
From: David Claridad [dclaridad@dbmcons.com.au]
Sent: Friday, 4 November 2011 12:16 PM
To: Keyes, Nicolle
Cc: Tony Williams
Subject: RE: awareness research [SEC=UNCLASSIFIED]
Attachments: DBM Consultants_MoAD Research Program_General Awareness Survey Report_October 11.ppt

Hi Nicolle,

Please find attached the General Awareness report for October 11 wave.

I will call on Monday to discuss the results. Let me know what time suits.

Regards,
David

David Claridad
Research Analyst
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From: Keyes, Nicolle [mailto:Nicolle.Keyes@moadoph.gov.au]
Sent: Thursday, 3 November 2011 11:47 AM
To: David Claridad
Subject: RE: awareness research [SEC=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

Marketing and Communications Manager
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PO Box 7088, Canberra BC ACT 2610
p 02 6270 8175 f 02 6270 8235 m 0411 520 938
nicolle.keyes@moadoph.gov.au moadoph.gov.au



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

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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]
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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OF AUSTRALIAN
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OLD PARLIAMENT HOUSE

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MoAD General Awareness Survey

Results from Omnibus survey conducted October 2011

October 2011

MoAD CONTACT

Nicolle Keyes

DBM CONTACT

Tony Williams

Julia Sarroff

- MoAD commissioned DBM Consultants to conduct a survey amongst the adult population in VIC, NSW, ACT & QLD* in order to gauge awareness, identify level of interest and likelihood to visit MoAD in the next 12 months. The research is also intended to provide targeting information for marketing initiatives
- Three separate waves were conducted in December 2009, June 2010 and October 2011
 - A total of $n=722$ interviews were conducted in December 2009
 - A total of $n=709$ interviews were conducted in June 2010
 - A total of $n=912$ interviews were conducted in October 2011
- At the analysis stage data was weighted to reflect the adult population of each state using ABS 2008 data
- The online survey was conducted by UMR on a national omnibus between 5th – 9th December 2009, and by i-View on a national omnibus between 21st – 22nd June 2010 and again between 24th – 30th October 2011
 - When interpreting results, it should be borne in mind that the first wave (Dec 09) immediately preceded the main vacation period in Australia
- Data from all 3 previous waves are shown in this report for comparative purposes. Where results differ significantly against the previous wave (95%+ confidence), this has been noted

** Change in states surveyed as detailed on next slide.*

- Changes in the October 2011 wave from previous waves were:
 - In Oct 2011, QLD was included in the survey for the first time, while SA was excluded
 - A boost in ACT sample was achieved, n=102 (Dec 09: n=30; Jun 10: n=33)

As such, comparisons on a total level between Oct 11 wave and Dec 09/Jun 10 waves should be interpreted with caution.

1. Which, if any, of the following museums have you heard of? Please tick all that apply. (RANDOMISE ORDER. MULTICODE POSSIBLE)
 - Museum of Australian Democracy
 - The Museum of Constitutional History (*'bogus' museum*)
 - Museum of Australian States (*'bogus' museum*)
 - National Museum of Australia
 - Immigration Museum
 - None of the above

