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**From:** David Claridad [dclaridad@dbmcons.com.au]  
**Sent:** Friday, 11 November 2011 2:06 PM  
**To:** Keyes, Nicolle  
**Cc:** Tony Williams  
**Subject:** RE: awareness research [SEC=UNCLASSIFIED]  
**Attachments:** MoAD\_Tables\_30\_10\_2011\_Weighted\_SET2.xls

Hi Nicolle,

Please find attached the weighted tables from the October 11 wave.

Just as a follow-up on the report sent last week, it's interesting to note that of those aware of MoAD:

- 59.1% were 'extremely'/'very'/'fairly' interested in MoAD, (total levels were 35.3%), and;
- 43.8% were 'extremely'/'very'/'fairly' likely to visit MoAD in the next 12 months (total levels were 15.4%)

Just by increasing awareness in MoAD, visitors are more interested in and much more likely to visit MoAD.

I will be in touch early next week on the January wave.

Thanks,  
David

**David Claridad**  
Research Analyst  
DBM Consultants Pty Ltd  
5-7 Guest Street, Hawthorn, Victoria 3122, Australia  
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**From:** David Claridad  
**Sent:** Friday, 4 November 2011 12:16 PM  
**To:** 'Keyes, Nicolle'  
**Cc:** Tony Williams  
**Subject:** RE: awareness research [SEC=UNCLASSIFIED]

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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[nicolle.keyes@moadoph.gov.au](mailto:nicolle.keyes@moadoph.gov.au) [moadoph.gov.au](http://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

**David Claridad**  
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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  
Group Account Director  
DBM Consultants Pty Ltd  
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T: (61 3) 9819 1555  
M: 0417 471 516  
[www.dbmconsultants.com](http://www.dbmconsultants.com)

---

**From:** "Keyes, Nicolle" <[Nicolle.Keyes@moadoph.gov.au](mailto:Nicolle.Keyes@moadoph.gov.au)>  
**Date:** Tue, 1 Nov 2011 12:56:01 +1100  
**To:** 'Tony Williams' <[twilliams@dbmcons.com.au](mailto: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



**Nicolle Keyes**  
Marketing and Communications Manager  
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DOCUMENT 6  
ATTACHMENT 1

- T1 D1. Location by Banner1
- T2 D1. Location by Banner2
- T3 D2. Age by Banner1
- T4 D2. Age by Banner2
- T5 D3. Gender by Banner1
- T6 D3. Gender by Banner2
- T7 PK1. Museums by Banner1
- T8 PK1. Museums by Banner2
- T9 PK2. MoAD Interest by Banner1
- T10 PK2. MoAD Interest by Banner2
- T11 PK3. Likelihood to Visit MoAD by Banner1
- T12 PK3. Likelihood to Visit MoAD by Banner2
- T13 Q4. Education by Banner1
- T14 Q4. Education by Banner2
- T15 Q5. Marital Status by Banner1
- T16 Q5. Marital Status by Banner2
- T17 Q6. People in Household by Banner1
- T18 Q6. People in Household by Banner2
- T19 Q7. Children under 18 in house? by Banner1
- T20 Q7. Children under 18 in house? by Banner2
- T21 Q8. Work outside Home? by Banner1
- T22 Q8. Work outside Home? by Banner2
- T23 Q9. Occupation by Banner1
- T24 Q9. Occupation by Banner2
- T25 Q10. Gross Annual Income by Banner1
- T26 Q10. Gross Annual Income by Banner2
- T27 Q11. Area Description by Banner1
- T28 Q11. Area Description by Banner2

	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home				Education								
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	No (Not employed, student, work at home, homemaker, retired, etc.)	Don't know	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
<b>D1. Location</b>	898	380	282	217	18	528	369	383	328	106	442	456	360	297	122	333	162	398	5	59	86	24	44	158	21	144	349	
Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Melbourne	193	0	193	0	0	193	0	79	79	35	94	99	64	64	32	80	36	76	1	14	27	2	11	22	1	31	78	
	21.5%	0.0	68.4%	0.0	0.0	36.5%	0.0	20.6%	24.1%	18.6%	21.3%	21.7%	17.8%	21.5%	25.9%	24.1%	22.1%	19.0%	16.0%	23.0%	31.2%	8.5%	24.7%	14.4%	5.1%	21.7%	22.5%	
			BDE	*	*	G				*					*		*	**	**	*	X	**	*	*	**	*	*	
ACT	18	0	0	0	18	18	0	9	7	3	9	9	7	6	4	7	4	8	0	2	2	0	1	3	1	4	5	
	2.1%	0.0	0.0	0.0	100.0%	3.5%	0.0	2.3%	2.1%	1.4%	2.0%	2.1%	1.9%	1.9%	3.6%	2.2%	2.3%	1.9%	0.0	3.9%	2.5%	0.9%	2.6%	2.2%	3.8%	2.6%	1.3%	
			*	*	BCD*	G				*					*		*	**	**	*	*	*	*	*	**	*	*	
Rural Victoria	89	0	89	0	0	0	89	33	36	20	44	45	55	16	1	7	27	55	0	5	8	6	5	8	3	18	36	
	9.9%	0.0	31.6%	0.0	0.0	0.0	24.2%	8.7%	11.0%	10.7%	9.9%	9.9%	15.4%	5.5%	1.0%	2.1%	16.8%	13.8%	0.0	9.4%	8.8%	26.0%	10.9%	5.0%	16.3%	12.6%	10.3%	
			BDE	*	*	F				*			NO				P*	P	**	*	*	*	*	*	**	*	*	
Sydney	219	219	0	0	0	219	0	103	73	43	108	111	74	72	47	103	40	76	0	22	30	12	13	36	7	44	65	
	24.4%	57.7%	0.0	0.0	0.0	41.5%	0.0	26.9%	22.2%	23.3%	24.5%	24.4%	20.4%	24.3%	38.4%	31.0%	24.4%	19.2%	0.0	37.5%	34.6%	49.9%	28.6%	22.9%	33.4%	30.6%	15.8%	
			CDE	*	*	G				*			MN		*	R	*	*	**	Xa*	a	**	a*	*	**	a	*	
Rural NSW	161	161	0	0	0	0	161	71	62	28	79	82	64	65	13	63	19	75	4	6	5	1	5	43	2	16	76	
	17.9%	42.3%	0.0	0.0	0.0	0.0	43.5%	18.4%	18.9%	15.2%	17.9%	17.9%	17.7%	21.7%	10.4%	18.8%	11.9%	18.9%	74.7%	11.0%	5.4%	2.7%	11.1%	27.7%	10.9%	11.3%	21.9%	
			CDE	*	*	F				*			O		*	*	*	*	**	*	*	*	TUWZ*	**	**	U*	*	
Brisbane	98	0	0	98	0	98	0	46	31	21	48	50	44	32	15	36	16	46	0	4	7	2	6	23	2	19	34	
	10.9%	0.0	0.0	45.0%	0.0	18.5%	0.0	11.9%	9.4%	11.3%	10.8%	10.9%	12.3%	10.9%	11.9%	10.8%	9.9%	11.5%	0.0	6.4%	8.1%	6.3%	13.5%	15.0%	10.4%	13.0%	9.7%	
			*	BCE*	*	G				*					*	*	*	*	**	*	*	*	*	*	**	*	*	
Rural Queensland	119	0	0	119	0	0	119	42	40	37	60	60	52	42	11	36	20	62	0	5	8	1	4	20	4	12	65	
	13.3%	0.0	0.0	55.0%	0.0	0.0	32.3%	11.1%	12.3%	19.6%	13.5%	13.1%	14.5%	14.1%	8.6%	10.9%	12.7%	15.6%	9.3%	7.9%	9.5%	5.7%	8.6%	12.9%	20.1%	8.1%	18.6%	
			*	BCE*	*	F				*					*	*	*	**	**	*	*	*	*	**	**	*	Z*	

Filter: State2.ContainsAny((NSW,VIC,QLD,ACT))  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E, F/G, H/I/J, K/L, M/N/O, P/Q/R/S, T/U/V/W/X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

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September 2011 Omni - 54537

D1. Location by Banner2

Table: 2

	Total	Awareness of Museums					Interest in MoAD					Likelihood of Visit to MoAD				
	Total	Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
<b>Base</b>	898	49	69	35	622	218	183	377	207	73	37	518	213	92	32	14
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Melbourne</b>	193	11	11	7	126	125	39	81	47	13	11	115	51	11	6	5
	21.5%	22.3%	16.3%	21.3%	20.2%	57.2%	21.3%	21.6%	22.9%	17.9%	30.0%	22.2%	23.7%	12.5%	19.1%	33.2%
		*	**	*		BDE	*	*	*	*	**	*	*	*	**	**
<b>ACT</b>	18	8	2	0	18	5	2	9	5	2	1	4	7	5	1	1
	2.1%	15.7%	3.5%	1.3%	2.9%	2.3%	1.0%	2.3%	2.3%	3.0%	2.6%	0.8%	3.5%	5.1%	4.0%	7.3%
		DEF*	**	*			*	*	*	*	**	*	*	L*	**	**
<b>Rural Victoria</b>	89	2	2	0	69	33	14	46	18	8	0	63	15	5	0	0
	9.9%	3.7%	3.5%	1.1%	11.0%	15.1%	7.8%	12.2%	8.7%	11.5%	0.0	12.2%	7.1%	5.4%	0.0	0.0
		*	**	*	D	D	*	*	*	*	**	*	*	*	**	**
<b>Sydney</b>	219	12	33	16	171	30	27	90	57	25	15	88	62	44	16	7
	24.4%	24.2%	48.1%	44.6%	27.5%	13.9%	14.9%	23.9%	27.3%	34.5%	41.2%	17.0%	29.1%	48.1%	50.4%	52.9%
		*	**	BEF*	F		*	*	G	G*	**	*	L*	LM*	**	**
<b>Rural NSW</b>	161	12	13	5	111	10	51	53	40	7	4	92	46	18	3	1
	17.9%	25.4%	19.0%	13.6%	17.9%	4.6%	27.8%	13.9%	19.2%	10.0%	12.1%	17.8%	21.4%	19.9%	10.9%	6.5%
		F*	**	F*	F		HJ*	*	*	*	**	*	*	*	**	**
<b>Brisbane</b>	98	3	4	3	63	5	20	47	20	7	2	65	20	4	0	0
	10.9%	5.9%	5.5%	7.7%	10.2%	2.2%	11.2%	12.5%	9.5%	9.0%	4.3%	12.6%	9.3%	4.8%	0.0	0.0
		*	**	*	F		*	*	*	*	**	*	*	*	**	**
<b>Rural Queensland</b>	119	1	3	4	64	10	29	52	21	10	4	91	13	4	5	0
	13.3%	2.8%	4.2%	10.3%	10.3%	4.7%	15.9%	13.7%	10.0%	14.0%	9.8%	17.5%	6.0%	4.3%	15.5%	0.0
		*	**	*	F		*	*	*	*	**	MN	*	*	**	**

