

Community Attitudes and Awareness survey: Child poverty in Australia and its Educational Impacts

Conducted by Essential Research on behalf of The Smith Family

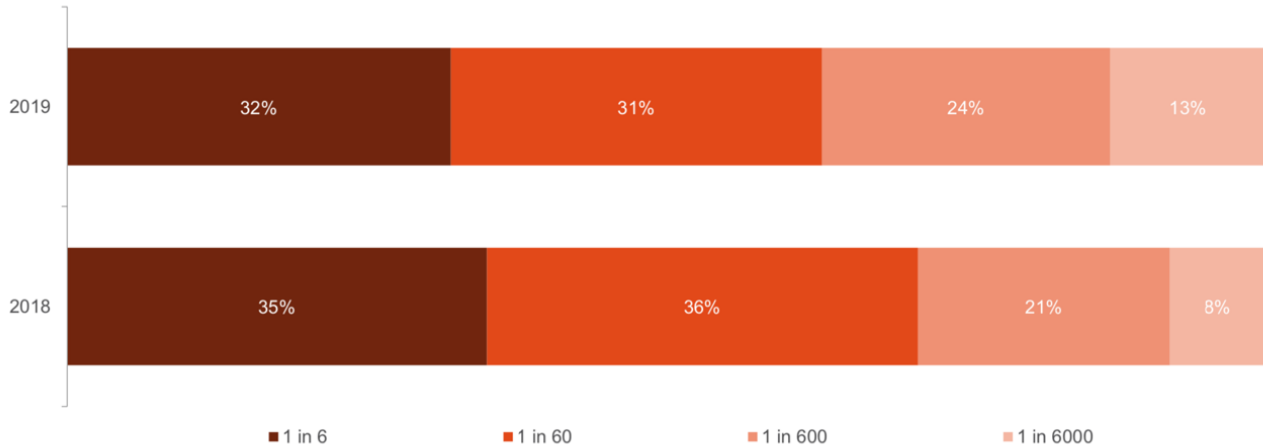


everyone's family

Strictly embargoed until 12.01am 21 January 2020

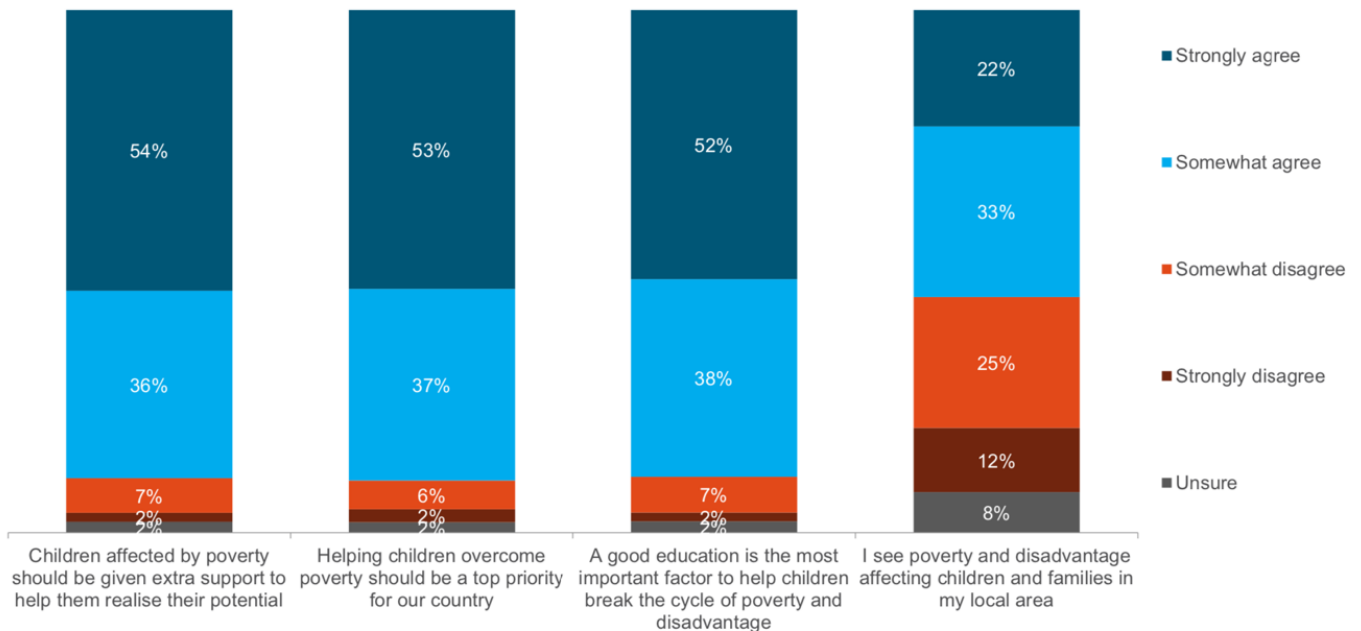
Poverty rate for children

Q: As far as you know, about how many Australian children are living in poverty?



