
From: David Claridad [dclaridad@dbmcons.com.au]
Sent: Tuesday, 17 January 2012 9:44 AM
To: Vyver, Tasma
Subject: RE: MOAD - follow-up study on level of awareness/interest of MOAD, next wave [SEC=UNCLASSIFIED]
Attachments: Q111d MOAD Online Questionnaire - January 2012_16Jan.doc; DBM Consultants_MoAD Research Program_General Awareness Survey Report_October 11.ppt

Hi Tasma,

No problems, didn't send through yesterday as I thought you might be busy with inductions – just another thing on your plate on your first day ☺

Please find attached:

1. The online questionnaire for this wave; and
2. The latest report sent

As noted below, this is an extension of a previous study where we monitor and track general awareness of MOAD. In the questionnaire, after the demographics, we have the three research questions which are reported on – awareness, interest and likelihood to visit.

The process for this wave is slightly different from last wave in that we are only surveying ACT. Otherwise, the specs for the online survey remain the same.

Regarding timings, we are going live with the current wave from 19th-27th January.

Regarding the report delivery with weighted results, we will send through by 8th February latest. Let me know if that date suits you too.

If you have any queries, my direct line is 03 8862 5507 – feel free to call.

Thanks,
David

David Claridad
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From: Vyver, Tasma [mailto:Tasma.Vyver@moadoph.gov.au]
Sent: Tuesday, 17 January 2012 9:11 AM
To: David Claridad
Subject: RE: MOAD - follow-up study on level of awareness/interest of MOAD, next wave [SEC=UNCLASSIFIED]

Hi David

Bravo! You pre-empted my email.so thank you.

Can you give me a bit of background regarding the process, questions, timing etc – happy to organise a phone hook up if that will be easier.

Cheers
Tasma

From: David Claridad [<mailto:dclaridad@dbmcons.com.au>]
Sent: Tuesday, 17 January 2012 9:09 AM
To: Vyver, Tasma
Subject: MOAD - follow-up study on level of awareness/interest of MOAD, next wave

Hi Tasma,

I have been dealing with Nicolle Keyes on a study to track the level of awareness, interest and likelihood to visit the Museum of Australian Democracy, and just thought I'd get in touch.

Just to let you know, we are due to start the next wave on Thursday this week (17th January). This will be the penultimate wave, with the final one set for July 2012.

Let me know if you have any queries, and I look forward to working with you.

Kind regards,
David

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Museum of Australian Democracy
January 2012
Ref: Q111d

BASE: ALL RESPONDENTS

	FORMAT
<p>Intro. Thank you for agreeing to participate in this study.</p> <p>Please be assured that your answers will remain confidential.</p> <p>The survey should take about 5 minutes to complete.</p>	Text

[Footer:] To view our Privacy Policy, click here © 2011 DBM

BASE: ALL RESPONDENTS

	FORMAT
<p>D1. Are you...</p> <p><i>Please select ONE only.</i></p> <ol style="list-style-type: none"> 1. Male 2. Female 	<p>Radio button</p> <p>Single Response</p> <p>Compulsory</p>

BASE: ALL RESPONDENTS

	FORMAT
<p>D2. And which state or territory do you live in?</p> <p><i>Please select ONE only.</i></p> <ol style="list-style-type: none"> 1. Victoria 2. New South Wales 3. Australian Capital Territory 4. Queensland 5. South Australia 6. Western Australia 7. Tasmania 8. Northern Territory 	<p>Radio button</p> <p>Single Response</p> <p>Compulsory</p>

DP NOTE: TERMINATE IF D2~=3 (i.e. if not from ACT)

BASE: ALL RESPONDENTS

	FORMAT
<p>D3. And which age bracket do you fit into?</p> <p><i>Please select ONE only.</i></p> <ol style="list-style-type: none"> 1. 18-29 years old 2. 30-39 years old 	<p>Radio button</p> <p>Single Response</p> <p>Compulsory</p>

<ol style="list-style-type: none"> 3. 40-49 years old 4. 50-59 years old 5. 60 years or older 	
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BASE: ALL RESPONDENTS

	FORMAT
<p>D4. What is the highest level of education you have completed?</p> <p><i>Please select ONE only.</i></p> <ol style="list-style-type: none"> 1. Did not complete highest level of school 2. Completed highest level of school 3. Basic vocational 4. Skilled vocational 5. Associate diploma 6. Undergraduate diploma 7. Bachelor degree 8. Higher degree or post graduate diploma 	<p>Radio button</p> <p>Single Response</p> <p>Compulsory</p>

