

AP Values - 2007 Survey

We are doing a survey on Asia-Pacific Values in Australia. We'd like to speak to the person in your household aged 18 years and above who has most recently celebrated his/her birthday. For this objective, we would like to ask questions about your daily life, including economy, health, politics, religion, and the like. All the information and views you provide will be kept strictly confidential. We hope that you could help our survey.

RECORD START TIME:

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Now let us start by asking a question about daily life.

Q.1 Over the next five years do you think your living conditions will get better or worse? [**SHOW CARD 1**]

READ OUT

Much better	1
Slightly better	2
About the same	3
Slightly worse	4
Much worse	5
Other (Specify) _____ (DNR)	8
Don't know (DO NOT READ OUT)	9

Q.2 Which one of the following countries or regions would you like to see develop the friendliest relationship for our own national interest? [**SHOW CARD 2**]

USA (America)	1
EU (European Union)	2
Japan	3
China	4
India	5
South Korea	6
Asian Country other than China, India, Japan and South Korea	7
Other (Specify) _____	8
Don't know	9

Q.3 If you could be born again, which one of the following Asian or Pacific countries or area(s) would you like be born in, with the exception of Australia?

[SHOW CARD 3]

Japan	1
China (Mainland)	2
South Korea	3
Taiwan	4
Hong Kong	5
India	6
Philippines	7
Singapore	8
Other (Specify)	88
Don't know	99

Q.4 Now, if you could be born again, would you like to be a boy or a girl?

- 1 Boy
- 2 Girl
- 8 Other (Please specify) _____
- 9 DK

Now, I'd like to ask some questions about your family or lifestyle.

Q.5 Would you say you are, on the whole, more or less inclined than the average Australian to respect your ancestors?

- 1 More than the average Australian
- 2 Less than the average Australian
- 3 Average
- 8 Other (Please specify) _____
- 9 DK

Q.6 If you had no children, would you think it desirable to adopt a child in order to continue the family line, even if there is no blood relationship?

- 1 Would adopt
- 2 Would not adopt
- 3 Depends on situation
- 8 Other (Please specify) _____
- 9 DK

Q.7 In general, what would you think is the ideal number of children for a family?

_____ (Record number)

Don't know 9

Q.8 There are all sorts of attitudes toward life. Which one of the following statements would you say comes closest to your way of life?

[SHOW CARD 4]

Resist all evils in the world and live a pure and just life	1
Make a social commitment by being active in volunteer work.	2
Work hard and get rich	3
Make a name for yourself by studying earnestly	4
Don't think about money or fame; just live a life that suits your own taste	5
Live each day as it comes, optimistically and without worrying	6
Other (Specify) _____	8
Don't know	9

(15)

Q.9 How do you feel about each of the following traditional values?

[SHOW CARD 5]

	<u>Strongly agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>	<u>Other Specify</u>	<u>Don't know</u>
We should respect our ancestors.	1	2	3	4	8()	9
The eldest son should look after his aging parents	1	2	3	4	8()	9
A wife should obey her husband	1	2	3	4	8()	9
Not to marry someone whom your parents object to	1	2	3	4	8()	9
We should obey older peoples' opinions	1	2	3	4	8()	9
It is important to have a son to keep the family line going	1	2	3	4	8()	9
Men should work outside and women should tend to housekeeping	1	2	3	4	8()	9

Q.10a What occupation do you respect most?

WRITE DOWN ALL ANSWERS IF THE RESPONDENT GIVES MORE THAN ONE

Q.10b What is the occupation you yourself would like to have?

WRITE DOWN ALL ANSWERS IF THE RESPONDENT GIVES MORE THAN ONE

Q.11 Whether you have a job in a certain workplace or not, what qualifications should good leaders have in your workplace? Please choose the three most important qualifications among the following. [**SHOW CARD 6**]
(3 MULTI ANSWERS)

Technical competence	1
Fair in treating subordinates	2
Being liked and respected by subordinates	3
Serious attitude toward work	4
Have many friends/acquaintances	5
Sincere in attitudes toward co-workers	6
Decisive and determined	7
Good judgment	8
Ability to bring great benefit to subordinates	9
Seniority	10
Come from good family background	11