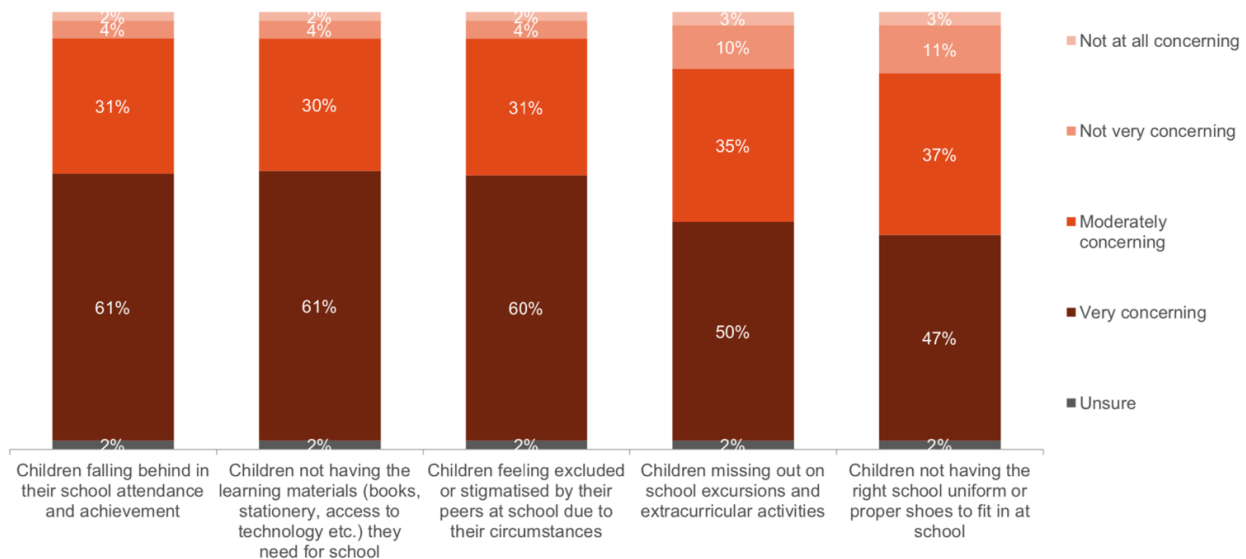
Attitudes towards child poverty

Q: To what extent do you agree or disagree with the following statements about children living in poverty Australia?



Level of concern for poverty's impact on education

Q: There are many ways that poverty can affect a child's education. How concerning to you are each of the following educational impacts for children living in poverty in Australia?



Key Insights

1. A third of Australians are aware that 1 in 6 children are living in poverty
 - 32% of participants correctly selected 1 in 6 as the proportion of children living in poverty, while another 31% thought the rate was 1 in 6.
 - There is no difference to the proportion of respondents selecting the correct answer from last year, when 35% selected 1 in 6.
2. 90% of Australians agree that helping children overcome poverty should be a top priority, they should be given extra support and that good education is key to breaking the cycle
 - 90% of Australians agree (strongly or somewhat) that children affected by poverty should be given extra support (eg. mentoring, after-school learning assistance, financial support) to help them realise their potential, 90% agree that helping children overcome poverty should be a top priority for our country, and 89% agree that good education is the most important factor to help children break the cycle of poverty and disadvantage.
 - By comparison, 55% agree that they see poverty and disadvantage affecting children and families in their local area.
3. Australians are most concerned that children living in poverty will not have access to learning materials and fall behind in school
 - 61% of participants are very concerned about the impact of children not having the learning materials, falling behind in their school attendance and achievement (also 61%) and feeling excluded or stigmatised by their peers (60%).

About this poll

This report summarises the results of a fortnightly omnibus conducted by Essential Research with data provided by Qualtrics. The survey was conducted online from 21st November 2019 to 24th November 2019 and is based on 1,083 respondents.

The methodology used to carry out this research is described in the appendix at the end of the report.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a fortnightly online omnibus conducted by Qualtrics.

Every two weeks, the team at Essential considers issues that are topical, and a series of questions are devised to put to the Australian public. Some questions are repeated regularly (such as political preference and leadership approval), while others are unique to each week and reflected current media and social issues.

The response rate varies each week, but usually delivers 1000+ interviews. In theory, with a sample of this size there is 95 per cent certainty that the results are within 3 percentage points of what they would be if the entire population had been polled. However, this assumes random sampling, which, because of non-response and less than 100% population coverage cannot be achieved in practice. Furthermore, there are other possible sources of error in all polls including question wording and question order, interviewer bias (for telephone and face-to-face polls), response errors and weighting.

The online omnibus is live from the Wednesday night and closed on the following Sunday. Incentives are offered to participants. Essential Research uses the Statistical Package for the Social Sciences (SPSS) software to analyse the data. The data is weighted against the Australian Bureau of Statistics (ABS) data. All Essential Research staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour.