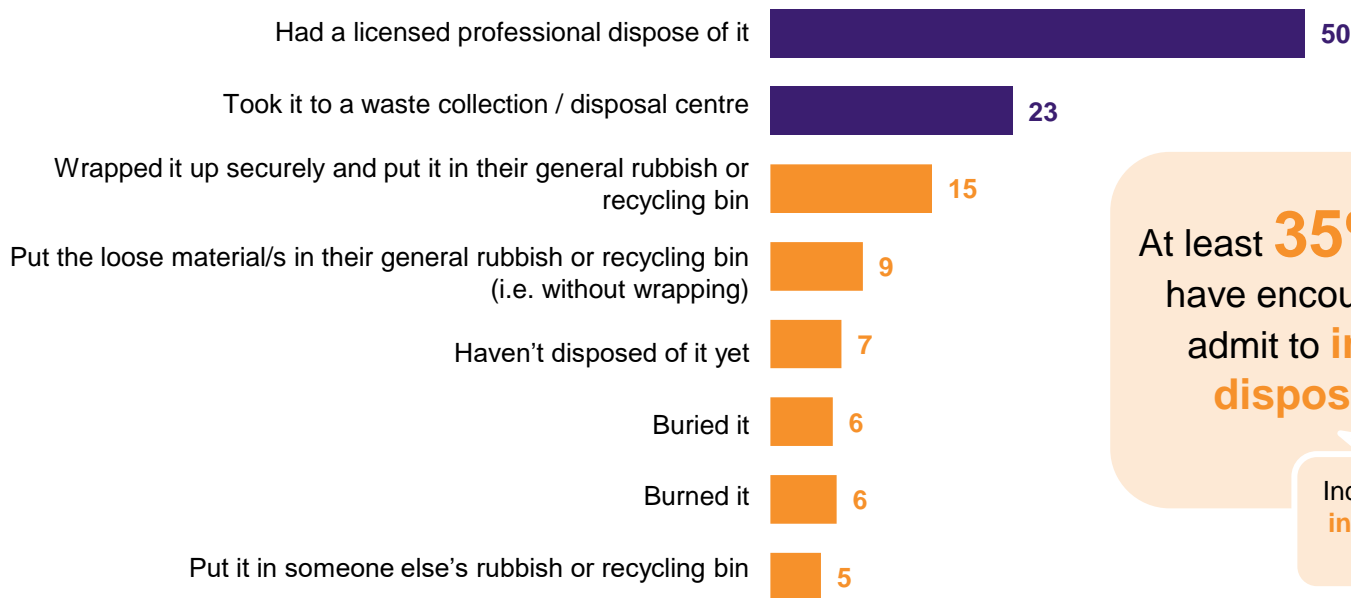
Base: All participants (n=1,002)

ASBESTOS DISPOSAL

One in five DIYers have encountered asbestos on a project; while 50% hired a professional for disposal, at least 35% admitted to using at least one inappropriate disposal method

Of those with prior DIY experience (i.e. 98% of all DIYers surveyed),
22% have encountered asbestos

How they've disposed of the asbestos they've encountered...



At least **35%** of DIYers who have encountered asbestos admit to **inappropriate disposal methods**