Filter: State2.ContainsAny({NSW,VIC,QLD,ACT})

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A, B/C/D/E/F, G/H/I/J/K, L/M/N/O/P

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Weighted by: Rim Weighted Variable

Produced by I-View Australia

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September 2011 Omni - 54537  
D2. Age by Banner1  
Table: 3

	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home				Education									
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	No (Not employed, student, work at home, homemaker, retired, etc.)	Don't know	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base	898 100.0%	380 100.0%	282 100.0%	217 100.0%	18 100.0%	528 100.0%	369 100.0%	383 100.0%	328 100.0%	186 100.0%	442 100.0%	456 100.0%	360 100.0%	297 100.0%	122 100.0%	333 100.0%	162 100.0%	398 100.0%	5 100.0%	59 100.0%	86 100.0%	24 100.0%	44 100.0%	156 100.0%	21 100.0%	144 100.0%	349 100.0%		
D2. Age																													
18 to 29	194 21.6%	81 21.3%	61 21.6%	48 22.0%	5 25.3%	124 23.6%	70 18.9%	194 50.7%	0 0.0%	0 0.0%	99 22.4%	95 20.9%	66 18.4%	75 25.4%	24 20.1%	80 23.9%	35 21.7%	79 20.0%	0 0.0%	8 14.5%	22 25.2%	8 34.3%	6 14.1%	32 20.4%	6 28.3%	52 36.3%	46 13.3%		
30 to 49	350 38.9%	147 38.7%	110 39.0%	85 39.2%	7 40.0%	211 39.9%	139 37.5%	189 49.3%	160 48.9%	0 0.0%	174 39.4%	176 38.5%	88 24.5%	156 52.6%	64 52.9%	185 55.6%	68 41.9%	92 23.1%	5 100.0%	30 51.0%	50 58.0%	11 47.5%	24 54.5%	72 45.8%	10 46.7%	42 29.0%	111 31.6%		
50 +	354 39.4%	152 40.0%	111 39.5%	84 38.9%	6 34.7%	193 36.5%	161 43.6%	0 0.0%	168 51.1%	186 100.0%	169 38.3%	185 40.6%	205 57.0%	65 22.0%	33 27.0%	68 20.5%	59 36.4%	227 57.0%	0 0.0%	20 34.5%	14 16.8%	4 18.2%	14 31.4%	53 33.8%	5 25.0%	50 34.6%	182 54.9%		

Filter:  
Cell Contents:  
- Count  
- Column Percentage  
- Statistical Test Results  
Statistics:  
- Column Proportions:  
Columns Tested (5%): A,  
Minimum Base: 30 (\*\*),  
Weighted by: Rim  
Produced by I-View

	Awareness of Museums						Interest in MoAD					Likelihood of Visit to MoAD				
	Total	Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
<b>Base</b>	898 100.0%	49 100.0%	69 100.0%	35 100.0%	622 100.0%	218 100.0%	183 100.0%	377 100.0%	207 100.0%	73 100.0%	37 100.0%	518 100.0%	213 100.0%	92 100.0%	32 100.0%	14 100.0%
<b>D2. Age</b> 18 to 29	194 21.6%	12 23.8%	12 17.0%	8 23.6%	110 17.7%	38 17.6%	57 31.5%	65 17.2%	52 25.1%	8 10.6%	10 25.9%	116 22.4%	48 22.3%	13 13.9%	8 23.5%	4 28.2%
30 to 49	350 38.9%	20 40.1%	26 37.9%	16 47.1%	230 37.0%	87 39.8%	HJ* 64 35.3%	166 44.1%	74 35.6%	26 36.1%	10 27.9%	204 39.4%	85 39.7%	35 38.0%	11 35.4%	7 48.9%
50 +	354 39.4%	18 36.1%	31 45.1%	10 29.3%	282 45.4%	93 42.6%	61 33.2%	146 38.7%	82 39.4%	39 53.3%	17 46.2%	198 38.2%	81 38.0%	44 48.1%	13 41.1%	3 22.9%

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A,  
 Minimum Base: 30 (\*\*),  
 Weighted by: Rim  
 Produced by I-View Australia

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September 2011 Omni - 54537  
 D3. Gender by Banner1  
 Table: 5

	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home				Education							
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	No (Not employed, student, work at home, homemaker, retired, etc.)	Don't know	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base	898 100.0%	380 100.0%	282 100.0%	217 100.0%	18 100.0%	528 100.0%	369 100.0%	383 100.0%	328 100.0%	186 100.0%	442 100.0%	456 100.0%	360 100.0%	297 100.0%	122 100.0%	333 100.0%	462 100.0%	398 100.0%	5 100.0%	59 100.0%	86 100.0%	24 100.0%	44 100.0%	156 100.0%	21 100.0%	144 100.0%	349 100.0%
D3. Gender																											
Male	442 49.2%	187 49.3%	138 48.9%	108 49.6%	9 49.0%	259 49.1%	183 49.5%	180 47.1%	164 49.9%	98 52.5%	442 100.0%	0 0.0%	171 47.6%	156 52.7%	67 55.2%	217 65.3%	65 39.8%	156 39.2%	4 84.0%	30 51.2%	39 45.2%	14 61.0%	16 36.8%	114 72.8%	10 49.4%	73 50.5%	139 39.9%
Female	456 50.8%	193 50.7%	144 51.1%	109 50.4%	9 51.0%	269 50.9%	187 50.5%	203 52.9%	164 50.1%	89 47.5%	0 0.0%	456 100.0%	188 52.4%	140 47.3%	55 44.8%	115 34.7%	97 60.2%	242 60.8%	1 16.0%	29 48.8%	47 54.8%	9 39.0%	28 63.2%	43 27.2%	11 50.6%	71 49.5%	210 60.1%

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 - Column Proportions:  
 Columns Tested (5%): A,  
 Minimum Base: 30 (\*\*),  
 Weighted by: Rim  
 Produced by I-View

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September 2011 Omni - 54537

D3. Gender by Banner2

Table: 6

	Total		Awareness of Museums					Interest in MoAD					Likelihood of Visit to MoAD				
	Total		Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
<b>Base</b>	898		49	69	35	622	218	183	377	207	73	37	518	213	92	32	14
	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>D3. Gender</b>																	
Male	442		24	39	24	306	102	90	166	107	43	25	237	94	60	26	9
	49.2%		48.7%	56.0%	69.6%	49.2%	47.0%	49.1%	44.0%	51.7%	58.6%	68.1%	45.7%	43.8%	64.8%	81.6%	67.3%
			*	**	BEF*			*		*	*	**		*	LM*	**	**
Female	456		25	30	11	316	116	93	211	100	30	12	282	120	32	6	5
	50.8%		51.3%	44.0%	30.4%	50.8%	53.0%	50.9%	56.0%	48.3%	41.4%	31.9%	54.3%	56.2%	35.2%	18.4%	32.7%
			D*	**	*	D	D	*			*	**	N	N*	*	**	**

Filter:

Cell Contents:

- Count

- Column Percentage

- Statistical Test Results

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A,

Minimum Base: 30 (\*\*),

Weighted by: Rim

Produced by I-View

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	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home				Education									
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	No (Not employed, student, work at home, homemaker, retired, etc.)	Don't know	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base	898	380	282	217	18	528	369	383	328	186	442	456	360	297	122	333	162	398	5	59	86	24	44	156	21	144	349		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Museum of Australian Democ	49	24	13	4	8	33	16	24	15	10	24	25	23	9	11	20	7	22	0	7	8	1	3	12	0	6	12		
	5.5%	6.4%	4.5%	2.0%	41.9%	6.3%	4.2%	6.2%	4.6%	5.4%	5.4%	5.5%	6.3%	3.1%	9.4%	6.0%	4.6%	5.4%	0.0	11.7%	9.2%	4.0%	7.3%	7.6%	0.0	3.9%	3.4%		
					BCD*														**	Za*	**	**	*	**	**	**	*		
The Museum of Constitutiona	69	46	14	7	2	51	18	30	22	18	39	30	35	18	13	38	5	26	0	5	9	3	2	14	1	6	29		
	7.7%	12.2%	4.8%	3.1%	13.1%	9.6%	5.0%	7.8%	6.6%	9.4%	8.7%	6.6%	9.8%	5.9%	10.5%	11.4%	2.8%	6.6%	0.0	8.9%	10.3%	11.1%	4.5%	8.8%	3.4%	4.3%	8.2%		
					CD*														**	*	**	*	*	**	*	*	*		
Museum of Australian States	35	20	8	6	0	26	9	20	10	5	24	11	14	10	9	21	4	10	0	5	10	3	1	6	1	4	4		
	3.9%	5.4%	2.8%	2.9%	2.5%	5.0%	2.4%	5.1%	3.2%	2.7%	5.5%	2.3%	4.0%	3.3%	7.1%	6.2%	2.6%	2.5%	0.0	9.2%	12.2%	12.6%	2.5%	3.6%	5.5%	2.9%	1.0%		
					*														**	Za*	WXZa	**	*	*	**	*	*		
National Museum of Australia	622	282	194	127	18	378	244	230	230	162	306	316	267	199	82	226	122	273	1	42	68	16	33	114	15	103	224		
	69.3%	74.3%	68.8%	58.6%	98.8%	71.5%	66.0%	60.0%	70.1%	86.9%	69.3%	69.2%	74.2%	67.0%	67.3%	67.9%	75.4%	68.6%	16.0%	71.1%	79.7%	68.9%	75.7%	72.5%	69.9%	71.5%	64.2%		
					BCD*														**	*	a	**	*	*	**	*	*		
Immigration Museum	218	40	157	15	5	165	53	84	86	47	102	116	80	67	37	80	41	97	0	23	35	6	17	35	2	35	60		
	24.3%	10.6%	55.8%	6.9%	27.6%	31.2%	14.4%	22.0%	26.3%	25.3%	23.2%	25.3%	22.2%	22.5%	30.3%	23.9%	25.6%	24.3%	0.0	39.6%	40.6%	24.3%	37.6%	22.4%	8.8%	24.0%	17.3%		
					BD*														**	XZa*	XZa	**	XZa*	*	**	*	*		
None of the Above	235	90	57	87	0	112	123	126	88	20	117	118	85	84	29	88	30	112	4	12	13	5	8	34	5	30	125		
	26.1%	23.6%	20.3%	40.3%	1.5%	21.2%	33.2%	33.0%	26.9%	10.7%	26.4%	25.9%	23.7%	28.2%	23.7%	26.5%	18.7%	28.2%	84.0%	20.2%	15.2%	22.6%	18.8%	21.7%	24.6%	20.6%	35.6%		
		E	E	BCE*	*		F	J	J	*							*		**	*	**	*	*	**	*	TUWXZ*			

