

# **What Matters to Australians: Our Social, Political and Economic Values**

**A Report from the Anatomy of Civil Societies Research Project**



The Anatomy of Civil Societies Research Project is a 5-year Australia Research Council funded examination of the characteristics of individuals providing financial and human capital support to civil society organisations. The project is in collaboration with colleagues in North America and Europe.

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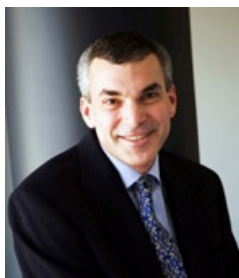
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## 1. Executive Summary

Societies are complex entities with competing and conflicting and supporting and reinforcing characteristics. This study, part of a multiyear project sponsored by the Australian Research Council (ARC) in conjunction with the University of Technology, Sydney and Melbourne Business School, seeks to chart the social, economic and political preferences of our society using a unique methodology that provides us with a more accurate and robust picture of how we, as citizens, make fundamental trade-offs about things of material interest to our society.

The study was conducted in Australia with more than 1,500 participants chosen to match the profile of the voting age population. Similar studies were conducted in the UK, USA and Germany. Examined were 16 categories of general social, economic and political issues that ranged from the local (e.g., crime & public safety) to the global (e.g., global security) along with 113 sub-issues that also varied from the local (e.g., public transport and children's schooling) to the global (e.g., nuclear non-proliferation and third world debt). This information was linked to information on the population's religious and political activities, its general demographics, and donating and volunteering activities with civil society organisations.

Some obvious and not so obvious results arise from this study. What is perhaps most obvious is that local issues dominate global issues. Most fundamentally – at both the category and individual issue levels – Australians are much more concerned about issues that relate to them and their local community. A less obvious finding is how little these preferences of Australians vary across the demographic spectrum. There is a tendency to believe that the 'rich' are different from the 'poor' or that the 'old' are different from the 'young' or men from women. However, our results show that this is less likely than expected. Although some demographic differences exist, they are fundamentally marginal and do not really drive the big issues motivating the population at large. More important is that these preferences are related to people's political orientation.

What is potentially the most critical finding is the degree to which a strongly emotive issue – environmental sustainability – has fallen in the general preferences of Australians. A critical issue of concern in 2007, environmental sustainability – both as a general category and when examined at the specific issue level – is today a middling issue that is neither salient nor not salient.

Overall, our results present a nuanced view of the social, economic and political preferences of the Australian population. It is valuable in informing businesses, policy makers, politicians and civil society organisations in developing their strategies for the future.





## 2. Introduction

### Why Examine Social, Political and Economic Values?

In this, the latest of our global values studies, we examine Australians' perspectives on a range of social, economic and political issues. The research looks at individual preferences using a unique methodology that gives us a detailed profile on how people trade-off economic, social and political issues – something standard surveys do not do. The benefit of our approach is in gaining a more realistic and nuanced understanding of people's values, allowing policy makers, third sector groups, and others to more effectively understand what really matters to their key stakeholders and giving them options that are in line with what is truly salient.

### What was Done in the Study?

The study is based on six distinct, but related, data collection exercises on a sample representative of the voting age population in Australia:

1. Best-worst experimental assessments of 16 general categories of economic, political and social issues. This allowed us to identify general categories of issues that matter to people.
2. Best-worst experimental assessments of the sub-category issues within each of the general categories, 113 in total. This allowed us to examine what matters within and across issue categories.
3. An assessment of the individual's satisfaction with their home and work/school life, personal health, and the political situation.
4. A battery of demographic and social and political questions about each respondent's situation and position in society (including educational status, employment status, income). This section also recorded religious activities and beliefs, and voting and political party affiliations.
5. An ethical disposition inventory to measure participants' altruistic tendencies.
6. Finally, respondents were asked about their donating and volunteering activities across nineteen general categories, from working in their local church or school to being involved in political parties, museums, homeless or healthcare organisations, animal welfare and environmental organisations and other categories of Civil Society Organisations.

The hallmark of this study is the application of the best-worst experimental assessment. Nearly all research and polling exercises addressing social economic and political issues considers the issues one at a time, typically via a simple multi-point scale. Usually these polling exercises require participants to nominate their position on a scale, for example between one and five, in response to a view, or scenario, put forward by the researcher. However, as outlined in work by members of this research team,<sup>1</sup> this approach distorts

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<sup>1</sup> Auger, P., Devinney, T.M. & J.J. Louviere (2007). "Using best-worst scaling methodology to investigate consumer ethical beliefs across countries," *J. of Business Ethics*, vol. 70, no. 3, pp. 299-326.

and overstates the importance of emotive social issues while failing to address what really matters in a trade-off situation. This arises because the social issues that matter to people do not exist in isolation to economic issues. Both kinds of issues form part of people's beliefs and political preferences and infiltrate other aspects of their lives. In this sense, the value of a single issue cannot be examined in isolation, as the value of one social, political or economic issue can only be determined by how it stands against other competing issues. We address this by creating a situation where people must make trade-offs amongst issues, thereby effectively generating a relative measure of their value, importance and salience. In addition, because we examine a wide range of issues (more than 100), we get a better approximation to how citizens actually value issues, from the very unimportant to the most critical. Because of how we study the problem, we can get a picture not just as to what matters to society, in general, but to individuals in that society.

### **Who was Studied?**

The study takes a representative sample of the Australian population, focusing on voting age population – for Australians, that is adults over eighteen years of age. The study captures information about each participant's voting and political activities, religious beliefs and practices, and donating and volunteering activities. We also asked respondents to rate their satisfaction, both generally and in relation to their life circumstances. Participants rated their satisfaction with circumstances in their immediate personal situation (school, workplace) and at the societal level (politics).

### **Core Demographics**

The study covers a representative sample of Australian voters (1,508 respondents). Slightly more than half (51%) of the study population are female and the mean age is 46 years. The average respondent's household income is \$71,213 before tax, and he or she has 1.25 children. The greater part of these voters lives the "Great Australian Dream": nearly two thirds own their home, either with a mortgage or outright. The majority (58%) are married or widowed, while one in five is single. More than two thirds of the population live in eastern Australia, in the states of NSW, Victoria and Queensland. More than two thirds of the study population has a tertiary education. Secondary education is the highest attainment level for nearly a third of the group, and a very small minority – less than one percent – did not continue their education beyond primary school.

### **Religiosity**

Our sample population reflects Australia's European antecedents; the majority declares itself Christian. Nearly half of respondents orient themselves with a major western Christian faith. Only one in twenty is Muslim, Hindu or practicing an Eastern faith. Nearly one third state they have no religious orientation. These findings of religious orientation are consistent with Australian Bureau of Statistics data, highlighting the secularisation of Australian society since the 1970s. We found that although the average Australian is fairly sure in believing in a god and afterlife, atheists and

agnostics have a strong showing in our sample. Nearly a quarter of Australians do not believe in any god or the existence of life after death.

Religious orientation is a deliberate choice for many Australians, not one determined by cultural expectations or habit. Nearly one in five respondents had converted to a different religion from the one practiced by their family. This number may not capture those who have stopped practicing any faith. The influence of religious institutions – outside of church activity and family upbringing – is not pervasive, with only 12% of our sample population attending any religious based school or university. Although religious schooling is currently rising in Australia (29% of students up to 18 years of age are in religious schools), there is no evidence that religious schooling increases religious orientation amongst students.<sup>2</sup>

More Australians believe in a higher power/authority than engage in public worship. On average, Australians attend religious service or prayers in nine weeks of the calendar year, while one third abstain altogether. One in four Australians attend only periodically. People participate in other religious activities in even lower numbers. The overall tendency to engage in other religious activity is low (14.7%), including seeking guidance from a higher power, saying prayers at meals and consuming religious television, websites or music.

Australia's reputation as a secular nation is confirmed in our study's findings on people's views of religion and politics. Very few Australians (12.4%) consider the religious beliefs of politicians relevant when voting and even fewer believe religious authorities should influence political elections (11.5%).

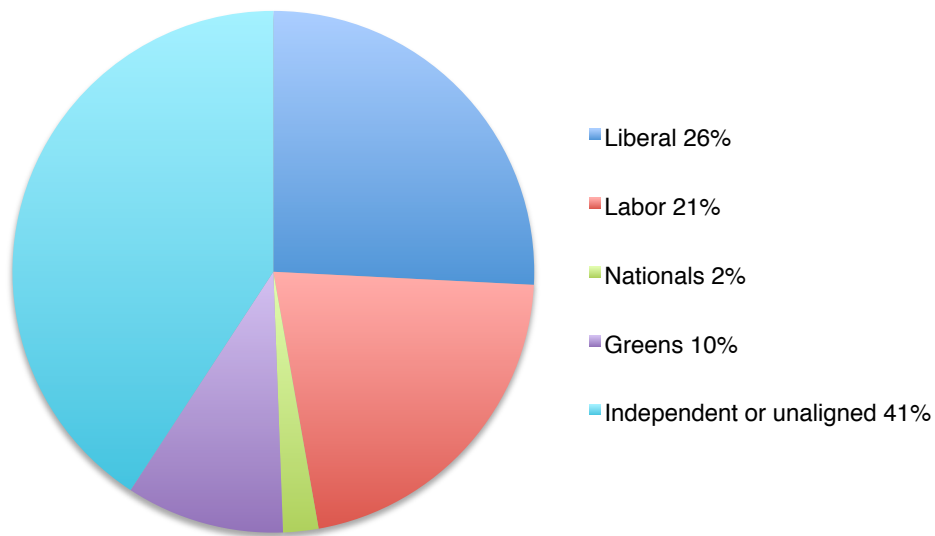
## **Politics**

Study participants were queried as to which political party was closest to representing their political beliefs. The major political parties frame the nature of Australian political debate and Australian voters' disaffection with their political parties is evident. More than two fifths of people in the study were either aligned with an independent political position or did not feel their political values aligned with any of the political representation options available to them through organised political parties. More than a quarter of respondents believed the Liberal party represented their political values. Only a fifth of respondents felt that their political beliefs aligned with the Australian Labor Party (ALP), reflecting a slide in the ALP's popularity at national, state and local government levels.

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<sup>2</sup> Buckingham, J. (2010) "The Rise of Religious Schools in Australia," *CIS policy Monographs*. <http://www.cis.org.au/publications/policy-monographs/article/2180-the-rise-of-religious-schools-in-australia>. Accessed 27 March 2012.

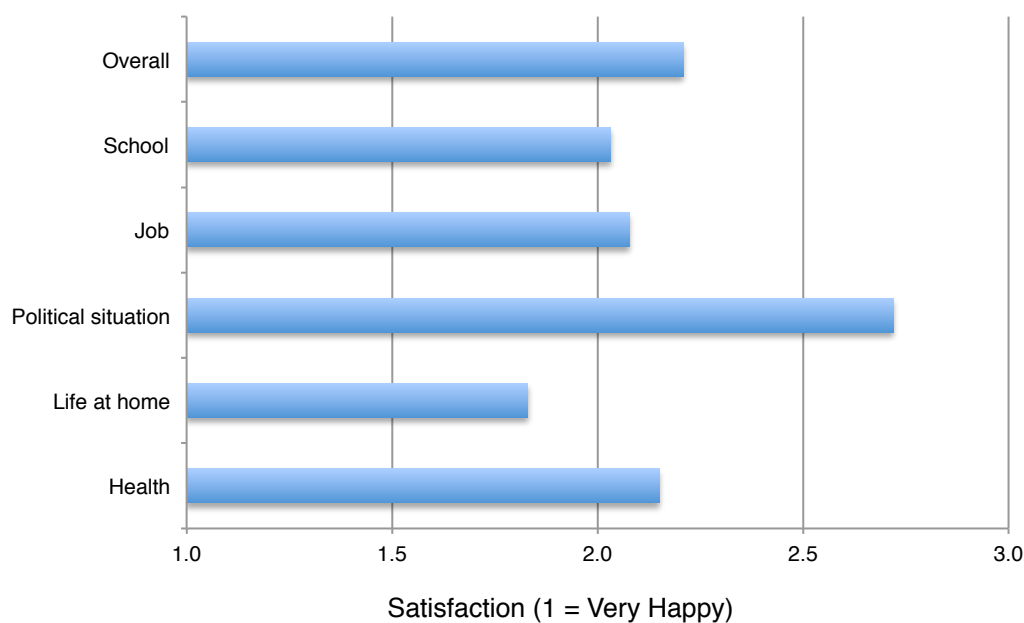
**Figure 1. Political Values by Alignment with Political Representation**



### Satisfaction with life

The average Australian declares him or herself to be moderately happy with life, and more satisfied with their job and life at home than with their health or (unsurprisingly) the political situation in Australia. When rating their satisfaction on a scale between “extremely satisfied” (a score of 1) and “extremely dissatisfied” (a score of 4), the average Australian well-being rating is 2, or “satisfied”, both overall and for each category of home-life, political situation, job/school and health. When asked to rate their happiness on a similar scale, the average Australian again scores 2, which is “happy”.

**Figure 2. Satisfaction with Life and Aspects of Life**



### **Ethical disposition inventory**

To get a measure of the study participants' levels of altruism, we conducted an ethical disposition survey using the well-known Machiavellianism scale.<sup>3</sup> Machiavellianism corresponds to an individual's tendency to be unscrupulous and deceptive in pursuit of a personal goal. The Machiavellian results measure Machiavellianism along a scale from 0-100 where scores above 60 are said to represent 'high Machiavellianism'. A position on the low end of the scale has been shown to indicate individuals hold higher levels of trust for others<sup>4</sup> and greater altruism.<sup>5</sup> For the Australian population the mean and median scores – at 55.44 and 55, respectively – are in the moderate 'low' Machiavellianism range. The modal response is at the neutral score of 60 (8.2 per cent of the population have this score) and 16 per cent of the population fall into the 'high' Machiavellianism range. Overall, the results reveal the population to be less likely to be Machiavellian.

### **Involvement in civil society: Money (donations) and time (volunteering)**

Australians' involvement in civil society reveals the kinds of organisations that are able to engage people, which, in turn, suggest the issues that matter enough for people to support them actively. The pattern of involvement also indicates the relative influence of different issues and the organisations that represent those issues, because the organisations rely on people's involvement in order to undertake their mission.

Civil Society Organisations (CSOs) have grown dramatically around the world over the past decade, both in number, capacity and influence. They rely on the personal involvement of private citizens. Civil society refers to the range of non-governmental and non-profit organisations that represent the interests and values of those who support them. CSOs include community groups, non-governmental organisations (NGOs), labour unions, charitable organisations, faith-based organisations, civil rights groups and philanthropic foundations. These organisations are dedicated to considerations that may be ethical, cultural, political, scientific, religious or philanthropic.<sup>6</sup> Like most developed countries, the Australian government provides tax concessions for a range of non-profit organisations, including public benevolent and health charities, funds and institutions, hospitals, schools and, sometimes controversially, religious institutions.<sup>7</sup> Gifts to most CSOs are tax-deductible.<sup>8</sup>

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<sup>3</sup> Christie, R. & F.L. Geis (1970). *Studies in Machiavellianism*. New York: Academic Press.

<sup>4</sup> Gunnthorsdottir, A., McCabe, K. & V. Smith (2002). "Using the Machiavellianism Scale to Predict Trustworthiness in a Bargaining Game," *Journal of Economic Psychology*, Vol. 23, No. 1, pp. 49-66.

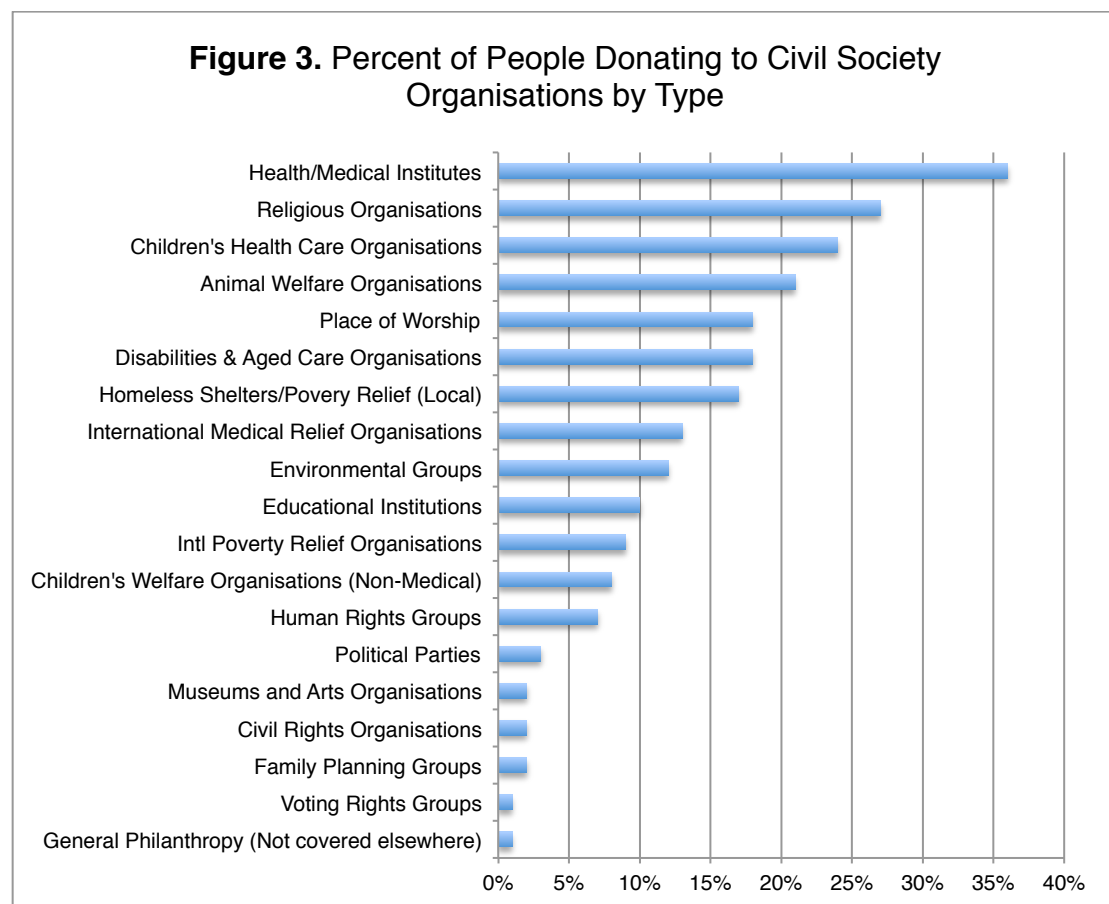
<sup>5</sup> Wilson, D.S. & M. Csikszentmihalyi (2007). "Health and the Ecology of Altruism," in S.G. Post (ed.), *Altruism and Health: Perspectives from Empirical Research*, Oxford, UK: Oxford.

<sup>6</sup> World Bank (2011). *Defining Civil Society*, <http://go.worldbank.org/4CE7W046K0>. Accessed 21 Feb 2012.

<sup>7</sup> Australian Taxation Office, *Tax Basics for Non-Profit Organisations*, <http://www.ato.gov.au/nonprofit/content.aspx?doc=/content/33743.htm>. Accessed 21 Feb 2012.

The majority of Australians donate money to CSOs, but only a quarter donate their time. Australians donate, on average, approximately 1% of annual income amounting to an average annual donation of nearly \$450 distributed across an average of 2.3 different causes.