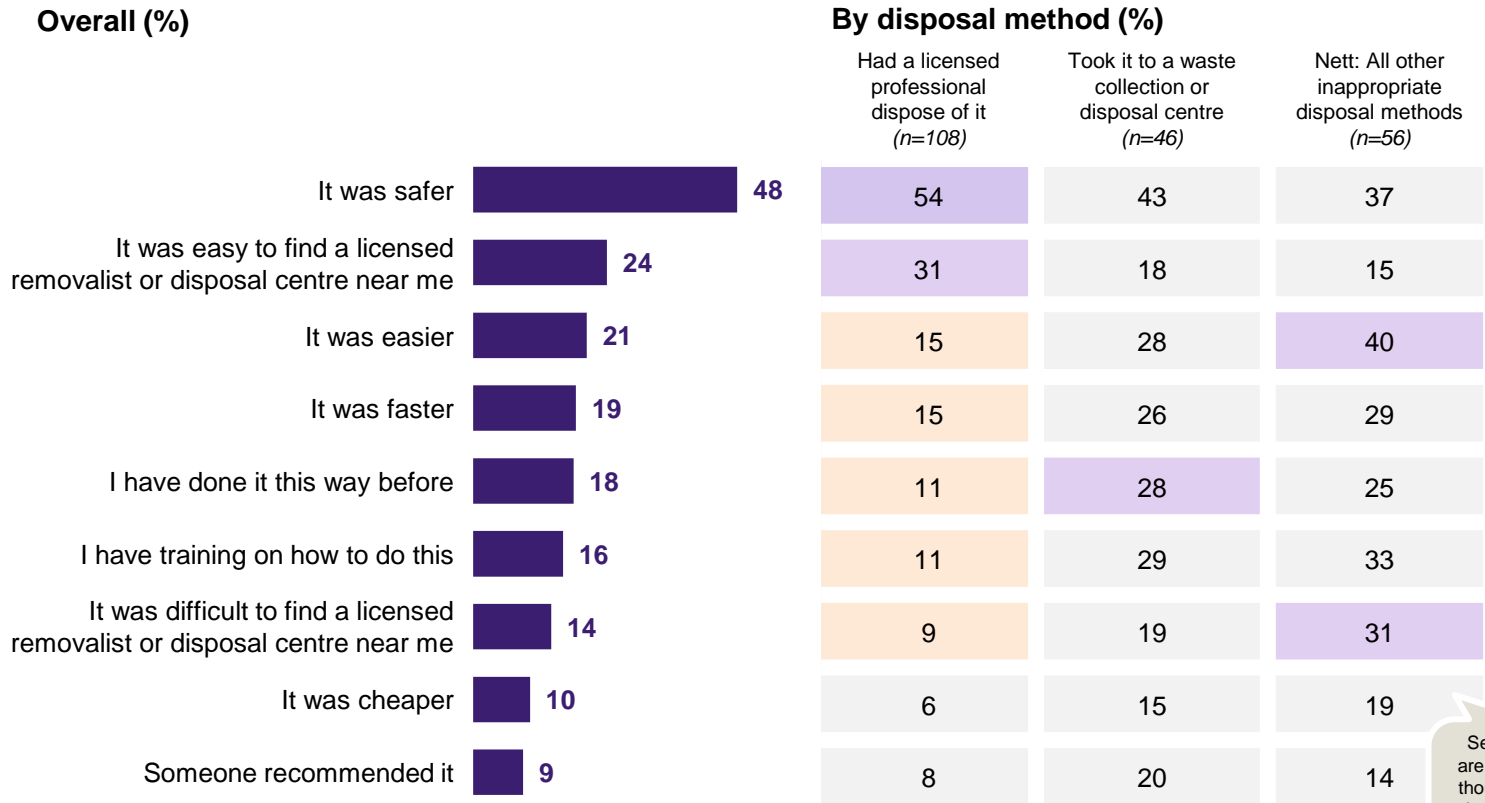
Including **22% who have put it in the bin** – whether their own or someone else's!

Q13. Which of the following materials have you encountered during your DIY home project/s? // Q14. And how did you dispose of the material/s you encountered?
Base: Participants who have ever completed or started a DIY home project (n=967) // Base: Participants who have encountered materials containing asbestos (n=207)

ASBESTOS DISPOSAL: REASONS

Safety and ease of access were key reasons for hiring a professional, though this method of disposal has many relative barriers; those who used inappropriate disposal methods were most likely to say it was essentially easier to simply do what they did

Reason for why you disposed of the material containing asbestos this way



Several results here are indicatively higher, though not statistically significant – potentially due to relatively small sample sizes

Q15. Which of the following best describes why you disposed of the material containing asbestos this way?

Note: Purple/orange shading indicates higher/lower significance compared to other reasons for disposal

Base: Participants who have disposed of materials containing asbestos, excl. 'other' disposal methods (n=187)

Significantly lower result than other methods | Significantly higher result than other methods

SENTIMENT TOWARDS ASBESTOS

Though most DIYers feel it is important to know how to manage asbestos risks, only around half actually feel confident identifying or managing it in a DIY home project, highlighting the importance of public education to improve the community's knowledge

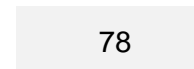
After considering a range of risks related to DIY, participants were asked to rate...

