
From: Keyes, Nicolle
Sent: Friday, 4 November 2011 11:07 AM
To: 'Tony Williams'
Subject: RE: Visit next Tuesday [SEC=UNCLASSIFIED]

Security Classification: UNCLASSIFIED

Hi Tony,

My understanding is that the sample was broken down based on ABS stats with a boost to ACT as follows:

Total sample 678
ACT n=100
VIC metro n=181, regional n=67
NSW metro n=207, regional n=123

I hope this helps.

Nicolle

Nicolle Keyes
Marketing and Communications Manager
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-----Original Message-----

From: Tony Williams [mailto:twilliams@dbmcons.com.au]
Sent: Friday, 4 November 2011 11:01 AM
To: Keyes, Nicolle
Cc: David Claridad
Subject: RE: Visit next Tuesday [SEC=UNCLASSIFIED]

Hi Nicolle,

Thanks for these. David will call you on Monday. It would be useful for you to confirm with I-link that the results are weighted to the populations in each state. The tables don't indicate that they are which likely explains the high awareness levels. I'm sure they'll be happy to weight the data and reissue tables to you.

Regards

Tony

-----Original Message-----

From: Keyes, Nicolle [mailto:Nicolle.Keyes@moadoph.gov.au]
Sent: 04 November 2011 10:27
To: Tony Williams
Subject: RE: Visit next Tuesday [SEC=UNCLASSIFIED]

The last two surveys were done by i-link. I have attached a copy of the previous results for you.

I'm out for most of today so it might be better if David calls me on Monday to take me through the research.

Regards,
Nicolle

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-----Original Message-----

From: Tony Williams [mailto:twilliams@dbmcons.com.au]
Sent: Friday, 4 November 2011 10:08 AM
To: Keyes, Nicolle
Cc: David Claridad
Subject: RE: Visit next Tuesday [SEC=UNCLASSIFIED]

Hi Nicolle,

Thanks for that. I'm just waiting on confirmation of a meeting time for another client so can I get back to you today or Monday with a proposed time?

By the way, David will be sending the report to you shortly. He'll also call you to discuss the results at state-level. One question we have is this - was the data you sent over for the June 2011 wave (conducted by I-link) weighted? It's not obvious that it is and if we look at their results against our unweighted data for the same states we have a much closer result. Also, did I-link conduct a previous wave too, and, if so, what were the results from that one?

Thanks

Tony

-----Original Message-----

From: Keyes, Nicolle [mailto:Nicolle.Keyes@moadoph.gov.au]
Sent: 04 November 2011 09:55
To: Tony Williams
Subject: RE: Visit next Tuesday [SEC=UNCLASSIFIED]

Hi Tony,

That would be nice. I'm free all afternoon on Tuesday so do you want to pick a time?

Cheers,
Nicolle

Nicolle Keyes
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-----Original Message-----

From: Tony Williams [mailto:twilliams@dbmcons.com.au]

Sent: Thursday, 3 November 2011 6:38 PM

To: Keyes, Nicolle

Subject: Visit next Tuesday

Hi Nicolle,

I'm in Canberra on Tuesday 8th Nov and was wondering if you are free to meet up sometime in the afternoon for a chat and a coffee. It would be good to catch up on what you've been up to in terms of research and associated initiatives.

I'm pretty flexible on timings if you want to let me know what works for you.

Regards

Tony

Tony Williams

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