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## Environmental Issues Study

Prepared for

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**SECTION 1.**  
**METHODOLOGY**



## METHODOLOGY

### Sample

- Conducted nationally among 1200 respondents aged 18 years and over.
- Respondents were selected by means of a stratified random sample process which included:
  - a quota set for each capital city and non-capital city area. Within each of these areas a quota set for each telephone area code;
  - random selection of household telephone numbers drawn from current telephone listings for each area code;
  - random selection of an individual in each household by a "last birthday" screening question.

### Interviewing

- Conducted by telephone over the period 16-18 January 2004, by fully trained and personally briefed interviewers.
- To ensure the sample included those people who tend to spend a lot of time away from home, a system of call backs and appointments was incorporated.

### Weighting

- To reflect the population distribution, results were post-weighted to Australian Bureau of Statistics data on age, highest level of schooling completed, sex and area.



**SECTION 2.**  
**QUESTIONNAIRE**



**SECTION C - ASK ALL RESPONDENTS**

C1 And now a question about logging in Tasmania. Last year more than five million tonnes of woodchips, largely from Tasmania's old-growth forests, were exported. Are you in favour or against the Federal Government protecting Tasmania's remaining old-growth forests from wood chipping?

STRONGLY IN FAVOUR.....1  
SOMEWHAT IN FAVOUR....2  
SOMEWHAT AGAINST .....3  
STRONGLY AGAINST.....4  
NEITHER / DON'T KNOW ...5

IF IN FAVOUR Is that strongly in favour or somewhat in favour?

IF AGAINST It that strongly against or somewhat against?



**DEMOGRAPHICS**

<b>CIRCLE AREA</b>	BRISBANE .....01	SYDNEY .....03	MELBOURNE.....06	PERTH.....10
	REST QLD .....02	REST NSW.....04	REST VIC .....07	REST WA .....11
		ACT .....05	ADELAIDE.....08	TASMANIA .....12
			REST SA .....09	

1	Are you aged under or over 40? <b>(PAUSE)</b> Is that...? <b>READ OUT 01-05 IF UNDER 40 OR 06-11 IF OVER 40</b>	18-19 ..... <b>01</b>	40-44 ..... 06
		20-24 ..... 02	45-49 ..... 07
		25-29 ..... 03	50-54 ..... 08
		30-34 ..... 04	55-59 ..... 09
		35-39 ..... 05	60-64 ..... 10
			65+ ..... 11
			REFUSED ..... 12

2	<b>RECORD SEX</b>	MALE .....1
		FEMALE .....2

3	Are you the person in the household who is <b>most</b> responsible for doing the weekly food shopping? <b>IF UNSURE / SHARED EQUALLY WITH SOMEONE ELSE CODE AS "YES" IE CODE 1</b>	YES .....1
		NO .....2

4(a)	How many people aged 18 years or over live in your household, including yourself?		<u>---4(a)---</u>	<u>---4(b)---</u>
			<b>ADULTS</b>	<b>CHILDREN</b>
		ONE .....1	1	1
		TWO.....2	2	2
		THREE.....3	3	3
4(b)	And how many children aged 17 years or younger live in your household?	FOUR.....4	4	4
		FIVE .....5	5	5
		SIX+ .....6	6	6
		NONE.....-	7	7
		DON'T KNOW / REFUSED...8	8	8

5	Are you in paid employment full time, part time or not at all? <b>IF UNSURE / CASUAL / SELF EMPLOYED</b> Is that closer to full time or part time hours?	FULL TIME.....1
		PART TIME.....2
		NOT AT ALL .....3
		DON'T KNOW / REFUSED.....4

6	To help us ensure we have a representative sample could you please tell me the highest level of primary or secondary school you personally have completed? Was it...? <b>READ OUT 1-3</b>	YEAR 9 OR BELOW .....1
		YEAR 10 .....2
		OR, YEAR 11 OR 12 .....3
		DON'T KNOW / REFUSED.....4

7	Which of the following best describes your present marital status? <b>READ OUT 1-6</b>	NEVER MARRIED .....1
		DEFACTO OR LIVE TOGETHER.....2
		MARRIED .....3
		SEPARATED BUT NOT DIVORCED....4
		DIVORCED .....5
		WIDOWED .....6
		REFUSED .....7