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E, F/G, H/I/J, K/L, M/N/O, P/Q/R/S, T/U/V/W/X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

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PK1. Museums by Banner2

Table: 8

	Total		Awareness of Museums					Interest in MoAD					Likelihood of Visit to MoAD				
	Total		Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
<b>Base</b>	898		49	69	35	622	218	183	377	207	73	37	518	213	92	32	14
	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Museum of Australian Democracy	49	5.5%	49	20	16	46	25	8	12	11	11	7	13	14	9	8	5
			100.0%	29.3%	44.6%	7.4%	11.7%	4.2%	3.3%	5.2%	15.5%	18.4%	2.5%	6.8%	9.3%	24.5%	36.1%
			DEF*	**	EF*		E	*			GHI*	**		*	L*	**	**
The Museum of Constitutional History	69	7.7%	20	69	18	66	34	0	24	17	16	12	8	24	17	12	5
			41.1%	100.0%	51.9%	10.6%	15.7%	0.0	6.5%	8.0%	21.8%	32.4%	1.5%	11.4%	18.8%	37.1%	38.4%
			EF*	**	EF*		E	*	G	G	GHI*	**		L*	L*	**	**
Museum of Australian States	35	3.9%	16	18	35	27	15	0	5	11	12	7	2	8	10	9	4
			31.7%	26.3%	100.0%	4.4%	6.9%	0.0	1.2%	5.1%	16.5%	20.0%	0.4%	3.8%	11.0%	28.0%	31.8%
			EF*	**	BEF*		*	*		G	GHI*	**		L*	L*	**	**
National Museum of Australia	622	69.3%	46	66	27	622	184	91	265	165	60	29	323	169	80	27	12
			93.0%	96.1%	78.4%	100.0%	84.5%	49.9%	70.1%	79.6%	82.4%	79.6%	62.3%	78.9%	86.9%	85.2%	84.8%
			D*	**	*	BDF	**	*	G	G	G*	**		L*	L*	**	**
Immigration Museum	218	24.3%	25	34	15	184	218	26	94	55	29	13	101	64	27	11	8
			51.7%	49.7%	43.1%	29.6%	100.0%	14.5%	24.8%	26.8%	39.6%	34.9%	19.6%	30.1%	29.9%	34.0%	55.3%
			E*	**	*		BDE	*		G	GH*	**		L*	*	**	**
None of the Above	235	26.1%	0	0	0	0	0	84	94	33	8	7	178	28	8	1	2
			0.0	0.0	0.0	0.0	0.0	45.9%	24.9%	15.9%	11.4%	18.7%	34.4%	13.2%	8.5%	4.4%	15.2%
			*	**	*			HIJ*	J		*	**	MN	*	*	**	**

Filter:

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A, B/C/D/E/F, G/H/I/J/K, L/M/N/O/P

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Weighted by: Rim Weighted Variable

Produced by I-View Australia

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September 2011 Omni - 54537  
 PK2. MoAD Interest by Banner1  
 Table: 9

	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home				Education									
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	No (Not employed, student, work at home, homemaker, retired, etc.)	Don't know	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base	898 100.0%	380 100.0%	282 100.0%	217 100.0%	18 100.0%	528 100.0%	369 100.0%	383 100.0%	328 100.0%	186 100.0%	442 100.0%	456 100.0%	360 100.0%	297 100.0%	122 100.0%	333 100.0%	162 100.0%	388 100.0%	5 100.0%	59 100.0%	88 100.0%	24 100.0%	44 100.0%	158 100.0%	21 100.0%	144 100.0%	349 100.0%		
Extremely interested	37 4.1%	20 5.2%	11 3.9%	5 2.4%	1 5.2%	29 5.5%	8 2.2%	17 4.4%	12 3.6%	8 4.4%	25 5.7%	12 2.6%	18 5.1%	8 2.8%	8 6.5%	15 4.5%	3 1.6%	20 4.9%	0 0.0%	7 11.5%	3 3.1%	1 2.8%	2 5.2%	12 7.8%	0 2.3%	2 1.5%	10 2.8%		
Very interested	73 8.1%	32 8.5%	21 7.6%	17 7.7%	2 11.9%	47 8.9%	26 7.0%	21 5.6%	27 8.4%	24 12.9%	43 9.7%	30 6.6%	29 7.9%	22 7.4%	16 12.9%	24 7.3%	21 12.7%	28 7.0%	0 0.0%	10 16.4%	12 13.8%	4 18.1%	6 13.8%	13 8.4%	0 0.0%	9 6.4%	19 5.4%		
Fairly interested	207 23.1%	96 25.4%	65 23.2%	40 18.6%	5 26.0%	129 24.3%	79 21.3%	88 22.9%	84 25.5%	36 19.2%	107 24.2%	100 22.0%	75 20.7%	80 26.9%	29 23.9%	65 19.5%	47 29.0%	92 23.0%	4 74.7%	16 26.7%	27 32.0%	9 39.2%	12 27.6%	37 23.6%	5 25.7%	42 29.0%	54 15.5%		
Not particularly interested	377 42.0%	143 37.5%	127 45.1%	99 45.5%	9 46.9%	227 43.0%	150 40.7%	167 43.6%	125 38.1%	85 45.6%	166 37.6%	211 46.3%	168 46.6%	114 38.6%	45 36.7%	142 42.8%	66 40.9%	167 42.1%	1 25.3%	17 28.2%	26 30.4%	7 30.6%	15 34.0%	64 40.8%	10 45.6%	55 38.3%	175 50.2%		
Not at all interested	183 20.3%	78 20.5%	53 18.9%	49 22.8%	2 10.0%	88 16.7%	94 25.5%	86 22.4%	67 20.5%	30 15.9%	90 20.3%	93 20.4%	60 16.8%	71 23.8%	22 18.1%	81 24.2%	24 15.0%	78 19.5%	0 0.0%	9 16.1%	14 16.7%	2 9.1%	6 13.3%	27 17.4%	5 24.1%	34 23.5%	82 23.5%		
Unsure	21 2.3%	11 2.9%	4 1.3%	6 2.9%	0 0.0%	8 1.6%	12 3.4%	4 1.1%	13 3.9%	4 2.1%	11 2.5%	10 2.1%	10 2.8%	2 0.6%	2 1.9%	6 1.7%	1 0.7%	14 3.5%	0 0.0%	0 0.0%	3 3.9%	0 0.0%	3 6.1%	3 2.1%	0 2.2%	2 1.3%	9 2.7%		

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E, F/G, H/I/J, K/L, M/N/O, P/Q/R/S, T/U/V/W/X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

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September 2011 Omni - 54537  
 PK2. MoAD Interest by Banner2  
 Table: 10

	Total	Awareness of Museums					Interest in MoAD					Likelihood of Visit to MoAD				
	Total	Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
<b>Base</b>	898 100.0%	49 100.0%	69 100.0%	35 100.0%	622 100.0%	218 100.0%	183 100.0%	377 100.0%	207 100.0%	73 100.0%	37 100.0%	518 100.0%	213 100.0%	92 100.0%	32 100.0%	14 100.0%
Extremely interested	37 4.1%	7 13.9%	12 17.4%	7 21.1%	29 4.7%	13 5.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	37 100.0%	8 1.6%	1 0.5%	7 7.6%	8 25.0%	12 84.2%
		E*	**	EF*			*			*	**		*	LM*	**	**
Very interested	73 8.1%	11 23.1%	16 23.0%	12 34.5%	60 9.7%	29 13.2%	0 0.0%	0 0.0%	0 0.0%	73 100.0%	0 0.0%	4 0.7%	20 9.3%	21 23.4%	21 65.5%	1 5.9%
		E*	**	EF*			*			GHI*	**		L*	LM*	**	**
Fairly interested	207 23.1%	11 22.1%	17 24.1%	11 30.2%	165 26.5%	55 25.5%	0 0.0%	0 0.0%	207 100.0%	0 0.0%	0 0.0%	53 10.2%	86 40.3%	55 60.2%	3 8.4%	1 5.1%
		*	**	*			*			GHJ	**		L*	LM*	**	**
Not particularly interested	377 42.0%	12 25.3%	24 35.5%	5 12.9%	265 42.5%	94 42.9%	0 0.0%	377 100.0%	0 0.0%	0 0.0%	0 0.0%	263 50.8%	103 48.1%	7 7.2%	0 1.1%	0 3.3%
		*	**	*	BD	BD	*	GIJ	*	*	**	N	N*	*	**	**
Not at all interested	183 20.3%	8 15.6%	0 0.0%	0 0.0%	91 14.6%	26 12.1%	183 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	180 34.8%	2 0.8%	0 0.3%	0 0.0%	0 1.5%
		D*	**	*	D	D	HIJ*			*	**	MN	*	*	**	**
Unsure	21 2.3%	0 0.0%	0 0.0%	0 1.3%	12 1.9%	1 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	10 2.0%	2 1.0%	1 1.2%	0 0.0%	0 0.0%
		*	**	*			*			*	**	*	*	*	**	**

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E/F, G/H/I/J/K, L/M/N/O/P  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

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September 2011 Omni - 54537  
 PK3. Likelihood to Visit MoAD by Banner1  
 Table: 11