The importance of knowing about managing asbestos in DIY home projects (%)



■ Don't know ■ 1-2 (Not important at all) ■ 3-4 ■ 5-6 ■ 7 ■ 8 ■ 9 ■ 10 (Extremely important)

NET Important
(% rated 7+)



More likely to be those who sought professional advice (81% vs. 69% those who haven't)

Confidence in their own ability to identify materials or situations that could potentially contain asbestos during a DIY home project (%)



■ Don't know ■ 1-2 (Not at all confident) ■ 3-4 ■ 5-6 ■ 7 ■ 8 ■ 9 ■ 10 (Extremely confident)

NET Confident
(% rated 7+)



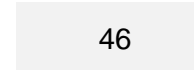
More likely to be men (81% vs. 69% female); and those qualified in construction (83% vs 48% not qualified)

Confidence in their own ability to manage materials or situations where they or others could potentially be at risk of exposure to asbestos (%)



■ Don't know ■ 1-2 (Not at all confident) ■ 3-4 ■ 5-6 ■ 7 ■ 8 ■ 9 ■ 10 (Extremely confident)

NET Confident
(% rated 7+)



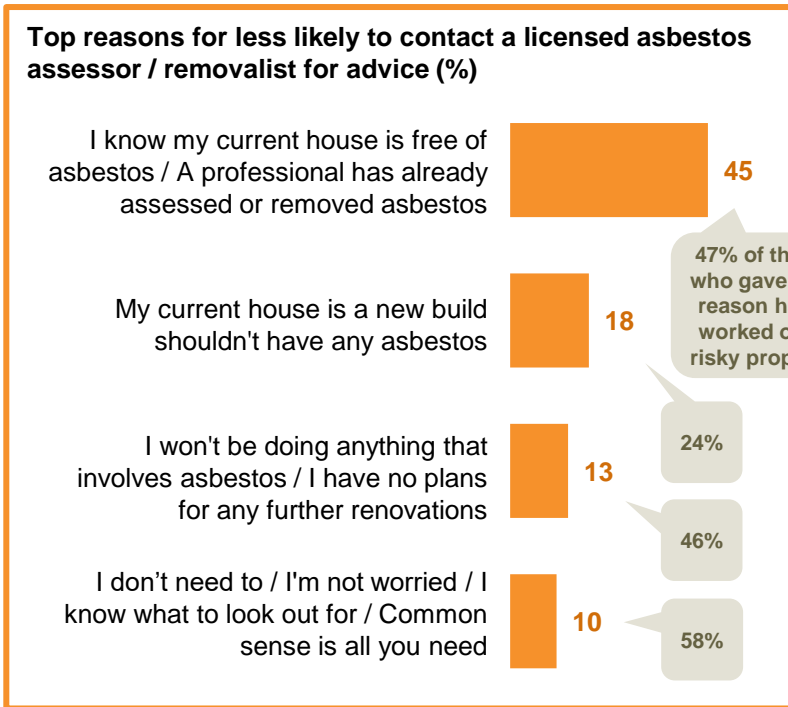
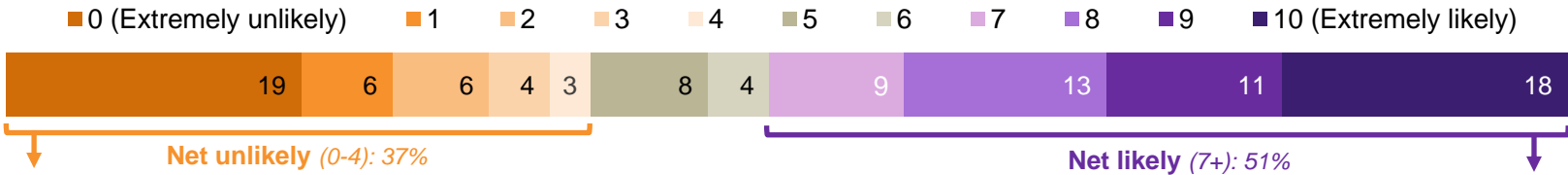
More likely to be men (55% vs. 35% female); and those qualified in construction (74% vs 43% not qualified)

Q24. How important do you feel it is for you to know about managing asbestos in DIY home projects? // Q25. How confident are you in your ability to identify materials or situations that could potentially contain asbestos during a DIY home project? // Q26. How confident are you in your ability to manage materials or situations where you or others could potentially be at risk of exposure to asbestos? // Base: All participants (n=1,002)

PROFESSIONAL ASSISTANCE WITH ASBESTOS

One in two DIYers would contact a professional, driven by concerns over safety and expertise; the top reasons for not doing so relate to beliefs there is no asbestos present

Baseline likelihood to contact a licensed asbestos assessor or removalist for advice when planning your next DIY home project



Q20. When planning your next DIY home project, how likely are you to contact a licensed asbestos assessor or removalist for advice? // Q21. And what makes you feel that way? Please be as specific as possible. // Q23. Reflecting on what you have just read, when planning your next DIY home project, how likely are you now to contact a licensed asbestos assessor or removalist for advice? // Base: All participants (n=1,002)

PROFESSIONAL ASSISTANCE WITH ASBESTOS CONT'D

In their own words, why are DIYers unlikely or likely to seek professional help?