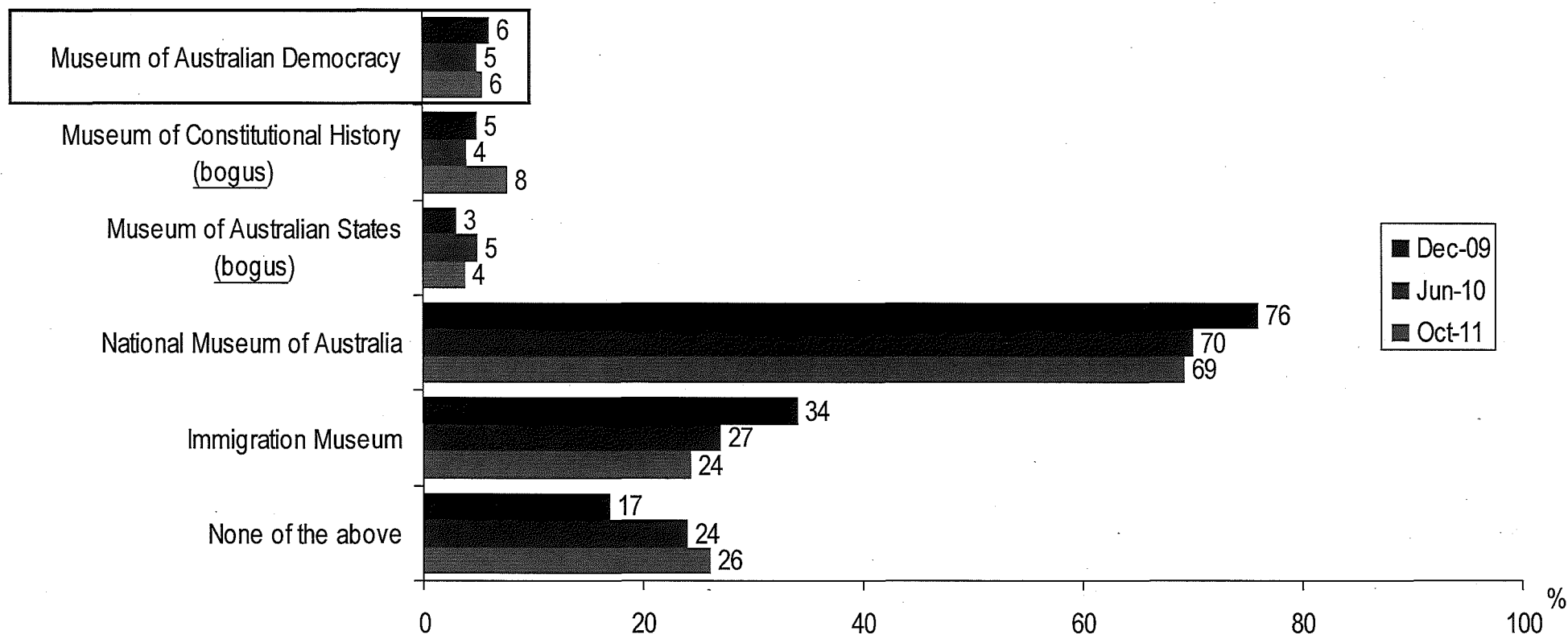
2. The Museum of Australian Democracy (MoAD), based in Canberra, is a place where you can celebrate, debate and experience Australian democracy within the setting of an authentic and iconic heritage building. How interested are you in this type of museum? (TICK ONE ONLY)
 - Extremely interested, Very interested, Fairly interested, Not particularly interested, Not at all interested

3. How likely are you to visit the Museum of Australian Democracy (MoAD) in Canberra in the next 12 months? (TICK ONE ONLY)
 - Extremely likely, Very likely, Fairly likely, Not particularly likely, Not at all likely

- **Awareness of MoAD remains low and unchanged (Jun 10: 5% aware vs. Oct 11: 6%).**
 - As in previous waves, awareness is highest amongst those living in ACT compared to other states but has fallen slightly, from 59% in Jun 10 to 42% in Oct 11.
 - The Museum of Australia Democracy is significantly less known nationally than the National Museum of Australia (69% in Oct 11).
- **Interest in MoAD is significantly higher than last wave, yet remains low (Jun 10: 9% ‘extremely’ or ‘very’ interested vs. 12% in Oct 11).**
 - Interest in MoAD is greatest in ACT (17% in Oct 11, down from 29%), and lowest in QLD (10%)
 - Amongst those aware of the National Museum of Australia and/or the Immigration Museum, 1 in 5 are ‘extremely’ or ‘very’ interested in MoAD (14% and 19% respectively), suggesting overlap in interest. From last wave, this has increased slightly from Jun 10.
- **Likelihood to visit MoAD is low and unchanged (5% in Oct 11 ‘extremely’ or ‘very’ likely to visit in the next 12 months vs. 4% in Jun 10).**
 - Likelihood to visit MoAD appears, at least in part, to be connected to geographical proximity; those living in ACT are most likely to visit MoAD (13%), whilst those living in QLD are least likely (2%).

