

# METHODOLOGY DISCLOSURE STATEMENT

**CLIENT:** THE COUNCIL ON THE AGEING (COTA)

**PROJECT NAME:** STATE OF THE (OLDER) NATION 2021

**PROJECT REFERENCE:** NGR 1901003

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**NEWGATE**  
RESEARCH

## REPORT WAS PREPARED FOR

The Council on the Ageing (COTA)



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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.*

*For the quantitative research results, the base (number and type of respondents asked each question) and the actual survey questions are shown at the bottom of each page. Results may not always total 100% due to rounding.*

*Weighted results are shown throughout the report, unless otherwise specified. The weighting approach is outlined in the methodology.*

*This project was conducted in accordance with AS: ISO20252:2012 guidelines, to which Newgate Research is accredited.  
Project reference number: NGR 1901003*

*This research was undertaken in accordance with the Australian Polling Council Quality Mark standards.*



# SHORT METHODOLOGY DISCLOSURE STATEMENT

This research was conducted by Newgate Research on behalf of The Council on the Ageing (COTA) between the 9<sup>th</sup> and 24<sup>th</sup> of February 2021.

The target population for the research was Australian residents (all states and territories) aged 50 years or above.

The research comprised a 20-minute self-complete online survey with n=2,830 participants.

The research was undertaken in compliance with the Australian Polling Council Quality Mark standards which can be viewed here: <https://www.linkedin.com/company/australian-polling-council>

The Long Methodology Disclosure Statement for this research can be viewed here: <https://www.newgatecomms.com.au/disclosure-statements/>

A summary report and full report of the research findings can be accessed from the COTA website here: <https://www.cota.org.au/policy/state-of-the-older-nation>. This includes full details of the questions asked in the survey.

# LONG METHODOLOGY DISCLOSURE STATEMENT

This research was conducted by Newgate Research on behalf of The Council on the Ageing (COTA) between the 9<sup>th</sup> and 24<sup>th</sup> of February 2021.

The target population for the research was Australian residents (all states and territories) aged 50 years or above.

The research comprised a 20-minute self-complete online survey with n=2,830 participants.

Survey participants were drawn from the database of Pureprofile – a commercial provider of research sample. Participation was on a voluntary, opt-in basis.

Weighting was applied to the survey dataset to more accurately reflect the target population, using rim weighting (or raking). The data set was weighted to match population data from the Australian Bureau of Statistics' Census 2016 for age, gender, state and location (Capital/Non-capital cities). The weighting approach was consistent with that used in the 2018 study.

Weighting efficiency was around 79% for most survey estimates. That is, the effective sample size for most estimates was around 79% of the actual sample size (i.e. n=2,230 for estimates made on the total sample). Using the effective sample size, the maximum margin of error for estimates made on the total sample is +/- 2.1%.

The full question wording used in the survey is included within the report. For multiple choice questions and statement grids, the order of response options and statements was randomised to avoid potential order effect. In order to minimise order bias, the topics in the survey were asked in the following order:

- ◇ Quality of life
- ◇ Employment
- ◇ Financial security
- ◇ JobMaker
- ◇ Age discrimination
- ◇ Health and health services
- ◇ Voluntary assisted dying
- ◇ Elder abuse
- ◇ Social isolation and loneliness
- ◇ COVID-19
- ◇ Technology

The research was undertaken in compliance with the Australian Polling Council Quality Mark standards which can be viewed here: <https://www.linkedin.com/company/australian-polling-council>

A summary report and full report of the research findings can be accessed from the COTA website here: <https://www.cota.org.au/policy/state-of-the-older-nation>. This includes full details of the questions asked in the survey.