— Those less likely to contact a professional —

"It's highly unlikely that any project I do will involve contact with asbestos."

"I am quite certain that there is no asbestos in my house - it was built after the introduction of prohibition of asbestos."

"I have no plans for any further renovations."

"I do not have any asbestos in my new home, nor did I need to disturb the small amount of asbestos in my previous home."

"I as would only be doing very small projects where there is absolutely no chance of any asbestos being involved or contacted."

"Not planning on tackling anything on the outside walls of my house - which is where the asbestos is."

"I know my home doesn't contain asbestos."

"I can't afford it."

"New build, so no asbestos or asbestos products. If we had concerns, we would contact a specialist immediately."

— Those more likely to contact a professional —

"By law in SA, you HAVE to get it done by a certified professional. You are NOT allowed to do it yourself if you don't have the legal certification to do it."

"I don't want to take risks when it comes to the health of my family."

"I'd feel safer to leaving it to the professionals."

"Asbestos can be so harmful to my family. I would need advice on whether our property would have the possibility of asbestos."

"I could die from inhaling or getting asbestos in my bloodstream, so I don't want to go anywhere near it."

"Very hazardous so needs to be treated with special safety equipment."

"I feel it's best to get in professional people do deal with something I know nothing about."

"I wouldn't be prepared to handle it."

Q21. And what makes you feel that way? Please be as specific as possible.

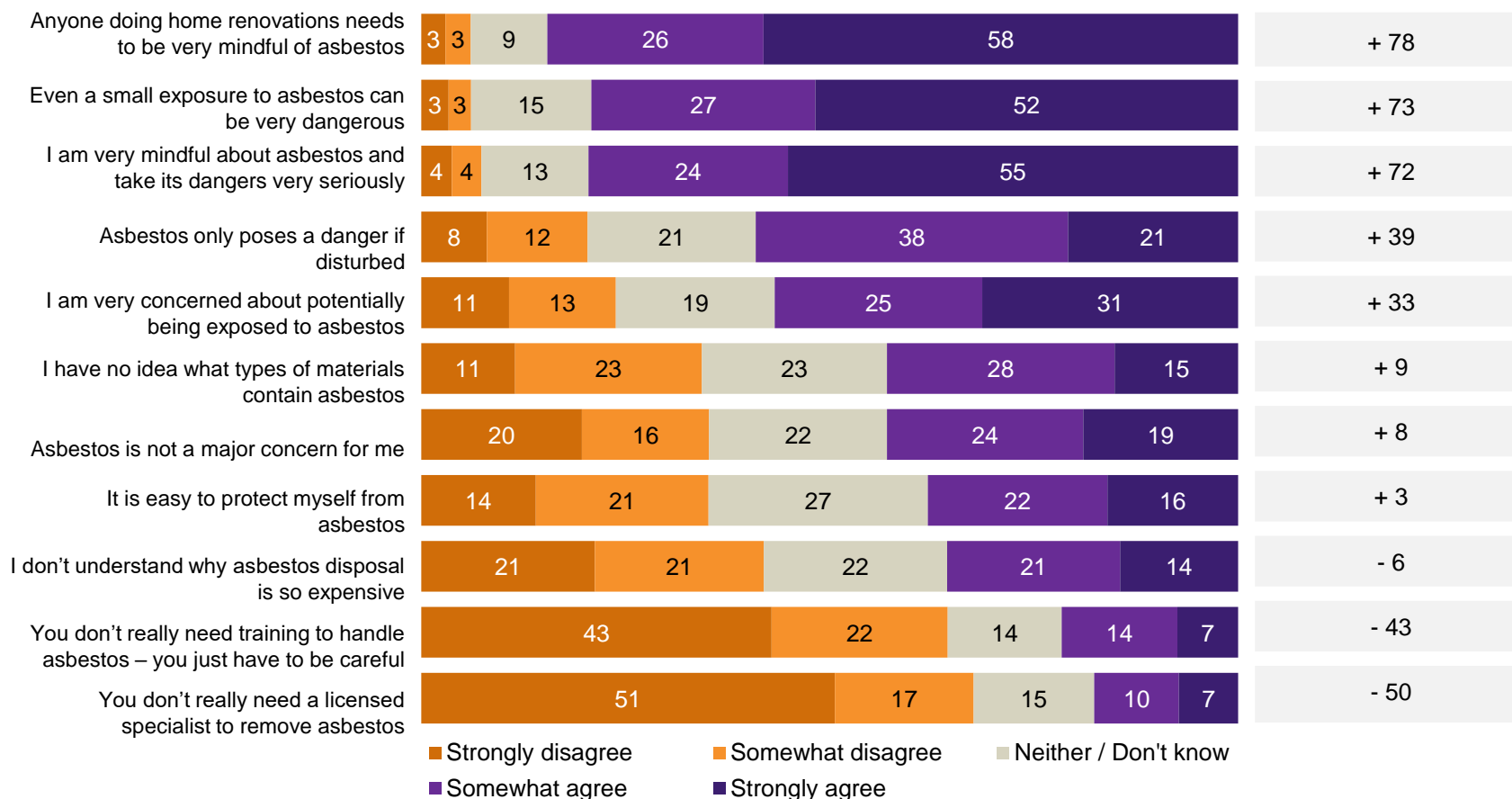
Base: All participants (n=1,002)