Awareness of MoAD remains low with less than 1 in 10 respondents having heard of it. Over the three fieldwork waves, no significant movements can be reported for MoAD. Likewise, awareness of the National Museum of Australia and the Immigration Museum was maintained in October 2011. So too were levels of those not aware of any museums, real or bogus.

State breakdowns suggest awareness of national museums is greatest in the museums' home-state. As such, awareness of MoAD is significantly higher amongst respondents living in ACT (59% in Jun 10 vs. 42% in Oct 11) compared to NSW, VIC & QLD. Respondents in NSW and VIC have similar awareness levels, which were unchanged between Jun 10 and Oct 11 (NSW Jun 10: 4%, Oct 11: 6%; VIC Jun 10: 3%, Oct 11: 5%).



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

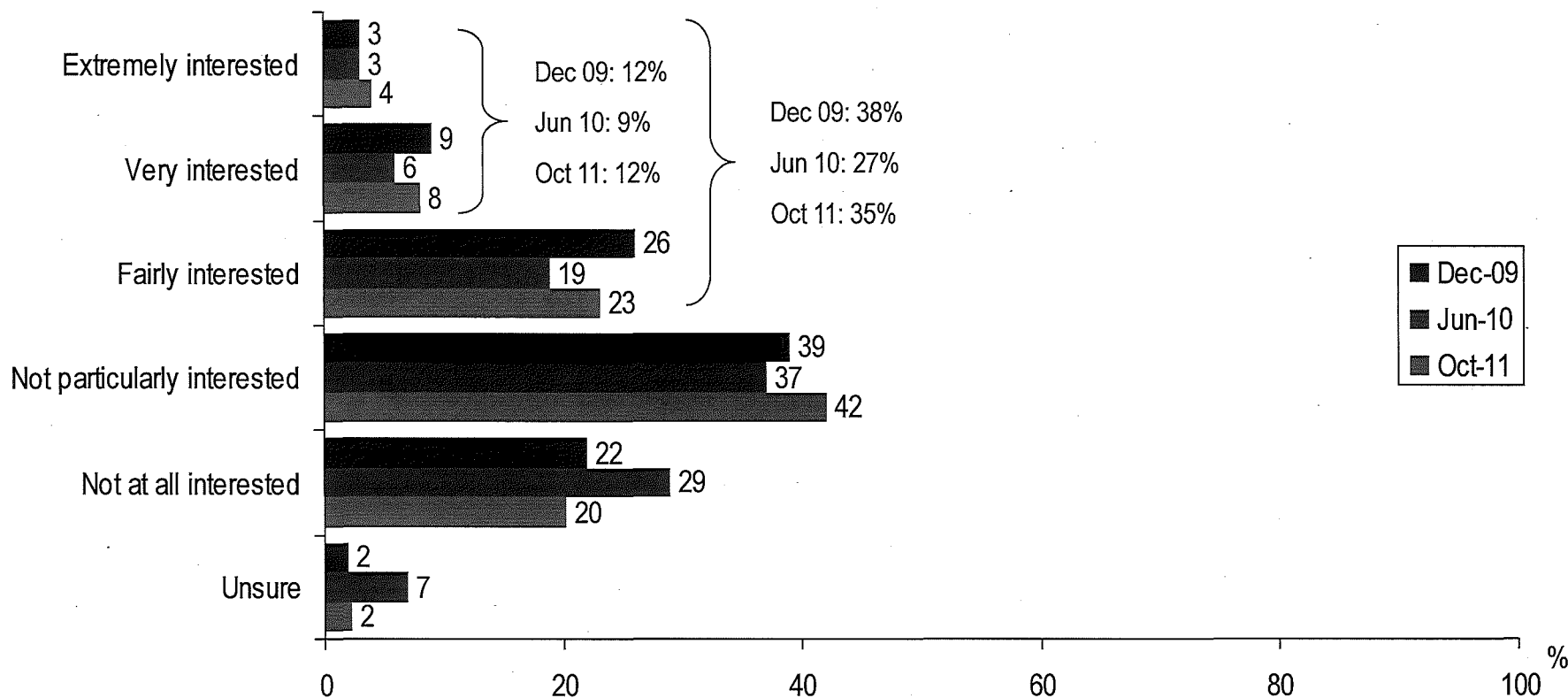
Base: All respondents (unweighted):
 Dec 2009 (n=722);
 June 2010 (n=709);
 October 2011 (n=912)