Donations are tax deductible because the donor does not directly benefit. Hence, giving is often represented as altruistic, or 'doing good'. However, most donations are made to organisations close to the giver and with which it is likely that the giver has another relationship, either as a member or user of its services. Adding together the percentage of people who donate to religious organisations and places of worship reveals that nearly half of Australian donations are connected with religion. Health and medical institutes attract the next largest group of donors, followed by children's health care organisations.



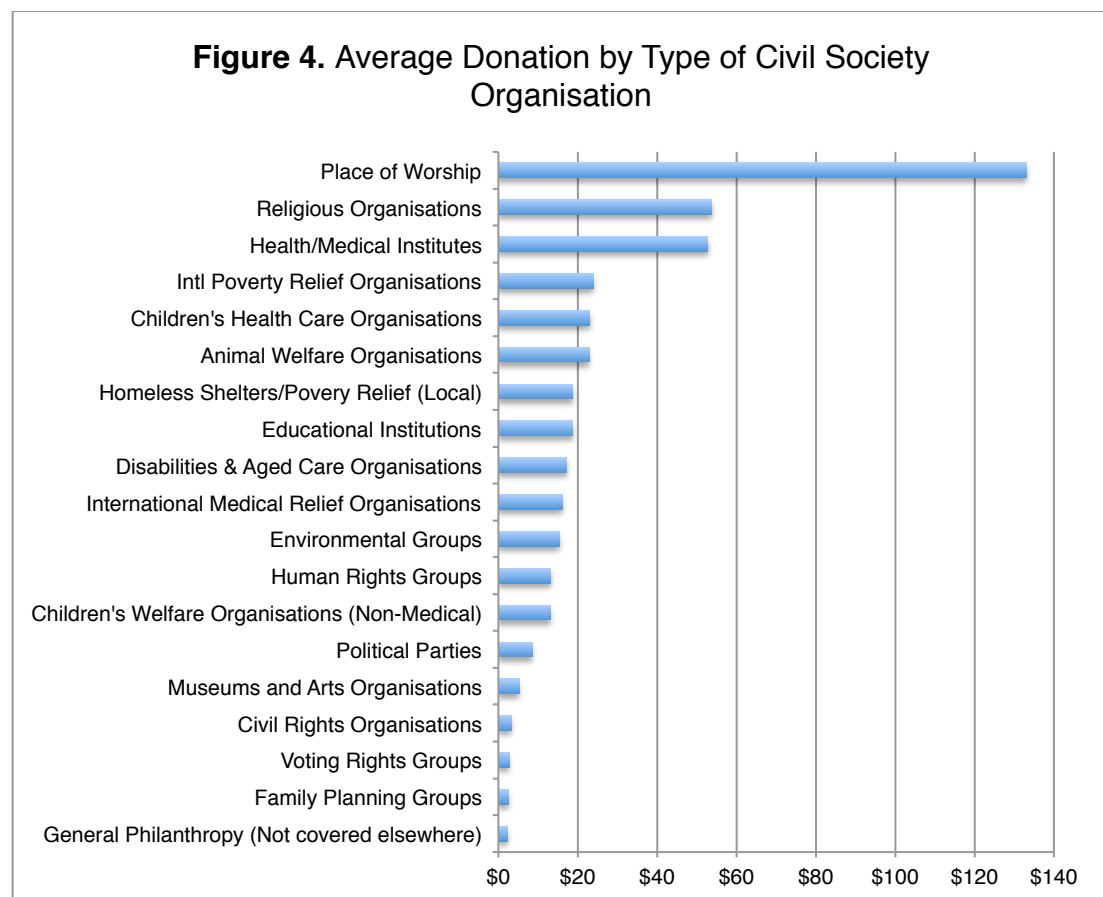
Looking at the dollar amounts donated reveals a different pattern of giving. Less than one-fifth of Australians donate to a place of worship, making it the fifth ranked donation category by level of donation. More people donate to health or medical institutes, and organisations dedicated to religion, children's health care and animal welfare, than give to the church collection plate. Yet the average annual donation to places of worship is two and a half times larger than the next highest category. The second highest average donation is

<sup>8</sup> Australian Taxation Office, *Making Tax Deductible Donations*, [http://www.ato.gov.au/nonprofit/content.aspx?menuid=0&doc=/content/8568.htm&page=1#P14\\_756](http://www.ato.gov.au/nonprofit/content.aspx?menuid=0&doc=/content/8568.htm&page=1#P14_756). Accessed 21 Feb 2012.

made to religious organisations. Many charities in Australia collecting funds for a range of social issues are religious, or faith-based organisations, making the charities' share of the Australians donor dollar even larger.

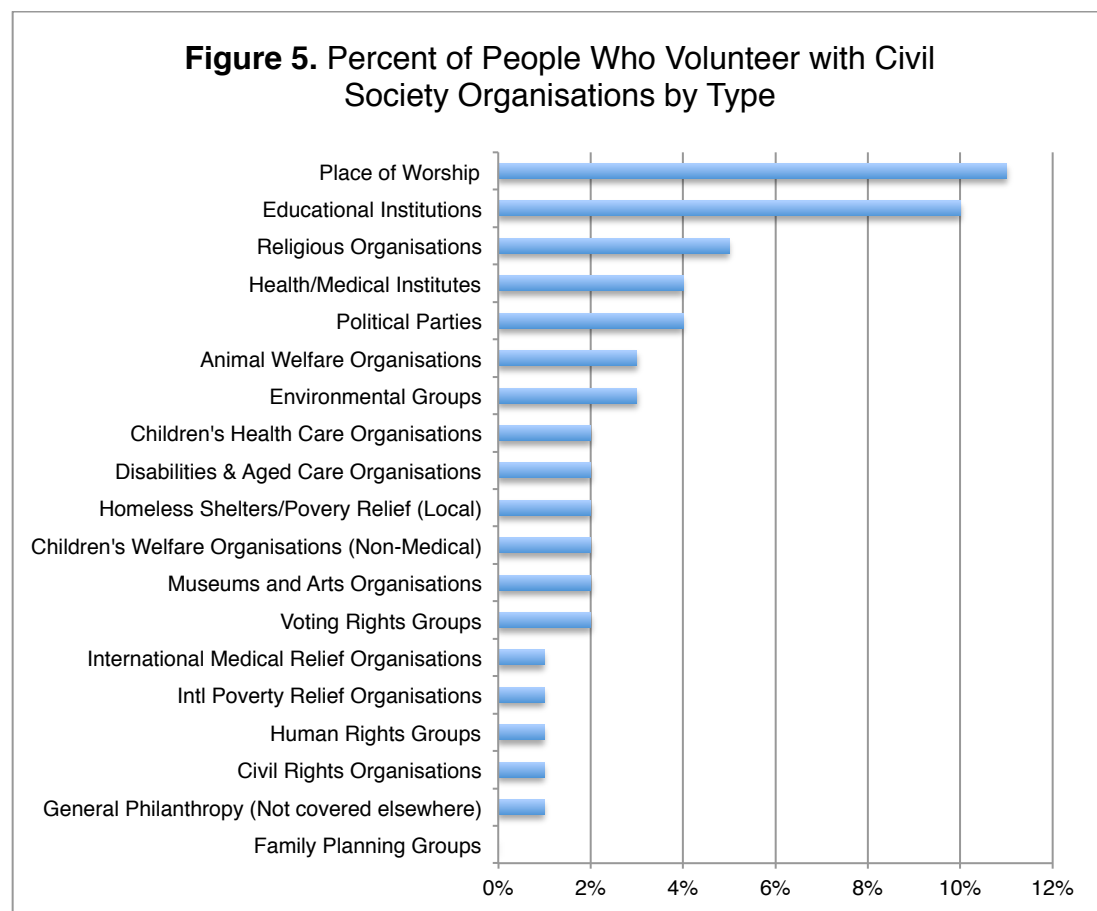
The highest average donation is around two and a half times more than the next two highest average cause donations. After places of worship, religious organisations and health and medical institutes, every other cause receives an average donation of just \$14. Clearly, Australia's non-profit organisations must work hard to build each supporter's donation to the \$446 annual total average.

Again, the causes that matter to Australians in their individual lives are likely to be the ones that matter when it comes to choosing where to target their support. Comparing the top five most popular causes that receive donations with the top five by the size of average donations, international poverty relief moves into the top five organisations by donation amount, bumping down animal welfare. In essence, between these two groups the average donation is about the same, but an additional 10% of Australians give to animal welfare groups, impacting on the total level of donations. What this reveals again is the importance of salient proximity when it comes to philanthropy. Australia has one of the highest incidences of pet ownership in the world: animals are part of the family in nearly two thirds of Australian households. No doubt this influences the fact that Australians' material support for animal welfare is, in total, significantly higher than the donations to people in poverty who are beyond the nation's borders.



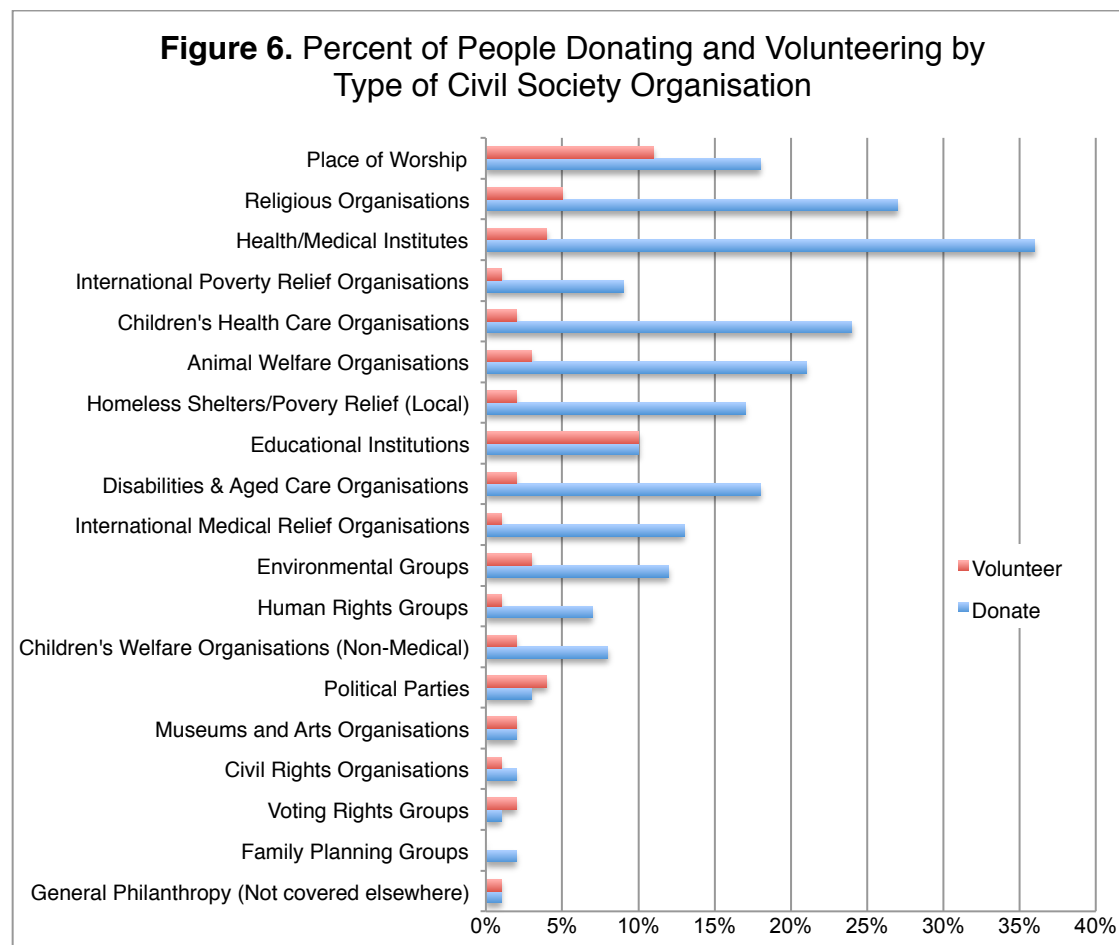


Volunteering behaviour displays a pattern slightly dissimilar to donation behaviour. Like donation behaviour, places of worship attract the highest proportion of volunteers but, unlike donation behaviour, this is closely followed by volunteerism at educational institutions. Involvement in educational institutions is at the same level for donations and volunteering (both 10%). Volunteering at educational institutions and places of worship is around the same (10% and 11%). However, there is a big drop from the proportion of people who attend public worship (two thirds) to the percentage of people who donate to a place of worship (less than a fifth) and finally to those who volunteer. These two types of organisations have the most engagement in terms of people giving their time.



This reveals another example of the importance of salient proximity when it comes to Australians' involvement in civil society. Australians are actively involved in their places of worship and education; these organisations connect them with their familial, community and spiritual obligations. Places of worship have longstanding programs of low-skilled volunteer activities such as fundraising, sports coaching, even property maintenance. Many people are connected to these organisations through their families and their local communities and they will commit to volunteer activities on an ongoing basis. Indeed some voluntary activities are built over generations and people grow up with members of their family demonstrating a model of adulthood that includes active involvement in their place of worship and their school. Many other kinds of NGOs lack this advantage of salient proximity. The majority of

NGOs get little volunteer involvement either because the consideration represented may be remote to the average Australian's life experience or it may be a consideration that is relatively recent, such as concern for the environment.



As there is a pattern of Australians' involvement in organisations that have high touch points in their lives, and in which they can be involved as part of their regular community and family activities, so too there is another pattern of high donating and low volunteering. More people donate to health and medical institutes than any other type of organisation. Further involvement in this category of organisation, and other similar categories, is low. Organisations that use very specialised, expert services, including medical research, children's health care, disabilities and aged care, have fewer opportunities for involvement.

Political parties do not generate active involvement from Australians, and the data indicates that our respondents demonstrate extremely low participation rates in volunteering or donating with political parties. Civil rights, voting rights, and family planning groups are fundamentally inconsequential on these dimensions. More disturbing is that Australians are slightly more involved in political parties than museums and arts organisations, which receive very little support from the general population.



### 3. What Matters to Australians: A General Profile

In order to capture the general issues that are salient to Australians we asked participants to evaluate sixteen categories of social, political and economic issues. The categories were based on those used in routine opinion polls such as Eurobarometer, which is used by the European Commission in decision making, and the UN Charter on Human Rights. We also based our issue categories on those used in the research on social, economic and political causes and issues and obtained advice from political and social writers and academics. The general categories of social issues are listed in Table 1. In addition, each category was made up of a list of sub-category issues that we will discuss shortly. Table 1 also lists some of the indicative sub-category issues. Appendix 1 contains a complete listing.

Individuals' preferences for these issues are determined in a series of trade-offs via what are known as best-worst scaling experiments (See Appendix 2 for a discussion of the approach). Best-worst scaling models the cognitive process individuals use as they select the largest perceptual difference seen in a set of options. Best-worst scales are particularly relevant to the examination of social, political and economic issues for three reasons.

First, because the individual must make trade-offs amongst a set of options, the behaviour being examined is more realistic than when using traditional multi-point scales. In other words, individuals are making choices that require that they reveal how they discriminate.

Second, a common issue with surveys addressing social issues is that individuals indicate that "everything matters". Best-worst approaches require that individuals make distinct choices; hence they cannot avoid making a decision that excludes an option.

Third, best-worst approaches allow researchers to directly estimate the utility value that individuals get from a choice in a way that is comparable across individuals. Traditional surveys do not allow this because of what is known as "scale invariance" – in other words, one individual's score of "3" on a scale is not comparable to another individual's "3". However, when two individuals make the same choice amongst a set of options, the choice is the same for both individuals.

In our best-worst experiments individuals were presented with specially designed blocks of options representing social, political and economic issues. Their task was to evaluate those issues "*in the conduct of their life*" and make two choices: (a) which in the set they considered the most important and (b) which in the set they considered the least important.

**Table 1:** General Categories of Social Issues and Selected Sub-Issues

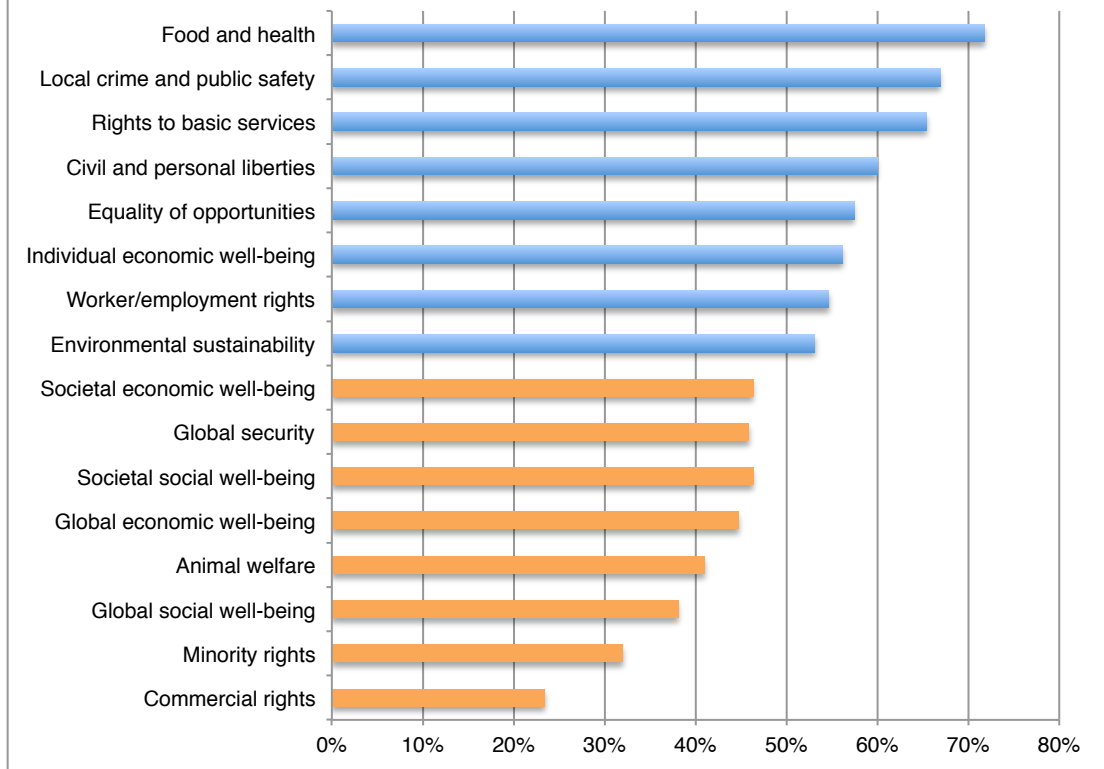
General Categories	Selected Sub-Issues
Food and health	Water and sanitation, GM foods, obesity, abortion
Local crime and public safety	Safety, child pornography, violent crime, corruption
Rights to basic services	Healthcare, food, education, benefits of last resort
Civil and personal liberties	Rights: legal, to vote, marital, free speech etc.
Equality of opportunities	Discrimination based on age, gender etc.
Individual economic well-being	Inflation, taxation, interest rates, cost of living
Worker/employment rights	Work safety, unions, retirement, child labour
Environmental sustainability	Pollution, climate change, biodiversity loss
Societal economic well-being	Poverty, employment, energy prices, growth, deficit
Global security	Terrorism, nuclear weapons, criminal syndicates
Societal social well-being	Quality of schooling, public transport, immigration
Global economic well-being	Resources management, trade, global finance issues
Animal welfare	Treatment of individual animals and species' survival
Global social well-being	Peace, diseases, poverty
Minority rights	Rights including cultural preservation and expression
Commercial rights	Commerce and ownership such as IP rights

