
From: David Claridad [dclaridad@dbmcons.com.au]
Sent: Thursday, 17 November 2011 2:24 PM
To: Keyes, Nicolle
Cc: Tony Williams
Subject: Awareness research - January 12 wave

Hi Nicolle,

Just wanted to get back to you around the next wave of research.

As discussed with Tony, we are recommending the January 2012 wave incorporates a larger sample of ACT respondents (n=300) and no other states will be included. The larger sample will enable a more robust analysis of the results and give you better precision around each of the measures. In the 3rd wave of research we intend to revert to all states as we have just previously conducted though this can be reviewed with you again at an appropriate time.

Please note that the previous wave of research was conducted using a national Omnibus study (which results in cost savings as there are a number of subscribers to the survey). As only ACT will be included in the next wave it is not possible to use a national Omnibus. We are using another panel supplier though we will need to set up the questionnaire and conduct analysis ourselves. Whilst there is a cost saving in terms of the reduced sample size we have added additional fees for the set-up and analysis. Overall though, the cost is less than the previous wave [REDACTED] instead of [REDACTED] (+ GST)].

Let me know if you'd like to proceed with the January wave as above.

Happy to discuss.

Thanks,
David

David Claridad
Research Analyst
DBM Consultants Pty Ltd
5-7 Guest Street, Hawthorn, Victoria 3122, Australia
T: [61 3] 9819 1555
D: [61 3] 8862 5507
www.dbmcons.com.au

Please consider the environment before printing this email.

NOTICE – The information contained in this email may be confidential and/or privileged. You should only read, disclose, re-transmit, copy, distribute, act in reliance on or commercialise the information if you are authorised to do so. If you receive this email communication in error, please notify us immediately by email to dbm@dbmcons.com.au, or reply by email direct to the sender and then destroy any electronic or paper copy of this message.