Q.12 For your age, how satisfied are you with your health? [**SHOW CARD 7**]
Would you say...? **READ OUT**

Very satisfied	1
Fairly Satisfied	2
Fairly dissatisfied, or	3
Very dissatisfied	4
Other (Specify): _____	8
Don't know (DO NOT READ)	9

Q.13 Using the classifications on this card, how would you classify your current standard of living? **[SHOW CARD 8]**

Upper	1
Upper middle	2
Middle	3
Lower middle	4
Lower	5
Other (Specify): _____	8
Don't know	9

Q.14 If you had to choose one, which would you prefer, more money or more free time? **[SHOW CARD 9]**

More money	1
More free time	2
Other (Specify): _____	8
Don't know	9

Q.15 If you were to get enough money to live as comfortably as you would like for the rest of your life, would you continue to work or would you stop working?

Continue to work	1
Stop working	2
Other (Specify): _____	8
DK	9

Q.16 Here are some of the things people usually take into account in relation to their work. Which one would you personally place first? **(PLEASE SELECT ONLY ONE)**
[SHOW CARD 10]

A good income so that you do not have any worries about money	1
A safe job with no risk of closing down or unemployment	2
Working with people you like	3
Doing an important job which gives you a feeling of accomplishment	4
Other (Specify): _____	8
Don't know	9

Q.17 People feel uneasy about themselves or their family members from time to time. To what extent do you worry, either for yourself or for your family, about each of the following? Would you say very much, somewhat, slightly, or not at all?

[SHOW CARD 11]

	Very much	Somewhat	Slightly	Not at all	Other	Don't Know
Serious illness	1	2	3	4	8()	9
Car accident	1	2	3	4	8()	9
Unemployment	1	2	3	4	8()	9
War	1	2	3	4	8()	9

Q.18 By using the scale of 1 to 7, where '7' is "very important," and '1' is "not important at all," can you tell me how important each of the following is to you?

[SHOW CARD 12]

	Not Important at all		Very Important					Other	DK/NA
	1	2	3	4	5	6	7		
Your immediate family members such as spouse and children, if you have any	1	2	3	4	5	6	7	8()	9
Career and job	1	2	3	4	5	6	7	8()	9
Free time and relaxation	1	2	3	4	5	6	7	8()	9
Friends and people you know	1	2	3	4	5	6	7	8()	9
Parents, brothers, sisters, and other relatives	1	2	3	4	5	6	7	8()	9
Religion	1	2	3	4	5	6	7	8()	9
Politics	1	2	3	4	5	6	7	8()	9

Q.19 All things considered, how satisfied are you with your family life—the time you spend and the things you do with members of your family? Just call off the number which comes closest to your feelings. **[SHOW CARD 13]**

Satisfied	1
Somewhat satisfied	2
Neither satisfied nor dissatisfied (neutral)	3
Somewhat dissatisfied	4
Dissatisfied	5
Other (Specify): _____	8
Don't know	9

Q.20 Now I would like to ask about your life as a whole. How satisfied are you with your life as a whole these days? Which number on this card comes closest to your feelings? **[SHOW CARD 14]**

Satisfied	1
Somewhat satisfied	2
Neither satisfied nor dissatisfied (neutral)	3
Somewhat dissatisfied	4
Dissatisfied	5
Other (Specify): _____	8
Don't know	9

Q.21 During the last four weeks, have you suffered from any of the following?
READ OUT MULTIPLE RESPONSE

Headaches/migraines/(head felt heavy)	1
Backaches (stiff back)	2
Nervousness	3
Depression (feeling down)	4
Insomnia (sleeplessness)	5
Other (specify): _____	8
Don't know/None	9

Q.22 Whom would you go to for advice when you have worries about your personal problems and important matters? Please choose one among the following.