BASE: ALL RESPONDENTS

	FORMAT
<p>D5. Which of the following would describe your work situation?</p> <p><i>Please select ONE only.</i></p> <ol style="list-style-type: none"> 1. Working full time 2. Working part time / casual 3. Neither (not working, student, work at home, homemaker, retired etc.) 	<p>Radio button</p> <p>Single Response</p> <p>Compulsory</p>

BASE: ALL RESPONDENTS

	FORMAT
<p>D6. And do you live in town or in a rural area?</p> <p><i>Please select ONE only.</i></p> <ol style="list-style-type: none"> 1. In town 2. A rural area 	<p>Radio button</p> <p>Single Response</p> <p>Compulsory</p>

BASE: ALL RESPONDENTS

	FORMAT
<p>D7. And what is your total income?</p> <p><i>Please select ONE only.</i></p> <ol style="list-style-type: none"> 1. Under \$50,000 2. \$50,000-\$100,000 3. Over \$100,000 	<p>Radio button</p> <p>Single Response</p> <p>Compulsory</p>

BASE: ALL RESPONDENTS

	FORMAT
<p>Q1. Which, if any, of the following museums have you heard of?</p> <p><i>Please select all that apply.</i></p> <ol style="list-style-type: none"> 1. Museum of Australian Democracy 2. The Museum of Constitutional History 3. Museum of Australian States 4. National Museum of Australia 5. Immigration Museum 6. None of the above 	<p>Check box</p> <p>Multiple response(EXCEPT CODE 6)</p> <p>Compulsory</p> <p>[DP NOTE: Randomise all codes except Code 6]</p>

BASE: ALL RESPONDENTS

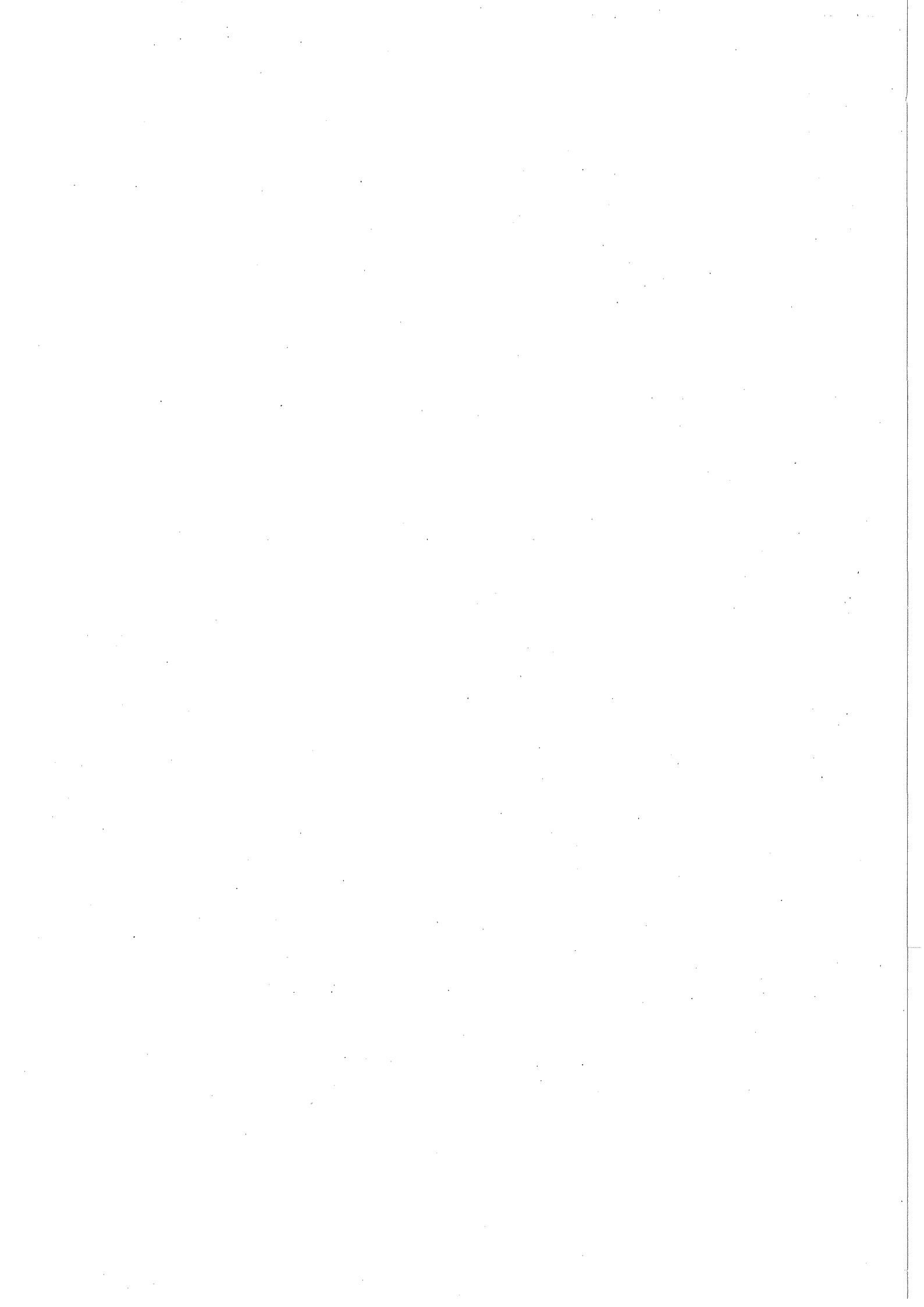
	FORMAT
<p>Q2. The Museum of Australian Democracy (MoAD), based in Canberra, is a place where you can celebrate, debate and experience Australian democracy within the setting of an authentic and iconic heritage building.</p> <p>How interested are you in this type of museum?</p> <p><i>Please select ONE only.</i></p> <ol style="list-style-type: none"> 1. Extremely interested 2. Very interested 3. Fairly interested 4. Not particularly interested 5. Not at all interested 6. Unsure 	<p>Radio button</p> <p>Single Response</p> <p>Compulsory</p>