	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home				Education							
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	No (Not employed, student, work at home, homemaker, retired, etc.)	Don't know	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base	898	380	282	217	18	528	369	383	328	180	442	456	360	297	122	333	162	398	5	59	86	24	44	156	21	144	349
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Extremely likely	14	8	5	0	1	13	1	10	3	1	9	5	3	6	5	9	1	4	0	4	2	1	1	5	0	1	0
	1.6%	2.2%	1.7%	0.0	5.6%	2.5%	0.2%	2.6%	0.8%	0.7%	2.1%	1.0%	0.7%	2.1%	4.2%	2.6%	0.9%	1.0%	0.0	7.0%	2.4%	2.8%	2.7%	3.1%	2.2%	0.6%	0.0
					D*										M				**	Za*	a	**	a*	**	**	**	*
Very likely	32	20	6	5	1	24	8	15	10	7	26	6	11	9	9	13	8	11	0	6	5	1	2	8	0	5	5
	3.6%	5.2%	2.2%	2.3%	7.0%	4.5%	2.3%	3.9%	3.0%	3.9%	5.9%	1.3%	3.0%	3.0%	7.0%	3.9%	4.8%	2.9%	0.0	9.9%	6.1%	6.3%	4.1%	5.1%	0.0	3.2%	1.5%
					*						L								**	Za*	a	**	*	**	**	*	*
Fairly likely	92	62	16	8	5	65	27	30	37	26	60	32	35	28	19	38	16	38	0	9	16	4	4	21	1	17	19
	10.2%	16.4%	5.8%	3.8%	25.2%	12.2%	7.4%	7.7%	11.2%	13.7%	13.5%	7.1%	9.8%	9.3%	15.7%	11.4%	10.1%	9.4%	0.0	15.2%	10.6%	17.0%	9.2%	13.4%	6.3%	12.0%	5.3%
					CD*						L								**	a*	**	*	*	**	**	*	*
Not particularly likely	213	108	66	33	7	140	74	97	82	35	94	120	94	58	31	87	36	90	0	15	23	5	17	33	5	32	74
	23.8%	28.3%	23.3%	15.0%	40.5%	26.5%	19.9%	25.3%	24.9%	18.6%	21.2%	26.3%	26.0%	19.4%	25.8%	26.1%	22.3%	22.6%	9.3%	24.8%	26.6%	20.4%	39.0%	21.1%	21.9%	22.4%	21.1%
					D														**	*	**	XZa*	*	**	**	*	*
Not at all likely	518	180	178	156	4	272	246	222	184	112	237	282	207	184	56	176	98	239	4	25	34	12	17	86	15	85	240
	57.7%	47.4%	63.2%	71.9%	21.6%	51.6%	66.6%	58.0%	56.0%	60.3%	53.5%	61.8%	57.5%	62.0%	45.6%	53.0%	60.8%	60.1%	90.7%	43.2%	40.2%	52.3%	39.6%	54.8%	69.6%	58.7%	68.7%
					E														**	*	**	*	U*	**	**	TUW	TUW*
Unsure	28	2	11	15	0	15	13	9	14	5	17	11	11	12	2	10	2	16	0	0	5	0	2	4	0	5	12
	3.1%	0.6%	3.8%	7.0%	0.0	2.8%	3.6%	2.4%	4.1%	2.8%	3.8%	2.5%	3.0%	4.1%	1.6%	3.0%	1.2%	4.0%	0.0	0.0	6.0%	1.2%	5.4%	2.4%	0.0	3.2%	3.4%
					B*														**	*	T	**	T*	*	**	*	*

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E, F/G, H/I/J, K/L, M/N/O, P/Q/R/S, T/U/V/W/X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

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September 2011 Omni - 54537  
 PK3. Likelihood to Visit MoAD by Banner2  
 Table: 12

	Total	Awareness of Museums					Interest in MoAD					Likelihood of Visit to MoAD				
	Total	Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
<b>Base</b>	898	49	69	35	622	218	183	377	207	73	37	518	213	92	32	14
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Extremely likely	14	5	5	4	12	8	0	0	1	1	12	0	0	0	0	14
	1.6%	10.3%	7.8%	12.8%	1.9%	3.6%	0.1%	0.1%	0.3%	1.1%	32.0%	0.0	0.0	0.0	0.0	100.0%
		E*	**	EF*			*			*	**		*	*	**	**
Very likely	32	8	12	9	27	11	0	0	3	21	8	0	0	0	32	0
	3.6%	16.0%	17.3%	25.7%	4.4%	5.0%	0.0	0.1%	1.3%	28.8%	21.7%	0.0	0.0	0.0	100.0%	0.0
		EF*	**	EF*			*			GHI*	**		*	*	**	**
Fairly likely	92	9	17	10	80	27	0	7	55	21	7	0	0	92	0	0
	10.2%	17.5%	25.0%	28.8%	12.8%	12.6%	0.2%	1.8%	26.7%	29.5%	18.9%	0.0	0.0	100.0%	0.0	0.0
		*	**	EF*			*		GH	GH*	**		*	LM*	**	**
Not particularly likely	213	14	24	8	169	64	2	103	86	20	1	0	213	0	0	0
	23.8%	29.5%	35.3%	23.3%	27.1%	29.4%	0.9%	27.2%	41.6%	27.1%	3.1%	0.0	100.0%	0.0	0.0	0.0
		*	**	*			*	G	GH	G*	**		LN*	*	**	**
Not at all likely	518	13	8	2	323	101	180	263	53	4	8	518	0	0	0	0
	57.7%	26.7%	11.4%	5.7%	51.9%	46.5%	98.8%	69.8%	25.4%	5.1%	22.1%	100.0%	0.0	0.0	0.0	0.0
		D*	**	*	BD	BD	HIJ*	IJ	J	*	**	MN	*	*	**	**
Unsure	28	0	2	1	11	6	0	4	10	6	1	0	0	0	0	0
	3.1%	0.0	3.2%	3.6%	1.8%	2.9%	0.0	1.0%	4.7%	8.4%	2.3%	0.0	0.0	0.0	0.0	0.0
		*	**	*			*		G	GH*	**		*	*	**	**

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E/F, G/H/I/J/K, L/M/N/O/P  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

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September 2011 Omni - 54537  
 Q4. Education by Banner1  
 Table: 13

	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home				Education									
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	No (Not employed, student, work at home, homemaker, retired, etc.)	Don't know	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base	898 100.0%	380 100.0%	282 100.0%	217 100.0%	18 100.0%	528 100.0%	369 100.0%	383 100.0%	328 100.0%	186 100.0%	442 100.0%	456 100.0%	360 100.0%	297 100.0%	122 100.0%	333 100.0%	162 100.0%	398 100.0%	5 100.0%	59 100.0%	86 100.0%	24 100.0%	44 100.0%	156 100.0%	21 100.0%	144 100.0%	349 100.0%		
Higher degree or post graduate	59 6.5%	28 7.5%	19 6.9%	8 3.8%	2 12.3%	42 7.9%	17 4.5%	27 7.1%	19 5.9%	12 6.5%	30 6.8%	29 6.3%	15 4.0%	17 5.7%	21 17.1%	26 7.7%	14 8.5%	19 4.8%	0 0.0%	59 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%		
Bachelor degree	86 9.5%	34 9.0%	34 12.1%	15 6.9%	2 11.4%	65 12.4%	20 5.5%	49 12.9%	31 9.5%	5 2.7%	39 8.8%	47 10.3%	12 3.5%	36 12.1%	24 19.9%	44 13.3%	18 11.3%	23 5.8%	0 0.0%	0 0.0%	86 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%		
Undergraduate diploma	24 2.6%	12 3.3%	8 2.9%	3 1.3%	0 1.1%	16 2.9%	8 2.2%	15 4.0%	6 1.9%	2 1.1%	14 3.3%	9 2.0%	9 2.5%	7 2.4%	5 4.5%	9 2.6%	6 3.8%	9 2.2%	0 0.0%	0 0.0%	0 100.0%	24 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%		
Associate diploma	44 4.9%	17 4.6%	16 5.6%	10 4.5%	1 6.2%	31 5.8%	14 3.7%	20 5.1%	19 5.9%	5 2.8%	16 3.7%	28 6.1%	10 2.8%	15 5.1%	9 7.4%	16 4.8%	9 5.9%	19 4.7%	0 0.0%	0 0.0%	0 0.0%	44 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%		
Skilled vocational	156 17.4%	79 20.8%	30 10.7%	44 20.1%	3 18.5%	85 16.1%	71 19.3%	77 20.2%	51 15.7%	28 14.9%	114 25.8%	43 9.3%	46 12.9%	64 21.5%	29 23.9%	76 22.7%	31 19.1%	49 12.3%	1 16.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	156 100.0%	0 0.0%	0 0.0%	0 0.0%		
Basic vocational	21 2.4%	9 2.5%	5 1.8%	6 3.0%	1 4.3%	11 2.1%	10 2.7%	12 3.1%	4 1.4%	5 2.5%	10 2.4%	11 2.3%	12 3.4%	7 2.2%	1 0.4%	7 2.0%	3 1.9%	11 2.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	21 0.0%	0 0.0%			
Completed highest level of school	144 16.1%	60 15.9%	50 17.6%	30 14.0%	4 20.4%	88 16.6%	46 12.5%	71 18.6%	46 14.0%	27 14.4%	73 16.5%	71 15.7%	50 13.9%	55 18.4%	20 16.1%	55 16.6%	33 20.6%	56 14.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	144 100.0%	0 0.0%		
Did not complete highest level of school	349 38.8%	131 34.5%	114 40.5%	99 45.5%	5 25.1%	172 32.5%	177 47.9%	98 25.5%	149 45.5%	102 54.6%	139 31.5%	210 46.0%	204 56.7%	91 30.7%	12 9.5%	101 30.3%	47 29.0%	197 49.6%	4 74.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	349 100.0%		
Don't Know	15 1.7%	7 1.9%	6 2.1%	2 0.8%	0 0.4%	9 1.7%	6 1.7%	14 3.6%	1 0.2%	1 0.4%	6 1.4%	9 2.0%	1 0.3%	6 1.9%	1 1.1%	0 0.0%	0 0.0%	15 3.7%	9 9.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%			

Filter: State2.ContainsAny((NSW,VIC,QLD,ACT))  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E, F/G, H/I/J, K/L, M/N/O, P/Q/R/S, T/U/V/W/X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by: I-View Australia