8	Could I please have the occupation of the main income earner of your household?  <u>IF NECESSARY</u> Could I also have the position or job title of the main income earner of your household?	_____
		_____

9	Is your household's combined annual income from all sources, before tax, under or over \$50,000? <b>PAUSE</b> Would that be...? <b>READ OUT 01-04 IF UNDER \$50,000 OR 05-10 IF OVER \$50,000</b>	LESS THAN \$20,000.....01
		\$20,000-\$29,999 .....02
		\$30,000-\$39,999 .....03
		\$40,000-\$49,999 .....04

<b><u>INTERVIEWER INFORMATION</u></b>	<b>UNDER \$20,000 PA IS UNDER \$385 PER WEEK</b>	
	<b>\$20,000-\$29,999 PA IS \$385-\$576 PER WEEK</b>	\$50,000-\$59,999 .....05
	<b>\$30,000-\$39,999 PA IS \$577-\$768 PER WEEK</b>	\$60,000-\$69,999 .....06
	<b>\$40,000-\$49,999 PA IS \$769-\$961 PER WEEK</b>	\$70,000-\$79,999 .....07
	-----	\$80,000-\$89,999 .....08
	<b>\$50,000-\$59,999 PA IS \$962-\$1,153 PER WEEK</b>	\$90,000-\$99,999 .....09
	<b>\$60,000-\$69,999 PA IS \$1,154-\$1,345 PER WEEK</b>	\$100,000 OR MORE .....10
	<b>\$70,000-\$79,999 PA IS \$1,346-\$1,537 PER WEEK</b>	
	<b>\$80,000-\$89,999 PA IS \$1,538-\$1,730 PER WEEK</b>	REFUSED .....11
	<b>\$90,000-\$99,999 PA IS \$1,731-\$1,922 PER WEEK</b>	DON'T KNOW .....12
	<b>OVER \$100,000 PA IS OVER \$1,922 PER WEEK</b>	



**SECTION 3.**  
**COMPUTER TABLES**



## COMPUTER TABLES

### Base and filters

- BASE - 'Weighted respondents' (WTD RESP) - the total number of completed interviews weighted to reflect the latest Australian Bureau of Statistics population estimates. Expressed in thousands (000's).
- FILTERS - Screen the questionnaires so that only certain types of respondents will be represented in the table.

### Analysis panel

- Comprises demographic or other discriminators, sub-divided into standard groups.
  - 1 SEX - Male, Female
  - 2 AGE - 18-24 years, 25-34 years, 35-49 years, 50+ years
  - 3 GROCERY BUYER - Whether the respondent is the person in the household most responsible for doing the weekly grocery shopping  
Yes, No
  - 4 CHILDREN - Whether there are children under the age of 18 currently living in the household.  
Yes, No
  - 5 MARITAL STATUS  
Married - married, defacto or living together  
Not married - never married, divorced, separated or widowed



- 6 WORK STATUS - Whether the respondent is in paid employment:  
Full time, Part time, Not at all
  
- 7 AREA  
‘5 cap city’ - the Statistical divisions of Sydney, Melbourne, Brisbane, Adelaide and Perth as defined by the Australian Bureau of Statistics  
‘X-city’ - the rest of Australia including ACT and Tasmania, but excluding the Northern Territory
  
- 8 SOCIO ECONOMIC STATUS (SES) - Based on the occupation of the main income earner of the household, using the ABS ASCO statistical classification. Subdivided into:  
  
White collar - professional, para-professional, manager, administrator, clerk, salesperson or other white collar worker.  
  
Blue collar - tradesperson, plant and machine operator, labourer, retired with previous occupation unknown, other blue collar workers, student, home duties or unemployed.
  
- 9 SCHOOLING COMPLETED - Year 10 or below, Year 11 or 12
  
- 10 HOUSEHOLD INCOME - Household's combined annual income from all sources before tax (for respondents specifying household income)  
Less than \$30,000, \$30,000 - \$59,999, \$60,000+



## **Respondents and weighted respondents**

- **RESPONDENTS** - The total number of completed interviews before weighting has been applied. The figure directly below the 'Total' is the number of respondents included in that table. The number of respondents included in any particular column appears at the top of the column.
- **WTD RESP (000's)** - The population estimates represented by the respondents, expressed in thousands. The percentages in the main body of the table are based on these weighted figures.