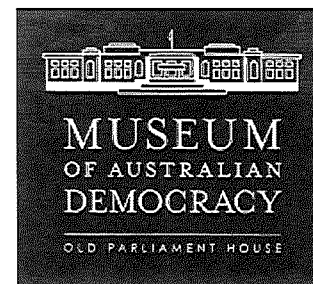
BASE: ALL RESPONDENTS

	FORMAT
<p>Q3. How likely are you to visit the Museum of Australian Democracy (MoAD) in Canberra in the next 12 months?</p> <p><i>Please select ONE only.</i></p> <ol style="list-style-type: none"> 1. Extremely likely 2. Very likely 3. Fairly likely 4. Not particularly likely 5. Not at all likely 6. Unsure 	<p>Radio button</p> <p>Single Response</p> <p>Compulsory</p>

BASE: ALL RESPONDENTS

	FORMAT
<p>Outro. Thank you very much for taking the time to complete our questionnaire. Your answers have now been submitted.</p>	<p>Text</p>





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

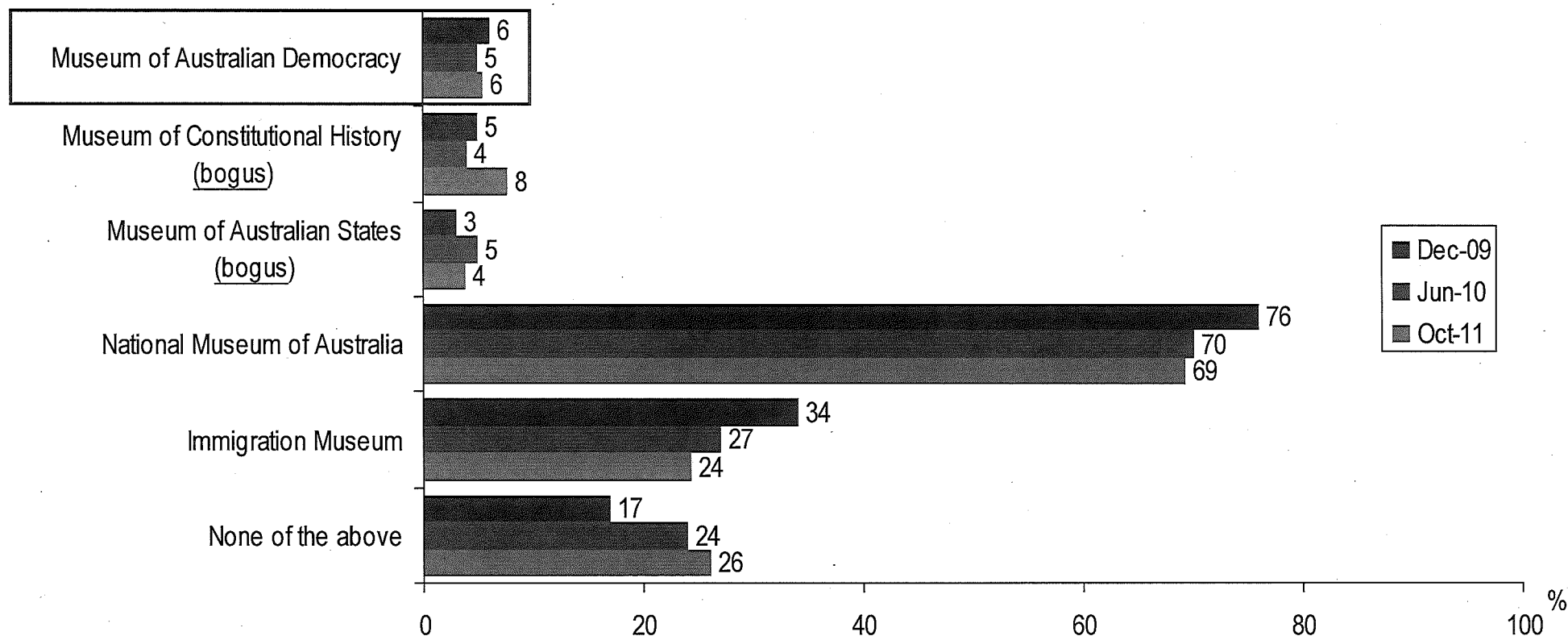
2. The Museum of Australian Democracy (MoAD), based in Canberra, is a place where you can celebrate, debate and experience Australian democracy within the setting of an authentic and iconic heritage building. How interested are you in this type of museum? (TICK ONE ONLY)
 - Extremely interested, Very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