ATTITUDES TOWARDS ASBESTOS

There is strong agreement that DIYers must be mindful of risks and that specialist expertise is advisable; however, views are mixed about being able to identify the risks, the extent to which asbestos is a concern, how easy it is to avoid, and the costs involved

Agreement to statements about asbestos

NET Agreement
(% agree - % disagree)

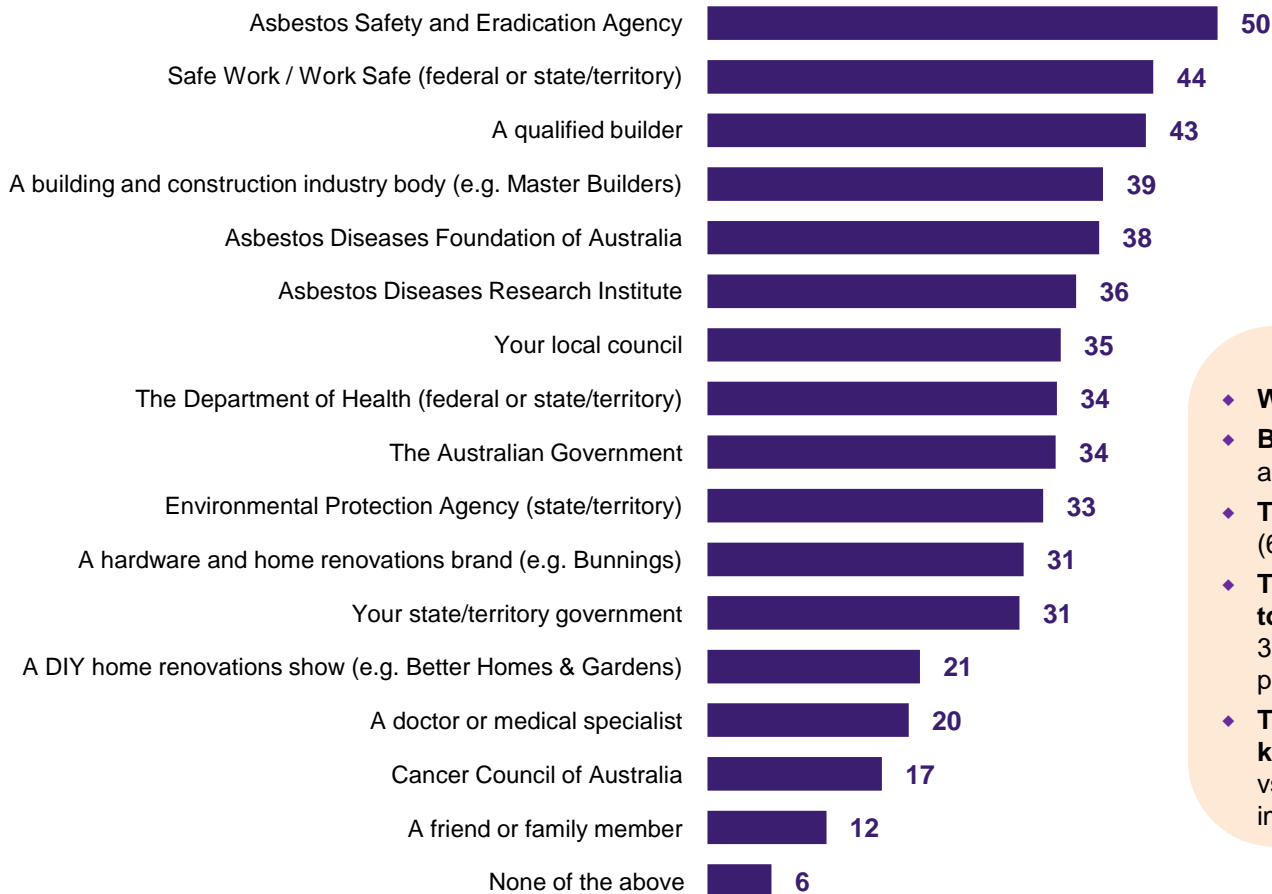


Q22. For each statement, please indicate to what extent you agree or disagree
Base: All participants (n=1,002)

TRUSTED INFORMATION SOURCES

ASEA is the most trusted source for information when it comes to managing asbestos in DIY projects, followed by a relevant SafeWork/WorkSafe body or a qualified builder

Trusted sources of information



However, previous research suggests awareness of the agency is likely very low – with this stated trust perhaps steeped in its name alone.

