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**From:** Keyes, Nicolle  
**Sent:** Thursday, 3 November 2011 11:47 AM  
**To:** 'David Claridad'  
**Subject:** RE: awareness research [SEC=UNCLASSIFIED]  
**Attachments:** MOAD4760\_2 Project Museum 2 - Tables - SS - 210611.xls; Topline Report - MOAD4760-2 - Project Museum 2 - Q744532 - SS - 200611.pdf

**Security Classification:**  
UNCLASSIFIED

Hi David,

The last lot of research that we did (attached) showed awareness levels of 12% combined. I guess adding QLD to the mix has brought that average down.

Will you be able to provide a breakdown per state so that I can compare the last survey with this one?

Thanks, Nicolle



**Nicolle Keyes**  
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**From:** David Claridad [mailto:dclaridad@dbmcons.com.au]  
**Sent:** Thursday, 3 November 2011 11:44 AM  
**To:** Keyes, Nicolle  
**Cc:** Tony Williams  
**Subject:** RE: awareness research [SEC=UNCLASSIFIED]

Hi Nicolle,

Just a quick update, I've pulled out the topline results which are as follows:

- Awareness of MoAD is at 6%
- Those 'extremely'/'very' interested in MoAD is at 12%
- Those 'extremely'/'very' likely to visit MoAD is at 5%

The final report will be sent out by lunchtime tomorrow as in my previous email.

Regards,  
David

**David Claridad**  
Research Analyst

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**From:** David Claridad  
**Sent:** Wednesday, 2 November 2011 2:00 PM  
**To:** Keyes, Nicolle  
**Cc:** Tony Williams  
**Subject:** RE: awareness research [SEC=UNCLASSIFIED]

Hi Nicolle,

As Tony mentioned below, fieldwork wrapped up yesterday, a bit later than scheduled in order to capture the ACT booster.

As such, we will be able to deliver the report by Friday lunchtime latest.  
Let me know if this still works for you.

Thanks,  
David

**David Claridad**  
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**From:** Tony Williams [mailto:[twilliams@dbmcons.com.au](mailto:twilliams@dbmcons.com.au)]  
**Sent:** Tuesday, 1 November 2011 1:14 PM  
**To:** Keyes, Nicolle; David Claridad  
**Subject:** Re: awareness research [SEC=UNCLASSIFIED]

Hi Nicolle,

It's a holiday today so am at home. Don't you get Melbourne Cup day?

Fieldwork finished yesterday so we will send you results in the next few days once we've checked them.

David will be in touch with an update tomorrow.

Regards

Tony  
Tony Williams  
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**From:** "Keyes, Nicolle" <Nicolle.Keyes@moadoph.gov.au>  
**Date:** Tue, 1 Nov 2011 12:56:01 +1100  
**To:** 'Tony Williams' <twilliams@dbmcons.com.au>  
**Subject:** awareness research [SEC=UNCLASSIFIED]

Hi Tony,

How are you this week?

Did the awareness research happened as scheduled? When am I likely to receive the report?