### The Most Salient Issues to Australians

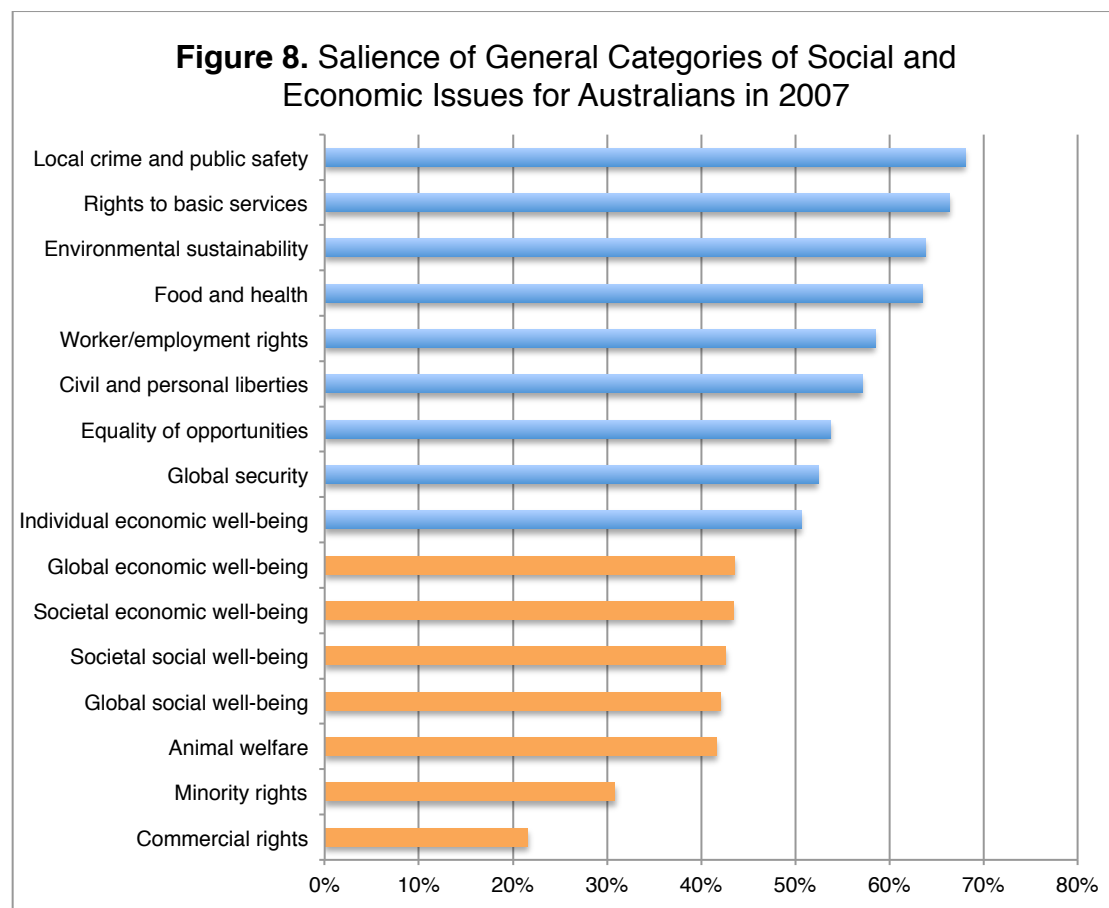
To identify the salient issues for Australians, we asked respondents to examine a number of issues and make a series of trade-offs amongst those issues. What emerged is a picture of the importance for each issue category and the sub-issues in the categories.

We can see the salience of the general categories in Figure 7. To make the results easier to understand, we have translated them into a 0-100% scale. The issues at the top are more likely to be selected when put up against the other issues. For example, a score of 100% would imply that whenever that issue was pitted against all other issues it is chosen 'most important' every time. A score of 0% implies that the issue is chosen as 'least important' every time. The beauty of the approach is that the likelihood that an issue is superior in a choice set to any other issue is just the ratio of the two scores. In the figure we can see that food and health is the top issue category with a score of over 70%, implying that it will be selected as 'most important' seven times out of ten against any mixture of the other issue categories. For simplicity, we distinguish between the issues that dominate Australians' preferences in blue and those that fall below the middle score of 50% in orange.

**Figure 7. Salience of General Categories of Social and Economic Issues for Australians**



What the results reveal is that the most salient issues for Australians in the conduct of their lives are those most immediate and closest to their personal welfare. Food and health, local crime and safety, and rights to basic services are their top three concerns. Australians are effectively indifferent to global and societal issues, rating these significantly lower. The rights of minorities and commercial rights issues have virtually no real resonance with the population. Overall what we see is that issues impacting people's lives directly matter most, followed by economic issues within society, then social issues in society. After that Australians worry about animals, other global citizens, minorities and businesses.

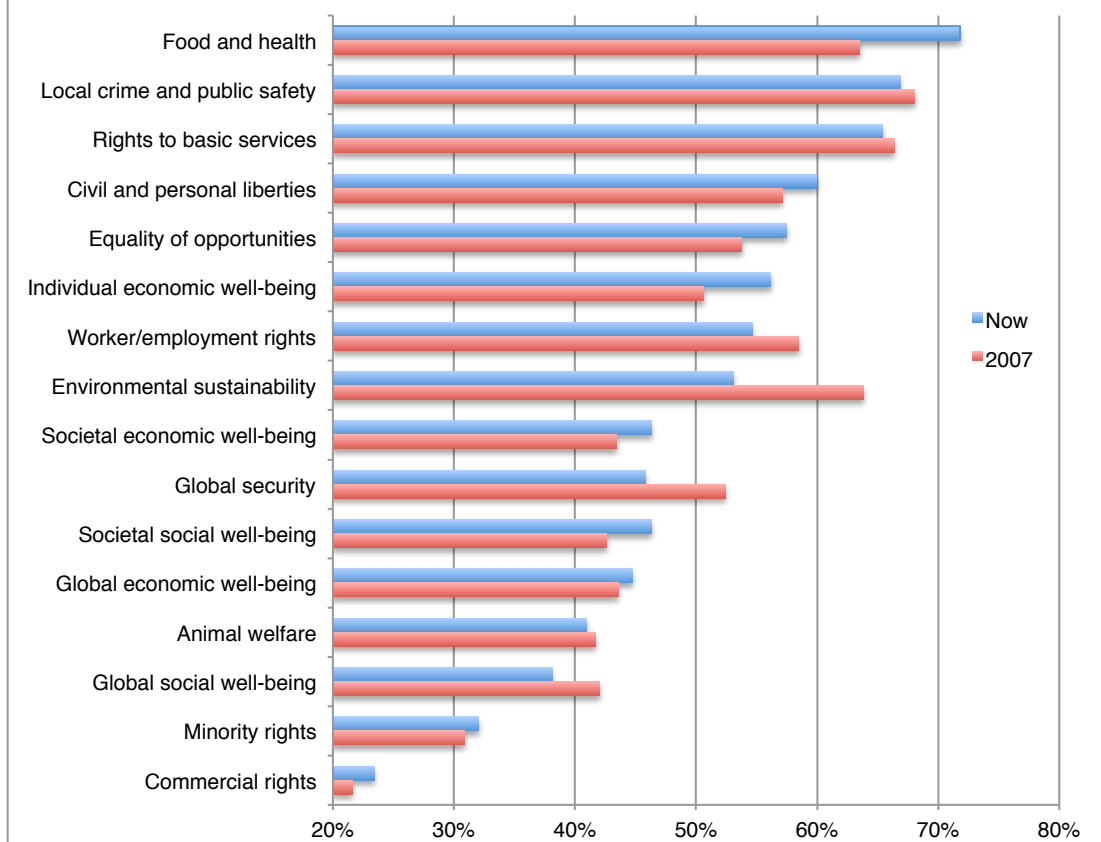


What is also telling about these results is their stability over time (see Figures 9 and 10). When we compare these results to those in late 2007, we find that top three and bottom four issue categories are fundamentally unchanged. Where we see a change is that civil and personal liberties has emerged from a middling issue and now occupies a fourth place, replacing environmental sustainability, which has dropped into the middle of the pack in terms of importance. In 2007 environmental sustainability mattered intensely to Australians. It is the only general category to make a double-digit change in score in the last several years. The impact of this change can be seen by the fact that in 2007 environmental sustainability would be chosen as the ‘most important’ category of issues in 60% of trade-offs amongst issues. Now, it is effectively a 50:50 bet whether it matters. A deeper exploration of the drivers of this shift in Australians’ environmental sensibility is made in a later section, where we examine the salience of sub-category issues.

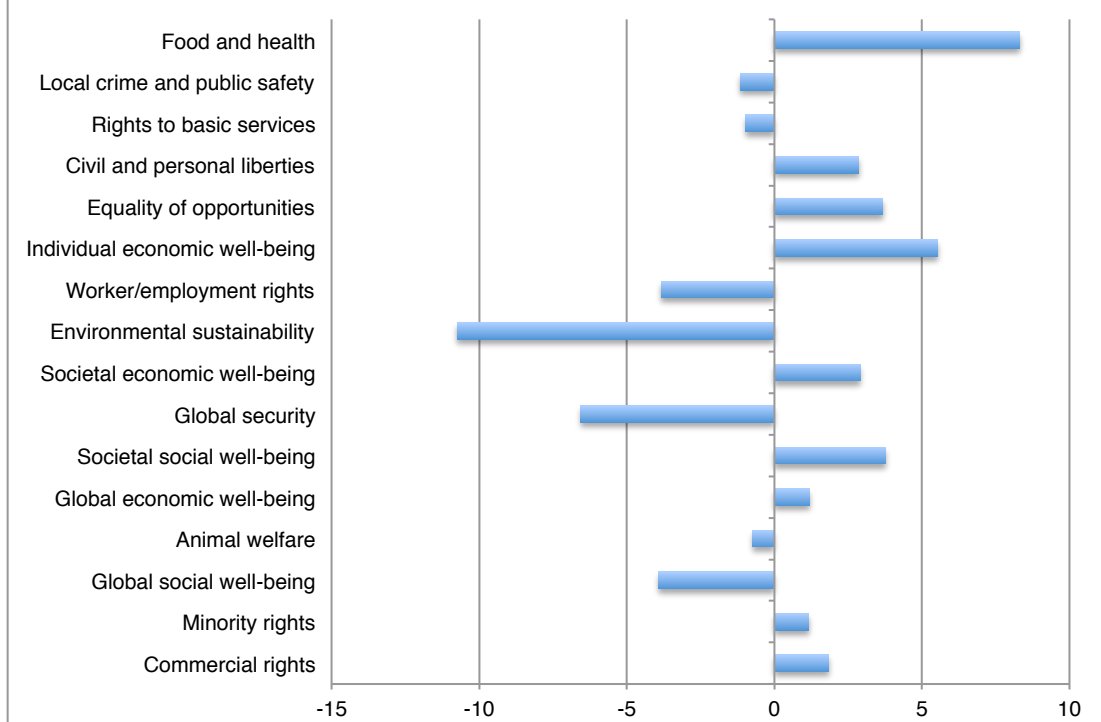
The other big changes are seen in the rising importance of food and health issues and the decline in concerns about global security. We also see slight increases in the salience of individual economic well-being, equality of opportunities and societal social well-being and a small decline in concerns about global social well-being and worker/employment rights. However, none of these latter changes are so large to materially effect the ordering of the categories of issues.



**Figure 9. Salience of General Categories of Social and Economic Issues for Australians: 2007 and Now**



**Figure 10. Percentage Point Change in Category Salience: 2007 to Now**



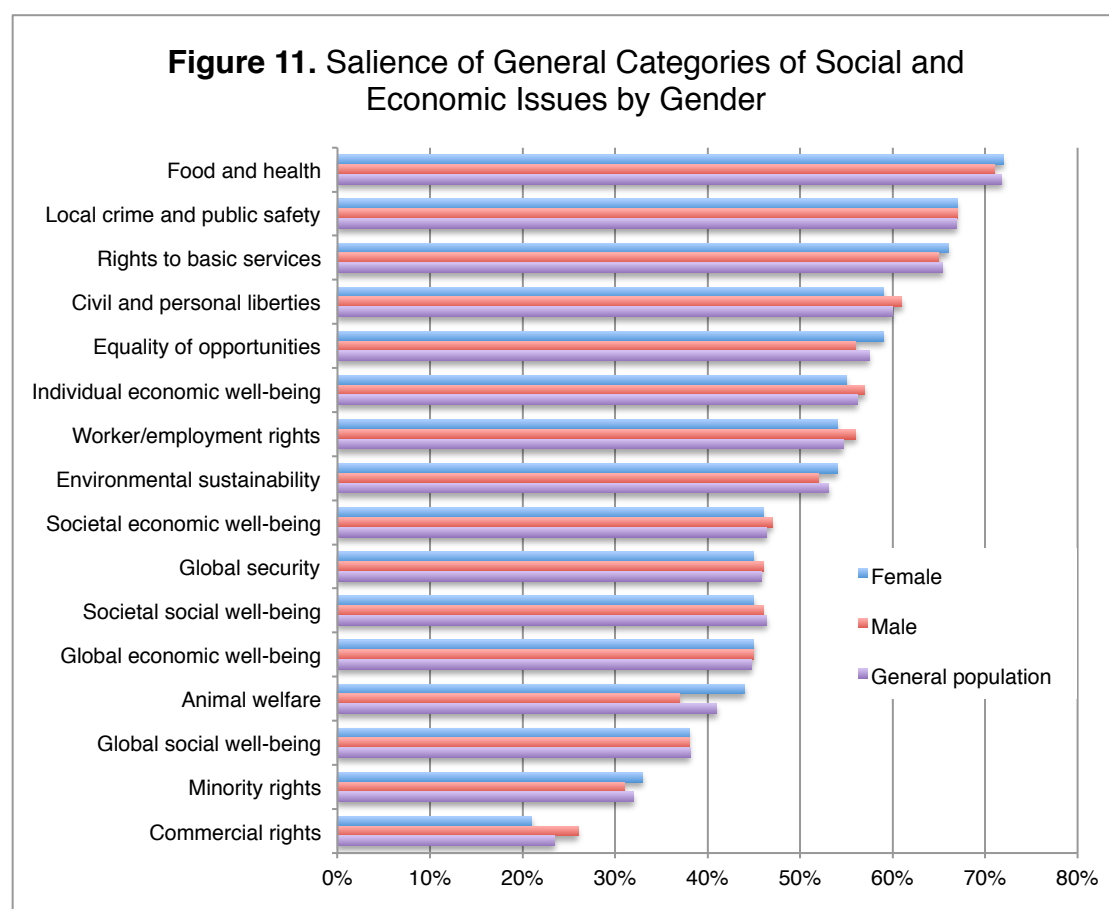


## 4. What Matters: Distinctive Breakdowns

The data allows many relevant comparisons between demographics, beliefs and civil society activities and the salience of social, political and economic values. This section describes general population breakdowns, based on income, age, politics, religiosity and gender, and looks at shifts in the salience of the general categories of social, political and economic issues. Appendix 3 gives some tabular results based on this discussion.

### Gender

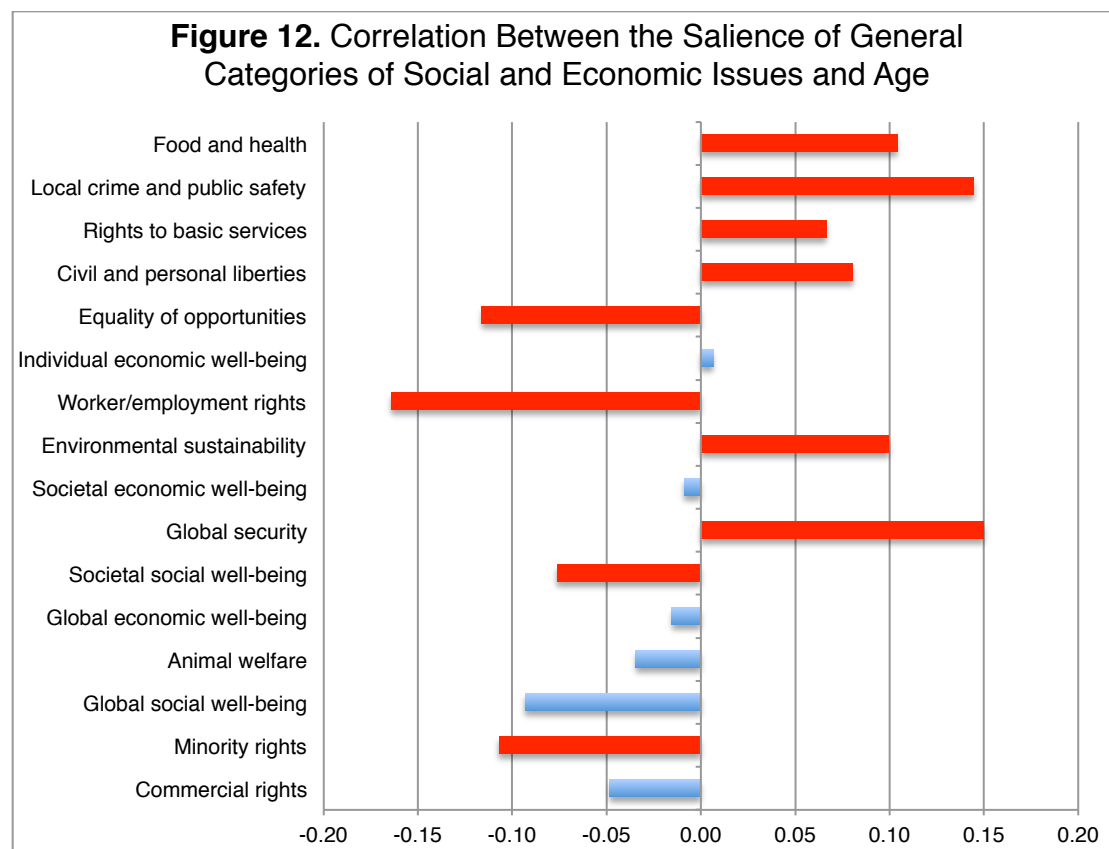
The gender split of the study population was roughly equal. Differences between the genders in their valuation of the general categories are most marked in the areas of animal welfare and commercial rights; however, these are differences of magnitude rather than order. There is a seven-point gap between the genders on animal welfare and a five-point gap on commercial rights. Men are more interested in issues associated with commerce and ownership, while women are much more concerned about the rights of animals and species. Freedom from discrimination is more salient for women, who rank equality of opportunities higher in equal fourth place. However, overall, the basic ordering of the various general categories of social, economic and political issues are approximately the same.



## Age

There are some material differences when we examine the relationship between age and social, economic and political preferences. We do this in two ways.

First, we can look at the simple relationship between age and preferences. Figure 12 presents the correlations between age and category preferences. Significant effects are shown in red (correlation above  $\pm 0.05$  in magnitude).



