

Questionnaire Version 2 2427 Animal Welfare Poll

Research Outline

Methodology: Online

Number of Questions / Length of Questionnaire: 8 Costed Questions

Sample Size: n=1,000

Sample Profile:

- n=1,000 Australians aged 18+
 - Nationally representative
 - Includes voters and non-voters

Notes:

Writing in **black, italic** (**bold** or unbold) is instructional text for the survey respondent

Writing in **purple**, (**bold** or unbold) is instructional text for the programmer and/or data analyst and will not be visible to survey respondent

Writing in **blue**, (**bold** or unbold) is instructional text for telephone interviewers / recruiters and will not be visible to survey respondent

Writing in **grey** is identifying text for analysis and will not be visible to survey respondent

Introduction Text for Survey Respondents

*Thank you for agreeing to participate in this survey. Please answer the following questions to see if you fall into the category of respondent we need to interview. You will need to provide a response for **EVERY** question to proceed with the interview.*

Please be assured of complete confidentiality. Lonergan Research is bound by the Research Society Code of Professional Behaviour and the Privacy Act.

*During the survey, please do not use your browser's **FORWARD** and **BACK** buttons. Instead, please always use the "Next" button below to move forward through the survey.*

Demographics

ASK AUSTRALIANS				
D1	Where do you live in Australia?			
	<i>Please select one response only</i>	DO NOT RANDOMISE	SR	
	NSW – Sydney		01	
	NSW – Other		02	
	ACT		03	
	Victoria - Melbourne		04	
	Victoria - Other		05	
	Tasmania		06	
	Queensland - Brisbane		07	
	Queensland - Other		08	
	South Australia - Adelaide		09	
	South Australia - Other		10	
	Western Australia - Perth		11	
	Western Australia - Other		12	
	Northern Territory		13	
	Somewhere else		96	TERMINATE

D2	How old are you?			
	<i>Please select one response only</i>	DO NOT RANDOMISE	SR	
	17 years or less		01	TERMINATE
	18 - 19 years		02	
	20 - 24 years		03	
	25 - 29 years		04	
	30 - 34 years		05	
	35 - 39 years		06	
	40 - 44 years		07	
	45 - 49 years		08	
	50 - 54 years		09	
	55 - 59 years		10	
	60 - 64 years		11	
	65 - 69 years		12	
	70 - 74 years		13	
	75+ years		14	

D3	What is your gender?			
	<i>Please select one response only</i>	DO NOT RANDOMISE	SR	
	Male		01	
	Female		02	
	Other (please specify).		96	

CONTINUE IF RESIDE IN AUSTRALIA AND AGED OVER 18 YEARS (I.E. CODES 01-13 IN D1 AND CODES 02-14 IN D2)

Section A – Voting intention

A1	Are you currently eligible to vote in Australia			
	<i>Please select one response only</i>	DO NOT RANDOMISE	SR	
	Yes		01	ASK A2
	No		02	SKIP TO B2
	Unsure		96	SKIP TO B2

ASK IF ELIGIBLE TO VOTE				
A2	Which party are you most likely to vote for in the Lower House (the House of Representatives) in the forthcoming Federal Election?			
	<i>Please select one response only</i>	RANDOMISE	SR	
	Labor (the ALP)		01	SKIP TO A4
	The Liberal Party		02	SKIP TO A4
	The National Party / Liberal National Party		03	SKIP TO A4
	The Greens		04	SKIP TO A4
	An independent		05	FIX POSITION
	A minor party (please specify)		06	FIX POSITION
	Vote informally / Donkey vote / Will not vote		07	FIX POSITION
	Don't Know / Undecided		99	ASK A3 – FIX POSITION

ASK IF UNDECIDED				
A3	If you were forced to choose, which party are you most likely to vote for in the Lower House (the House of Representatives) in the forthcoming Federal Election?			
	<i>Please select one response only</i>	RANDOMISE	SR	
	Labor (the ALP)		01	
	The Liberal Party		02	
	The National Party / Liberal National Party		03	
	The Greens		04	
	An independent		05	FIX POSITION
	A minor party (please specify)		06	FIX POSITION
	Vote informally / Donkey vote / Will not vote		07	FIX POSITION

ASK IF ELIGIBLE TO VOTE				
A4	How certain are you that you will vote this way?			
	<i>Please select one response only</i>	DO NOT RANDOMISE	SR	
	I will definitely vote this way		01	
	I will probably vote this way		02	
	I may or may not vote this way		03	
	I will probably not vote this way		04	
	I will definitely not vote this way		05	