Cheers,  
Nicolle



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**MUSEUM**  
OF AUSTRALIAN  
DEMOCRACY  
OLD PARLIAMENT HOUSE

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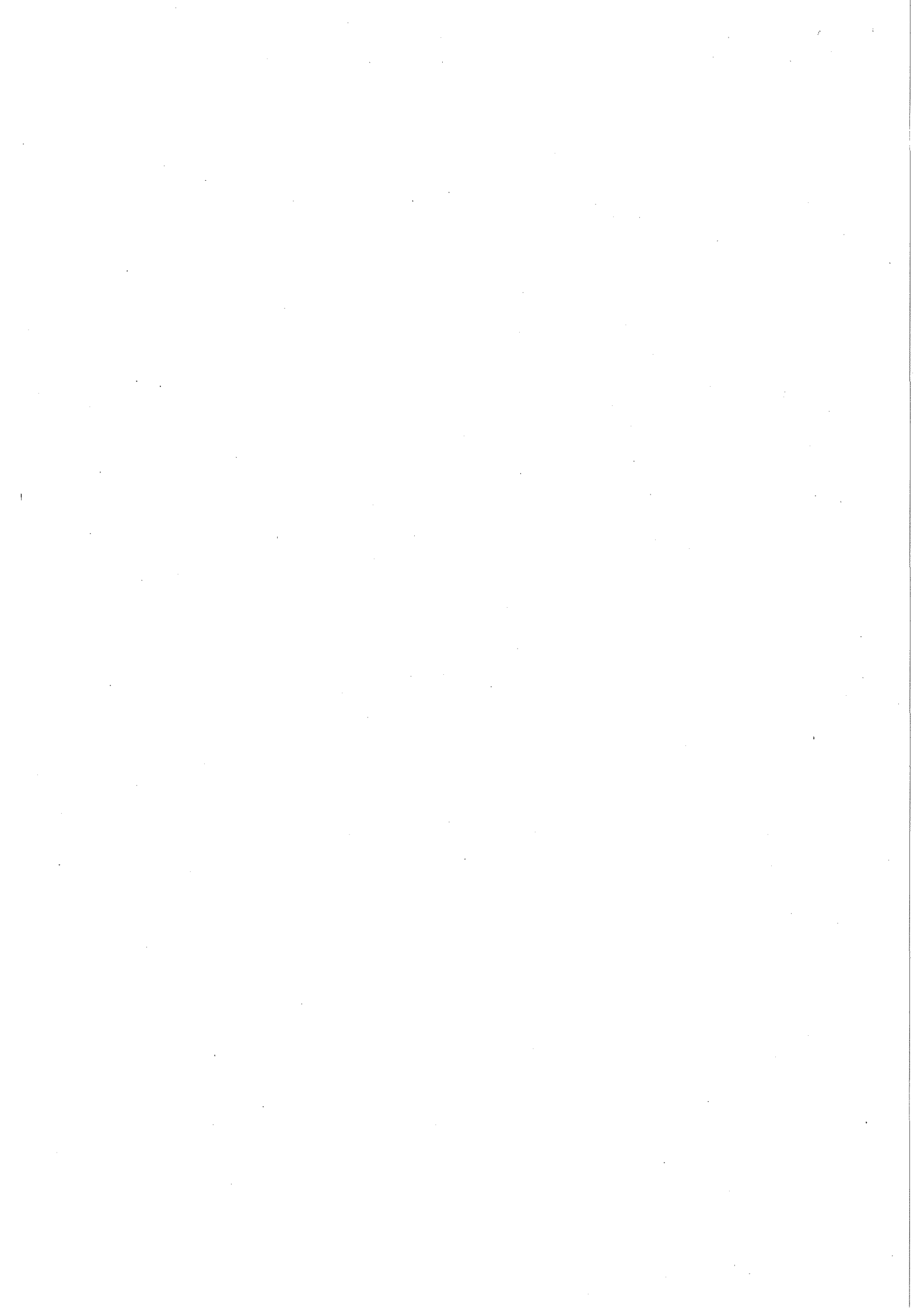