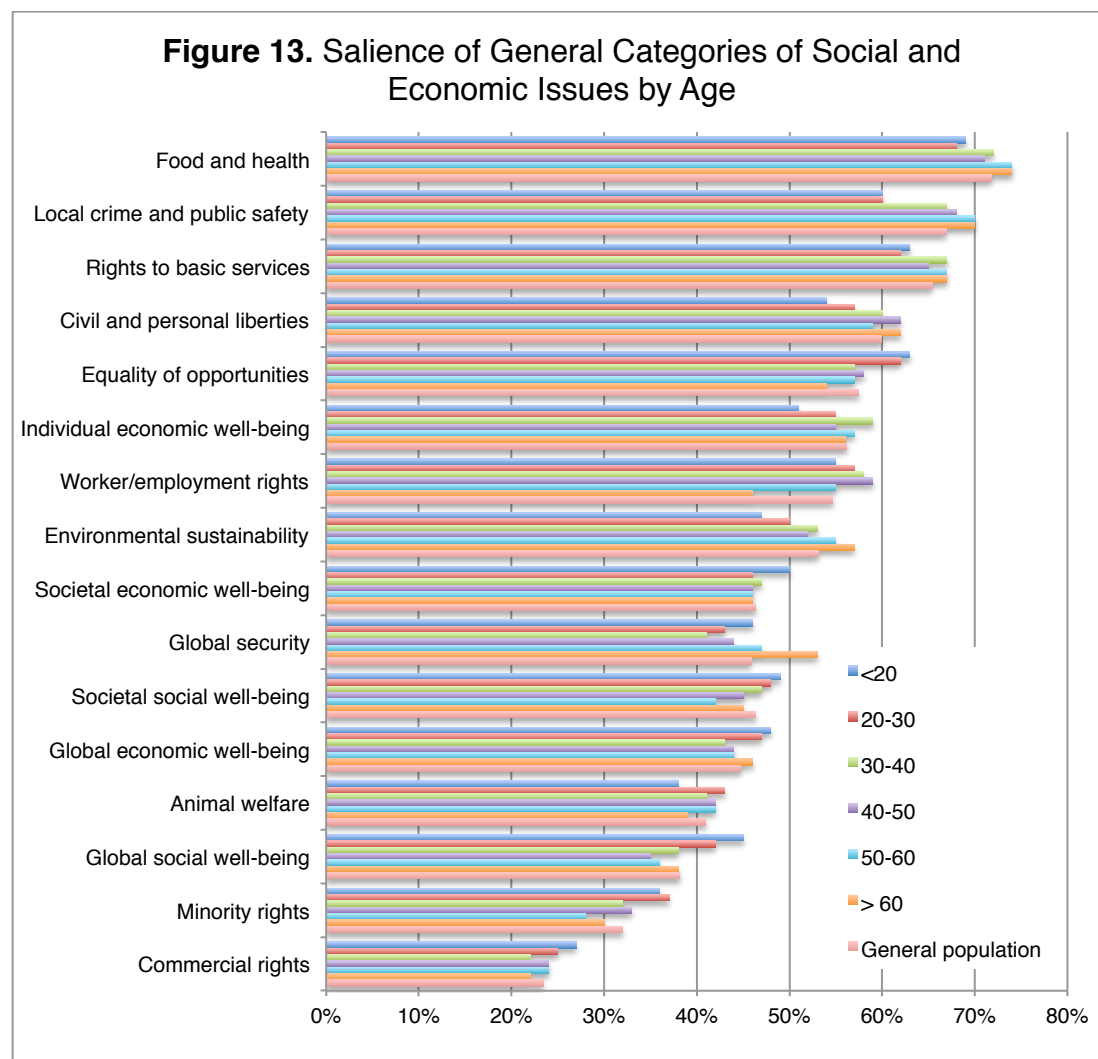
We see in this figure that six issue categories – global security, environmental sustainability, civil and personal liberties, crime and public safety, rights to basic services and food and health – are positively related to age. Four issues – minority rights, societal social well-being, worker/employment rights and equality of opportunities – are negatively related to age; meaning that they are more likely to be of concern to younger people.

Second, we break age into groups that represent 10-year blocks to examine if there are any specific age groupings that stand out. This is presented in Figure 13.

What we see here is that food and health, the most salient category for the whole study population, is more critical for Australians over 50 years of age. Local crime and public safety, ranked number two for the whole study population, is more salient for Australians aged 40 years and over. Its salience drops markedly for respondents under 30 years of age, where it slips to number four. Equality of opportunities also varies based on the age of the

respondent. From being ranked number five for the population overall – a position endorsed by older respondents – it jumps to number three for those under 30 years age while falling to seventh place for respondents in their mid-career. Environmental sustainability is another issue category that varies depending on the age group examined. Interestingly one would think that it is an issue of salience to young people. However this is not the case, it is a middle level issue for the youngest group of respondents and increases in importance with each age group.

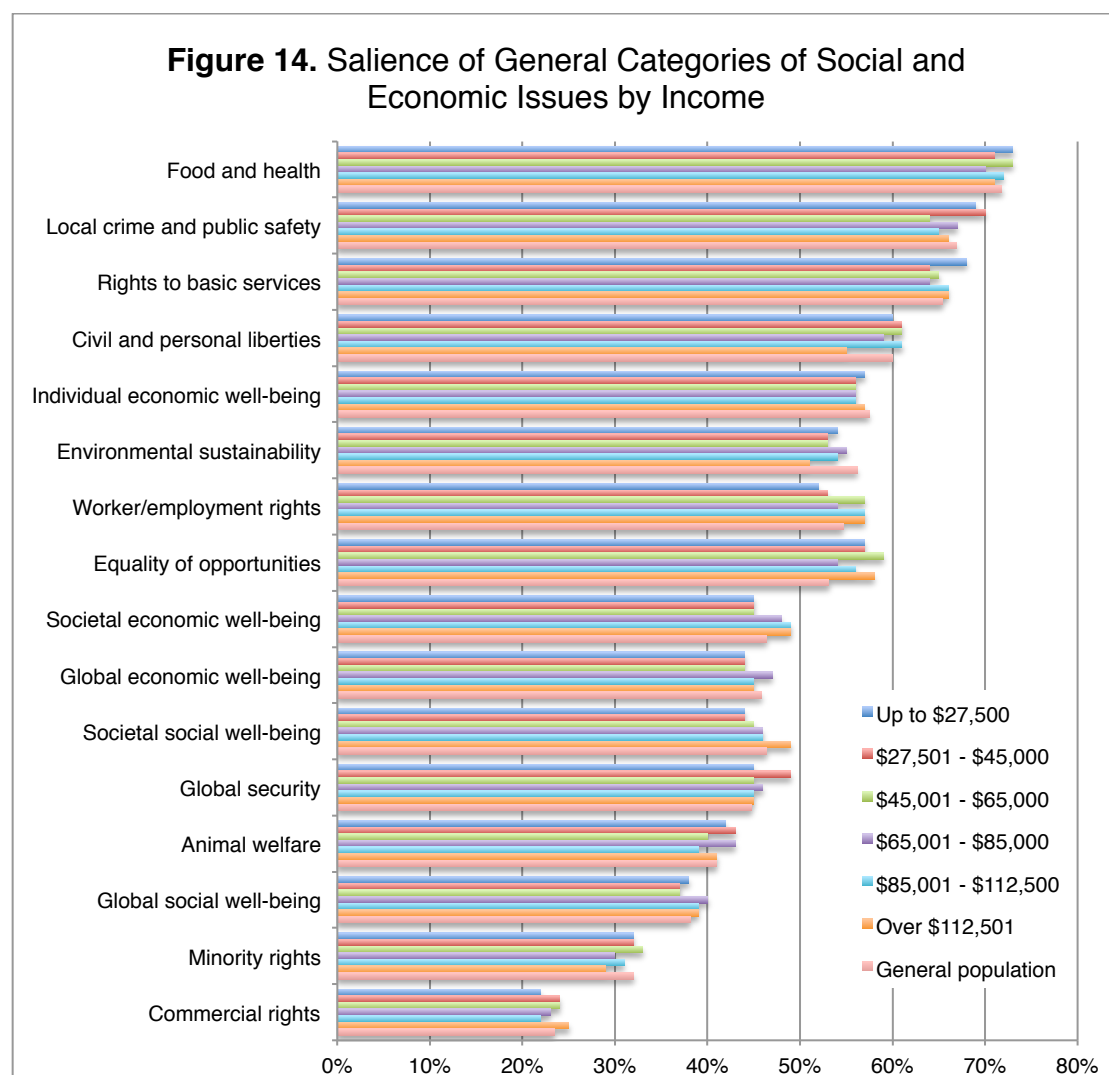
Unsurprisingly, worker rights issues vary in importance with age. For the general study population it ranks seventh. However, for respondents aged over 60 the issue drops to ninth place and effectively ceases to be salient. The implication is that salience is higher for those still in the labour force.



## Household income

As with our examination of the relationship between age and social, economic and political preferences, we can investigate the influence of income in two ways. First, we can examine the correlations between income and issue category preferences. When we do this we find surprising few general trends. Indeed, there appears to be no general relationship between income and 15 of the 16 categories (hence we present no graph). Only in the case of societal economic well-being is there a significant, and in this case positive, relationship with income (correlation = 0.051).

Next, if we examine differences in category preferences based on income by looking at income ranges, we see a slight polarisation occurring between high income and low income groups. This is given in Figure 14.



Civil and personal liberties drops three places for study respondents in the highest income bracket. The general category of worker/employment rights also becomes more salient as household income increases. Environmental sustainability increases in salience for the more well off households, jumping up to sixth place for well off households (\$65,001–\$85,000). The natural

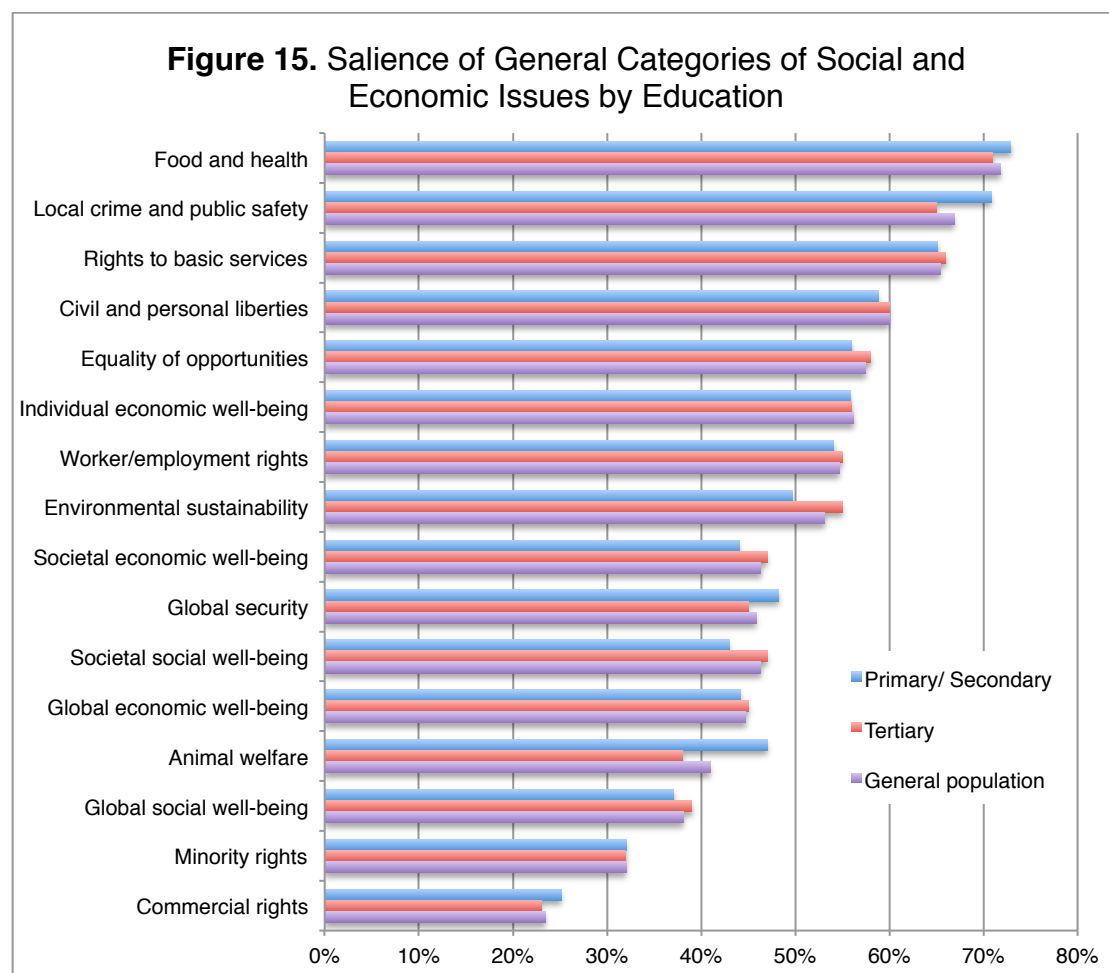
environment is less salient for the wealthiest respondents but remains in the same spot as for the general sample population.

Local crime and public safety is much more salient for respondents on the second lowest income bracket. This group also moves up global security one place, indicating a greater concern than the general study population for protection from crime, terrorism, and other dangers posed by other people.

In contrast, study participants on more comfortable incomes move societal economic well-being and societal social well-being ahead of global security.

### Education

For respondents who have no tertiary education, local crime and public safety increases in salience, but it remains in second place. Animal welfare jumps to tenth position for the same group. For tertiary-educated respondents, two issue categories increase in salience but do not shift their places overall: environmental sustainability and societal social well-being.



### Religiosity

The study collected an extensive battery of information about the individual's religious practices and beliefs. For simplicity, we focus on one question only: the extent to which the individual believed in god or a higher power. This question was strongly related to a number of other variables such as religious



practices and activities. Study participants were queried about their belief in a god on a scale from “absolutely do not believe in the existence of a higher power” to “absolutely certain in their belief as to a higher power’s existence”.

This information was first analysed by looking at the correlation between the belief in a higher authority and social, economic and political preferences. The issue category correlations with religious belief are given in Figure 15. They reveal that those with stronger beliefs are more likely to give higher salience to global economic well-being, commercial rights and global security and give lower salience to civil and personal liberties and animal welfare. Another way to interpret this is that the more agnostic or atheistic a respondent the more they put value on civil liberties and animal welfare and less they value commercial rights and global economic and security issues.

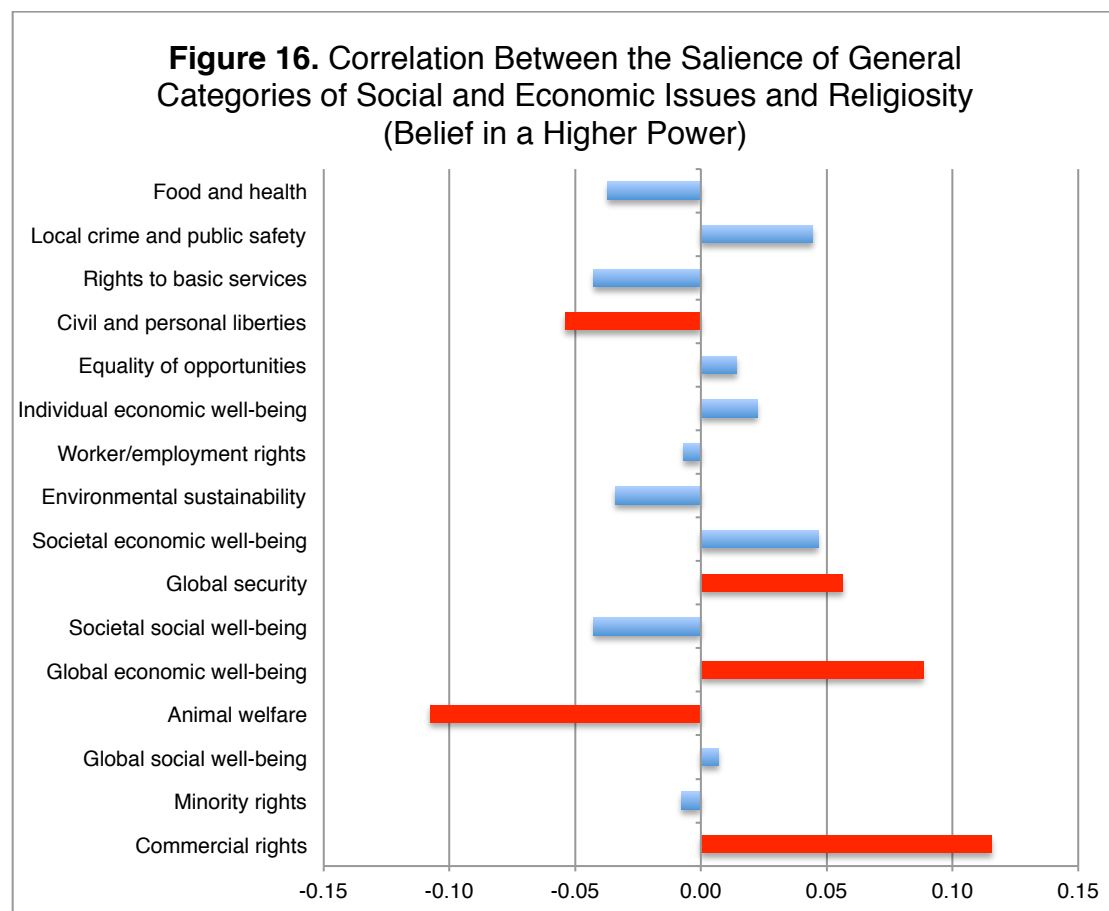
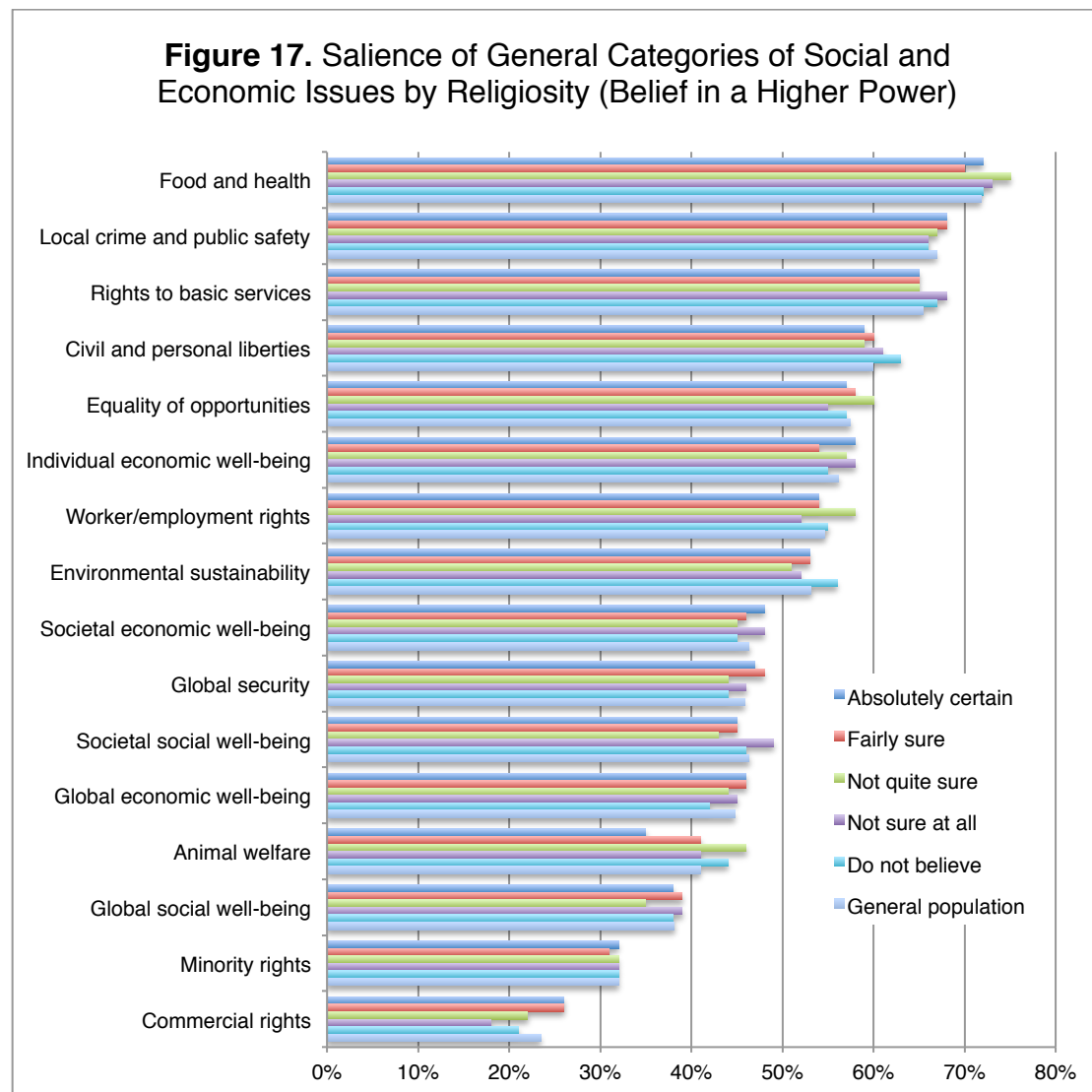


Figure 17 looks at the responses at each level in the scale. Those who have absolute certainty of the existence of a higher power rank individual economic well-being over equality of opportunities while dropping animal welfare to third last. By contrast, respondents who hold no belief in the existence of a higher power have far greater interest in environmental sustainability – it climbs two places into sixth ranking – and animal welfare – which climbs one place for this group.

Respondents in the middle – i.e., those not quite sure about the existence of any higher authority – also give animal welfare a more salient position, putting

it in ninth place. This group also bumps up equality of opportunities and worker/ employment rights by one place each.



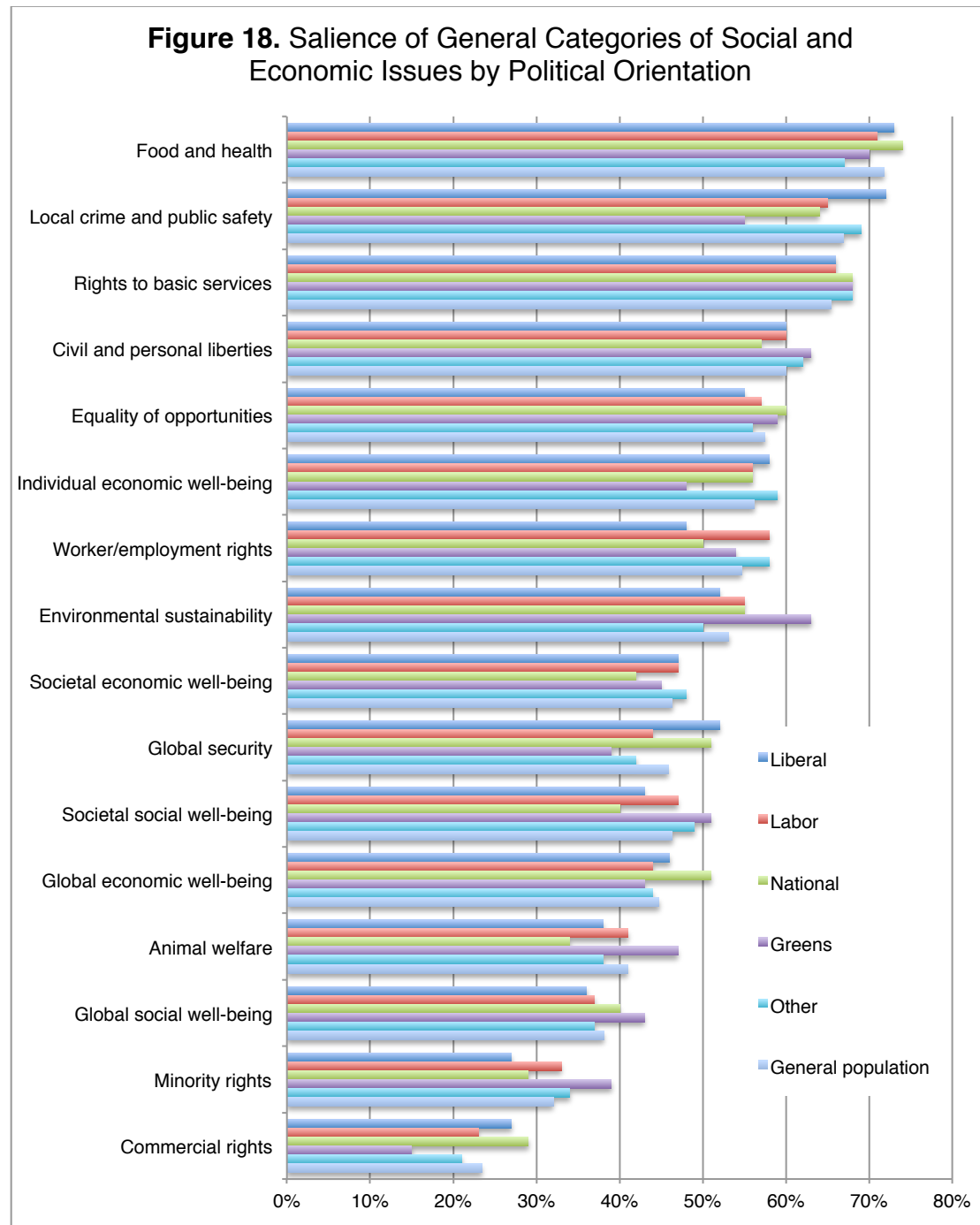
### Political beliefs

The study collected an extensive battery of information about the individual's political beliefs and activities. For simplicity, we focus on one question only: Which political party best aligns with their political beliefs?

People who nominate the Greens as closest to representing their political beliefs rated environmental sustainability as one of the top five issues while animal welfare also rose significantly – up three places but still only to tenth place overall. Also consistent with the left wing orientation of this group, rights to basic services rises in salience to second position overall, while in the resulting trade-offs, local crime and public safety falls out of the top five most important categories of issues.

Those saying that the Labor party best aligns with their beliefs also view rights to basic services as more important and, not surprisingly, employment and worker rights.

Worker and employment rights gets the lowest score from respondents who associate themselves with the Liberal Party. Individual economic well-being moves up in salience, pushing down equality of opportunities in a logical trade-off. Global security rises in importance for this group and local crime and public safety gets the highest score of any group.



The Nationals claim to stand for regional Australia, and rural and regional concerns dominate the Nationals' political agenda and their profile of salient issues could reflect the priorities of a regional perspective. For example, rights to basic services are more salient than local crime and public safety and equality of opportunities is more salient for this group than any other political

affiliation, and it rises into their top five issues. Environmental sustainability climbs one place in importance, however this is more the result of a trade-off on worker and employment rights, which falls significantly.

The largest political group in the study does not see any connection between their political beliefs and any of the major political parties. For this large group local crime and public safety edges slightly ahead of food and health and rights to basic services to become the most salient issue. Food and health declines slightly and individual economic well-being climbs into the top five most important issues, displacing equality of opportunities. Worker and employment rights also move up further pushing down equality of opportunities.

## Happiness

There is considerable discussion in the economics and politics literature about the role of happiness to economic and political development. This has expanded to the point that next to Gross National Product there are measures of Gross National Happiness. To capture whether such a measure is truly relevant we included it in our examination of social, economic and political values. Again, we do this by examining the general tendency and then the specifics of the extremes of the scale.

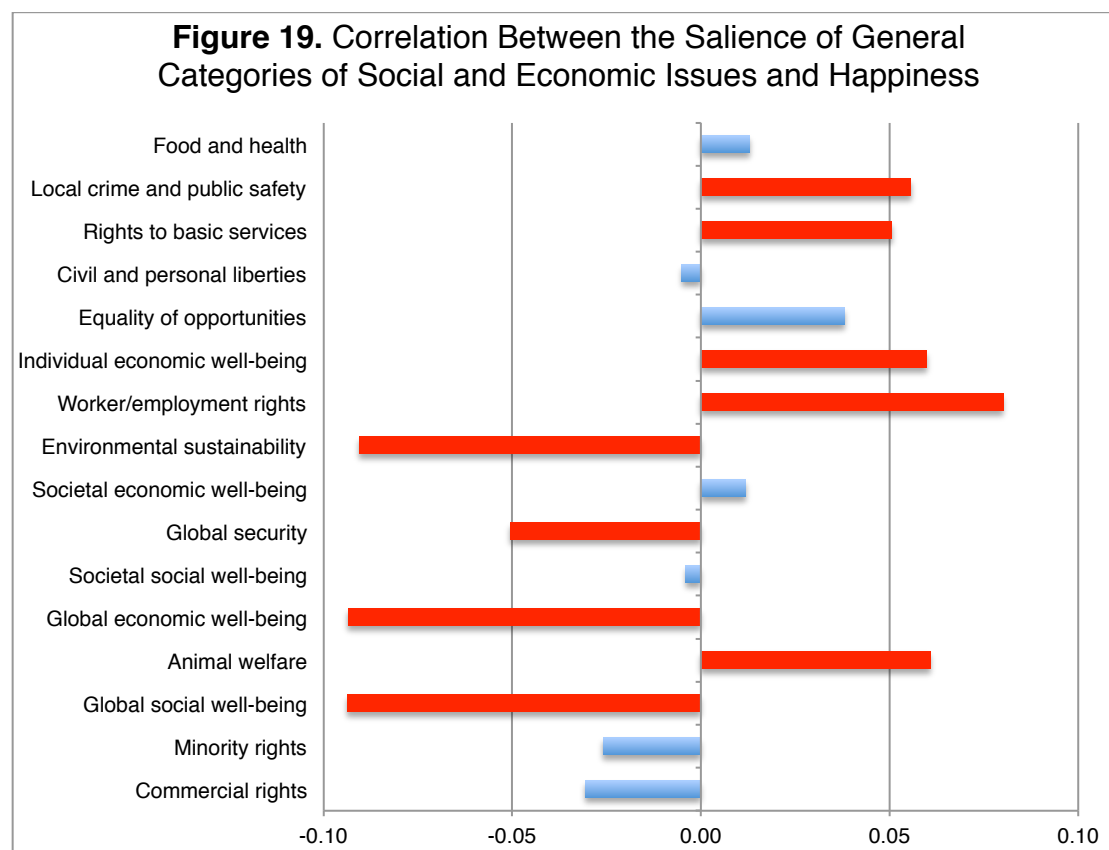
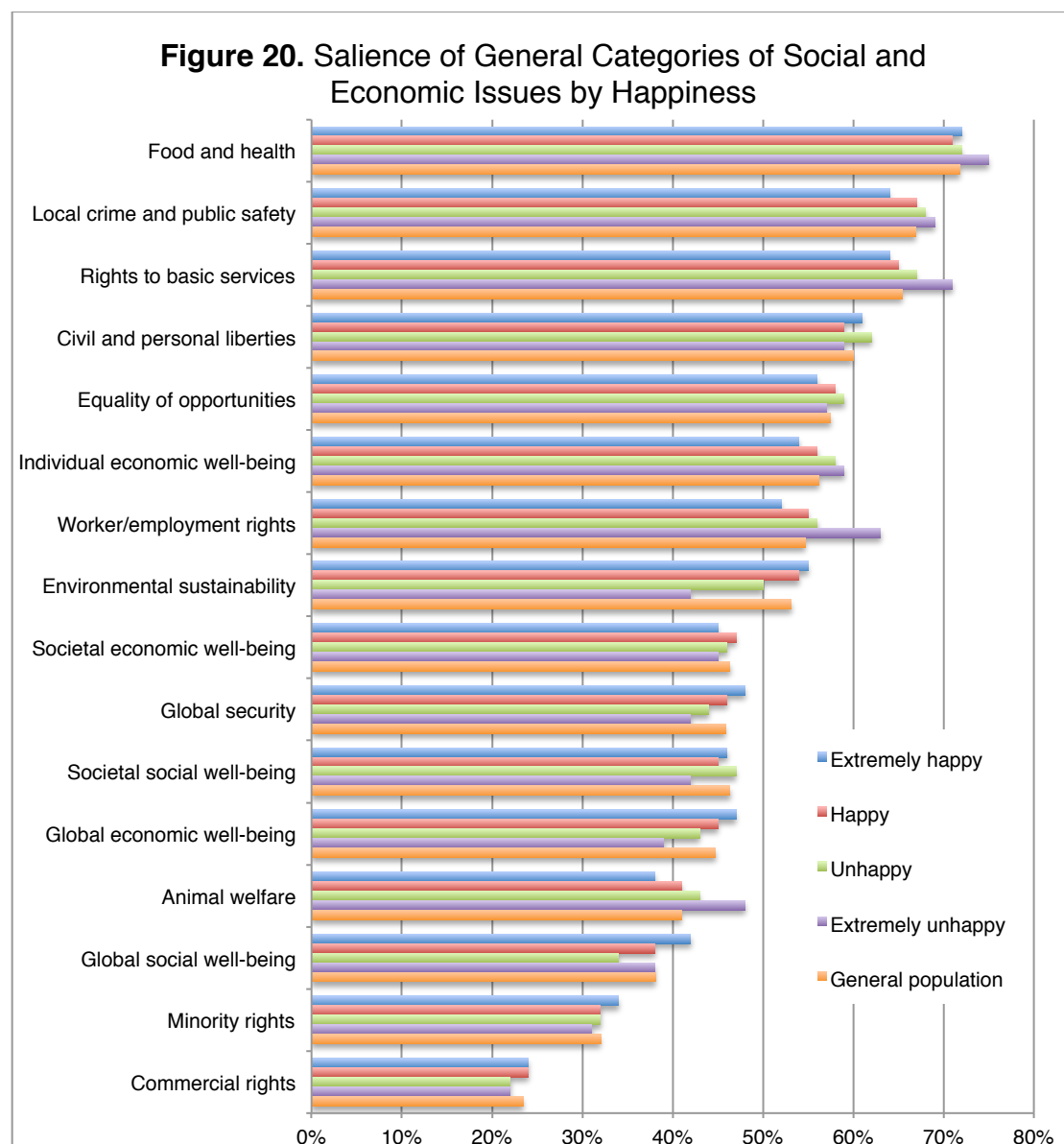


Figure 19 provides the correlations between happiness and salience of the issue categories. Remembering that a lower happiness score is 'better' the correlations have to be read in reverse (significant effects are in red). Hence, there is a positive relationship (negative correlation) between happiness and

the salience of global economic and social well-being, global security and environmental sustainability. Those that are less happy give more salience to factors such as worker/employment rights, individual economic well-being, crime and public safety, rights to basic services and animal welfare.

When we look at the individual scale responses we see that some differences emerge at the two extreme ends of the scale (Figure 20). Extremely happy people in the study give marginally more salience to environmental sustainability. Extremely unhappy study respondents put more salience on all of the top three issues, food and health, crime and public safety and rights to basic services. Worker and employment rights also leaps into the top five issues for this group. Animal welfare is a salient issue for the extremely unhappy, up five places to eighth while environmental sustainability drops to tenth place overall.

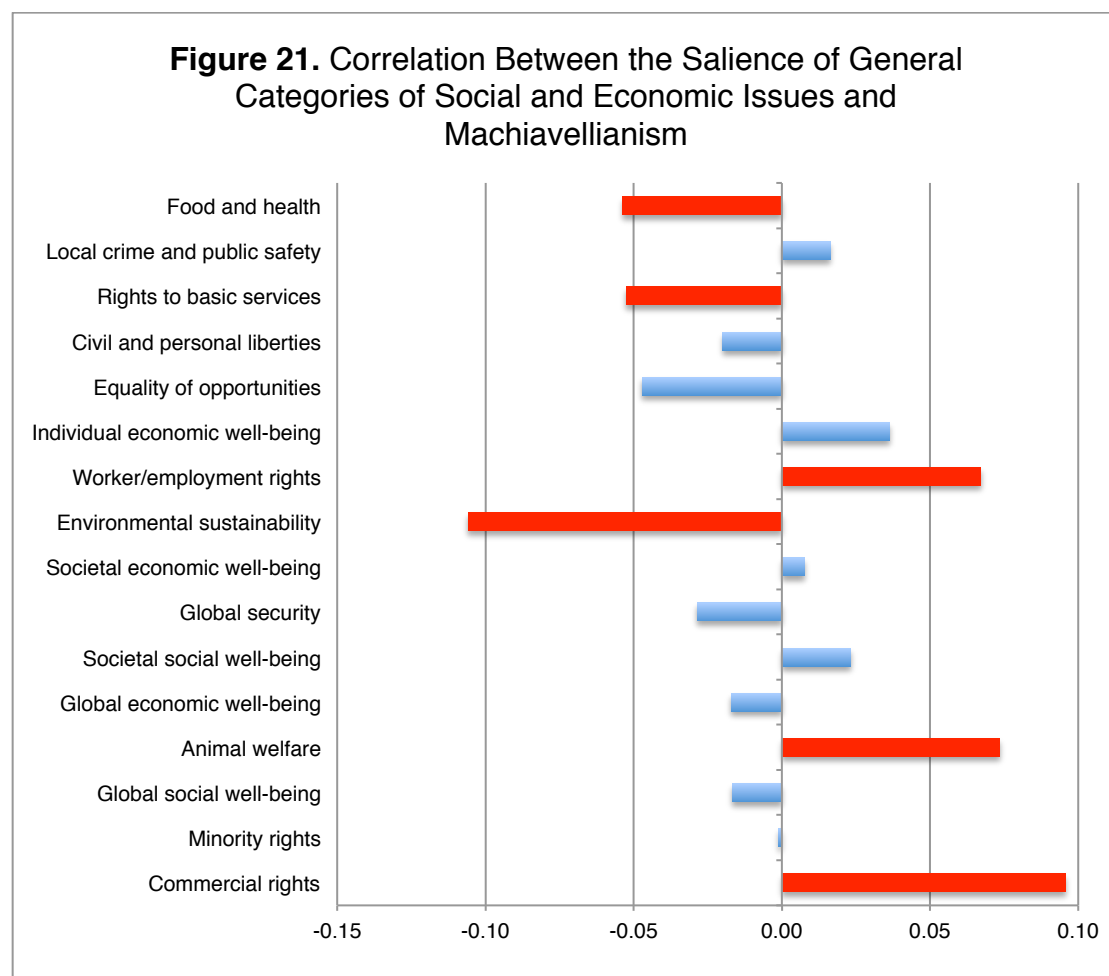


### Ethical disposition

The ethical disposition of the studied population was measured with the Christie and Geis Machiavellianism scale. As noted earlier, a low score has historically been associated with individuals who are more trusting of others, take into consideration the impact of their behaviour on others and are generally more altruistic. A higher score represents a greater predisposition for Machiavellianism; that is, the tendency to be manipulative and deceptive. The modal and neutral score on the scale is 60, with the Australian population being slightly lower on average (mean = 54.44)

The results in Figure 21 show the category preferences based on their correlation with salience of the social, economic and political issue categories. Overall, a correlation of  $\pm 0.05$  is sufficient for a significant relationship (these are presented in red).

What we see is that those with higher Machiavellianism scores are more likely to give higher salience to worker/employment rights, animal welfare, and (very strongly) commercial rights. On the down side, these same individuals are more likely to downplay issues relating to food and health, rights to basic services and (very strongly) environmental sustainability. The results also imply that low Machiavellians would put higher preferences on these latter factors and less salience on the former factors.