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	Total	Awareness of Museums					Interest in MoAD					Likelihood of Visit to MoAD				
	Total	Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
<b>Base</b>	898	49	69	35	622	218	183	377	207	73	37	518	213	92	32	14
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Higher degree or post graduate	59	7	5	5	42	23	9	17	16	10	7	25	15	9	6	4
	6.5%	13.9%	7.5%	15.5%	6.7%	10.6%	5.2%	4.5%	7.5%	13.2%	18.3%	4.9%	6.8%	9.7%	18.0%	29.0%
		*	**	E*			*			H*	**	*	*	*	**	**
Bachelor degree	86	8	9	10	68	35	14	26	27	12	3	34	23	16	5	2
	9.5%	16.1%	12.8%	29.9%	11.0%	16.0%	7.8%	6.9%	13.2%	16.2%	7.3%	6.6%	10.7%	17.4%	16.4%	14.7%
		*	**	EF*			*			H*	**	*	*	L*	**	**
Undergraduate diploma	24	1	3	3	16	6	2	7	9	4	1	12	5	4	1	1
	2.6%	1.9%	3.8%	8.5%	2.6%	2.6%	1.2%	1.9%	4.5%	5.9%	1.8%	2.4%	2.3%	4.4%	4.7%	4.8%
		*	**	E*			*			*	**	*	*	*	**	**
Associate diploma	44	3	2	1	33	17	6	15	12	6	2	17	17	4	2	1
	4.9%	6.5%	2.9%	3.2%	5.4%	7.6%	3.2%	4.0%	5.9%	8.4%	6.2%	3.4%	8.1%	4.4%	5.6%	8.5%
		*	**	*			*			*	**	*	*	*	**	**
Skilled vocational	156	12	14	6	114	35	27	64	37	13	12	86	33	21	8	5
	17.4%	24.3%	20.0%	17.2%	18.3%	16.1%	14.9%	16.9%	17.8%	18.0%	32.9%	16.6%	15.5%	22.9%	25.0%	34.0%
		*	**	*			*			*	**	*	*	*	**	**
Basic vocational	21	0	1	1	15	2	5	10	5	0	0	15	5	1	0	0
	2.4%	0.0%	1.1%	3.3%	2.4%	0.9%	2.8%	2.6%	2.6%	0.0%	1.3%	2.8%	2.2%	1.5%	0.0%	3.3%
		*	**	*			*			*	**	*	*	*	**	**
Completed highest level of schooling	144	6	6	4	103	35	34	55	42	9	2	85	32	17	5	1
	16.1%	11.3%	8.9%	12.1%	16.6%	15.9%	18.6%	14.7%	20.2%	12.6%	5.8%	16.3%	15.1%	18.9%	14.5%	5.8%
		*	**	*			*			*	**	*	*	*	**	**
Did not complete highest level of schooling	349	12	29	4	224	60	82	175	54	19	10	240	74	19	5	0
	38.8%	23.8%	41.4%	10.3%	36.0%	27.7%	44.8%	46.4%	26.1%	25.7%	26.5%	46.2%	34.5%	20.2%	15.9%	0.0%
		*	**	*	DF	D	IJ*	IJ		*	**	N	*	*	**	**
Don't Know	15	1	1	0	7	6	3	8	4	0	0	4	11	1	0	0
	1.7%	2.2%	1.6%	0.0%	1.1%	2.7%	1.5%	2.1%	2.1%	0.0%	0.0%	0.7%	4.9%	0.8%	0.0%	0.0%
		*	**	*			*			*	**		L*	*	**	**

Filter: State2.ContainsAny({NSW,VIC,QLD,ACT})

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A, B/C/D/E/F, G/H/I/J/K, L/M/N/O/P

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Weighted by: Rim Weighted Variable

Produced by I-View Australia

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September 2011 Omni - 54537  
 Q5. Marital Status by Banner1  
 Table: 15

	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home				Education							
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	No (Not employed, student, work at home, homemaker, retired, etc.)	Don't know	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base	898	380	282	217	18	528	369	383	328	186	442	456	360	297	122	333	162	398	5	59	86	24	44	156	21	144	349
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Married	492	192	168	124	8	283	209	178	192	122	217	275	163	179	77	167	103	221	0	33	56	10	29	75	11	65	204
	54.8%	50.6%	59.4%	57.2%	42.6%	53.5%	56.5%	46.3%	58.4%	65.6%	49.0%	60.3%	45.2%	60.4%	63.0%	50.3%	63.7%	55.6%	0.0	55.9%	65.7%	42.0%	64.7%	47.6%	50.9%	45.0%	58.6%
Single/Never married	157	73	60	27	7	114	43	113	37	7	102	55	70	41	21	65	32	56	4	12	14	10	4	23	7	36	48
	17.5%	19.1%	17.8%	12.5%	36.7%	21.5%	11.7%	29.5%	11.3%	3.5%	23.1%	12.1%	19.4%	13.7%	17.5%	19.5%	19.8%	14.1%	74.7%	20.3%	16.1%	42.2%	8.7%	14.9%	32.7%	25.2%	13.6%
Q5. Marital status? Divorced/Separated	100	53	22	23	2	56	44	15	56	29	48	52	62	26	4	28	12	58	1	7	3	1	5	25	0	15	43
	11.1%	13.9%	7.8%	10.6%	11.8%	10.6%	11.8%	3.9%	17.2%	15.4%	10.9%	11.4%	17.2%	8.6%	3.4%	8.5%	7.5%	14.7%	16.0%	11.7%	3.5%	4.2%	11.6%	15.7%	2.3%	10.6%	12.3%
Widowed	25	14	7	4	0	16	9	0	9	16	10	14	15	4	1	7	2	16	0	1	3	0	1	5	0	7	8
	2.8%	3.6%	2.3%	1.9%	2.1%	3.0%	2.4%	0.0	2.6%	8.7%	2.4%	3.1%	4.3%	1.5%	0.8%	2.1%	0.9%	4.0%	0.0	0.9%	4.0%	0.7%	2.9%	2.9%	1.5%	4.7%	2.2%
Common law, De-facto or livi	124	49	36	38	1	60	64	77	34	13	64	60	50	47	19	65	13	46	0	7	9	3	5	30	3	21	46
	13.8%	12.9%	12.6%	17.6%	7.0%	11.3%	17.4%	20.1%	10.5%	6.8%	14.6%	13.1%	14.0%	15.7%	15.3%	19.5%	8.1%	11.6%	0.0	11.2%	10.4%	11.0%	12.2%	18.9%	12.7%	14.5%	13.3%
Don't know	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.1%	0.0	0.1%	0.2%	0.0	0.0	0.1%	0.2%	0.0	0.0	0.1%	0.1%	0.0	0.1%	0.0	0.1%	0.0	0.0	9.3%	0.0	0.3%	0.0	0.0	0.0	0.0	0.0	0.0

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E, F/G, H/I/J, K/L, M/N/O, P/Q/R/S, T/U/V/W/X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

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September 2011 Omni - 54537  
 Q5. Marital Status by Banner2  
 Table: 16

	Total	Awareness of Museums					Interest in MoAD					Likelihood of Visit to MoAD				
	Total	Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
<b>Base</b>	898 100.0%	49 100.0%	69 100.0%	35 100.0%	622 100.0%	218 100.0%	183 100.0%	377 100.0%	207 100.0%	73 100.0%	37 100.0%	518 100.0%	213 100.0%	92 100.0%	32 100.0%	14 100.0%
Married	492 54.8%	20 40.9%	33 47.4%	23 64.6%	336 54.1%	123 56.5%	86 47.2%	220 58.3%	115 55.6%	50 68.4%	15 40.8%	267 51.5%	126 58.9%	52 56.4%	22 68.5%	7 48.5%
Single/Never married	157 17.5%	11 22.4%	16 22.5%	6 17.6%	104 16.7%	30 13.6%	33 18.1%	55 14.7%	44 21.5%	10 14.3%	10 26.4%	90 17.4%	40 18.6%	17 18.9%	5 14.3%	1 6.7%
Divorced/Separated	100 11.1%	9 19.1%	8 11.2%	4 10.6%	85 13.6%	25 11.4%	26 14.4%	39 10.2%	21 10.3%	4 5.7%	5 14.0%	66 12.8%	22 10.4%	7 7.3%	3 8.5%	2 10.8%
Widowed	25 2.8%	2 3.2%	5 7.6%	0 0.0%	21 3.4%	8 3.6%	1 0.3%	10 2.6%	6 2.8%	1 1.7%	1 2.5%	11 2.2%	5 2.3%	6 6.0%	0 0.7%	0 0.7%
Common law, De-facto or living	124 13.8%	7 14.4%	8 11.3%	2 7.1%	76 12.1%	32 14.9%	36 20.0%	53 14.0%	20 9.8%	7 9.9%	6 15.6%	84 16.2%	21 9.6%	10 11.4%	3 8.1%	4 31.4%
Don't know	1 0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.1%	0 0.0%	0 0.0%	0 0.7%	0 0.0%	0 0.2%	0 0.0%	0 0.0%	0 1.8%

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E/F, G/H/I/J/K, L/M/N/O/P  
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September 2011 Omni - 54537  
 Q6. People In Household by Banner1  
 Table: 17

	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home				Education							
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	No (Not employed, student, work at home, homemaker, retired, etc.)	Don't know	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base	898 100.0%	380 100.0%	282 100.0%	217 100.0%	18 100.0%	528 100.0%	369 100.0%	383 100.0%	328 100.0%	186 100.0%	442 100.0%	456 100.0%	360 100.0%	297 100.0%	122 100.0%	333 100.0%	162 100.0%	398 100.0%	5 100.0%	59 100.0%	86 100.0%	24 100.0%	44 100.0%	156 100.0%	21 100.0%	144 100.0%	349 100.0%
One	103 11.4%	51 13.5%	30 10.7%	15 6.8%	6 34.4%	60 11.4%	43 11.5%	25 6.5%	39 11.9%	39 20.7%	63 14.2%	40 8.8%	63 17.6%	17 5.7%	7 5.8%	23 6.9%	10 6.2%	66 16.6%	4 74.7%	12 20.4%	4 5.0%	2 7.7%	4 10.0%	22 14.1%	2 8.4%	18 12.3%	37 10.7%
Two	279 31.1%	98 25.8%	96 34.0%	80 37.0%	5 28.2%	147 27.8%	132 35.8%	67 17.6%	88 27.0%	123 66.2%	154 34.8%	126 27.6%	155 43.1%	69 23.2%	19 15.9%	81 24.3%	39 24.2%	159 40.0%	0 0.0%	18 31.6%	22 26.0%	5 19.2%	10 23.3%	44 28.3%	9 40.6%	37 25.8%	133 38.0%
Three	186 20.7%	81 21.3%	69 24.4%	34 15.4%	2 13.2%	116 21.9%	70 18.9%	110 28.6%	62 18.9%	14 7.5%	73 16.4%	113 24.8%	60 16.7%	76 25.8%	27 21.9%	76 23.0%	45 27.9%	64 16.1%	0 0.0%	11 18.7%	23 26.4%	8 34.5%	11 25.8%	26 16.6%	5 23.3%	33 23.1%	58 16.7%
Four	195 21.7%	96 25.3%	58 20.4%	39 18.1%	2 11.3%	128 24.2%	67 18.2%	106 27.7%	83 25.3%	6 3.2%	84 19.1%	111 24.3%	50 13.9%	75 25.2%	41 33.5%	96 28.7%	40 25.0%	59 14.8%	0 0.0%	9 16.2%	22 25.7%	4 17.3%	13 29.0%	42 26.5%	3 12.4%	37 25.8%	65 18.6%
Five or more	134 15.0%	54 14.2%	30 10.5%	49 22.4%	2 12.9%	78 14.7%	57 15.4%	75 19.5%	55 16.9%	5 2.5%	68 15.5%	66 14.5%	31 8.7%	60 20.2%	28 23.0%	57 17.2%	27 16.7%	50 12.4%	1 16.0%	8 13.1%	15 17.0%	5 21.3%	5 12.0%	23 14.5%	3 15.3%	19 13.1%	56 16.0%
Don't Know	0 0.1%	0 0.0%	0 0.0%	0 0.2%	0 0.0%	0 0.0%	0 0.1%	0 0.1%	0 0.0%	0 0.0%	0 0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	9 9.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E, F/G, H/I/J, K/L, M/N/O, P/Q/R/S, T/U/V/W/X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