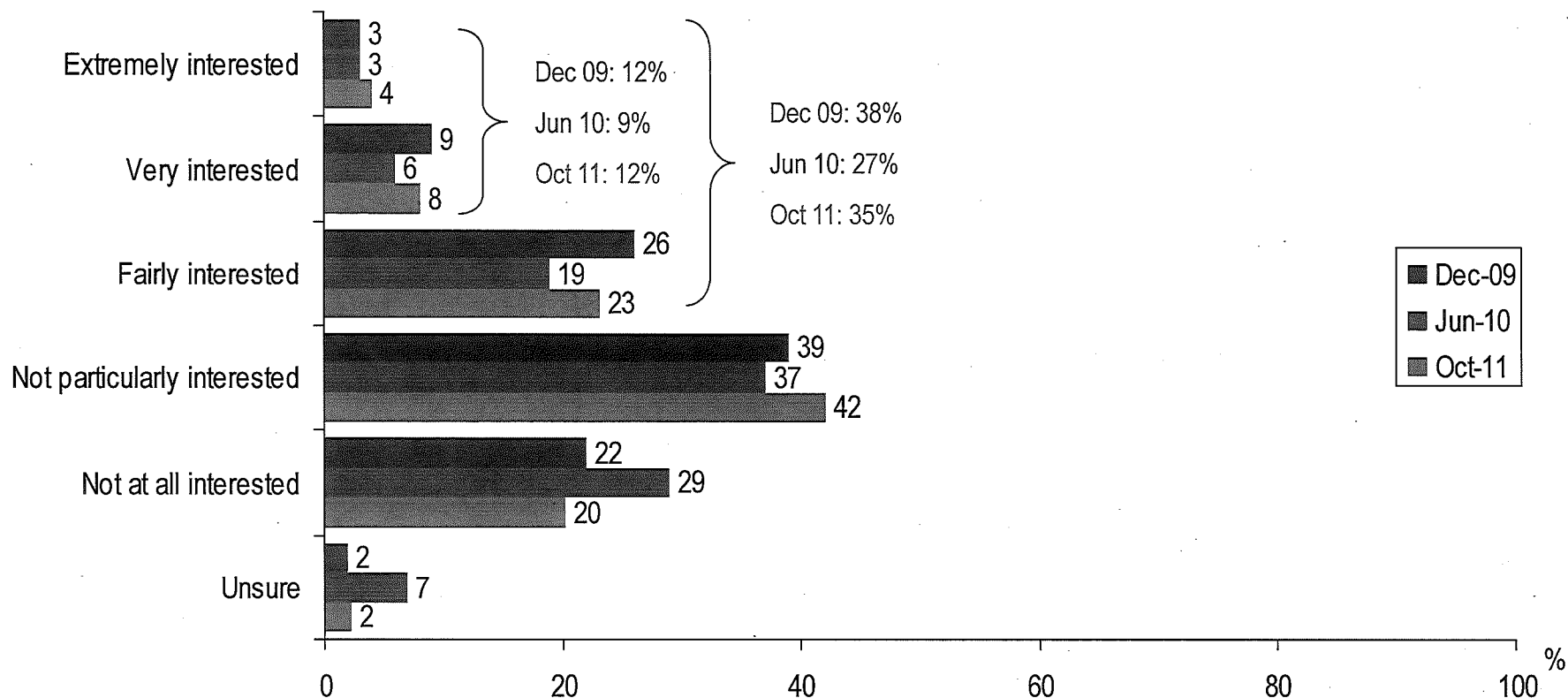
Base: All respondents (unweighted):
Dec 2009 (n=722);
June 2010 (n=709);
October 2011 (n=912)

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?