[SHOWCARD 15]

Father	01
Mother	02
Brothers and sisters	03
Spouse or partner (wife or husband)	04
Other family member and relative	05
Friends or acquaintances (in your workplace, school or neighborhood)	06
Person to consult anonymously (on the phone or internet)	07
Other (specify): _____	08
I don't have anyone with whom I can confide	09
I don't have any problems	10

Q.23 If you look at successful people in society today, which do you think has played the largest part in their success, their ability and effort, luck and chance, or relationships through kindred, countrymen/countrywomen, and alumni/alumnae (personal connections) ? **[SHOW CARD 16] SINGLE RESPONSE**

Ability and effort	1
Luck and chance	2
Relationships through kindred, countrymen/countrywomen, and alumni/alumnae(personal connections)	3
Other (Specify): _____	8
Don't know	9

Q24 Now the questions about hot topics. How do you feel about something like 'Supernatural Power' and 'UFO (Unidentified Flying Object)' on this card? Looking at categories 1 to 8 carefully, please choose the one that comes closest to your feeling for each of the following items. **[SHOW CARD 17]**

	Boring	Would like to be	Exist	Dreadful, Scary	Would not like to be	Interesting, amusing	Nonsense Does not exist	Not dreadful Not scary	Other	DK
Super natural power or psychokinesis	1	2	3	4	5	6	7	8	98	99
UFO (Unidentified Flying Object) or alien	1	2	3	4	5	6	7	8	98	99
Goblin or ogre	1	2	3	4	5	6	7	8	98	99
Ghost or apparition, curse	1	2	3	4	5	6	7	8	98	99

Q.25 Some people say that with the development of science and technology, life becomes more convenient, but at the same time humanity / a lot of human feeling is lost. Do you agree with this opinion or do you disagree?

Agree (Humanity is lost.)	1
Disagree (Humanity is NOT lost)	2
Undecided/it depends	3
Other (Specify): _____	8
DK	9

Q.26 Some people say that if we get outstanding political leaders, the best way to improve the country is for the people to leave everything to them, rather than for the people to discuss things among themselves. Do you agree with this, or disagree?

Agree	1
Disagree	2
Undecided/it depends	3
Other (Specify): _____	8
DK	9

Q.27 Some people say that home is the only place where you can totally relax and feel comfortable. Do you feel that way or not?

Yes, home is the only place	1
No	2
Other (Specify): _____	8
Don't know	9

Q.28 Which of the statements on this card comes closest to your own opinion about marriage? Just call off the number, please. **[SHOW CARD 18]**

Marriage is permanent	1
Marriage may be broken only under serious circumstances	2
Marriage can be broken by simple agreement of the two partners	3
Other (Specify): _____	8
DK	9

Q.29 Here are three opinions about man and nature on the card. Which one of these do you think is closest to the truth? **[SHOW CARD 19]**

In order to be happy, we must follow nature	1
In order to be happy, we must make use of nature	2
In order to be happy, we must conquer nature	3
Other (Specify): _____	8
DK	9

Q.30 Please choose from among the following statements the one with which you agree most. [**SHOW CARD 20**]

If individuals are made happy, then and only then will the country as a whole improve.	1
If the country as a whole improves, then and only then can individuals be made happy.	2
Improving the country and making individuals happy are the same thing.	3
Other (Specify): _____	8
Don't know	9

(62)

Q.31 Some people say that no matter how mechanized and how much advanced information technology the world gets, nothing can reduce the richness of human feelings or one's humanity. Do you agree with this opinion or disagree?

Disagree (humanity is REDUCED)	1
Agree (humanity is NOT REDUCED)	2
Cannot say one way or another	3
Other (Specify): _____	8
DK	9

Q.32 Which, if any, of the following do you believe in? [**SHOW CARD 21**]

	Exists	May exist	Does not exist	Other	Don't know
Buddha, God, or gods	1	2	3	8	9
Life after death	1	2	3	8	9
A soul or a spirit	1	2	3	8	9

Q.33 If you were asked to choose the two most important items listed on the card, which two would you choose? (**SELECT TWO**) [**SHOW CARD 22**]

Love and respect for parents	1
Repaying people who have helped you in the past	2
Respect for the rights of the individual	3
Respect for the freedom of the individual	4
Other (Specify): _____	8
Don't know	9

Q.34a Suppose that you are the president of a company. The company decides to hire one person, and then administers an employment examination. The supervisor in charge reports to you saying, “Your relative who took the examination got the second highest grade. But I believe that either your relative or the candidate who got the highest grade would be satisfactory. What shall we do?” In such a case, which person would you employ?

