



The Australian Election Study 1987-2013

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Unbroken Time Series

- Currently 50 or so countries have a national election study
- But only eight have a longer continuous history than the AES:

—Britain	(from 1963)
—Canada	(from 1965)
—Denmark	(from 1971)
—Germany	(from 1969)
—Netherlands	(from 1967)
—Sweden	(from 1956)
—United States	(from 1948)

Early Election Studies in Australia 1967-79

- 1967: personal interview, n=2,054.
Response rate 80.5%
- 1969: personal interview, mainly 1967-69 panel, n=1,873.
Response rate 77.6%
- 1979: personal interview, n=2,016.
Response rate 82.0%

Australian Election Study, 1987-2013

	Total sample	Moved/gone away	Refusals/ non-responses	Valid responses	Effective response (%)
1987	3,061	156	1,080	1,825	62.8
1990	3,606	125	1,461	2,020	58.0
1993	4,950	137	1,790	3,023	62.8
1996	3,000	95	1,110	1,795	61.8
1998	3,502	215	1,391	1,896	57.7
2001	4,000	369	1,621	2,010	55.4
2004	4,250	275	2,206	1,769	44.5
2007	5,000	337	2,790	1,873	40.2
2010	5,200	282	2,714	2,061	41.9
2013	12,200	522	7,723	3,955	33.9

The response rate is estimated as: valid responses/(total sample–moved or gone away). The 2010 response rate is the figure for the initial self-completion sample.

Australian Election Study Themes

- > 1987: The economy
- > 1990: The environment and environmentalism
- > 1993: Political culture
- > 1996: National identity and citizenship
- > 1998: Constitution, rights and minorities
- > 1999: Constitutional referendum
- > 2001: Challenges to governance
- > 2004: The decline of political parties
- > 2007: Democracy and representation
- > 2010: The dynamics of political choice.
- > 2013: Volatility and electoral change

Australian Candidate Study, 1987-2013

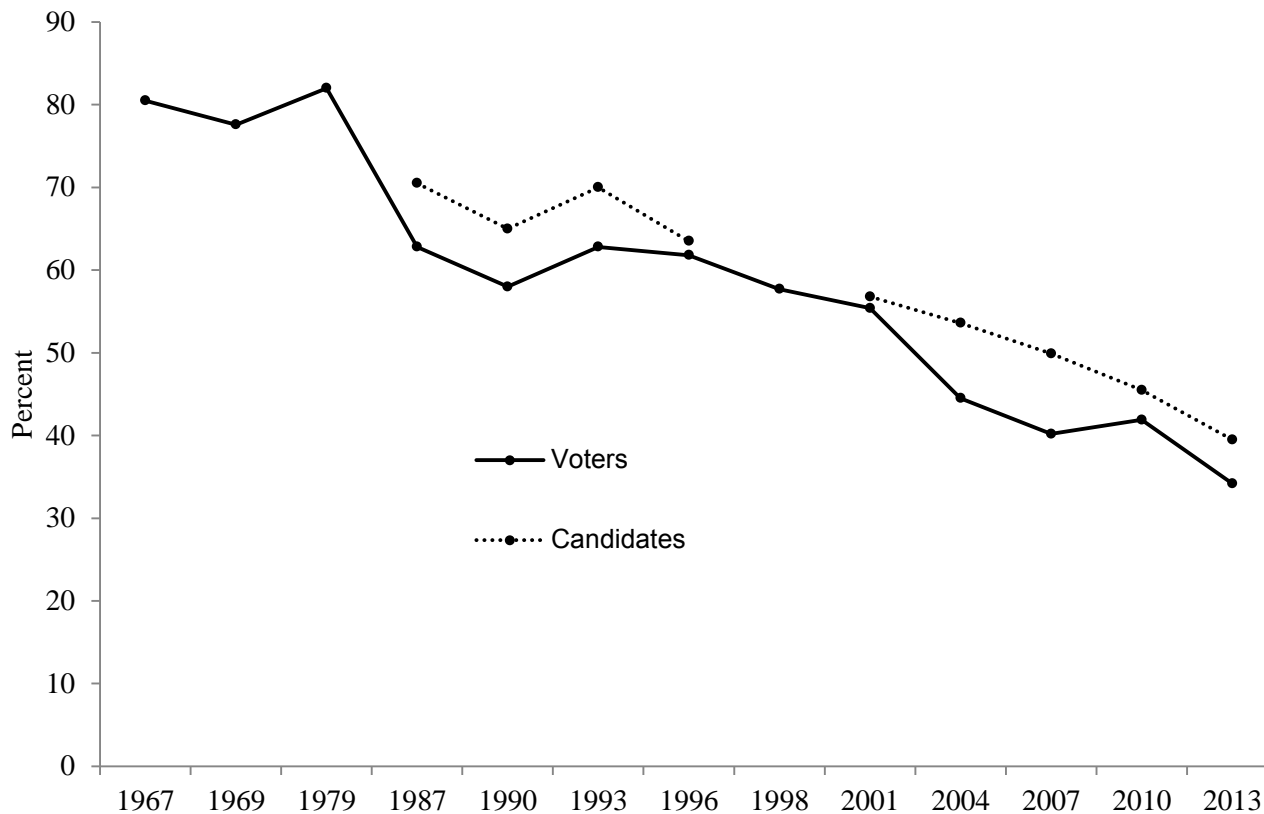
	Election candidates			Australian Candidate Study			
	House of Representatives	Senate	Total		Total	Valid responses	Effective response (%)
1987	613	255	868		868	612	70.5
1990	782	223	1,005		631	410	65.0
1993	943	266	1,209		593	415	70.0
1996	908	255	1,163		672	427	63.5
2001	1,039	285	1,324		840	477	56.8
2004	1,091	330	1,421		998	535	53.6
2007	1,054	367	1,421		952	470	49.9
2010	849	349	1,198		543	247	45.5
2013	1,188	529	1,717		556	192	34.5

The 1987 election was a double dissolution election for the Senate. Other elections are half-Senate. The response rate is estimated as valid responses/total contacted.

AES Methodology

- National, post-election self-completion survey
- Sample drawn randomly from electoral register
- 2010 and 2013 online option added
- Data publicly available as unit record file
- Online analysis facility also available
- Highly cost efficient, comparative costs per interview (\approx USD):
 - AES (2013) \$60
 - BES (2010) \$300
 - ANES (2012, internet) \$270
 - ANES (2012, face to face) \$2,100

Response Rate Trends, Voters and Candidates



The 2013 Australian Election Study

- Combines two project grants:
 - 2013 Australian Election Study: Volatility and Social Change*
(PIs Clive Bean, Ian McAllister, Juliet Pietsch, Rachel Gibson)
 - Political Participation and Electoral Representation Among First and Second Generation Immigrants to Australia*
(PIs Ian McAllister, Toni Makkai, Juliet Pietsch)
- N of respondents 3,955
- Mean respondents per electorate 26 (range 12 to 42)

Future Issues

- Survey methodology (mail vs online etc):
- Arresting response rate decline
- Feasibility of the candidates survey
- Cost considerations (mail still low cost \approx \$60 per interview)