More likely to trust ASEA:

- ◆ **Women** (56% vs. 45% men)
- ◆ **Boomers+** (67% vs 43% of those aged <55yrs)
- ◆ **Those who are not employed** (64% vs. 44% of those employed)
- ◆ **Those who sought a professional to deal with asbestos** (55% vs. 32% of those who didn't seek professional advice)
- ◆ **Those who think it's important to know about asbestos in DIY** (55% vs. 33% those who think it's less important)

Q28. When it comes to providing the community with information, which of the following sources would you trust to tell you about managing asbestos in DIY home projects?
 Base: All participants (n=1,002)

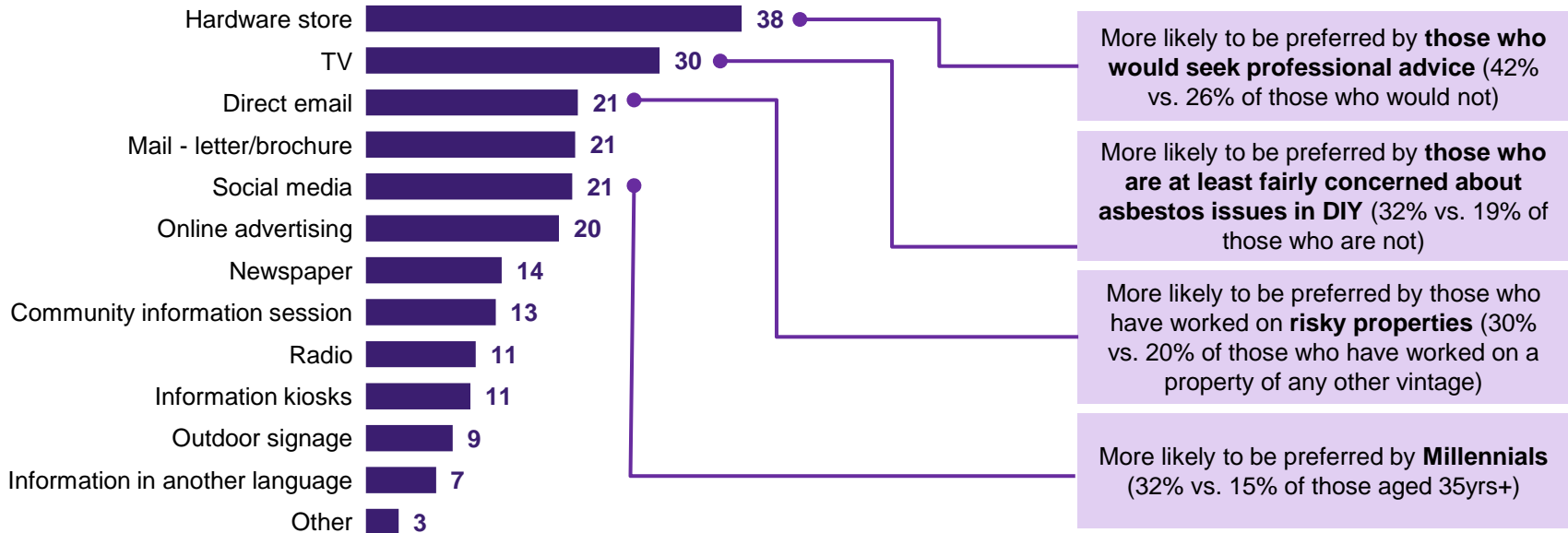
PREFERRED INFORMATION CHANNELS

Most DIYers would like to receive further information about managing asbestos risks, with point-of-sale information at hardware stores the most popular

78% of participants would like to receive further information about managing asbestos in DIY home projects

This includes **80%** who are working on or planning a DIY project

Preferred way to receive further information about managing asbestos (%)



Q27. How would you like to receive further information about managing asbestos in DIY home projects, if at all?

