

Methodology disclosure statement

Client: The Council on the Ageing (COTA)

Project name: State of the (Older) Nation 2022

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Prepared for:

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Short methodology statement

This research was conducted by SEC Newgate Research on behalf of The Council on the Ageing (COTA) between 8 November and 13 December 2022.

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=2,750 participants.

The research was undertaken in compliance with the Australian Polling Council Quality Mark standards which can be viewed here: <https://www.australianpollingcouncil.com/>

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 statement

This research was conducted by SEC Newgate Research on behalf of The Council on the Ageing (COTA) between 8 November and 13 December 2022.

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=2,750 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 2021 for age, gender, state and location (Capital/Non-capital cities).

The weighting approach was consistent with that used in the 2018 and 2021 studies.

Weighting efficiency was around 74% for most survey estimates. That is, the effective sample size for most estimates was around 74% of the actual sample size (i.e. n=2,040 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
- Age discrimination
- Health and health services
- Elder abuse
- Intentions to travel
- Housing
- COVID-19
- Technology

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