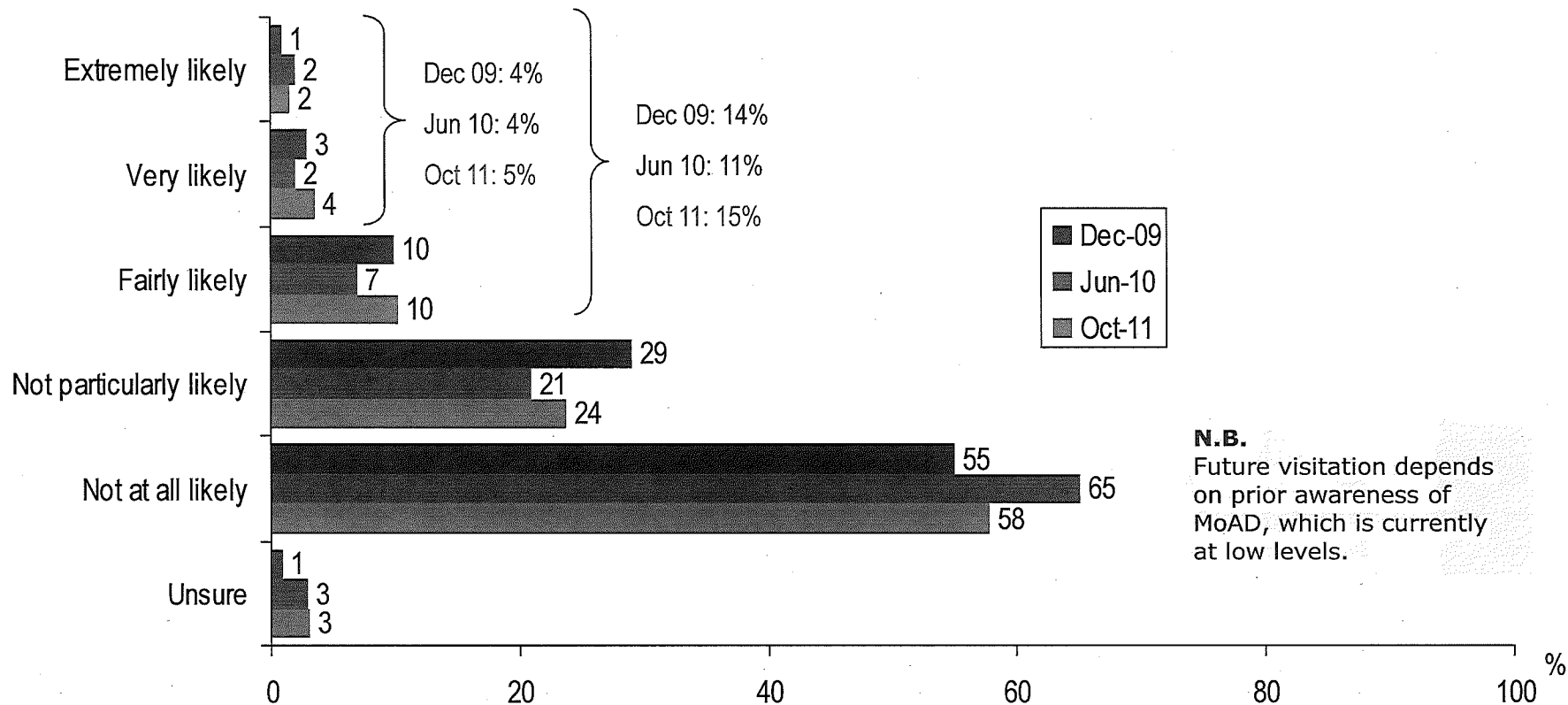
Base: All respondents (unweighted):
Dec 2009 (n=722);
June 2010 (n=709);
October 2011 (n=912)

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).



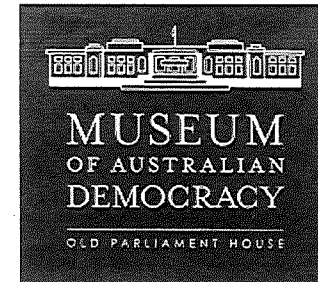
N.B.
Future visitation depends on prior awareness of MoAD, which is currently at low levels.

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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