October 2011 Wave	States					
	Total	NSW	VIC	QLD	ACT	NETT NSW/VIC/ACT
Base	912	347	257	206	102	706
Museum of Australia Democracy	6%	6%	5%	2%	42%	7%
Museum of Constitutional History (<u>bogus</u>)	8%	12%	5%	3%	13%	9%
Museum of Australian States (<u>bogus</u>)	4%	5%	3%	3%	3%	4%
National Museum of Australia	69%	74%	69%	59%	99%	73%
Immigration Museum	24%	11%	56%	7%	28%	30%
None of the above	26%	24%	20%	40%	2%	22%

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

Interest in MoAD has bounced back in Oct 11 to levels seen in the Dec 09 wave (27% in Jun 10 vs. 35% in Oct 11), whilst the proportion of respondents 'not at all interested' has decreased (29% in Jun 10 vs. 20% in Oct 11).

State-by-state, interest in MoAD is highest amongst those living in ACT, with Oct 11 'extremely'/'very'/'fairly' interest levels at 43%, similar to Jun 10. QLD has the lowest level of interest (29%) of all states.



Q2. The Museum of Australian Democracy (MoAD), based in Canberra, is a place where you can celebrate, debate and experience Australian democracy within the setting of an authentic and iconic heritage building. How interested are you in this type of museum?

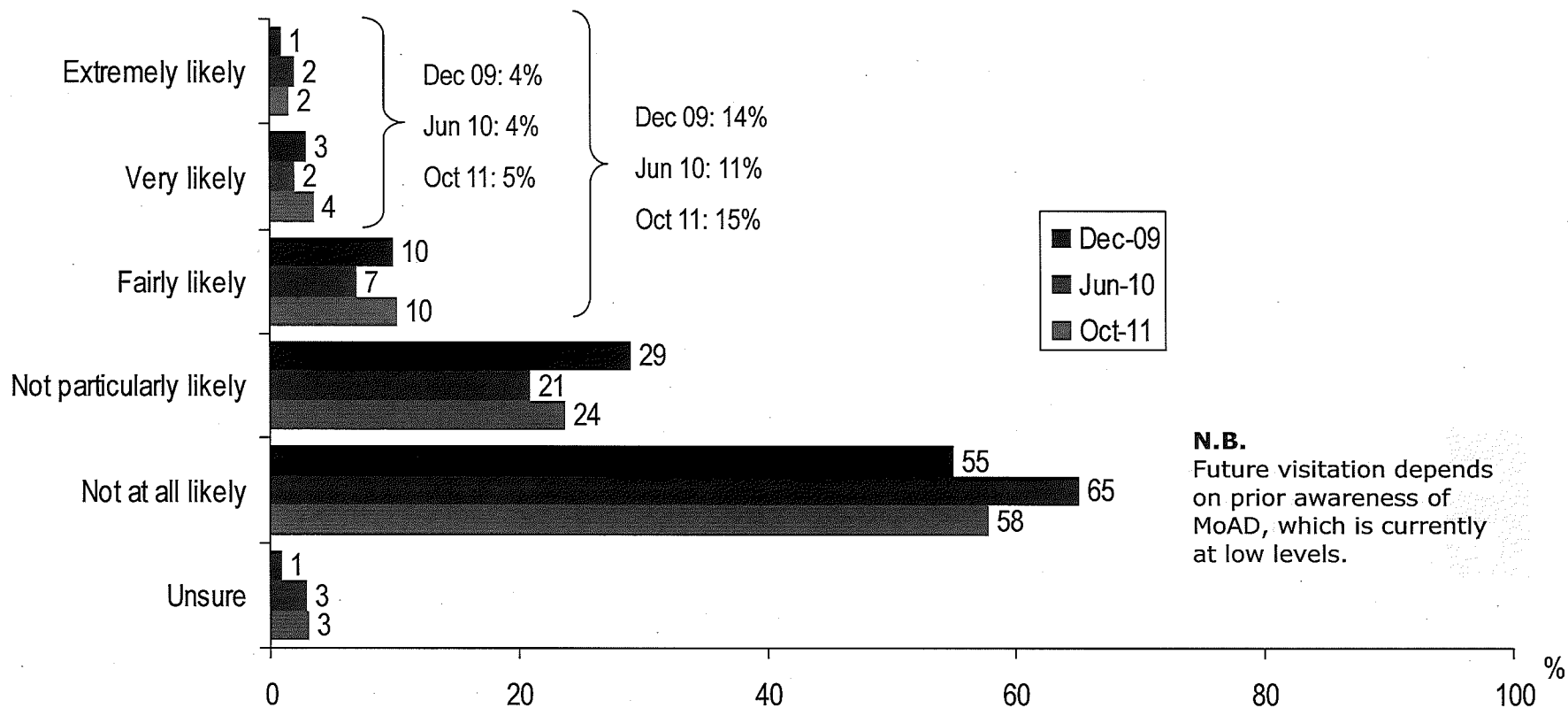
Base: All respondents (unweighted):
Dec 2009 (n=722);
June 2010 (n=709);
October 2011 (n=912)