Base: All participants (n=1,002)

MESSAGING TO DRIVE SEEKING PROFESSIONAL ASSISTANCE

Regression analysis was conducted on the attitudinal statements against DIYers' stated likelihood to contact a licensed professional when planning their next DIY home project. **This analysis revealed four clear drivers of how DIYers tend to feel about contacting an asbestos professional** – including both reasons for and against seeking help:

1 I am very concerned about potentially being exposed to asbestos

(Very strong impact, 64% modelled score)

2 Asbestos is not a major concern for me

(Strong impact, 17% modelled score)

3 I have no idea what types of materials contain asbestos

(Moderate impact, 6% modelled score)

4 You don't really need a licensed specialist to remove asbestos

(Moderate impact, 5% modelled score)

Implications and recommendations

Developing a messaging narrative approach

Based on the research findings detailed in this report, we suggest considering the following narrative approach:

- ◆ When doing DIY work around the home, have you **risked exposing yourself to the dangers of asbestos**?
- ◆ Are you **really** sure about **all the materials** that contain asbestos?
- ◆ If you've found asbestos, did you know **the safest way to remove it is through a licensed specialist**?
- ◆ To find out about the risks and what to do, go to: www.asbestossafety.gov.au.

Recommendations and next steps

This research highlights that while self-stated knowledge is high, there is a desire from the community for further understanding the risks and optimal management approaches to asbestos when conducting DIY home projects.

We recommend due consideration be given to future research – qualitative and quantitative – that explores responses to campaign narratives and messaging in detail, in order to refine this content for efficacy and impact in shifting awareness and behaviours.

Q20. When planning your next DIY home project, how likely are you to contact a licensed asbestos assessor or removalist for advice?

Base: All participants (n=1,002)

FINAL ADVICE TO ASEA AND THE GOVERNMENT

In their own words...

“Disseminate information on the risks of exposure to asbestos by presenting facts through a video/commercial.”

“Offer leaflets available explaining situations and how to act.”

“Share how to identify asbestos and the likely products it is in (including the age of the building that it is likely to be in).”

“Get information out to households - most people would go to Bunnings so get your information in there.”

“Information delivered to the public on the safety issues around dealing with hazards materials.”

“Please provide health and safety alerts regarding asbestos.”

“More tips from local city council in magazines.”

“Provide a website that has details about all the materials that can contain asbestos with a list of qualified removalists in your area.”

“Advertise the importance of it in hardware stores etc. where people doing DIY projects are likely to go.”

“I suppose by advertising on the TV, papers, on Facebook, etc. and radio every month.”

“Do some TV programs to raise awareness of this material and how hazardous it is and then how to remove safely.”

Q29. What advice would you give ASEA and the Australian Government on how to help the community better identify and manage asbestos risks in DIY home renovations?
// Base: All participants (n=1,002)

APPENDICES



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BACKGROUND

The Asbestos Safety and Eradication Agency (ASEA) was established in 2013 to coordinate national actions to improve asbestos awareness and the effective and safe management, removal and disposal of asbestos. Working with all levels of government, its aim is to prevent exposure to asbestos fibres in order to eliminate asbestos-related diseases in Australia.

Since 2014, ASEA has conducted biennial national tracking research to measure the awareness, attitudes and behaviours of the community in relation to asbestos – with DIY home renovators a cohort of notable concern.

Following the introduction of lockdown restrictions across Australia in March 2020 due to the COVID-19 pandemic, media coverage suggested a boom in DIY upgrades and home improvements, with the hardware and home improvement industry estimating that spending in related goods and services had increased by at least 25% from the previous year. This has consequently elevated the need for targeted communications and engagement with DIY home renovators.

As a result, ASEA commissioned Newgate Research to undertake a quantitative study to refresh its understanding of DIY home renovators in the COVID-19 context, with findings intended to assist with the advocacy and education efforts of the agency and partners across various jurisdictions and levels of government.

OBJECTIVES

ASEA's primary research objective was to explore the impacts of the COVID-19 pandemic on DIY home renovation behaviours – and what this means for public health and safety outcomes.

Specifically, the research explored and measured:

- the proportion of Australian households undertaking or considering DIY home renovations, and their demographic or sociocultural traits;
- motivations for undertaking DIY work and the impact of these motivations on DIY risk assessment, decision-making and behaviours;
- awareness, understanding and approaches to research and planning for potential DIY risks – including where asbestos sits within the overall hierarchy of risk;
- any notable or common DIY pitfalls and how to identify and manage such risks;
- any shifts in awareness and personal attitudes and behaviours regarding asbestos based on ASEA's previous tracking research;
- overall impact of asbestos attitudinal statements on behaviour; and
- sources of information and knowledge about asbestos and dealing with asbestos, including communications preferences.