[SHOW CARD 23]

- 1 One with the highest grade
- 2 Your relative
- 8 Other (Please specify: _____)
- 9 DK

Q34b In the last question, we supposed that the one getting the second highest grade was your relative. Suppose that the one who got the second highest grade was the daughter or son of parents to whom you felt indebted. Which person would you employ?
[SHOW CARD 24]

- 1 One with the highest grade
- 2 Daughter or son of person to whom you are indebted
- 8 Other (Please specify: _____)
- 9 DK

Q.35 Suppose you are working in a firm. Which of the following department managers would you prefer to work under? **[SHOW CARD 25]**

A department manager who always sticks to the work rules and never demands any unreasonable work, but who, on the other hand, never does anything for you personally in matters not connected with work.	1
A department manager who sometimes demands more than what the rules call for but who takes care of you personally beyond the call of his or her responsibility	2
Other (Specify): _____	8
Don't know	9

Q.36 Would you say that most of the time, people try to be helpful, or that they are mostly just looking out for themselves?

- 1 Try to be helpful
- 2 Look out for themselves
- 8 Other (Please specify: _____)
- 9 DK

Q37 Do you think that most people would try to take advantage of you if they got the chance, or would they try to be fair?

- 1 Take advantage
- 2 Try to be fair
- 8 Other (Please specify: _____)
- 9 DK

Q.38 Generally speaking, Would you say that most people can be trusted or that you can't be too careful in dealing with people?

- 1 Can be trusted
- 2 Can't be too careful
- 8 Other (Please specify: _____)
- 9 DK

Q.39 a) Imagine this situation: Pat was orphaned at an early age and was brought up by Sandy, a kind neighbor. Sandy gave him/her a good education, sent him/her to a university, and now Pat has become the president of a company. One day he/she gets an urgent message saying that Sandy, who brought him/her up, is seriously ill and asking if he/she would come at once. This message arrives as he/she is leaving to attend an important meeting which will decide whether his/her firm is to go bankrupt or to survive. Which of the following do you think he/she should do? **[SHOW CARD 26]**

Leave everything and go back home	1
However worried he/she might be about Sandy, he/she should go to the meeting	2
Other (specify): _____	8
Don't know	9

Q.39 b) The last question supposed that Sandy had taken Pat in as an orphan in his/her youth and brought him/her up. Suppose that it was one of Pat's real parents who was seriously ill. Which would have been your answer then? **[SHOW CARD 26]**

Leave everything and go back home	1
However worried he/she might be about Sandy, he/she should go to the meeting	2
Other (specify): _____	8
Don't know	9

Q.40 Using the answers on this card, please tell me how much you agree or disagree with each one of the following statements [**SHOW CARD 27**].

READ OUT STATEMENTS

Would you say you...?

	Strongly Agree	Agree to some extent	Disagree to some extent	Strongly disagree	Other (Specify)	Don't know
There are some illnesses that are better treated by methods that modern medicine does not recognize.	1	2	3	4	8()	9
Some day science will permit the complete understanding of the functioning of the human mind.	1	2	3	4	8()	9
Most of the social and economic problems we face today will be resolved by the advancement of science and technology.	1	2	3	4	8()	9
At some point in the future, we can live on Mars as we live on the earth today.	1	2	3	4	8()	9

Q.41 What first comes to your mind when you think of Australian culture?

9. DK

Q.42a Now I would like to ask you a few questions about religion. Do you have any personal religious faith?

- Yes 1 → Ask **Q42b**
- No 2 → Skip to **Q43**

Q42b What is your religion?

Catholic	01
Anglican (Church of England)	02
Uniting Church	03
Presbyterian	04
Baptist	05
Islam	06
Greek Orthodox	07
Buddhism	08
Lutheran	09
Other (specify): _____	98

ASK EVERYONE

Q.43 Without reference to any of the established religions, do you think a religious mind is important, or not important?

- 1 Important
- 2 Not important
- 8 Other (Specify): _____
- 9 DK

Q.44 Some people say that although there are many different religions in the world, each with its own beliefs, their teachings really all amount to the same thing. Would you agree with this or disagree?