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September 2011 Omni - 54537  
 Q6. People in Household by Banner2  
 Table: 18

	Total	Awareness of Museums					Interest in MoAD					Likelihood of Visit to MoAD				
	Total	Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base	898 100.0%	49 100.0%	69 100.0%	35 100.0%	622 100.0%	218 100.0%	183 100.0%	377 100.0%	207 100.0%	73 100.0%	37 100.0%	518 100.0%	213 100.0%	92 100.0%	32 100.0%	14 100.0%
One	103 11.4%	14 29.0%	14 20.3%	5 15.5%	81 13.0%	35 16.0%	13 7.2%	40 10.7%	27 13.2%	6 7.8%	9 23.1%	60 11.6%	18 8.3%	12 12.8%	5 14.6%	3 24.7%
Two	279 31.1%	10 19.4%	15 21.4%	9 25.7%	201 32.2%	64 29.2%	60 33.0%	126 33.3%	53 25.4%	26 35.8%	12 32.3%	161 31.0%	67 31.4%	32 34.9%	12 36.4%	4 26.2%
Three	186 20.7%	8 15.6%	16 23.7%	6 16.2%	138 22.3%	56 25.5%	44 23.9%	77 20.5%	48 23.1%	13 18.2%	2 5.0%	100 19.2%	59 27.5%	10 10.9%	3 10.9%	1 7.8%
Four	195 21.7%	11 21.4%	13 19.5%	10 27.7%	122 19.6%	31 14.0%	42 23.0%	82 21.7%	41 19.8%	14 19.1%	11 29.6%	124 23.9%	33 15.4%	25 27.2%	8 23.9%	4 25.7%
Five or more	134 15.0%	7 14.6%	10 15.1%	5 14.9%	80 12.9%	33 15.2%	24 12.9%	52 13.7%	38 18.5%	14 19.2%	4 9.9%	74 14.3%	37 17.2%	13 14.2%	5 14.2%	2 15.6%
Don't Know	0 0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.2%	0 0.0%	0 0.0%	0 0.0%

Filter:  
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 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E/F, G/H/I/J/K, L/M/N/O/P  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

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September 2011 Omni - 54537  
 Q7. Children under 18 in house? by Banner1  
 Table: 19

	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home				Education							
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	No (Not employed, student, work at home, homemaker, retired, etc.)	Don't know	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base	795 100.0%	329 100.0%	252 100.0%	202 100.0%	12 100.0%	468 100.0%	326 100.0%	358 100.0%	289 100.0%	148 100.0%	379 100.0%	418 100.0%	296 100.0%	280 100.0%	115 100.0%	310 100.0%	152 100.0%	332 100.0%	1 100.0%	47 100.0%	81 100.0%	22 100.0%	40 100.0%	134 100.0%	19 100.0%	127 100.0%	311 100.0%
Q7. Kids under 18?	379 47.7%	165 50.3%	110 43.7%	99 49.2%	5 37.7%	230 49.2%	149 45.7%	230 64.4%	143 49.4%	6 4.2%	154 40.5%	226 54.3%	84 28.5%	180 64.4%	69 59.8%	178 57.4%	76 50.2%	124 37.5%	1 100.0%	27 57.2%	51 62.1%	10 47.0%	25 62.8%	69 51.0%	10 53.9%	63 49.9%	116 37.2%
No	415 52.2%	163 49.7%	142 56.3%	102 50.8%	7 61.3%	238 50.8%	177 54.3%	127 35.6%	146 50.6%	142 95.8%	225 59.5%	190 45.6%	212 71.5%	99 35.5%	46 40.2%	132 42.6%	76 49.8%	207 62.5%	0 0.0%	20 42.8%	31 37.9%	12 53.0%	15 37.2%	66 48.9%	9 46.1%	63 50.1%	196 62.8%
Don't Know	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%

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 - Count  
 - Column Percentage  
 - Statistical Test Results  
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 - Column Proportions:  
 Columns Tested (5%): A,  
 Minimum Base: 30 (\*\*),  
 Weighted by: Rim  
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September 2011 Omni - 54537  
 Q7. Children under 18 in house? by Banner2  
 Table: 20

	Total	Awareness of Museums					Interest in MoAD					Likelihood of Visit to MoAD				
	Total	Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
<b>Base</b>	795 100.0%	35 100.0%	55 100.0%	30 100.0%	541 100.0%	183 100.0%	169 100.0%	337 100.0%	180 100.0%	67 100.0%	28 100.0%	458 100.0%	195 100.0%	80 100.0%	27 100.0%	11 100.0%
<b>Q7. Kids under 18?</b>																
Yes	379 47.7%	20 57.3%	19 33.8%	17 56.5%	243 44.8%	93 50.8%	80 47.2%	172 51.2%	85 47.3%	27 39.6%	10 34.3%	229 50.0%	87 44.7%	36 44.6%	11 40.2%	5 45.8%
No	415 52.2%	15 42.4%	36 66.0%	13 43.0%	298 55.1%	90 49.1%	89 52.8%	164 48.8%	95 52.7%	41 60.4%	19 65.3%	229 50.0%	108 55.3%	44 55.2%	16 59.8%	6 54.2%
Don't Know	0 0.0%	0 0.4%	0 0.2%	0 0.4%	0 0.0%	0 0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.5%	0 0.0%	0 0.0%	0 0.2%	0 0.0%	0 0.0%

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A,  
 Minimum Base: 30 (\*\*),  
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September 2011 Omni - 54537  
 Q8. Work outside Home? by Banner1  
 Table: 21

	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home				Education							
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	No (Not employed, student, work at home, homemaker, retired, etc.)	Don't know	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base	898 100.0%	380 100.0%	282 100.0%	217 100.0%	18 100.0%	528 100.0%	369 100.0%	383 100.0%	328 100.0%	186 100.0%	442 100.0%	456 100.0%	360 100.0%	297 100.0%	122 100.0%	333 100.0%	162 100.0%	398 100.0%	5 100.0%	59 100.0%	86 100.0%	24 100.0%	44 100.0%	156 100.0%	21 100.0%	144 100.0%	349 100.0%
Yes, full-time	333 37.1%	166 43.6%	88 31.0%	72 33.3%	7 39.0%	227 43.0%	106 28.7%	177 46.1%	151 46.1%	5 2.6%	217 49.2%	115 25.3%	79 22.0%	142 48.0%	87 71.7%	333 100.0%	0 0.0%	0 0.0%	0 0.0%	26 43.8%	44 51.7%	9 36.3%	16 36.5%	76 48.3%	7 31.8%	55 38.2%	101 28.9%
Yes, part-time	162 18.0%	59 15.5%	63 22.3%	36 16.8%	4 19.8%	95 18.0%	67 18.1%	68 17.7%	69 21.0%	25 13.4%	65 14.6%	97 21.4%	47 12.9%	73 24.5%	18 14.9%	0 0.0%	162 100.0%	0 0.0%	0 0.0%	14 23.5%	18 21.4%	6 26.1%	9 21.5%	31 19.7%	3 14.3%	33 23.1%	47 13.4%
No (Not employed, student, w	398 44.4%	152 40.0%	131 46.4%	108 49.7%	8 41.2%	206 38.9%	193 52.2%	134 34.9%	108 32.9%	156 83.9%	156 35.3%	242 53.2%	234 65.1%	81 27.3%	16 13.4%	0 0.0%	0 0.0%	398 100.0%	0 0.0%	19 32.8%	23 26.9%	9 37.5%	19 42.0%	49 31.4%	11 53.9%	56 38.7%	197 56.6%
Don't know	5 0.5%	4 1.0%	1 0.3%	0 0.2%	0 0.0%	1 0.1%	4 1.1%	5 1.3%	0 0.0%	0 0.0%	4 0.9%	1 0.2%	0 0.0%	1 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	5 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 0.5%	0 0.0%	0 0.0%	4 1.0%

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 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 - Column Proportions:  
 Columns Tested (5%): A,  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

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September 2011 Omni - 54537  
 Q8. Work outside Home? by Banner2  
 Table: 22

	Total	Awareness of Museums					Interest in MoAD					Likelihood of Visit to MoAD				
	Total	Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
<b>Base</b>	898 100.0%	49 100.0%	69 100.0%	35 100.0%	622 100.0%	218 100.0%	183 100.0%	377 100.0%	207 100.0%	73 100.0%	37 100.0%	518 100.0%	213 100.0%	92 100.0%	32 100.0%	14 100.0%
Yes, full-time	333 37.1%	20 41.0%	38 55.2%	21 59.1%	226 36.3%	80 36.5%	81 44.2%	142 37.7%	65 31.4%	24 33.3%	15 40.2%	176 34.0%	87 40.7%	38 41.3%	13 40.5%	9 62.3%
<b>Q8. Work outside the home</b>				EF*												
Yes, part-time	162 18.0%	7 15.0%	5 6.7%	4 12.1%	122 19.6%	41 19.0%	24 13.3%	66 17.5%	47 22.7%	21 28.3%	3 7.1%	98 19.0%	36 16.9%	16 17.8%	8 24.1%	1 10.2%
No (Not employed, student, w	398 44.4%	22 44.0%	26 38.2%	10 28.9%	273 43.9%	97 44.5%	78 42.6%	167 44.4%	92 44.2%	28 38.4%	20 52.8%	239 46.1%	90 42.2%	38 40.9%	11 35.4%	4 27.5%
Don't know	5 0.5%	0 0.0%	0 0.0%	0 0.0%	1 0.1%	0 0.0%	0 0.0%	1 0.3%	4 1.8%	0 0.0%	0 0.0%	4 0.9%	0 0.2%	0 0.0%	0 0.0%	0 0.0%

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E/F, G/H/I/J/K, L/M/N/O/P  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
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September 2011 Omni - 54537  
 Q9. Occupation by Banner1  
 Table: 23

