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Preparing for take-off

Technical Appendix A

April 2026

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Managing Director
Behavioural Economics Team of the Australian Government
Department of the Prime Minister and Cabinet
1 National Circuit
Barton ACT 2600
Email: beta@pmc.gov.au

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Research team

Current and former BETA staff who contributed to the report were: Riley Childs, Lindsey Cuthbertson, Nicholas Hilderson, Haris Rao, Phi Vu and Loren Willis.

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Survey Methodology

The Social Research Centre undertook administration and recruitment of the survey's two waves, using its probability-based online panel Life in Australia™. The first wave was a screener survey conducted from 22 to 25 August 2025. The second wave was the main survey and occurred 27 August to 8 September 2025.

The screener survey (n=7,631) aimed to capture broad travel trends of the Australian population. The main survey focused on Australians who travelled on a commercial flight departing from an Australian airport in the 12-month period between 28 August 2024 and 27 August 2025 (n=4,008)[1] , and captured participants' experiences with the airports and the airline industry. Both waves were conducted online.

Ethics and Privacy

The Macquarie University Human Research Ethics Committee approved the ethical aspects of this research (2025/19660). Data collection and storage complies with Australian Privacy Principles.

Recruitment

Wave 1 – Screener survey

The screener survey was conducted on the 130th wave of Life in Australia™. The target population for Life in Australia™ is adults aged 18+ years resident in Australia. Life in Australia™ panellists have been recruited using a variety of probability sampling frames and survey modes (Social Research Centre 2025). Full details of the methodology behind Life in Australia™ is outlined in their *Methodology* document.

Wave 2 – Main survey

Recruitment was conducted on the 131st wave of Life in Australia™. Participants for the main survey were those who completed the screener survey and indicated they had travelled on a commercial flight in the identified 12-month period.

Weights

Unless otherwise stated, data in this report is weighted to population benchmarks.

The calculation of sample weights was performed by the Social Research Centre. They used the same methodology for calculating weights for both waves of the survey. However, the main survey used the weighted estimates from the screener survey as benchmarks due to the absence of high-quality external benchmarks.

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[1] The screener survey ran between 22 August and 25 August 2025. Those who indicated they had travelled by air in the last 12 months in response to ""When did you last take a commercial flight that departed from an Australian airport?" were eligible to complete the main survey, which ran between 27 August and 8 September 2025.

For the Life in Australia™ screener survey, the approach for deriving weights consisted of the following steps (Social Research Centre unpublished):

1. Compute a base weight for each respondent as the product of three weights:
    a. Their enrolment weight, accounting for the initial chances of selection and subsequent post-stratification to key demographic benchmarks
    b. An adjustment for probability of selection into the sample of the specific survey
    c. Their response propensity weight, estimated from enrolment information available for both respondents and non-respondents to the present survey.
2. Adjust the base weights so that they satisfy the latest population benchmarks for several demographic characteristics.

Confidence Intervals

We used the following formulas (Kish 1965) to calculate the margin of error and confidence interval. The weighting efficiency, a measure of the variation in the weights, was 56.1%.

Margin of Error

$$\mathrm{MOE} = Z \times \sqrt{\frac{p(1-p)}{n \times \mathrm{WE}}}$$

Where:

- MOE is the margin of error.

- *Z* is the z-score for the chosen confidence. We used Z = 1.96 for a 95% confidence interval.

- *p* is the estimated weighted proportion.

- *n* is the sample size.

- WE is the weighting efficiency.

Confidence Interval

$$[p - \mathrm{MOE}, p + \mathrm{MOE}]$$

Where:

- MOE is the margin of error

- *p* is the estimated weighted proportion

Survey instrument

The survey instrument is available upon request. Please email BETA@pmc.gov.au.

References

Kish L (1965), *Survey Sampling*. John Wiley & Sons, New York.

Social Research Centre (2025) *Methodology*, Social Research Centre, accessed 21 January 2026.

Social Research Centre (unpublished), *Behavioural Economics Team of the Australian Government (BETA)'s survey of Australians' attitudes and behaviours towards the Australian aviation industry - Technical Report*, Social Research Centre, accessed 21 January 2026.

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