# Ethical Approval

Since the author, Dr Maria Vassos, is affiliated with the University of Queensland, ethical approval to conduct this project was received from the Human Research Ethics Committee of the University (2017: Approval Number 2017000973; 2018 Approval Number 2018002216).

# Participant Recruitment

**Pureprofile** (a global consumer insights and technology company) was the research provider for this project. Pureprofile advertised the project to their online research panels across Australia.

For the first wave of data collection, participant recruitment commenced on August 31, 2017 and ceased when at least 1000 people had participated (September 6, 2017). For the second wave, participant recruitment commenced on December 7, 2018 and ceased when at least 1000 people had participated (December 11, 2018).

To ensure that the participant sample obtained was **representative** of the Australian population for gender, age and state of residence, an **advertising algorithm** was used to target advertisement to certain demographic subgroups at specific times. For example, if females were more inclined to participate, advertisement was then targeted towards males to ensure an equal proportion of males and females in the sample.

- Obtaining a large, nationally representative sample was a **key goal** of this project given that previous research has typically sampled the general public via convenience sampling methods, focusing on local and/or regional geographic locations.

For each wave of data collection, each participant received a **small monetary payment** from Pureprofile for their participation. In addition, participants could also enter a **prize draw** to win one of four $100 gift cards from a major department store in Australia. This prize draw was offered and administered by Endeavour Foundation.

# Participants

Table 1 on the next page summarises the *gender*, *age* and *state of residence* sample proportions for the first and second wave participant samples, and the Australian population proportions used by Pureprofile in their advertising algorithm. These proportions are based on Australian Bureau of Statistics (ABS) population estimates in 2017.

- Both samples were **representative** of the Australian population for gender, age and state of residence. Males and females were equally represented, with most participants indicating that they reside in New South Wales, Victoria and Queensland. Relatively equal proportions were noted in all age groups, excluding the over 65-year old group.

**Table 1: Sample Demographics (Gender, State, Age)**

| Demographic | First Wave % Sample | Second Wave % Sample | % Australian Population |
|---|---|---|---|
| **Gender** | | | |
| Males | 48.3 | 48.0 | 49.3 |
| Females | 51.7 | 52.0 | 50.7 |
| **State of Residence** | | | |
| NSW | 31.2 | 31.7 | 31.9 |
| VIC | 24.4 | 25.6 | 25.6 |
| QLD | 20.8 | 19.7 | 20.0 |
| SA | 7.1 | 6.8 | 7.0 |
| WA | 10.2 | 10.8 | 10.5 |
| ACT | 2.8 | 2.1 | 1.6 |
| TAS | 2.2 | 2.0 | 2.1 |
| NT | 1.4 | 1.3 | 1.0 |

| Age (years) | | | |
|---|---|---|---|
| 18 to 24 | 11.0 | 10.8 | 11.7 |
| 25 to 29 | 10.3 | 8.1 | 9.1 |
| 30 to 34 | 10.1 | 12.2 | 9.3 |
| 35 to 39 | 8.7 | 10.4 | 8.5 |
| 40 to 44 | 8.4 | 7.0 | 8.7 |
| 45 to 49 | 7.7 | 9.1 | 8.6 |
| 50 to 54 | 7.0 | 8.2 | 8.3 |
| 55 to 59 | 8.3 | 8.6 | 7.9 |
| 60 to 64 | 7.1 | 6.3 | 7.1 |
| 65 and over | 20.3 | 19.4 | 20.2 |

## Questionnaire

For both waves of data collection, participants completed an online questionnaire which took between **5 to 10 minutes** to complete. The questionnaire was compiled in consultation with several Endeavour Foundation staff members, and the *Qualtrics* online questionnaire platform was used to create the questionnaire. Pureprofile embedded the questionnaire into their existing online questionnaire distribution system, which allowed them to advertise/distribute the questionnaire for participant recruitment purposes.

For further information about the research please email Kirrily Boulton, k.boulton@endeavour.com.au