ASK IF ELIGIBLE TO VOTE				
A5	Who did you vote for in the 2019 Federal Election ?			
	<i>Please select one response only</i>	RANDOMISE	SR	
	Labor (the ALP)		01	
	The Liberal Party		02	
	The National Party / Liberal National Party		03	
	The Greens		04	
	An independent		05	FIX POSITION
	A minor party (please specify)		06	FIX POSITION
	Vote informally / Donkey vote / Did not vote		07	FIX POSITION
	Cant remember		99	FIX POSITION

Section B – Animal Welfare Questions

ASK IF ELIGIBLE TO VOTE				
B1	Are you more or less likely to vote for an election candidate with strong animal welfare policies, or will it make no difference?			
	<i>Please select one response only</i>	DO NOT RANDOMISE	SR	
	Much more likely to vote for a candidate with strong animal welfare policies		01	
	A little more likely		02	
	It will make no difference		03	
	A little less likely		04	
	Much less likely to vote for a candidate with strong animal welfare policies		05	

ASK ALL				
B2	Overall, how concerned are you about animal welfare in Australia?			
	<i>Please select one response only</i>	DO NOT RANDOMISE	SR	
	Extremely concerned		01	
	Very concerned		02	
	Quite concerned		03	
	Not concerned		04	

ASK ALL				
B3	Thinking about the ways humans treat animals in Australia, which one of the following statements is closest to your view?			
	<i>Please select one response only</i>	DO NOT RANDOMISE	SR	
	Animals deserve the strongest possible protection to be free from harm and exploitation		01	
	Animals deserve some protection from harm and exploitation, but it is still appropriate to use them for the benefit of humans		02	
	Animals don't need much protection from harm and exploitation since they are just animals		03	
	Don't know		04	

ASK ALL						
B4.	To what extent do you agree or disagree with each of the following statements?					
	<i>Please select one response per statement</i>	RANDOMISE STATEMENTS				SR
		Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure / neutral
_1	Live animal export should be banned	01	02	03	04	99
_2	Greyhound racing should be banned	01	02	03	04	99
_3	Racing animals like horses and greyhounds for gambling and entertainment is cruel	01	02	03	04	99
_4	We need stronger animal welfare standards for farm animals	01	02	03	04	99

ASK IF ELIGIBLE TO VOTE						
B5.	Are you more or less likely to vote for a candidate who takes the following policy positions?					
	<i>Please select one response per statement</i>	RANDOMISE STATEMENTS				SR
		Much more likely	A little more likely	No difference	A little less likely	Much less likely
_1	A candidate who wants to ban live animal export	01	02	03	04	99
_2	A candidate who wants to ban greyhound racing	01	02	03	04	99
_3	A candidate who advocates for stronger animal welfare standards for race horses	01	02	03	04	99
_4	A candidate who advocates for stronger animal welfare standards for farm animals	01	02	03	04	99

ASK ALL				
B6.	Overall, how well informed are you about animal welfare?			
	<i>Please select one response only</i>	DO NOT RANDOMISE		SR
	Very well informed			01
	Quite well informed			02
	Neither well nor poorly informed			03
	Quite poorly informed			04
	Very poorly informed			05

Section Z: Demographics

ASK ALL				
Z1	Which of the following best describes the highest level of education you have completed?			
	<i>Please select one response only</i>	DO NOT RANDOMISE		SR
	Below Year 12			01
	Completed Year 12			02
	TAFE or technical			03
	University			04
	Post-grad			05

ASK ALL				
Z2	Which of the following best describes your work status?			
	<i>Please select one response only</i>	DO NOT RANDOMISE	SR	
	Employed full time		01	
	Employed part time		02	
	Employed, away from work		03	
	Unemployed, looking for work		04	
	Retired		05	
	Studying full time		06	
	Studying part time		07	
	On a career break		08	
	Homemaker		09	

ASK ALL				
Z3	Which of the following best describes your household composition?			
	<i>Please select one response only</i>	DO NOT RANDOMISE	SR	
	Single person living alone		01	
	Single person, living with one or more children		02	
	Couple, living without children		03	
	Couple, living with one or more children		04	
	Extended family, living without children		05	
	Extended, living with one or more children		06	
	Group of unrelated adults		07	
	Living with adult children		08	
	Living with parents		09	
	Other		96	

ASK ALL				
Z4	Which of the following pets do you have in your household or under your care?			
	<i>Please select all that apply</i>	RANDOMISE	MR	
	Dogs		01	
	Cats		02	
	Fish		03	
	Birds		04	
	Other (specify)		05	
	No pets		99	