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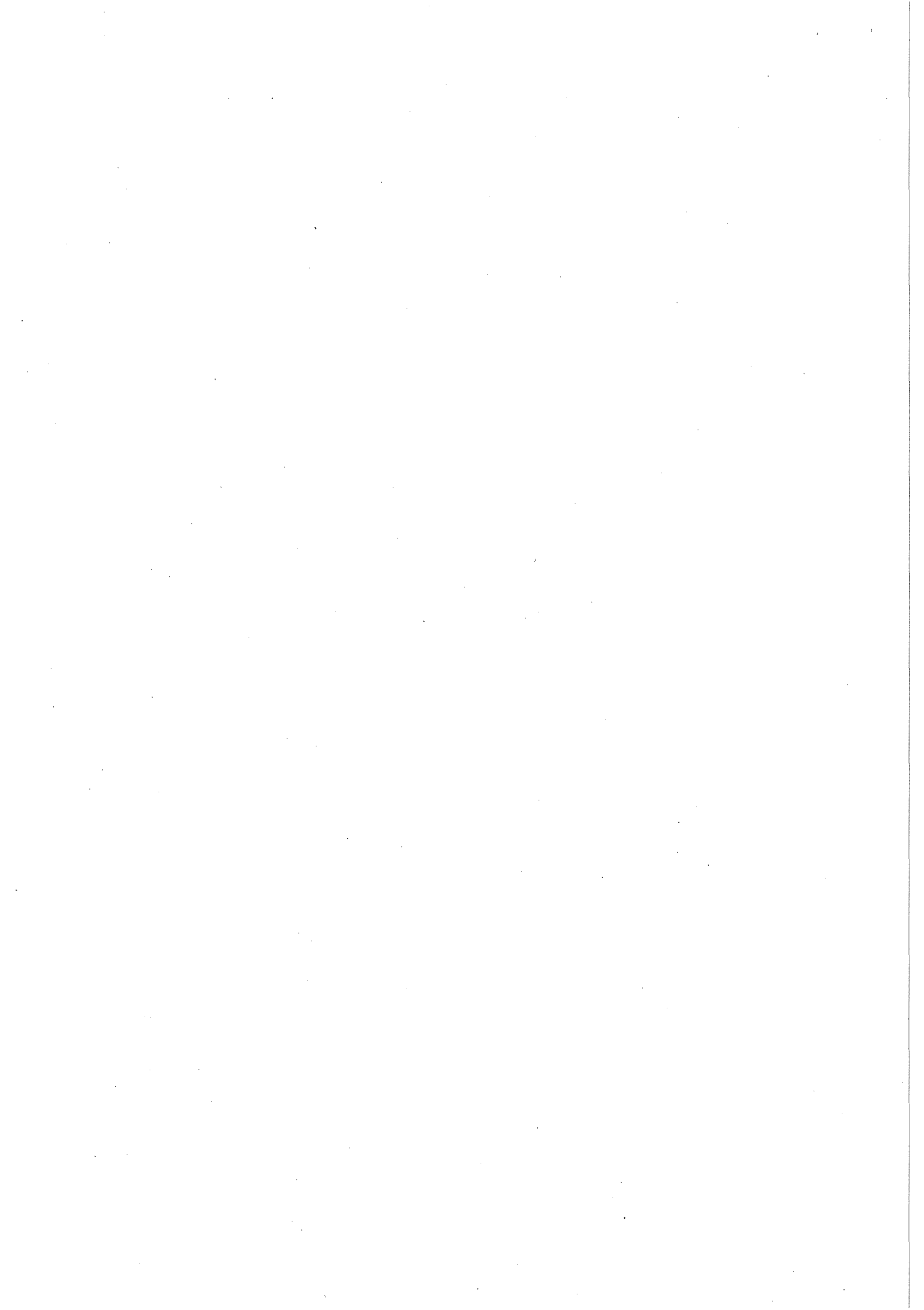


Table Q1

## Q1 - Museums have you ever heard of

	Gender				
	Total	Male	Female	18 - 24 years	25 - 34 years
TOTAL	695	348	347	11	42
TOTAL ANSWERING	695	348	347	11	42
	100.0%	100.0%	100.0%	100.0%	100.0%
Museum of Australian Democracy	79	36	43	4	5
	11.4%	10.3%	12.4%	36.4%	11.9%
The Museum of Constitutional History	36	20	16	1	4
	5.2%	5.7%	4.6%	9.1%	9.5%
Museum of Australian States	33	17	16	-	2
	4.7%	4.9%	4.6%		4.8%
National Museum of Australian	546	266	280	7	27
	78.6%	76.4%	80.7%	63.6%	64.3%
Immigration Museum	208	95	113	7	11
	29.9%	27.3%	32.6%	63.6%	26.2%
None of these	123	71	52	1	14
	17.7%	20.4%	15.0%	9.1%	33.3%
NO ANSWER	-	-	-	-	-