- 1 Agree
- 2 Disagree
- 8 Other(Please specify: _____)
- 9 DK

Q.45 Here are two statements which people sometimes make when discussing law. Which of them comes closer to your opinion?

- (i) “We should always obey the law,” or
- (ii) “It should be excusable to break a law when we have the confidence that what we are doing is right.”

We should always obey the law	1
It should be excusable to break a law when we have the confidence that what we are doing is right	2
Other (Specify): _____	8
DK	9

Q.46 Here are two statements about a contract. Which of them comes closer to your own opinion? [**SHOW CARD 28**]

A: “To have a contract constitutes evidence that there is no trust between two parties. There is no need to have a contract if the two parties trust each other”

B: “No matter how much two parties trust each other, it is better to have a contract”

Closer to A’s opinion.	1
Closer to B’s opinion.	2
Other (Specify): _____	8
Don’t know	9

Q.47 Which of the following comes closer to your opinion? [**SHOW CARD 29**]

A: “If you were to have a contract, it is better to keep the contract simple allowing for its flexibility because it is a mere formality”

B: “Contracts should be written clearly in detail to avoid the possibility of conflicting interpretations”

Closer to A’s opinion.	1
Closer to B’s opinion.	2
Other (Specify): _____	8
Don’t know	9

Q.48 Here are two statements people sometimes make when discussing the environment and economic growth. Which of them comes closer to your own point of view? [**SHOW CARD 30**]

Protecting the environment should be given priority, even if it causes slower economic growth	1
Economic growth should be the top priority, even if the environment suffers to some extent	2
Other (Specify): _____	8
Don’t know	9

Q.49 What is the single most important thing in life for you? (Write down all answers if the respondent gives more than one.)

9 Don't Know

Q.50 How much confidence do you have in the following? Are you very confident, somewhat confident, not confident or not confident at all? **[SHOW CARD 31]**

	Very Confident	Somewhat Confident	Not Confident	Not Confident At All	Don't know
Religious organizations	1	2	3	4	9
The law and the legal system	1	2	3	4	9
The press and television	1	2	3	4	9
The police	1	2	3	4	9
National federal bureaucracy	1	2	3	4	9
National Assembly (Federal Parliament)	1	2	3	4	9
NPO/NGO (Non-Profit and Non-Governmental Organization)	1	2	3	4	9
Social welfare facilities	1	2	3	4	9
The United Nations	1	2	3	4	9
Science and technology	1	2	3	4	9

Q.51 There are many religions in the world, some of which are in conflict with one another. What do you think we should do? Which one of the following ideas comes closest to your thoughts? **Please select only one answer.** **[SHOW CARD 32]**

Everyone should spread his/her own religious beliefs	1
We should all try to make others understand our religious beliefs	2
We should all try to understand each other's religion	3
Regardless of understanding each other's religion, we should all respect each other's religious beliefs	4
Other_(Specify): _____	8
DK	9

Q.52 Please look carefully at the following list of voluntary organizations and activities and say... which, if any, do you belong to? [**SHOW CARD 33**]

MULTIPLE RESPONSE

Community organization	01
P&C / PTA (Parents and citizens/teachers association)	02
Women's club, seniors' club, young people's club	03
Fire-fighters' association, voluntary neighborhood watch group	04
Farmers' association, fishermen's association, forester's association	05
Chamber of commerce and industry and other industrial association	06
Trade union	07
Club for sports, recreation, hobby or cultural activities	08
Regional association, class reunion association, alumni association	09
Religious organization	10
Cooperatives, consumer union	11
Political group, election campaign organization	12
Citizen group, resident movement group, environment protection group	13
Others (Specify): _____	88
None	99

Demographics

We have now reached the last section of the survey. We would like to ask you a bit about yourself.

F1 Record Gender

DO NOT ASK (Judge from name and appearance)

Male 1
Female 2

F2 How old are you?

18 – 19	01
20 – 24	02
25 – 29	03
30 – 34	04
35 – 39	05
40 – 44	06
45 – 49	07
50 – 54	08
55 – 59	09
60 – 64	10
65 – 70	11
Refused/Don't know	99

F3 What is the last school from which you graduated?