NOTES TO THE READER

When interpreting findings in this report, please note:

- ◆ The base (number and type of respondents asked each question) and the actual survey questions are shown in the footnote.
- ◆ Quotas were set for age, gender and place of residence based on population-representative Census proportions, with prospective survey participants then screened out if they were not inclined to undertake any DIY home projects.
- ◆ Quota results were then weighted back to Census proportions to account for any sampling bias, yielding population-adjusted proportions for age, gender and place of residence among DIYers.
- ◆ These proportions were ultimately used to weight the final survey results, ensuring findings are representative of all DIYers across the Australian adult population.
- ◆ All survey results have been examined for statistically significant differences between subgroups, where meaningful in the context of the question. Where differences have not been noted, it should be assumed that no differences existed or were noteworthy.
- ◆ Throughout the report, the term 'nett' has been used where coded survey responses from a similar group or that are similar in nature are grouped into one overarching theme (e.g. 'strongly agree' and 'somewhat agree' netted as 'agree').
- ◆ Survey results may not always total 100% due to rounding or multiple-response questions.
- ◆ To ensure data reliability, survey results are typically only shown when the base size is at least n=30. Results with lower base sizes, where used, should be interpreted with caution.

PARTICIPANT PROFILE

AGE	%	n
18-34	35	309
35-54	36	334
55+	29	359

GENDER	%	n
Male	45	510
Female	55	491
A gender not listed here	0	1

LOCATION – STATE	%	n
NSW	32	326
VIC	26	256
QLD	21	201
WA	10	106
SA	6	71
TAS	2	21
ACT	2	17
NT	1	4

LOCATION – LOCALITY	%	n
Capital city – CBD or inner suburbs	21	206
Capital city – suburban or outer metro	47	483
Regional city or town	25	238
Rural or remote country area	7	75

HOME TYPE	%	n
A larger house (e.g. with a garden and/or swimming pool)	55	560
A smaller house (e.g. terraces, townhouses, semi-detached)	27	261
An apartment or unit	16	162
Other	1	15
Prefer not to say	0	4

HOME OWNERSHIP	%	n
Owning it outright	33	352
Paying off a mortgage	36	352
Renting	24	233
Living rent-free (e.g. with parents)	6	50
Other	1	6
Prefer not to say	1	9

Weighted proportions and base sizes shown

PARTICIPANT PROFILE *CONT'D*

HOUSEHOLD STRUCTURE	%	n
I live on my own	16	159
Couple, never had children	15	148
Single/couple, all children left home	17	190
Single/couple with child/ren under the age of 5 living at home	11	108
Single/couple with child/ren under the age of 6-11 living at home	14	143
Single/couple with child/ren under the age of 12-17 living at home	13	127
Single/couple with child/ren under the age of 18+ living at home	11	111
Share house	6	61
Other	2	17
Prefer not to say	2	18

EMPLOYMENT STATUS	%	n
Employed full time (or equivalent hours)	42	394
Employed part-time (or equivalent hours)	16	166
Self-employed / business owner	7	73
Unemployed / looking for work / receiving JobSeeker payments	4	39
Temporarily stood down / receiving JobKeeper payments	1	10
Home duties / homemaker	7	70
Studying (and not working)	3	22
Retired	17	198
Other	2	19
Prefer not to say	1	11

Weighted proportions and base sizes shown // **F&F** = Immediate family and/or close friends

PARTICIPANT PROFILE *CONT'D*

EDUCATION	%	n
Primary school	0	6
High school	24	241
Trade or technical degree	25	252
Undergraduate degree	30	305
Postgraduate degree	17	169
Other	2	16
Prefer not to say	1	13

OTHER CHARACTERISTICS	%	n
Has at least one parent born overseas	33	338
Speak a language other than English at home	9	89
Migrated to Australia within the last 10 years	10	94
Identify as Aboriginal or Torres Strait Islander	3	29
None of the above	54	536

ANNUAL HOUSEHOLD INCOME (BEFORE TAX)	%	n
No income	1	9
Under \$20,000	6	56
\$20,000 - \$39,999	14	149
\$40,000 - \$59,999	16	158
\$60,000 - \$79,999	14	142
\$80,000 - \$99,999	12	113
\$100,000 - \$119,999	10	98
\$120,000 - \$149,999	9	92
\$150,000 - \$199,999	7	66
\$200,000 or more	5	48
Prefer not to say	7	71

Weighted proportions and base sizes shown // **F&F** = Immediate family and/or close friends

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