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Age				Location				
35 - 44 years	45 - 54 years	55 - 64 years	65 - 74 years	Sydney	Other NSW	Melbourne	Other VIC	Canberra/ ACT
111	165	199	167	210	125	185	70	105
111	165	199	167	210	125	185	70	105
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
11	20	26	13	14	7	6	1	51
9.9%	12.1%	13.1%	7.8%	6.7%	5.6%	3.2%	1.4%	48.6%
2	9	13	7	14	6	4	3	9
1.8%	5.5%	6.5%	4.2%	6.7%	4.8%	2.2%	4.3%	8.6%
6	4	15	6	12	5	10	2	4
5.4%	2.4%	7.5%	3.6%	5.7%	4.0%	5.4%	2.9%	3.8%
76	136	162	138	148	95	142	58	103
68.5%	82.4%	81.4%	82.6%	70.5%	76.0%	76.8%	82.9%	98.1%
30	45	62	53	16	13	130	30	19
27.0%	27.3%	31.2%	31.7%	7.6%	10.4%	70.3%	42.9%	18.1%
27	24	35	22	61	29	22	9	2
24.3%	14.5%	17.6%	13.2%	29.0%	23.2%	11.9%	12.9%	1.9%



Table Q2

Q2 - Level of interest if MoAD celebrates Australia's greatest achievement

	Gender				
	Total	Male	Female	18 - 24 years	25 - 34 years
TOTAL	695	348	347	11	42
TOTAL ANSWERING	695	348	347	11	42
	100.0%	100.0%	100.0%	100.0%	100.0%
Not at all interested	81	42	39	2	7
	11.7%	12.1%	11.2%	18.2%	16.7%
Not particularly interested	206	114	92	4	10
	29.6%	32.8%	26.5%	36.4%	23.8%
Fairly interested	254	113	141	3	18
	36.5%	32.5%	40.6%	27.3%	42.9%
Very interested	112	65	47	-	3
	16.1%	18.7%	13.5%	-	7.1%
Extremely interested	42	14	28	2	4
	6.0%	4.0%	8.1%	18.2%	9.5%
NO ANSWER	-	-	-	-	-
MEAN	2.7525	2.6983	2.8069	2.6364	2.6905

BACK TO INDEX

Age				Location				
35 - 44 years	45 - 54 years	55 - 64 years	65 - 74 years	Sydney	Other NSW	Melbourne	Other VIC	Canberra/ ACT
111	165	199	167	210	125	185	70	105
111	165	199	167	210	125	185	70	105
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
18	22	21	11	27	13	21	11	9
16.2%	13.3%	10.6%	6.6%	12.9%	10.4%	11.4%	15.7%	8.6%
39	56	61	36	63	24	67	23	29
35.1%	33.9%	30.7%	21.6%	30.0%	19.2%	36.2%	32.9%	27.6%
43	57	62	71	70	47	70	19	48
38.7%	34.5%	31.2%	42.5%	33.3%	37.6%	37.8%	27.1%	45.7%
9	22	40	38	36	27	20	14	15
8.1%	13.3%	20.1%	22.8%	17.1%	21.6%	10.8%	20.0%	14.3%
2	8	15	11	14	14	7	3	4
1.8%	4.8%	7.5%	6.6%	6.7%	11.2%	3.8%	4.3%	3.8%
-	-	-	-	-	-	-	-	-
2.4414	2.6242	2.8342	3.0120	2.7476	3.0400	2.5946	2.6429	2.7714

Table Q3

Q3 - Likely to visit the MoAD


	Gender				
	Total	Male	Female	18 - 24 years	25 - 34 years
TOTAL	695	348	347	11	42
TOTAL ANSWERING	695	348	347	11	42
	100.0%	100.0%	100.0%	100.0%	100.0%
Not at all likely	221	108	113	3	16
	31.8%	31.0%	32.6%	27.3%	38.1%
Not particularly likely	272	141	131	4	9
	39.1%	40.5%	37.8%	36.4%	21.4%
Fairly likely	133	66	67	2	11
	19.1%	19.0%	19.3%	18.2%	26.2%
Very likely	49	26	23	-	5
	7.1%	7.5%	6.6%	-	11.9%
Extremely likely	20	7	13	2	1
	2.9%	2.0%	3.7%	18.2%	2.4%
NO ANSWER	-	-	-	-	-
MEAN	2.1007	2.0891	2.1124	2.4545	2.1905