	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home		Education									
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	T	U	V	W	X	Y	Z	a		
Base	495 100.0%	225 100.0%	151 100.0%	109 100.0%	11 100.0%	322 100.0%	173 100.0%	245 100.0%	220 100.0%	30 100.0%	282 100.0%	213 100.0%	125 100.0%	215 100.0%	105 100.0%	333 100.0%	162 100.0%	39 100.0%	63 100.0%	15 100.0%	26 100.0%	107 100.0%	10 100.0%	88 100.0%	148 100.0%		
Professional/Managerial	142 28.6%	68 30.1%	39 25.7%	31 28.6%	4 37.9%	90 27.8%	52 30.1%	67 27.2%	62 28.1%	13 43.9%	78 27.6%	64 29.9%	14 10.8%	54 25.3%	54 51.0%	108 32.4%	34 20.8%	29 74.5%	36 58.1%	4 25.3%	11 42.8%	29 26.8%	0 0.0%	11 12.1%	22 14.9%		
Sales/Clerical	142 28.7%	72 32.2%	46 30.3%	21 19.0%	3 30.5%	111 34.6%	31 17.7%	77 31.3%	59 26.6%	7 22.1%	59 20.8%	83 39.1%	52 41.3%	57 26.5%	28 26.7%	83 24.9%	59 36.4%	4 10.4%	13 21.3%	7 48.1%	7 26.4%	16 14.6%	7 71.6%	38 43.4%	50 33.6%		
Q9. Current occupation																											
Technical/Skilled	78 15.8%	37 16.4%	23 15.3%	16 15.0%	2 18.9%	53 16.4%	25 14.6%	47 19.0%	30 13.5%	2 6.8%	62 22.0%	16 7.7%	15 12.3%	43 20.1%	10 9.1%	64 19.3%	14 8.6%	2 5.5%	5 8.8%	2 13.5%	6 24.8%	36 34.2%	2 20.5%	15 16.6%	9 6.2%		
Unskilled/Labourer	43 8.7%	14 6.5%	19 12.9%	9 8.2%	0 1.5%	24 7.5%	19 10.9%	19 7.9%	21 9.7%	2 8.1%	37 13.2%	6 2.7%	13 10.1%	22 10.0%	2 2.1%	24 7.3%	19 11.6%	1 2.2%	1 0.9%	0 0.0%	0 1.6%	12 10.9%	0 0.0%	4 5.0%	25 17.0%		
Other occupations	89 17.9%	33 14.5%	24 15.7%	31 28.8%	1 10.0%	43 13.2%	46 26.7%	35 14.2%	48 22.0%	6 19.1%	46 16.4%	42 19.9%	32 25.5%	38 17.7%	12 11.1%	53 15.9%	36 22.0%	3 7.4%	6 10.3%	2 13.1%	1 4.3%	14 13.4%	1 7.6%	20 22.1%	42 28.3%		
Don't Know	1 0.3%	1 0.4%	0 0.0%	0 0.4%	0 1.2%	1 0.4%	0 0.0%	1 0.4%	0 0.2%	0 0.0%	0 0.0%	1 0.6%	0 0.0%	1 0.4%	0 0.1%	0 0.1%	1 0.6%	0 0.0%	0 0.7%	0 0.0%	0 0.0%	0 0.1%	0 0.0%	1 0.9%	0 0.0%		

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E, F/G, H/I/J, K/L, M/N/O, P/Q/R/S, T/U/V/W/X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

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September 2011 Omni - 54537

Q9. Occupation by Banner2

Table: 24

	Total	Awareness of Museums					Interest in MoAD					Likelihood of Visit to MoAD				
	Total	Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
<b>Base</b>	495 100.0%	28 100.0%	43 100.0%	25 100.0%	348 100.0%	121 100.0%	105 100.0%	209 100.0%	112 100.0%	45 100.0%	17 100.0%	275 100.0%	123 100.0%	54 100.0%	21 100.0%	10 100.0%
Professional/Managerial	142 28.6%	17 61.6%	12 29.2%	14 54.8%	105 30.1%	50 41.7%	19 18.2%	53 25.3%	37 33.3%	19 42.6%	11 60.2%	61 22.3%	37 29.8%	22 39.7%	11 51.7%	7 70.1%
Sales/Clerical	142 28.7%	4 14.2%	21 50.2%	5 19.9%	121 34.6%	32 26.5%	21 20.2%	74 35.6%	36 32.0%	9 20.8%	1 3.5%	68 24.9%	54 43.7%	13 23.8%	4 19.1%	1 6.0%
<b>Q9. Current occupation</b> Technical/Skilled	78 15.8%	3 10.6%	3 7.3%	3 12.9%	47 13.5%	18 14.6%	24 23.3%	33 15.9%	11 9.8%	4 8.7%	5 28.5%	55 19.9%	12 9.8%	7 13.5%	2 7.8%	1 12.1%
Unskilled/Labourer	43 8.7%	0 0.6%	1 1.4%	1 3.4%	26 7.5%	6 4.8%	9 8.6%	25 12.0%	5 4.4%	2 5.4%	0 0.0%	28 10.2%	7 5.5%	2 3.5%	2 11.7%	0 0.0%
Other occupations	89 17.9%	3 12.6%	5 12.0%	2 9.0%	48 13.9%	15 12.5%	31 29.6%	22 10.7%	23 20.4%	10 21.5%	1 7.8%	61 22.4%	13 10.7%	11 19.5%	2 9.7%	1 11.8%
Don't Know	1 0.3%	0 0.5%	0 0.0%	0 0.0%	1 0.4%	0 0.0%	0 0.0%	1 0.5%	0 0.0%	0 0.9%	0 0.0%	1 0.3%	1 0.4%	0 0.0%	0 0.0%	0 0.0%

Filter:

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A, B/C/D/E/F, G/H/I/J/K, L/M/N/O/P

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Weighted by: Rim Weighted Variable

Produced by I-View Australia

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September 2011 Omni - 54537  
 Q10. Gross Annual Income by Banner1  
 Table: 25

	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home				Education								
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	No (Not employed, student, work at home, homemaker, retired, etc.)	Don't know	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base	898 100.0%	380 100.0%	282 100.0%	217 100.0%	18 100.0%	528 100.0%	369 100.0%	383 100.0%	328 100.0%	186 100.0%	442 100.0%	456 100.0%	360 100.0%	297 100.0%	122 100.0%	333 100.0%	162 100.0%	442 100.0%	398 100.0%	5 100.0%	59 100.0%	86 100.0%	24 100.0%	44 100.0%	156 100.0%	21 100.0%	144 100.0%	349 100.0%
Under \$15,000	62 6.9%	25 6.5%	23 8.2%	12 5.6%	1 8.0%	33 6.3%	29 7.7%	23 5.9%	18 5.6%	21 11.0%	37 8.3%	25 5.4%	62 17.1%	0 0.0%	0 0.0%	2 0.5%	10 6.0%	50 12.6%	0 0.0%	1 1.1%	1 0.8%	1 3.7%	0 0.7%	5 2.9%	2 9.5%	13 8.9%	40 11.4%	
\$15,000 to just under \$25,000	99 11.1%	39 10.4%	32 11.4%	27 12.3%	1 5.9%	46 8.6%	54 14.6%	15 4.0%	34 10.4%	50 26.7%	42 9.5%	57 12.6%	99 27.6%	0 0.0%	0 0.0%	6 1.7%	9 5.9%	84 21.1%	0 0.0%	3 5.4%	2 2.3%	5 20.5%	2 4.9%	16 10.1%	1 3.8%	12 8.2%	58 16.5%	
\$25,000 to just under \$35,000	68 7.5%	27 7.1%	25 8.8%	14 6.7%	1 7.8%	21 4.0%	47 12.6%	12 3.1%	31 9.3%	25 13.5%	33 7.6%	34 7.5%	68 18.8%	0 0.0%	0 0.0%	12 3.7%	14 8.5%	41 10.4%	0 0.0%	3 5.3%	4 4.2%	1 3.3%	4 8.0%	14 9.0%	1 7.0%	5 3.4%	38 10.4%	
\$35,000 to just under \$50,000	131 14.6%	46 12.1%	39 13.9%	43 19.8%	3 15.4%	89 16.8%	42 11.4%	56 14.5%	51 15.6%	24 13.1%	59 13.4%	72 15.8%	131 36.5%	0 0.0%	0 0.0%	59 17.8%	13 8.3%	58 14.7%	0 0.0%	8 13.1%	6 7.3%	3 10.9%	4 9.0%	12 7.6%	8 37.2%	20 14.2%	70 20.2%	
\$50,000 to just under \$75,000	152 16.9%	64 16.8%	41 14.7%	45 20.6%	2 11.0%	88 16.6%	64 17.4%	96 25.0%	41 12.4%	16 8.4%	76 17.2%	76 16.6%	0 0.0%	152 51.3%	0 0.0%	56 16.8%	42 25.7%	54 13.5%	1 16.0%	7 11.8%	20 23.3%	4 18.2%	7 15.3%	37 23.7%	2 10.1%	23 15.8%	48 13.9%	
\$75,000 to just under \$100,000	145 16.1%	73 19.2%	39 13.7%	30 13.6%	4 19.4%	86 16.3%	59 15.9%	63 16.4%	73 22.4%	8 4.5%	80 18.1%	65 14.2%	0 0.0%	145 48.7%	0 0.0%	86 26.0%	31 19.2%	27 6.8%	0 0.0%	10 16.9%	16 18.6%	3 11.2%	8 18.9%	27 17.0%	4 21.1%	32 22.2%	43 12.3%	
\$100,000 to just under \$150,000	78 8.7%	40 10.4%	24 8.7%	13 5.9%	1 7.2%	62 11.8%	16 4.3%	36 9.3%	36 11.1%	6 3.4%	44 10.0%	34 7.5%	0 0.0%	0 0.0%	78 64.2%	56 16.9%	10 6.4%	12 2.9%	0 0.0%	14 24.3%	15 17.0%	4 15.6%	4 9.6%	18 11.5%	1 2.4%	15 10.5%	8 2.2%	
\$150,000 to just under \$200,000	34 3.8%	15 4.0%	7 2.4%	10 4.4%	3 13.9%	29 5.4%	5 1.5%	18 4.7%	11 3.2%	6 3.0%	19 4.3%	15 3.3%	0 0.0%	0 0.0%	34 28.0%	23 6.9%	6 4.0%	5 1.2%	0 0.0%	4 6.6%	8 8.8%	2 7.4%	3 7.8%	9 5.9%	0 0.0%	3 2.2%	4 1.1%	
\$200,000 and over	10 1.1%	5 1.3%	2 0.6%	3 1.2%	1 2.8%	7 1.2%	3 0.8%	5 1.4%	4 1.1%	1 0.3%	4 0.9%	6 1.2%	0 0.0%	0 0.0%	10 7.9%	8 2.5%	1 0.8%	0 0.0%	0 0.0%	3 4.7%	2 2.6%	0 0.0%	1 3.1%	2 1.2%	0 0.0%	1 0.9%	0 0.0%	
Refused	120 13.3%	47 12.3%	50 17.7%	21 9.9%	2 8.6%	68 13.0%	51 13.8%	60 15.6%	29 9.0%	30 16.2%	47 10.7%	72 15.9%	0 0.0%	0 0.0%	0 0.0%	24 7.3%	25 15.2%	67 16.7%	4 84.0%	6 10.7%	13 15.2%	2 9.1%	10 22.6%	17 11.0%	2 9.0%	20 13.8%	42 12.0%	