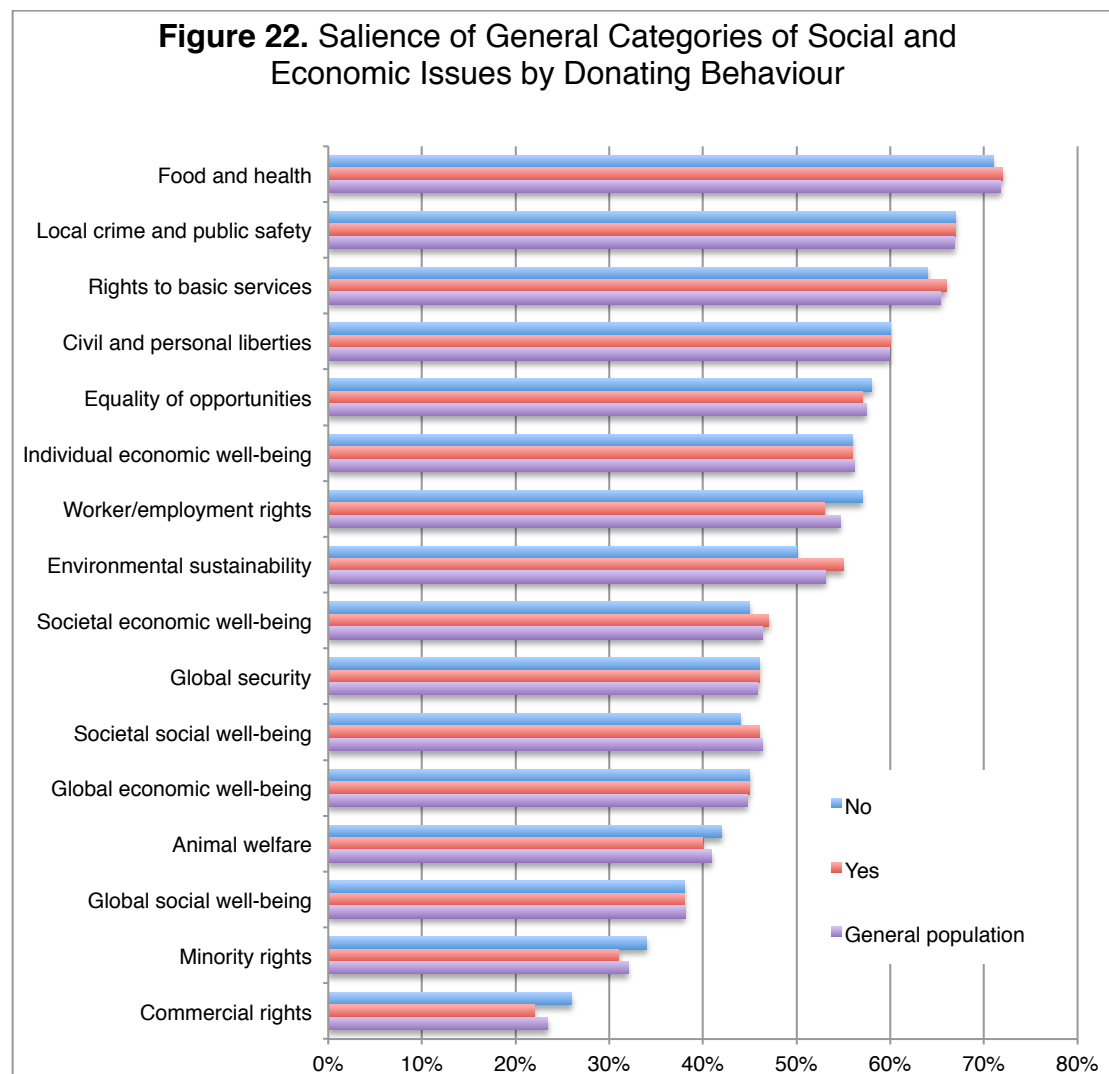


Also, potentially interesting is that individuals with higher Machiavellianism scores are less likely to donate to a CSO, less likely to volunteer and also likely to give to fewer causes when they do donate.

### Involvement in civil society

The issues that matter to Australians are important to civil society organisations and political parties, because they rely on the support of private individuals. The majority of study participants are involved with CSOs by donating money and a quarter give their time through volunteering.

Most volunteers in the study gave their time to their place of worship or an educational institution. As might be expected for this group societal social well-being is slightly more salient and global security less salient. Global social well-being is more salient for volunteers moving animal welfare down the list.





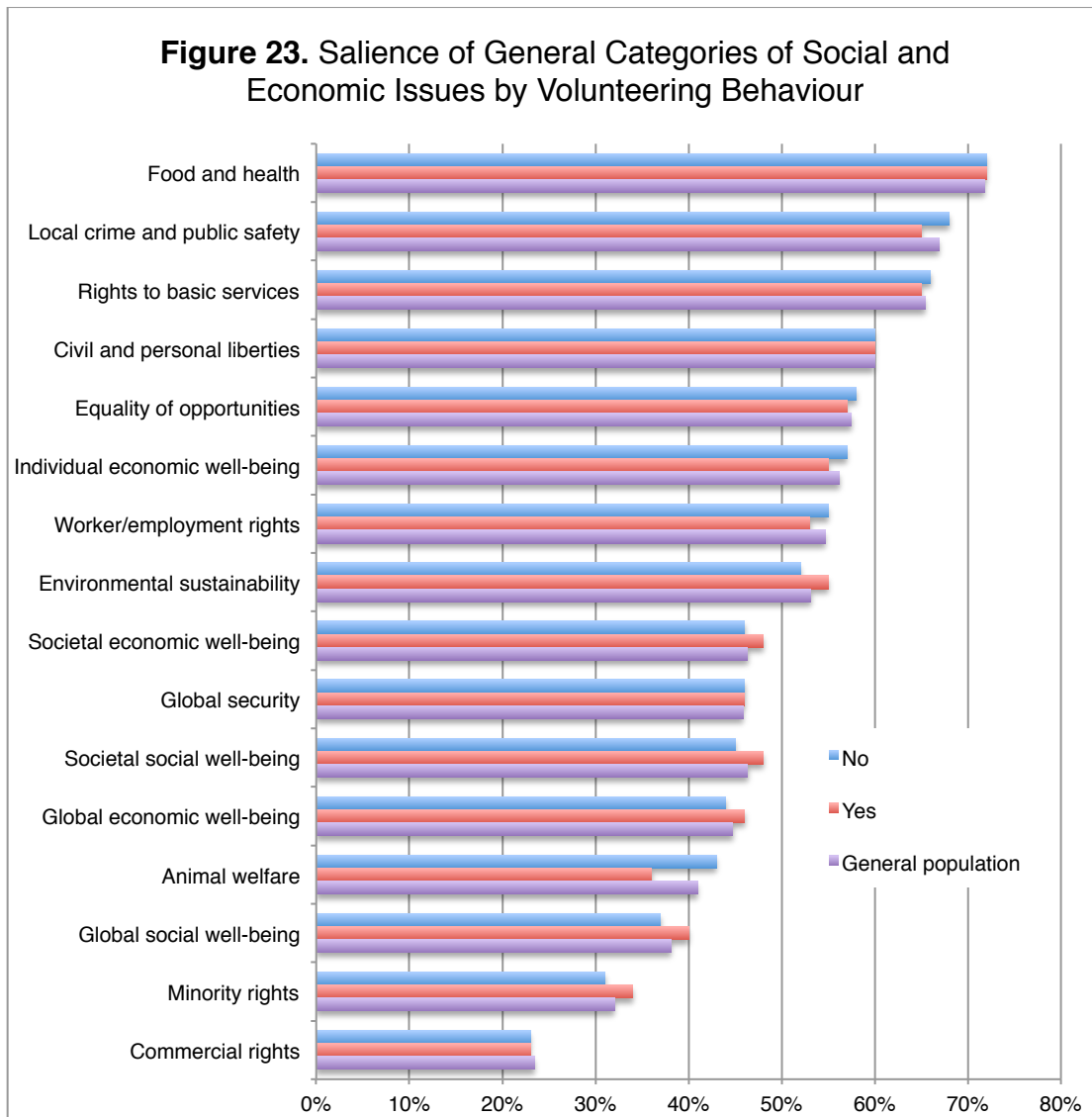
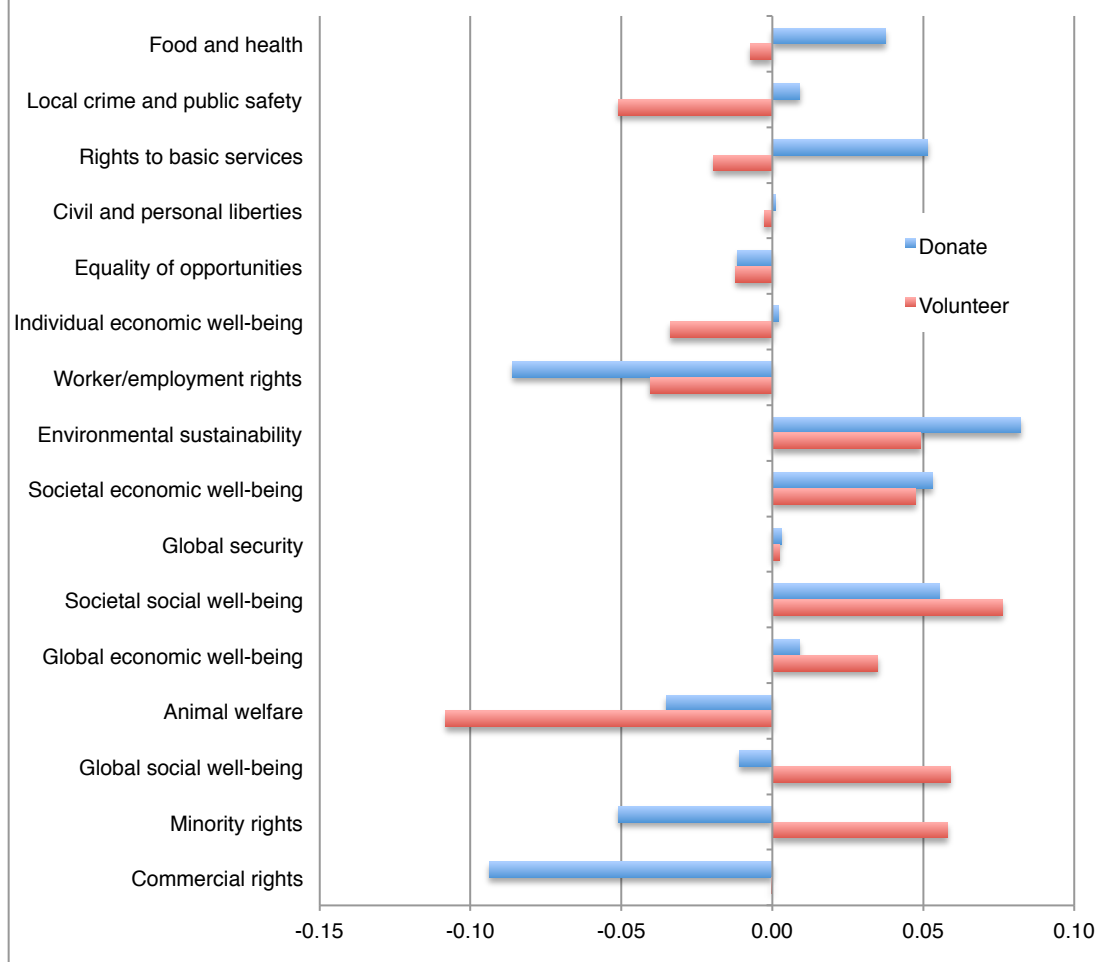


Figure 24 presents an overview of the relationship between the act of donating or volunteering and issue category preferences. The figure presents the correlation between donors and non-donors and volunteers and non-volunteers and the salience of the issue categories. The cut-off for a significant effect is a correlation of 0.05 (for simplicity this is not shown in red as was the case in the prior correlation graphs).

What we see here is that those with more concerns about crime and public safety and animal welfare are less likely to volunteer while those concerned about societal or global social well-being and minority rights are more likely to volunteer. Donations are positively related to concerns about the rights to basic services, environmental sustainability, and societal social well-being and negatively related to concerns about commercial rights, minority rights, and worker/employment rights.

**Figure 24.** Correlation Between the Salience of General Categories of Social and Economic Issues and Donating and Volunteering



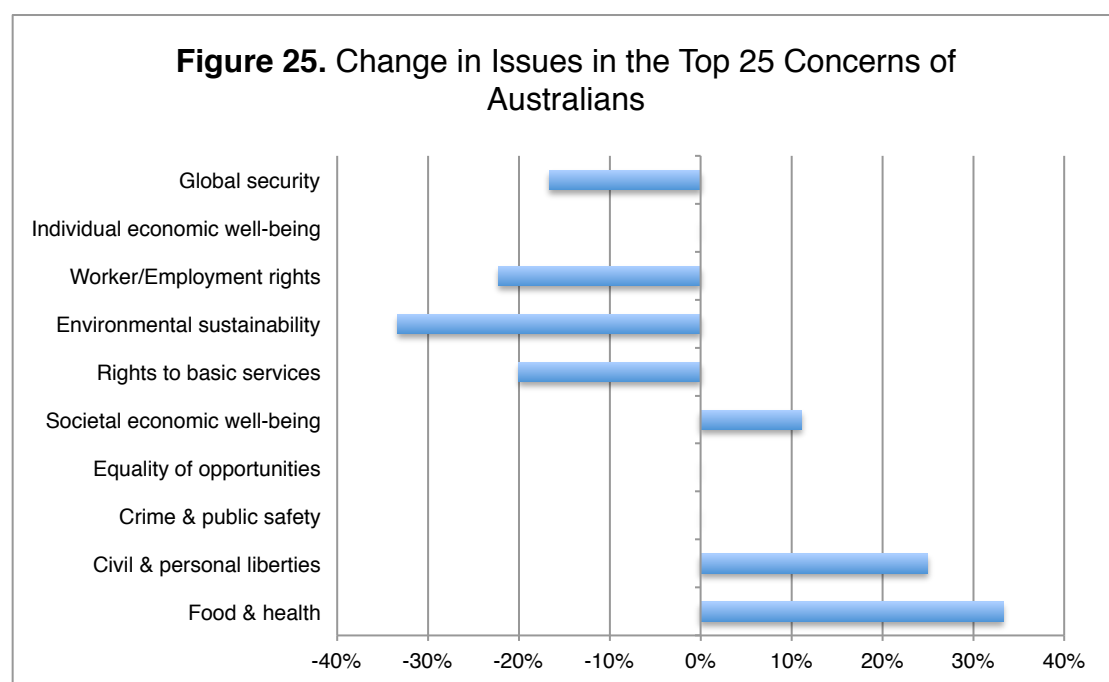
Overall these results reveal that those donating and volunteering have different preferences but primarily at the margin and most likely influenced by factors that are only weakly related to the causes to which they donate or for which they volunteer.

## 5. What Matters at the Micro Level?

By examining the trade-offs respondents make between sub-category issues we uncover greater detail of what matters to the population across a large number of wide ranging issues. Respondents make a series of trade-offs within the 113 total sub-issues allowing us to be able to come up with a relative ordering of the issues underlying the categories. The list of issues is given in Appendix 1. The results indicate how individuals value specific issues within the general categories of social, economic and political concerns. In addition, the results indicate how people's concern for specific issues stack up against relatively mundane matters (such as schooling, food, healthcare, schooling and working conditions) and less immediate concerns (including third world debt or poverty, slavery and human trafficking). For simplicity our discussion here will address the issues at the top and bottom of the assessment. Table III.4 in Appendix 3 gives the scores of each of the 113 sub-category issues.

Table 2 outlines which issues are in the top 25 concerns today and compares these to (a) where these issues stood in 2007 and (b) where some of the top 25 issues in 2007 stand today. We see a number of clear patterns in this information as evidenced in Figure 25.

First we see three categories where there are no basic changes in the sub-issues of top salience – individual economic well-being, equality of opportunities and crime and public safety. There is one issue with a minor increase – societal economic well-being. Two categories increase dramatically – food and health and civil and personal liberties. Three categories decline dramatically – worker/employment rights, rights to basic services and environmental sustainability.



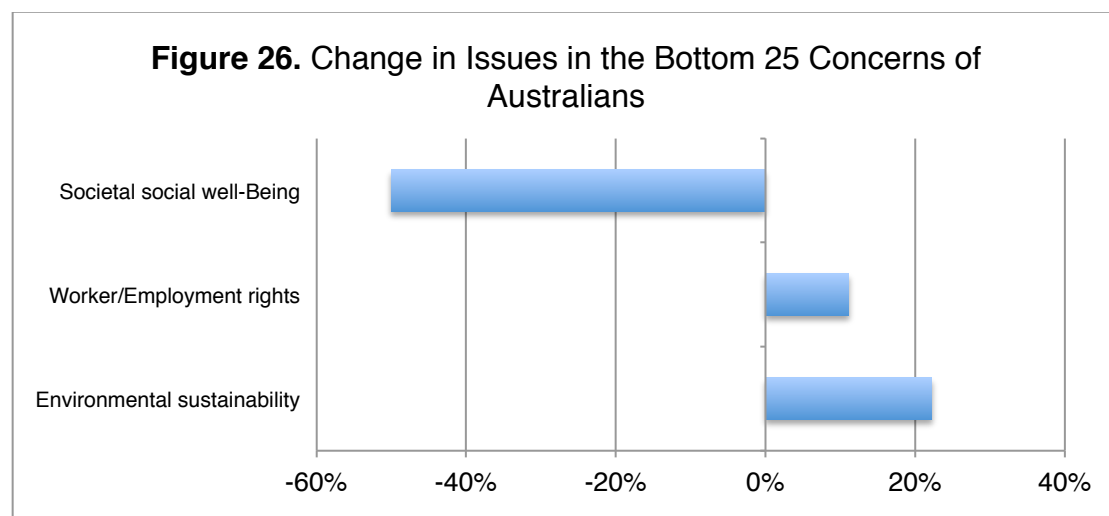
Overall, what is in the top categories of general issues in the general profile covered in section 3 appear here but we see much more detail of what drives this effect. For example, the category of crime and public safety is high because of concerns about violent crime, the exploitation of children and terrorism at home. Rights to basic services is important because it contains issues of healthcare and food. The general category food and health is critical for many different reasons – e.g., sanitation, mental illness, alcohol and drug abuse, abortion rights, infant mortality, suicide and obesity. All in all we see a multifaceted logic for why specific categories dominate.