(If you dropped out or are still in the school, please consider yourself graduated)

[SHOW CARD 34]

Higher degree or post graduate diploma	1
Bachelor degree	2
Undergraduate diploma	3
Associate diploma	4
Skilled vocational	5
Basic vocational	6
Completed highest level of school	7
Did not complete highest level of school	8
(Don't Know/Not Stated) – DO NOT READ	9
Other (Specify) _____	10

F4 Are you currently...?

READ OUT

- Employed..... 1 → **Ask F5**
 - Retired 2
 - Unemployed & looking for Work..... 3
 - Student 4
 - Homemaker 5
- } **Skip to F6**

F5 What is your current occupation?

SPECIFY: _____

CODE APPROPRIATE RESPONSE:

High status professional (doctor, dentist, lawyer, architect, consultant, psychologist, professor, engineer, etc.)	1
Other professional (teacher, social worker, therapist, etc.)	2
High level business executive (CEO, CFO, COO, President, Executive VP, Senior VP, VP, etc.)	3
Middle manager (supervisor, director, division head, manager, etc.)	4
Small business owner/entrepreneur/shopkeeper	5
White collar worker (word processor, secretary, typist, clerk, administrative assistant, etc.)	6
Skilled worker (technician, electrician, plumber, computer programmer, carpenter, etc.)	7
Blue collar laborer	8
Civil servant (policeman, postal worker, fireman, sanitation worker, military, etc.)	9
Farmer/fisherman	10
Any other not elsewhere classified specify: _____	98

F6 Would it be possible for you to tell me to which one of the following categories your household belongs to in terms of the past year's income before taxes, including bonus?

[SHOW CARD 35]

Under \$20,000	1
\$20,000 - \$29,999	2
\$30,000 - \$39,999	3
\$40,000 - \$49,999	4
\$50,000 - \$59,999	5
\$60,000 - \$69,999	6
\$70,000 - \$79,999	7
\$80,000 - \$89,999	8
\$90,000 - \$99,999	9
\$100,000 - \$119,999	10
\$120,000 - \$149,999	11
\$150,000 and over	12
Don't Know (DO NOT READ)	13
Refused (DO NOT READ)	14

F7 What is the total number of people in your household, including yourself ?

persons

(43)(44)

F8 Who do you live with in your household now? Please choose as many categories as you like from the following items? **[SHOW CARD 36]**

- 1 Only myself (Single)
- 2 Spouse/partner (wife, husband or partner)
- 3 Parent(s)
- 4 Child(ren)
- 5 Relative(s)
- 6 Roommate(s)/friend(s)
- 7 Other (Please specify: _____)
- 9 DK

(45)

F9 What is the main language spoken in your household?

- 1 English
- 2 Arabic
- 3 Cantonese
- 4 Greek
- 5 Italian
- 6 Mandarin
- 7 Vietnamese
- 8 Other (Specify): _____
- 9 Don't know

Those are all of my questions for today. Thank you again for taking the time to participate in our research.

RECORD FINISH TIME:

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Record Respondent Name: _____

Record Respondent Telephone Number: _____

CLOSING

As this is market research, it is carried out in compliance with the Privacy Act and the information you provide will only be used for research purposes. We are conducting this survey for The Institute of Statistical Mathematics (Japan). We have interviewed people aged between 18 & 70 for this survey. All your answers will be combined with those of other participants to provide a summary of opinion about Asia Pacific Values.

As a market research company we comply with the requirements of the Privacy Act. Would you like me to read out our full Privacy Act Statement?

Yes

No

If Yes: In accordance with the privacy Act, once information processing has been completed, please be assured that your name and contact details will be removed from your responses to this survey. After that time we will no longer be able to identify the responses provided by you. However, for the period that your name and contact details remain with your survey responses, which will be approximately 2-4 weeks, you will be able to contact us to request that some or all your information be deleted.

In case you missed it earlier my name is _____ from I-view. If you would like to contact my Supervisor to check the validity of this study you can call I-view on 1300 364 830.

I certify that this interview has been conducted by me according to the code of PROFESSIONAL BEHAVIOR ICC/ESOMAR.

Name _____

ID # _____

Signature _____

Date _____