Filter: State2.ContainsAny((NSW,VIC,QLD,ACT))  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E, F/G, H/I/J, K/L, M/N/O, P/Q/R/S, T/U/V/W/X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

	Total	Awareness of Museums					Interest in MoAD					Likelihood of Visit to MoAD				
	Total	Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
<b>Base</b>	898	49	69	35	622	218	183	377	207	73	37	518	213	92	32	14
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Under \$15,000	62	2	4	1	41	11	15	20	7	6	8	44	7	9	2	0
	6.9%	3.3%	6.4%	2.9%	6.7%	5.0%	8.4%	5.4%	3.3%	8.5%	22.6%	8.4%	3.1%	9.7%	5.9%	0.0
		*	**	*			*			*	**	*	*	*	**	**
\$15,000 to just under \$25,000	99	12	10	8	75	29	19	41	23	10	3	59	27	7	2	1
	11.1%	23.8%	14.3%	22.0%	12.0%	13.1%	10.4%	10.9%	11.2%	13.0%	6.8%	11.3%	12.5%	8.2%	5.3%	4.4%
		E*	**	*			*			*	**	*	*	*	**	**
\$25,000 to just under \$35,000	68	2	5	2	58	19	8	35	15	5	4	40	17	5	4	0
	7.5%	3.2%	7.5%	5.1%	9.4%	8.5%	4.4%	9.4%	7.2%	7.2%	9.8%	7.7%	8.1%	5.5%	12.7%	1.1%
		*	**	*			*			*	**	*	*	*	**	**
\$35,000 to just under \$50,000	131	8	16	4	93	22	18	71	30	8	4	65	43	14	3	2
	14.6%	16.0%	23.0%	11.3%	14.9%	9.9%	9.8%	18.8%	14.3%	10.5%	10.2%	12.6%	20.2%	14.9%	9.3%	12.5%
		*	**	*			*			*	**	*	*	*	**	**
\$50,000 to just under \$75,000	152	5	4	5	102	30	21	61	49	15	5	95	26	14	7	4
	16.9%	9.6%	5.6%	13.6%	16.4%	14.0%	11.8%	16.2%	23.5%	20.1%	12.9%	18.2%	12.4%	15.6%	20.6%	28.9%
		*	**	*			*		G	*	**	*	*	*	**	**
\$75,000 to just under \$100,000	145	5	14	5	97	36	49	53	31	7	3	89	31	13	2	2
	16.1%	9.2%	19.9%	14.8%	15.6%	16.6%	26.9%	14.1%	15.0%	9.9%	9.4%	17.2%	14.5%	14.6%	7.5%	16.3%
		*	**	*			HJ*	*	*	*	**	*	*	*	**	**
\$100,000 to just under \$150,000	78	9	10	6	57	24	13	26	20	10	7	33	21	14	3	4
	8.7%	17.9%	14.9%	16.7%	9.1%	11.0%	7.1%	6.9%	9.6%	13.9%	19.5%	6.4%	10.0%	15.5%	10.2%	31.6%
		*	**	*			*			*	**	*	*	L*	**	**
\$150,000 to just under \$200,000	34	2	2	2	19	11	8	15	7	3	0	19	8	4	2	1
	3.8%	3.6%	2.6%	4.4%	3.0%	4.9%	4.5%	4.0%	3.5%	4.3%	0.3%	3.6%	3.6%	4.7%	7.1%	5.1%
		*	**	*			*			*	**	*	*	*	**	**
\$200,000 and over	10	1	1	1	6	2	1	4	2	2	1	4	2	1	3	0
	1.1%	1.8%	1.0%	3.5%	1.0%	1.0%	0.5%	1.0%	1.0%	3.3%	1.7%	0.7%	1.1%	0.5%	9.5%	0.0
		*	**	*			*			*	**	*	*	*	**	**
Refused	120	6	3	2	74	35	29	50	24	7	3	72	31	10	4	0
	13.3%	11.5%	4.9%	5.7%	11.9%	15.8%	16.1%	13.4%	11.4%	9.3%	6.8%	13.9%	14.4%	10.8%	12.0%	0.0
		*	**	*			*			*	**	*	*	*	**	**

Filter: State2.ContainsAny({NSW,VIC,QLD,ACT})  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E/F, G/H/I/J/K, L/M/N/O/P  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia



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September 2011 Omni - 54537  
 Q11. Area Description by Banner1  
 Table: 27

	Total	State				Region		Age			Gender		Total Annual Income			Work Outside the Home				Education									
	Total	NSW	VIC	QLD	ACT	Metro	Rural	Under 40	40 to 59	60	Male	Female	Under \$50K	\$50K - \$100K	Over \$100K	Yes, full-time	Yes, part-time	No (Not employed, student, work at home, homemaker, retired, etc.)	Don't know	Higher degree or post graduate diploma	Bachelor degree	Undergraduate diploma	Associate diploma	Skilled vocational	Basic vocational	Completed highest level of school	Did not complete highest level of school		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base	898 100.0%	380 100.0%	282 100.0%	217 100.0%	18 100.0%	528 100.0%	369 100.0%	383 100.0%	328 100.0%	186 100.0%	442 100.0%	456 100.0%	360 100.0%	297 100.0%	122 100.0%	333 100.0%	162 100.0%	398 100.0%	5 100.0%	59 100.0%	86 100.0%	24 100.0%	44 100.0%	158 100.0%	21 100.0%	144 100.0%	349 100.0%		
Within a capital city	450 50.2%	186 48.9%	167 59.2%	79 36.5%	18 97.6%	442 83.7%	8 2.2%	190 49.6%	167 50.8%	93 50.0%	216 48.9%	234 51.4%	160 44.4%	142 48.0%	86 70.0%	198 59.5%	76 46.9%	176 44.1%	1 16.0%	36 60.9%	59 69.3%	11 47.4%	23 51.6%	70 45.0%	11 51.6%	79 54.4%	154 44.1%		
Q11. Area Description			D	*	BCD*	G				*					MN	R	*	**	Xa*	WXZa	**	*	*	**	**	**	*		
Within a major Regional city	240 26.7%	110 29.1%	55 19.5%	74 34.1%	0 1.1%	68 12.8%	172 46.6%	108 28.2%	93 28.3%	39 20.7%	107 24.2%	133 29.1%	91 25.2%	104 35.2%	18 14.7%	83 25.0%	50 31.1%	106 26.6%	0 0.0%	14 24.4%	15 17.4%	8 32.8%	15 33.4%	43 27.7%	7 31.0%	39 26.8%	97 27.8%		
Within a rural town or its surround	167 18.6%	74 19.5%	51 17.9%	42 19.5%	0 0.7%	19 3.5%	148 40.2%	74 19.2%	48 14.7%	45 24.2%	95 21.6%	72 15.7%	90 25.0%	39 13.1%	16 12.8%	37 11.2%	30 18.7%	96 24.1%	4 74.7%	6 10.7%	8 8.8%	4 18.3%	4 12.7%	6 22.6%	35 15.9%	3 16.8%	24 21.7%	76 21.7%	
More than 5km from the nearest capital city	41 4.5%	10 2.6%	9 3.3%	21 9.9%	0 0.6%	0 0.0%	41 11.0%	11 2.9%	20 6.1%	10 5.1%	24 5.4%	17 3.7%	19 5.4%	11 3.8%	2 1.7%	14 4.3%	5 3.3%	21 5.2%	0 9.3%	2 3.8%	4 4.4%	0 1.5%	1 2.3%	7 4.7%	0 1.5%	3 1.9%	22 6.4%		
			E	CE*	*	F				*			NO				P	**	*	TU*	*	*	*	**	**	*			

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 - Column Proportions:  
 Column Tested (5%): A,  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

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September 2011 Omni - 54537  
 Q11. Area Description by Banner2  
 Table: 28

	Total	Awareness of Museums					Interest in MoAD					Likelihood of Visit to MoAD				
	Total	Museum of Australian Democracy	The Museum of Constitutional History	Museum of Australian States	National Museum of Australia	Immigration Museum	Not at all interested	Not particularly interested	Fairly interested	Very interested	Extremely interested	Not at all likely	Not particularly likely	Fairly likely	Very likely	Extremely likely
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
<b>Base</b>	898 100.0%	49 100.0%	69 100.0%	35 100.0%	622 100.0%	218 100.0%	183 100.0%	377 100.0%	207 100.0%	73 100.0%	37 100.0%	518 100.0%	213 100.0%	92 100.0%	32 100.0%	14 100.0%
Within a capital city	450 50.2%	30 61.4%	47 67.8%	22 63.8%	331 53.2%	152 69.7%	71 39.0%	207 54.8%	103 49.8%	39 53.4%	23 62.3%	231 44.5%	121 56.8%	58 63.4%	18 56.7%	10 67.7%
		*	**	*		E	*	G		*	**		*	L*	**	**
Within a major Regional city	240 26.7%	11 21.6%	11 16.2%	8 23.0%	151 24.3%	40 18.4%	63 34.3%	93 24.7%	56 26.8%	16 22.1%	8 22.1%	169 32.6%	38 18.0%	19 20.4%	7 22.6%	2 12.0%
		*	**	*			*			*	**	M	*	*	**	**
Within a rural town or its surro	167 18.6%	8 16.7%	11 15.9%	5 13.3%	116 18.7%	21 9.7%	40 22.1%	63 16.8%	39 18.9%	12 16.0%	5 14.6%	104 20.0%	37 17.4%	14 15.7%	7 20.7%	2 17.7%
		*	**	*		F	*			*	**		*	*	**	**
More than 5km from the neare	41 4.5%	0 0.3%	0 0.0	0 0.0	23 3.8%	5 2.2%	9 4.7%	14 3.6%	10 4.6%	6 8.4%	0 1.0%	15 2.9%	17 7.8%	0 0.5%	0 0.0	0 2.5%
		*	**	*			*			*	**		*	*	**	**

Filter:  
 Cell Contents:  
 - Count  
 - Column Percentage  
 - Statistical Test Results  
 Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E/F, G/H/I/J/K, L/M/N/O/P  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 Weighted by: Rim Weighted Variable  
 Produced by I-View Australia

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