October 2011 Wave	States					
	Total	NSW	VIC	QLD	ACT	NETT NSW/VIC/ACT
Base	912	347	257	206	102	706
Extremely interested	4%	5%	4%	2%	5%	5%
Very interested	8%	9%	8%	8%	12%	8%
Fairly interested	23%	25%	23%	19%	26%	24%
Not particularly interested	42%	38%	45%	46%	47%	41%
Not at all interested	20%	21%	19%	23%	10%	20%
Unsure	2%	3%	1%	3%	0%	2%

Q2. The Museum of Australian Democracy (MoAD), based in Canberra, is a place where you can celebrate, debate and experience Australian democracy within the setting of an authentic and iconic heritage building. How interested are you in this type of museum?

There was a significant increase in the proportion of respondents 'extremely'/'very'/'fairly' likely to visit in Oct 11 (11% in Jun 10 to 15% in Oct 11), as well as shift for those 'not at all likely' to visit (positively, down from 65% in Jun 10 to 58% in Oct 11).

This increase can be attributed to a rise in those in NSW who are 'extremely'/'very'/'fairly' likely to visit MoAD, from 11% in Jun 10 to 24% in Oct 11. Like the previous wave, those 'extremely'/'very'/'fairly' likely to visit is highest amongst those living in ACT compared to other states despite levels decreasing (down from 52% in Jun 10 to 38% in Oct 11).



N.B.
 Future visitation depends on prior awareness of MoAD, which is currently at low levels.

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

Base: All respondents (unweighted):
 Dec 2009 (n=722);
 June 2010 (n=709);
 October 2011 (n=912)

October 2011 Wave	States					
	Total	NSW	VIC	QLD	ACT	NETT NSW/VIC/ACT
Base	912	347	257	206	102	706
Extremely likely	2%	2%	2%	0%	6%	2%
Very likely	4%	5%	2%	2%	7%	4%
Fairly likely	10%	16%	6%	4%	25%	12%
Not particularly likely	24%	28%	23%	15%	41%	27%
Not at all likely	58%	47%	63%	72%	22%	53%
Unsure	3%	1%	4%	7%	0%	2%

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



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