**Table 2:** Top Sub-Issues of Salience to Australians

Issue	Rank		Category
	Current	2007	
Clean Water and Sanitation	1	2	Food & Health
Protection from Violent Crime	2	3	Local Crime & Public Safety
Cost of Daily Living	3	9	Individual Economic Well-Being
Child Pornography & Sexual Exploitation	4	1	Local Crime & Public Safety
Right of Access to Healthcare, Medicines	5	4	Rights to Basic Services
Right of Access to Food	6	6	Rights to Basic Services
Mental Illness	7	22	Food & Health
Alcoholism and Drug Abuse	8	26	Food & Health
Disabilities	9	15	Equality of Opportunities
Age: Elderly	10	11	Equality of Opportunities
Economic Growth	11	10	Societal Economic Well-Being
Freedom from Harm	12	19	Civil & Personal Liberties
Right to Life	13	29	Civil & Personal Liberties
Right to a Safe Work Environment	14	7	Worker/Employment Rights
Suicide	15	38	Food & Health
Right of Free Speech	16	31	Civil & Personal Liberties
Infant Mortality	17	24	Food & Health
Legal Rights (Fair trial)	18	17	Civil & Personal Liberties
Protection from Terrorism at Home	19	20	Local Crime & Public Safety
Right to Choose/Abortion	20	44	Food & Health
Right to a Minimum Wage	21	21	Worker/Employment Rights
Right of Liberty	22	27	Civil & Personal Liberties
Obesity	23	37	Food & Health
Deforestation and Habitat Destruction	24	13	Environmental Sustainability
Energy Prices	25	58	Societal Economic Well-Being

Issue	Rank		Category
	Current	2007	
Issues that were in 2007 top 25			
Industrial Pollution	30	5	Environmental Sustainability
Alternative Energy Generation	41	8	Environmental Sustainability
Climate Change	51	12	Environmental Sustainability
Protection of Children in the Labour Force	26	14	Worker/Employment Rights
Right to Retirement Benefits	38	16	Worker/Employment Rights
Right to Minimum Standard of Living	34	18	Rights to Basic Services
Global Terrorism	38	23	Global Security
Depletion of Energy/Resources	31	25	Environmental Sustainability

A similar effect is seen when we examine the bottom 25 issues. Table 3 presents the issue details while Figure 25 shows the overall change by category. Issues of societal social well-being – immigration, public transportation, and inflation – rose out of the bottom 25. The two categories dropping into the bottom 26 are environmental sustainability and societal economic well-being.



Again what is in the general preference categories of issues given in section 3 appears here but we see much more detail of what drives this effect. Commercial rights and minority rights issues dominate the bottom 25, as do global issues relating to social and economic well being; e.g., third world debt, population growth, income inequality and so on. Interestingly, we also see a number of labour issues that end up in the bottom of the list – the right to strike and the right to be in a labour union.

**Table 3: Bottom Sub-Issues of Salience to Australians**

Issue	Rank		Category
	Current	2007	
Personal Pollution	89	73	Environmental Sustainability
Ancillary Pollution	90	40	Environmental Sustainability
Global Criminal Syndicates	91	91	Global Security
Government Budget Deficit	92	96	Societal Economic Well-Being
Right to Engage in Cultural Practices	93	93	Minority Rights
Third World Debt	94	90	Global Economic Well-Being
Population Growth	95	100	Global Social Well-Being
Free Trade Policy	96	98	Global Economic Well-Being
Humane Farming	97	103	Animal Welfare
Right to Form/Join a Labour Union	98	79	Worker/Employment Rights
Right to Benefits of Last Resort	99	87	Rights to Basic Services
Balance of Payments/Trade Deficits	100	95	Societal Economic Well-Being
Income Inequality	101	99	Global Social Well-Being
Physical property rights	102	106	Commercial Rights
Right to Cultural Expression in Public	103	105	Minority Rights
Protection Against Over-Hunting/Fishing	104	104	Animal Welfare
Unilateral Military Action	105	97	Global Security
Right to Speak a Foreign Language	106	107	Minority Rights
Freedom from Animal Testing	107	102	Animal Welfare
Right to Strike	108	94	Worker/Employment Rights
Freedom to start/own a business	109	109	Commercial Rights
Freedom to trade	110	111	Commercial Rights
Right of Secession/Separation	111	108	Minority Rights
Intellectual property rights	112	110	Commercial Rights
Right of commercial domain	113	112	Commercial Rights
Issues that were in 2007 bottom 25			
Immigration	87	101	Societal Social Well-Being
Public Transport	83	92	Societal Social Well-Being
Inflation	75	89	Societal Social Well-Being

But what is perhaps most dramatic when one examines this information is the degree to which environmental issues have dropped off the Australian population's radar. Given the seeming importance of this issue, we conclude this section with an overview of what appears to be occurring in this category.

### A shift in Australians' interest in environmental sustainability

Between our first investigation in 2007 and today, environmental concerns in general declined significantly. In 2007, Australians rated environmental sustainability as the third highest category of issues, just below crime and public safety, and rights to basic services. Environmental issues were mainstream, involving not just environmental or self-proclaimed 'green', single-issue CSOs and political groups, but also involving people and organisations representing social, political and economic interests. By 2011 this appears to have changed.

As Table 2 reveals, in 2007 we find that more than half of the specific sustainability issues show up in the 'top 25' concerns of Australians. This included concerns about industrial pollution (5<sup>th</sup>) and alternative energy generation (8<sup>th</sup>), followed closely by the related and topical issues of climate change (12<sup>th</sup>), and deforestation and habitat destruction (13<sup>th</sup>). Depletion of energy resources (25<sup>th</sup>) rounded out the 25 most salient issues. Also, in 2007 no environmental issue found its way into the bottom 25 concerns of the Australian population.

When we look at the placement of environmental concerns in what matters today, the changes are revelatory. Only one issue remains in the top 25 concerns, deforestation and habitat destruction at 24<sup>th</sup>. Two issues move to the bottom 25 concerns, individual household pollution (to 89<sup>th</sup> from 73<sup>rd</sup>) and ancillary pollution from unspecified activities (to 90<sup>th</sup> from 40<sup>th</sup>). Those environmental issues that appeared salient to the population in 2007 all decline dramatically. Industrial pollution fell from 5<sup>th</sup> to 30<sup>th</sup>, alternative energy generation fell from 8<sup>th</sup> to 41<sup>st</sup>, climate change plummeted from 12<sup>th</sup> to 51<sup>st</sup>, and depletion of energy resources slumped from 25<sup>th</sup> to 31<sup>st</sup>. Overall this reveals a startling decline in the Australian population's concerns about environmental sustainability.

We can compare Australians' concerns for environmental issues with countries with similar population demographics and broadly similar societies, political systems and economies. Data collected from Germany, the United Kingdom and the United States shows that environmental sustainability is not salient for these populations either. The only sub issue to turn up in the 'top 25' across developed countries is deforestation and habitat destruction. Its highest rank arises in Germany (where it is ranked 22<sup>nd</sup>), a position not markedly different than that seen in Australia or the UK (where it is ranked 25<sup>th</sup>). The US is considerably less environmentally conscious. There are no environmental sustainability sub-issues in the US 'top 25' at all. The bottom 25 sub-issues for all four countries contain personal pollution, and both Australians and Germans also include ancillary pollution. The rest of the environmental sub-issues clump in the middle of the 113 issues, and people are effectively indifferent to them.

An initial reaction to the decline in the salience of environmental issues is to attribute it to the intervening global economic crisis. If this were the case, we would expect to see environmental issues replaced by economic concerns in

trade-offs between social, political and environmental concerns. Although concerns about the cost of daily living rise to 3<sup>rd</sup>, this was a salient concern already, and was a 'top ten' issue. The concerns that become more salient as the environmental issues fall cover a range of social issues, including food and health and civil liberties. What we see in our data is not that environmental concerns are being pushed down, but that they are simply falling. Environmental issues have been overwhelmed by other mundane concerns that remain proximate to the general population in the conduct of their lives.

As environmental issues entered mainstream debate in 2007, they changed from being ideological concerns to having potential for actual impact on power structures and economic forces. This was a time of euphoria for those supporting environmental causes. Environmental activists issued strong calls to action, to both governments and the population at large, that environmental issues were critical to our well-being. The salience of environment issues at that time would confirm that those issues did rate highly when Australians considered what mattered out of a range of social, economic and political concerns. However, on moving to the mainstream, environmental concerns have inevitably become subject to greater scrutiny, and debate about the environment opened to participation from the full range of social, economic and political interests. It is possible that 2007 was nothing more than an aberration when the debate about environmental sustainability became a matter of ordinary, everyday concern. What we see now in Australia and across Western countries is likely closer to a long-term trend in the value of environmental matters to the general population.

The data demonstrates that Australians regard environmental issues within a mix of issues of varying importance and proximity, and that environmental sustainability cannot be salient for long in grassroots support as a standalone issue. Anyone seeking to build political support for an environmental cause should therefore not rely on what they built in 2007 by way of position or followers for any future platform of support on environmental issues.



## 6. The Overall Picture: A Conservative Society

The results in this report provide a short overview of a complex and intriguing inquiry into the salience of key social, economic and political issues to members of Australian society. In creating this report our goal was to provide a less stereotyped and more nuanced assessment and one that was less likely to be influenced by the way in which individuals respond to simple opinion polls.

What we see in these results is a picture of a relatively conservative society concerned with local issues that influence its members' daily lives. Although issues of global concern dominate the popular press, there is no indication that they resonate sufficiently to remove the salience of key, local, economic and social concerns.

That said, it is not the case that Australian society is conservative in the most extreme characterisation of that stereotype. Australians are deeply concerned with the impact of local social issues, and give a high degree of salience to issues of health, equality of opportunities, civil liberties and access to specific types of basic services. Where the more conservative aspect of the Australian population is seen, is in the downplaying of issues that would be more 'social democratic' – i.e., extreme workplace and employment rights, social subsidies and the protection of minority rights. Equally, Australian conservatism does not reveal a preference for corporatism or commercial rights. Indeed, the areas of least salience are those associated with commercial rights.

When we examine our results over time, we find two interesting facts. First, there is a remarkable degree of stability in our findings. Although specific issues move up and down a bit here and there, the overall picture of Australian society is not that different today than it was in 2007. This is interesting given some of the momentous economic, political and social events of the last few years. However, it does reveal that there is a common denominator that drives most social, economic and political preferences that CSOs, policy makers and political parties would be foolish to ignore.

Where we see a big change, however, is in the importance of environmental sustainability. This one issue is the exception that proves the rule. In 2007 it was the only 'global' issue to be rated highly salient. Today, it appears to have dropped down in people's minds to where it sits as a relevant but middling issue of local and global importance. What we do not know is whether or not 2007 was an aberration and our results today reveal more 'normal' preferences, or whether 'eco-fatigue' is setting in. What our results do reveal is that the decline in importance of environmental concerns is very general across all environmental issues and that these issues are effectively declining rather than other issues becoming more important and hence displacing the environmental concerns.

For a more societal perspective, our results show that while Australia is a caring society, this is heavily influenced by religion. The strongest aspects of

giving and volunteering are related not so much to the link between the cause and the preferences of the people involved with the cause, but with the link between the organisation and the individual. This arises most clearly in the case of an individual's religiosity and the religious affiliation of the CSOs with which they become involved. This is potentially disheartening to many CSOs where there is a belief that it is the cause that matters to the individual donating or volunteering. The main finding is that this is probably something of a myth.

Finally, there is a desire at times to want to characterise individuals based upon their demographics or life circumstances. We find that this is not reliable in trying to understand an individual's social, economic and political preferences. Indeed, with our methodology we see that there are not many ways of discriminating amongst individuals based on such obvious factors as gender, income, education and so on. What seems to matter is something more deeply embedded in the individual that shows up in other ways – such as in their religiosity, political orientation, or general personality (as measured in our case by Machiavellianism).

This report was an overview only and much more can be gleaned by attempting to understand not just the findings here but from the results from the other countries where this investigation is operating. However, this simple summary aims to provide a provocative look at our society in a new way that will be useful.

## Appendix 1: Categories and Sub-Category Items in the Social, Political and Economic Values Inventory

The inventory includes 16 categories of issues that individually contain up to 12 sub-category issue items. The total number of sub-category issue items is 113. The categories and items were extensively pre-tested and meant to be inclusive of major issues that would be relevant across a range of countries based on their economic and social development. Hence, it is expected that specific items would not necessarily be relevant for individuals in all countries. However, they are included so as to make cross-cultural comparisons meaningful.

- **Civil and Personal Liberties**—includes issues associated with individual rights and freedom. These include:
  - Right to Life
  - Right of Free Speech/Opinion/Expression (inc. freedom of the press)
  - Right of Association (freedom of assembly and association)
  - Right of Liberty (freedom from arrest or detention except under authority of law)
  - Right to Vote in Free and Fair Elections
  - Right to Religious Freedom (freedom of thought, conscience and religion)
  - Right of Freedom from Harm and from Cruel, Inhumane or Degrading Punishments
  - Legal Rights (the right to a fair trial by a competent and independent court)
  - Right to a Nationality (and not have it removed arbitrarily)
  - Right of Identity (e.g., the right to have a legal 'existence')
  - Freedom of Movement within and across Borders
  - Marital Rights (equal rights between married couples and the right to choose one's spouse)
- **Equality of Opportunities**—consists of freedom from discrimination based on a variety of criteria such as:
  - Gender
  - Age (both young and old)
  - Sexual Orientation
  - Marital Status
  - Disabilities
  - Racial/Ethnic Background
  - Religion
- **Commercial Rights**—focuses on issues associated with commerce and ownership and includes:
  - Physical Property Rights (freedom to enjoy lawfully acquired property)
  - Intellectual Property Rights (right of ownership of creation of labour; e.g., materials created, etc.)
  - Freedom to Trade (right to make contracts between entities)
  - Right of Commercial Domain (right to locate business operations in country of your choosing)
  - Freedom to Start/Own a Business
- **Worker/Employment Rights**—includes those rights and freedoms of workers exclusive of those covered by normal commercial rights. These include:
  - Freedom to Engage in a Trade, Profession or Occupation
  - Right to Form/Join a Labour Union, ie the right of collective bargaining
  - Right to Strike, i.e., freedom to withdraw labour
  - Right to a Safe Work Environment e.g., OSHA
  - Right to Retirement at a Pre-specified Age

- Right to Retirement Benefits ie. safety guarantees to a pension
- Protection of Children in the Labour Force
- Right to a Minimum Wage
- Right to Out-of-Work Benefits
- **Rights to Basic Services**—addresses access to basic services and include the rights to:
  - Right to Minimum Standard of Living, e.g. clothing, housing
  - Right to Benefits of Last Resort, e.g., welfare, dole
  - Right of Access to Food
  - Right of Access to Healthcare, Medicines
  - Right of Access to Basic Education
- **Animal Welfare**—consists of issues dealing with the treatment of animals and preservation of animal species. It includes both rights of an individual animal and protection of a species.
  - Freedom from Animal Testing
  - Freedom from Animal Cruelty
  - Humane Farming
  - Protection of Endangered Species
  - Protection Against Over-Hunting/Fishing
- **Environmental Sustainability**—focuses on issues associated with the protection of the natural environment. It includes issues relating to:
  - Recycling of Materials, Use of Recycled Materials and Product Disposability
  - Industrial Pollution: air, water, soil
  - Ancillary Pollution; e.g., chemical runoff from farming, mining
  - Personal Pollution; e.g., automobile, wood burning, outdoor grills
  - Biodegradability of Materials and Products
  - Alternative Energy Generation; e.g., solar, wind, water
  - Climate Change
  - Loss of Biodiversity
  - Deforestation and Habitat Destruction
- **Minority Rights**—deals with rights and protection of minority groups within a society and include:
  - Right to Cultural Preservation
  - Right to Cultural Expression in Public
  - Right to Engage in Cultural Practices
  - Right of Secession/Separation
  - Right to Speak a Foreign Language
- **Local Crime and Public Safety**—relate to issues associated with local societal crime and safety and it contains:
  - Safety of Personal Property
  - Protection from Violent Crime
  - Freedom from Harassment
  - Protection from Terrorism at Home
  - Child Pornography & Sexual Exploitation
  - Human Slavery & People Smuggling
  - Protection from Bribery and Corruption
  - Right to Private Protection; Self Defense

- **Food and Health**—deals with major health issues that affect the society and include:
  - AIDS/HIV Infection
  - Obesity
  - Alcoholism and Drug Abuse
  - Teenage Pregnancy
  - Right to Choose/Abortion
  - Family Planning
  - Suicide
  - Mental Illness
  - Infant Mortality
  - Life Expectancy
  - Genetically Modified Foods
  - Clean Water and Sanitation
- **Individual Economic Well-Being**—focuses on economic issues that affect the individual and their family. These contain issues such as:
  - Cost of Daily Living (food, clothing and daily expenses)
  - Freedom from Arbitrary and Excessive Taxation
  - Housing Affordability
  - Interest Rates
  - Inflation
- **Societal Economic Well-Being**—involves economic issues at the country (societal) level that may affect the individual and their family, but do so less directly. Such issues include:
  - Economic Growth
  - Unemployment (general)
  - Poverty
  - Energy Prices
  - Stability of Currency
  - Government Budget Deficit
  - Balance of Payments/Trade Deficits
- **Societal Social Well-Being**—deals with social issues at the country (societal) level that may affect the individual and their family. These issues include:
  - Quality Schooling
  - Immigration
  - Public Transport (quality and investment)
  - Income Inequality
  - Youth Inactivity and Unemployment
  - Social Isolation (Esp adult & elderly)
- **Global Economic Well-Being**—focuses on economic issues at the global level that can affect the individual and society. It contains issues such as:
  - Population Growth
  - Free Trade Policy
  - Third World Debt
  - Depletion of Energy/Resources
  - Global Economic Growth
  - Stability of Financial System

- **Global Social Well-Being**—considers issues of social well-being at the global level, abstracting from the economic issues given earlier. It includes concerns about:
  - Income Inequality
  - Third-World Poverty
  - Population Growth
  - Diseases (epidemics)
  - Peace (freedom from conflicts)
- **Global Security**—includes issues associated with security at the global level and involves:
  - Religious Extremism
  - Global Terrorism
  - Nuclear and Biological Weapons Proliferation
  - Global Criminal Syndicates
  - Unilateral Military Action
  - Genocide/Ethnic Cleansing

## Appendix 2: Structure of the Best-Worst Task

Best-Worst tasks operate by determining a relative ordering of items for each individual. This is superior to both Likert-based scale methods (eg, responding on a 1-5 scale) and ranking methods but for different reasons.

In the case of Likert scales there are serious issues of what are known as response styles (how people use the scale) and common method problems. In the case of emotive social issues, like those studied here, individuals tend to rate everything as important, making their marginal preferences impossible to understand. When examining individuals across countries, there are potential problems with how individuals in different countries use the scales. In the case of ranking tasks, individuals are good at ranking extremes but cannot effectively distinguish between mid range items when the list becomes even moderately long. This is particularly relevant here, as there are many issues to be examined and we would expect individuals to differ considerably.

Best-Worst tasks reduce the burden on the respondent by having them: (a) examine only small sets of items in experimentally designed blocks and (b) asks them only to respond with the “best” (most important) and “worst” (least important) in the block. From this we are able to estimate both the relative importance of each item in the set of items considered as well as determining how sure the individual is about their assessment. In addition, this type of task reduces the common method and response style problems because, (1) all individuals are using exactly the same discrete choice measure (an item is either best or worst and this choice is the same for everyone) – hence the scale is the same for everyone – and (2) it is impossible to say everything is important since the task forces a trade-off. As will be noted below, we also account for when individuals don’t want to make a trade-off.

In the tasks here, individuals first examined the sixteen general categories. They then evaluated the sub-items within each category. Finally, they were asked to evaluate category sub-items against each other. The nature of the experimental approach allows us to determine the importance of the categories, the importance of sub-issues in a category, and the importance of sub-issues across categories.

The task asked individuals for three pieces of information when presented with a block of items:

- (1) Select the **one issue** among the four that is **least important to you in the conduct of your life**
- (2) Select the **one issue** that is **most important to you in the conduct of your life and**
- (3) Considering the group of issues, are **all, none or some of them** important in the sense that they materially matter to you in the conduct of your life. By this we mean that you give thought to all, some or none of the issues on a regular basis.

Below is an example of how the task looked to individuals when examining the 16 general categories and a screenshot of the actual task. For the 'within' and 'between' category queries, the structure of the task is the same but the block sizes would vary (below the block is a mixture of 4 of the 16 categories), as would the number of blocks individuals are asked to evaluate.