BACK TO INDEX

Age				Location				
35 - 44 years	45 - 54 years	55 - 64 years	65 - 74 years	Sydney	Other NSW	Melbourne	Other VIC	Canberra/ ACT
111	165	199	167	210	125	185	70	105
111	165	199	167	210	125	185	70	105
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
41	58	63	40	60	31	81	29	20
36.9%	35.2%	31.7%	24.0%	28.6%	24.8%	43.8%	41.4%	19.0%
42	59	77	81	93	53	78	22	26
37.8%	35.8%	38.7%	48.5%	44.3%	42.4%	42.2%	31.4%	24.8%
20	32	35	33	35	30	18	14	36
18.0%	19.4%	17.6%	19.8%	16.7%	24.0%	9.7%	20.0%	34.3%
8	12	12	12	16	9	3	5	16
7.2%	7.3%	6.0%	7.2%	7.6%	7.2%	1.6%	7.1%	15.2%
-	4	12	1	6	2	5	-	7
-	2.4%	6.0%	0.6%	2.9%	1.6%	2.7%	-	6.7%
-	-	-	-	-	-	-	-	-
1.9550	2.0606	2.1608	2.1198	2.1190	2.1840	1.7730	1.9286	2.6571

## Topline Report - MOAD4760-2 - Project Museum 2 - Q744532













Date & Time Generated - 20 June 11, 14:27:02

QS1. Are you 

Response	20%	40%	60%	80%	100%	Count	%
Male						348	50.1
Female						347	49.9
						<b>695</b>	<b>100.0</b>





Base: Total Answering (n=695)

QS2. How old are you?

Response	20%	40%	60%	80%	100%	Count	%
Under 18 years						0	0.0
18  24 years						11	1.6
25  34 years						42	6.0
35  44 years						111	16.0
45  54 years						165	23.7
55  64 years						199	28.6
65  74 years						167	24.0
75 years +						0	0.0
						<b>695</b>	<b>100.0</b>

Base: Total Answering (n=695)

QS3. Where do you live?

Response	20%	40%	60%	80%	100%	Count	%
Brisbane						0	0.0
Other QLD						0	0.0
Sydney						210	30.2
Other NSW						125	18.0
Melbourne						185	26.6
Other VIC						70	10.1
Adelaide						0	0.0
Other SA						0	0.0
Perth						0	0.0
Other WA						0	0.0
Darwin						0	0.0
Other NT						0	0.0

Hobart	0	0.0
Other TAS	0	0.0
Canberra/ACT	105	15.1
	<b>695</b>	<b>100.0</b>

Base: Total Answering (n=695)

Q1. Which, if any, of the following museums have you heard of?

Response	20%	40%	60%	80%	100%	Count	%
Museum of Australian Democracy						79	11.4
The Museum of Constitutional History						36	5.2
Museum of Australian States						33	4.7
National Museum of Australia						546	78.6
Immigration Museum						208	29.9
None of these						123	17.7
						<b>1025</b>	<b>147.5</b>

Base: Total Answering (n=695)

Q2. The Museum of Australian Democracy (MoAD), based in Canberra, is one of Australia's most loved buildings, celebrates Australia's greatest achievement - its democracy - and the role you play in it.

How interested are you in this type of museum?

Response	20%	40%	60%	80%	100%	Count	%
Extremely interested						42	6.0
Very interested						112	16.1
Fairly interested						254	36.5
Not particularly interested						206	29.6
Not at all interested						81	11.7
						<b>695</b>	<b>100.0</b>

Base: Total Answering (n=695)

Q3. How likely are you to visit the Museum of Australian Democracy (MoAD) in Canberra in the next 12 months?

Response	20%	40%	60%	80%	100%	Count	%
Extremely likely						20	2.9
Very likely						49	7.1
Fairly likely						133	19.1
Not particularly likely						272	39.1
Not at all likely						221	31.8
						<b>695</b>	<b>100.0</b>

Base: Total Answering (n=695)