Question no.	Which issue matters LEAST to you?	Sets of issues for you to consider	Which issues matters MOST to you?	Are all, some or none of these "important"?
1	<input type="checkbox"/> Only one issue selected <input checked="" type="checkbox"/>	Minority Rights Food and Health Animal Welfare Global Security	<input type="checkbox"/> Only one issue selected <input checked="" type="checkbox"/>	<input type="checkbox"/> All <input checked="" type="checkbox"/> Some <input type="checkbox"/> None

#### Section A: Views on General Categories of Economic and Social Issues

All questions are required / Click issues to view explanation. You will not be able to proceed until all questions are answered.

Question No.	Which issue matters LEAST to you?	Sets of issues for you to consider	Which issues matters MOST to you?	Are all, some or none of these "important"?
1	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Equality of Opportunities Rights to Basic Services Minority Rights Global Economic Well-Being	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> All <input type="radio"/> Some <input type="radio"/> None
2	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Civil and Personal Liberties Rights to Basic Services Animal Welfare Environmental Sustainability	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> All <input type="radio"/> Some <input type="radio"/> None
3	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Rights to Basic Services Local Crime and Public Safety Societal Economic Well-Being Global Security	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> All <input type="radio"/> Some <input type="radio"/> None
4	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Worker/Employment Rights Rights to Basic Services Individual Economic Well-Being Global Social Well-Being	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> All <input type="radio"/> Some <input type="radio"/> None



## Appendix 3: Tabular Presentation of a Selection of the Data in the Report

**Table III.1** Basic Demographics

Gender (Male)	49%
Age (Mean)	46 Yrs
Income (Household)	\$71,212
Home Mortgage or Owned	61.74%
Single	20.69%
Married or Widowed	58.42%
Children (Number)	1.25
Citizen of Australia	90.20%

**Table III.2** Donating and Volunteering Activity

	Percent of People Donating	Average Amount Donated	Percent of People Volunteering
Health/Medical Institutes	36%	\$52.79	4%
Religious Organisations	27%	\$53.63	5%
Children's Health Care	24%	\$23.06	2%
Animal Welfare Organisations	21%	\$22.86	3%
Disabilities & Aged Care	18%	\$17.19	2%
Place of Worship	18%	\$132.97	11%
Homeless /Poverty Relief (Local)	17%	\$18.78	2%
Intl Medical Relief Organisations	13%	\$16.16	1%
Environmental Groups	12%	\$15.37	3%
Educational Institutions	10%	\$18.63	10%
Intl Poverty Relief Organisations	9%	\$23.92	1%
Children's Welfare Organisations (Non-Medical)	8%	\$13.05	2%
Human Rights Groups	7%	\$13.13	1%
Political Parties	3%	\$8.52	4%
Family Planning Groups	2%	\$2.64	0%
Civil Rights Organisations	2%	\$3.27	1%
Museums & Arts Organisations	2%	\$5.22	2%
General Philanthropy (Not covered elsewhere)	1%	\$2.32	1%
Voting Rights Groups	1%	\$2.69	2%

**Table III.3** Overall Category Importance

Category	2011	2007
Food and Health	72%	64%
Local Crime and Public Safety	67%	68%
Rights to Basic Services	65%	66%
Civil and Personal Liberties	60%	57%
Equality of Opportunities	57%	54%
Individual Economic Well-Being	56%	51%
Worker/Employment Rights	55%	58%
Environmental Sustainability	53%	64%
Societal Economic Well-Being	46%	43%
Global Security	46%	42%
Societal Social Well-Being	46%	43%
Global Economic Well-Being	45%	44%
Animal Welfare	41%	42%
Global Social Well-Being	38%	42%
Minority Rights	32%	31%
Commercial Rights	23%	22%

**Table III.4** Sub Category Issue Importance

Australia (Current)			Australia 2007		
Rank	Sub Category Issue	Importance	Rank	Sub Category Issue	Importance
1	Clean Water and Sanitation (Food & Health)	52.76%	2	Clean Water and Sanitation (Food & Health)	48.95%
2	Protection from Violent Crime (Crime & Public Safety)	49.57%	3	Protection from Violent Crime (Crime & Public Safety)	47.73%
3	Cost of Daily Living (Individual Economic Well-Being)	45.77%	9	Cost of Daily Living (Individual Economic Well-Being)	40.01%
4	Child Pornography & Sexual Exploitation (Crime & Public Safety)	45.64%	1	Child Pornography & Sexual Exploitation (Crime & Public Safety)	50.80%
5	Right of Access to Healthcare, Medicines (Rights to Basic Services)	44.62%	4	Right of Access to Healthcare, Medicines (Rights to Basic Services)	44.62%
6	Right of Access to Food (Rights to Basic Services)	44.14%	6	Right of Access to Food (Rights to Basic Services)	42.00%
7	Mental Illness (Food & Health)	43.56%	22	Mental Illness (Food & Health)	34.49%
8	Alcoholism and Drug Abuse (Food & Health)	41.52%	26	Alcoholism and Drug Abuse (Food & Health)	33.34%
9	Disabilities (Equality of Opportunity)	40.15%	15	Disabilities (Equality of Opportunity)	36.05%
10	Age: Elderly (Equality of Opportunity)	39.66%	11	Age: Youth and Elderly (Equality of Opportunity)	38.61%
11	Economic Growth (Societal Economic Well-Being)	39.37%	10	Economic Growth (Societal Economic Well-Being)	39.33%
12	Freedom from Harm (Civil Liberties)	38.34%	19	Freedom from Harm (Civil Liberties)	35.35%
13	Right to Life (Civil Liberties)	37.64%	29	Right to Life (Civil Liberties)	32.51%
14	Right to a Safe Work Environment (Worker/Employment Rights)	37.38%	7	Right to a Safe Work Environment (Worker/Employment Rights)	41.89%
15	Suicide (Food & Health)	37.38%	38	Suicide (Food & Health)	30.30%
16	Right of Free Speech (Civil Liberties)	36.50%	31	Right of Free Speech (Civil Liberties)	31.37%
17	Infant Mortality (Food & Health)	36.47%	24	Infant Mortality (Food & Health)	33.57%
18	Legal Rights (Civil Liberties)	34.68%	17	Legal Rights (Civil Liberties)	35.72%
19	Protection from Terrorism at Home (Crime & Public Safety)	34.56%	20	Protection from Terrorism at Home (Crime & Public Safety)	34.81%
20	Right to Choose/Abortion (Food & Health)	34.38%	44	Right to Choose/Abortion (Food & Health)	27.79%
21	Right to a Minimum Wage (Worker/Employment Rights)	34.11%	21	Right to a Minimum Wage (Worker/Employment Rights)	34.54%
22	Right of Liberty (Civil Liberties)	34.03%	27	Right of Liberty (Civil Liberties)	33.08%
23	Obesity (Food & Health)	33.66%	37	Obesity (Food & Health)	30.41%

Australia (Current)			Australia 2007		
Rank	Sub Category Issue	Importance	Rank	Sub Category Issue	Importance
24	Deforestation and Habitat Destruction (Environmental Sustainability)	33.54%	13	Deforestation and Habitat Destruction (Environmental Sustainability)	38.48%
25	Energy Prices (Societal Economic Well-Being)	33.51%	58	Energy Prices (Societal Economic Well-Being)	24.14%
26	Protection of Children in the Labour Force (Worker/Employment Rights)	33.45%	14	Protection of Children in the Labour Force (Worker/Employment Rights)	37.23%
27	Life Expectancy (Food & Health)	33.38%	50	Life Expectancy (Food & Health)	25.47%
28	Safety of Personal Property	32.48%	41	Safety of Personal Property	29.83%
29	AIDS/HIV Infection (Food & Health)	32.19%	33	AIDS/HIV Infection (Food & Health)	30.67%
30	Industrial Pollution (Environmental Sustainability)	32.16%	5	Industrial Pollution (Environmental Sustainability)	42.15%
31	Depletion of Energy/Resources (Global Economic Well-Being)	32.05%	25	Depletion of Energy/Resources (Global Economic Well-Being)	33.38%
32	Human Slavery & People Smuggling (Crime & Public Safety)	31.81%	28	Human Slavery & People Smuggling (Crime & Public Safety)	32.56%
33	Age: Youth (Equality of Opportunity)	31.22%	18	Right to Minimum Standard of Living (Rights to Basic Services)	35.70%
34	Right to Minimum Standard of Living (Rights to Basic Services)	31.07%	54	Racial/Ethnic Background (Equality of Opportunity)	24.46%
35	Racial/Ethnic Background (Equality of Opportunity)	31.02%	32	Right of Identity (Civil Liberties)	30.99%
36	Right of Identity (Civil Liberties)	30.79%	23	Global Terrorism (Global Security)	34.03%
37	Global Terrorism (Global Security)	30.31%	16	Right to Retirement Benefits (Worker/Employment Rights)	35.74%
38	Right to Retirement Benefits (Worker/Employment Rights)	30.07%	34	Poverty (Societal Economic Well-Being)	30.62%
39	Poverty (Societal Economic Well-Being)	29.91%	57	Stability of Financial System (Global Economic Well-Being)	24.15%
40	Stability of Financial System (Global Economic Well-Being)	29.60%	8	Alternative Energy Generation (Environmental Sustainability)	41.21%
41	Alternative Energy generation (Environmental Sustainability)	29.46%	48	Quality Schooling (Societal Social Well-Being)	26.60%

Australia (Current)			Australia 2007		
Rank	Sub Category Issue	Importance	Rank	Sub Category Issue	Importance
42	Quality Schooling (Societal Social Well-Being)	29.19%	34	Recycling of Materials (Environmental Sustainability)	30.62%
43	Recycling of Materials (Environmental Sustainability)	27.99%	61	Family Planning (Food & Health)	23.35%
44	Family Planning (Food & Health)	27.97%	55	Teenage Pregnancy (Food & Health)	24.29%
45	Teenage Pregnancy (Food & Health)	27.78%	46	Gender (Equality of Opportunity)	27.25%
46	Gender (Equality of Opportunity)	27.37%	30	Right to Private Protection (Crime & Public Safety)	32.15%
47	Right to Private Protection (Crime & Public Safety)	26.40%	45	Freedom to Engage in a Trade, Profession or Occupation (Worker/Employment Rights)	27.75%
48	Freedom to Engage in a Trade, Profession or Occupation (Worker/Employment Rights)	26.19%	47	Right of Access to Basic Education (Rights to Basic Services)	26.64%
49	Right of Access to Basic Education (Rights to Basic Services)	25.92%	65	Freedom from Harassment (Crime & Public Safety)	22.74%
50	Freedom from Harassment (Crime & Public Safety)	25.86%	12	Climate Change (Environmental Sustainability)	38.56%
51	Climate Change (Environmental Sustainability)	25.45%	85	Interest Rates (Individual Economic Well-Being)	18.09%
52	Interest Rates (Individual Economic Well-Being)	25.35%	69	Genetically Modified Foods (Food & Health)	21.88%
53	Genetically Modified Foods (Food & Health)	25.19%	53	Unemployment (Societal Economic Well-Being)	24.64%
54	Unemployment (Societal Economic Well-Being)	25.03%	56	Religious Extremism (Global Security)	24.19%
55	Religious Extremism (Global Security)	24.69%	49	Marital Status (Equality of Opportunity)	25.60%
56	Marital Status (Equality of Opportunity)	24.67%	76	Freedom of Movement (Civil Liberties)	19.70%
57	Freedom of Movement (Civil Liberties)	24.52%	59	Right to a Nationality (Civil Liberties)	23.56%
58	Right to a Nationality (Civil Liberties)	24.52%	43	Right to Vote (Civil Liberties)	27.88%
59	Right to Vote (Civil Liberties)	24.52%	36	Peace (Freedom from Conflict) (Global Social Well-Being)	30.51%
60	Peace (Freedom from Conflict) (Global Social Well-Being)	24.05%	71	Right to Religious Freedom (Civil Liberties)	21.48%
61	Right to Religious Freedom (Civil Liberties)	24.02%	52	Genocide/Ethnic Cleansing (Global Security)	24.71%

Australia (Current)			Australia 2007		
Rank	Sub Category Issue	Importance	Rank	Sub Category Issue	Importance
62	Genocide/Ethnic Cleansing (Global Security)	23.96%	63	Freedom from Arbitrary and Excessive Taxation (Individual Economic Well-Being)	22.93%
63	Freedom from Arbitrary and Excessive Taxation (Individual Economic Well-Being)	23.47%	70	Biodegradability of Materials and Products (Environmental Sustainability)	21.65%
64	Biodegradability of Materials and Products (Environmental Sustainability)	23.32%	39	Nuclear and Biological Weapons Proliferation (Global Security)	30.26%
65	Nuclear and Biological Weapons Proliferation (Global Security)	23.09%	64	Youth Inactivity and Unemployment (Societal Social Well-Being)	22.78%
66	Youth Inactivity and Unemployment (Societal Social Well-Being)	23.09%	81	Population Growth (Global Economic Well-Being)	19.07%
67	Population Growth (Global Economic Well-Being)	22.86%	80	Sexual Orientation (Equality of Opportunity)	19.09%
68	Sexual Orientation (Equality of Opportunity)	22.56%	66	Housing Affordability (Individual Economic Well-Being)	22.47%
69	Housing Affordability (Individual Economic Well-Being)	22.52%	60	Right to Out-of-Work Benefits (Worker/Employment Rights)	23.39%
70	Right to Out-of-Work Benefits (Worker/Employment Rights)	22.51%	42	Marital Rights (Civil Liberties)	28.21%
71	Marital Rights (Civil Liberties)	22.10%	62	Freedom from Animal Cruelty (Animal Welfare)	23.12%
72	Freedom from Animal Cruelty (Animal Welfare)	22.08%	72	Protection from Bribery and Corruption (Crime & Public Safety)	21.18%
73	Protection from Bribery and Corruption (Crime & Public Safety)	22.03%	74	Loss of Biodiversity (Environmental Sustainability)	20.44%
74	Loss of Biodiversity (Environmental Sustainability)	21.91%	89	Inflation (Individual Economic Well-Being)	15.50%
75	Inflation (Individual Economic Well-Being)	21.90%	78	Right to Retirement at a Pre-specified Age (Worker/Employment Rights)	19.59%
76	Right to Retirement at a Pre-specified Age (Worker/Employment Rights)	21.74%	76	Right of Association (Civil Liberties)	19.70%
77	Right of Association (Civil Liberties)	21.65%	99	Income Inequality (Societal Social Well-Being)	12.54%
78	Income Inequality (Societal Social Well-Being)	21.59%	51	Diseases & Epidemics (Global Social Well-Being)	24.72%

Australia (Current)			Australia 2007		
Rank	Sub Category Issue	Importance	Rank	Sub Category Issue	Importance
79	Diseases & Epidemics (Global Social Well-Being)	21.52%	84	Global Economic Growth (Global Economic Well-Being)	18.49%
80	Global Economic Growth (Global Economic Well-Being)	20.78%	82	Religion (Equality of Opportunity)	18.91%
81	Religion (Equality of Opportunity)	19.66%	83	Protection of Endangered Species (Animal Welfare)	18.87%
82	Protection of Endangered Species (Animal Welfare)	19.50%	92	Public Transport (Societal Social Well-Being)	14.40%
83	Public Transport (Societal Social Well-Being)	18.63%	67	Social Isolation (Societal Social Well-Being)	22.43%
84	Social Isolation (Societal Social Well-Being)	18.23%	68	Third-World Poverty (Global Social Well-Being)	22.41%
85	Third-World Poverty (Global Social Well-Being)	17.55%	75	Stability of Currency (Societal Economic Well-Being)	20.23%
86	Stability of Currency (Societal Economic Well-Being)	17.40%	101	Immigration (Societal Social Well-Being)	12.44%
87	Immigration (Societal Social Well-Being)	17.10%	88	Right to Cultural Preservation (Minority Rights)	15.86%
88	Right to Cultural Preservation (Minority Rights)	16.00%	73	Personal Pollution (Environmental Sustainability)	20.47%
89	Personal Pollution (Environmental Sustainability)	15.01%	40	Ancillary Pollution (Environmental Sustainability)	29.98%
90	Ancillary Pollution (Environmental Sustainability)	14.90%	91	Global Criminal Syndicates (Global Security)	14.75%
91	Global Criminal Syndicates (Global Security)	14.72%	96	Government Budget Deficit (Societal Economic Well-Being)	13.39%
92	Government Budget Deficit (Societal Economic Well-Being)	14.50%	93	Right to Engage in Cultural Practices (Minority Rights)	13.86%
93	Right to Engage in Cultural Practices (Minority Rights)	14.36%	90	Third World Debt (Global Economic Well-Being)	14.81%
94	Third World Debt (Global Economic Well-Being)	14.18%	100	Population Growth (Global Social Well-Being)	12.48%
95	Population Growth (Global Social Well-Being)	13.93%	98	Free Trade Policy (Global Economic Well-Being)	12.58%
96	Free Trade Policy (Global Economic Well-Being)	13.71%	103	Humane Farming (Animal Welfare)	10.96%
97	Humane Farming (Animal Welfare)	13.18%	79	Right to Form/Join a Labour Union (Worker/Employment Rights)	19.47%
98	Right to Form/Join a Labour Union (Worker/Employment Rights)	12.87%	87	Right to Benefits of Last Resort (Rights to Basic Services)	17.08%
99	Right to Benefits of Last Resort (Rights to Basic Services)	12.84%	95	Balance of Payments/Trade Deficits (Societal Economic Well-Being)	13.66%

Australia (Current)			Australia 2007		
Rank	Sub Category Issue	Importance	Rank	Sub Category Issue	Importance
100	Balance of Payments/Trade Deficits (Societal Economic Well-Being)	12.50%	86	Income Inequality (Global Social Well-Being)	17.99%
101	Income Inequality (Global Social Well-Being)	11.58%	106	Physical Property Rights (Commercial Rights)	9.30%
102	Physical Property Rights (Commercial Rights)	11.06%	105	Right to Cultural Expression in Public (Minority Rights)	10.62%
103	Right to Cultural Expression in Public (Minority Rights)	10.91%	104	Protection Against Over-Hunting/Fishing (Animal Welfare)	10.68%
104	Protection Against Over-Hunting/Fishing (Animal Welfare)	10.79%	97	Unilateral Military Action (Global Security)	13.10%
105	Unilateral Military Action (Global Security)	10.79%	107	Right to Speak a Foreign Language (Minority Rights)	7.84%
106	Right to Speak a Foreign Language (Minority Rights)	10.20%	102	Freedom from Animal Testing (Animal Welfare)	11.67%
107	Freedom from Animal Testing (Animal Welfare)	10.15%	94	Right to Strike (Worker/Employment Rights)	13.78%
108	Right to Strike (Worker/Employment Rights)	9.34%	109	Freedom to Start/Own a Business (Commercial Rights)	7.13%
109	Freedom to Start/Own a Business (Commercial Rights)	7.58%	111	Freedom to Trade (Commercial Rights)	5.94%
110	Freedom to Trade (Commercial Rights)	7.36%	108	Right of Secession/Separation (Minority Rights)	7.62%
111	Right of Secession/Separation (Minority Rights)	6.88%	110	Intellectual Property Rights (Commercial Rights)	6.52%
112	Intellectual Property Rights (Commercial Rights)	6.75%	112	Right of Commercial Domain (Commercial Rights)	3.25%
113	Right of Commercial Domain (Commercial Rights)	3.48%			