## **Questions**

- Down the left side of the page is a question description and response frame.

## **Totals**

- Column totals appear across the bottom of the table. These will be greater than 100 percent if there have been multiple responses by individuals.

## **FORMAT OF RESULTS**

- Data also available on disc in Surveycraft, TABGEN, SPSS, SYSTAT or ASCII formats.



NEWSPOLL  
TABLE 1

STANDARD ANALYSIS PANEL I \*BY\* QC1.IN FAVOUR/AGAINST FEDERAL GOVERNMENT PROTECTING TASMANIAN FORESTS FROM WOOD CHIPPING

BASE: WTD. RESP.(000'S)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

	TOTAL	SEX		AGE				GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL -TIME	PART -TIME	NOT AT ALL
RESPONDENTS	1200	600	600													
WTD. RESP.(000'S)	15172	7445	7727	1917	2869	4388	5998	10410	4762	5341	9831	8840	6332	6472	3101	5599
	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%
QC1.IN FAVOUR/AGAINST FEDERAL GOVERNMENT PROTECTING TASMANIAN FORESTS FROM WOOD CHIPPING																
TOTAL IN FAVOUR																
STRONGLY IN FAVOUR	10346	5050	5296	1298	1874	3030	4144	7358	2988	3488	6858	6020	4326	4496	2039	3811
	68.2%	67.8%	68.5%	67.7%	65.3%	69.0%	69.1%	70.7%	62.7%	65.3%	69.8%	68.1%	68.3%	69.5%	65.7%	68.1%
SOMEWHAT IN FAVOUR	2606	1380	1226	445	611	746	804	1614	992	1156	1450	1402	1204	1104	703	799
	17.2%	18.5%	15.9%	23.2%	21.3%	17.0%	13.4%	15.5%	20.8%	21.6%	14.8%	15.9%	19.0%	17.1%	22.7%	14.3%
**SUBTOTALS	12952	6429	6522	1743	2485	3775	4948	8972	3979	4643	8308	7422	5529	5600	2742	4610
	85.4%	86.4%	84.4%	90.9%	86.6%	86.0%	82.5%	86.2%	83.6%	86.9%	84.5%	84.0%	87.3%	86.5%	88.4%	82.3%
TOTAL AGAINST																
SOMEWHAT AGAINST	517	231	286	60	82	131	244	363	155	183	334	357	161	228	55	235
	3.4%	3.1%	3.7%	3.1%	2.9%	3.0%	4.1%	3.5%	3.2%	3.4%	3.4%	4.0%	2.5%	3.5%	1.8%	4.2%
STRONGLY AGAINST	414	244	170	6	78	88	242	225	189	94	320	252	162	161	54	199
	2.7%	3.3%	2.2%	0.3%	2.7%	2.0%	4.0%	2.2%	4.0%	1.8%	3.3%	2.9%	2.6%	2.5%	1.7%	3.6%
**SUBTOTALS	931	475	457	66	160	219	486	588	344	278	654	609	322	389	109	434
	6.1%	6.4%	5.9%	3.5%	5.6%	5.0%	8.1%	5.6%	7.2%	5.2%	6.7%	6.9%	5.1%	6.0%	3.5%	7.7%
NEITHER/DONT KNOW	1289	541	748	107	224	394	564	850	439	420	869	809	480	483	250	555
	8.5%	7.3%	9.7%	5.6%	7.8%	9.0%	9.4%	8.2%	9.2%	7.9%	8.8%	9.2%	7.6%	7.5%	8.1%	9.9%
TOTALS	15172	7445	7727	1917	2869	4388	5998	10410	4762	5341	9831	8840	6332	6472	3101	5599
	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%



STANDARD ANALYSIS PANEL II \*BY\* Qc1.IN FAVOUR/AGAINST FEDERAL GOVERNMENT PROTECTING TASMANIAN FORESTS FROM WOOD CHIPPING

BASE: WTD. RESP.(000'S)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

	TOTAL	AREA								S.E.S.		SCHOOLING COMPLETED		HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	YR 10 OR BELOW	YR 11 OR 12	LESS THAN \$30000	\$30000 TO \$59999	\$60000 PLUS
RESPONDENTS	1200	700	500	350	300	200	150	150	50	642	558	422	778	282	319	407
WTD. RESP.(000'S)	15172	9393	5779	5403	3824	2906	1186	1494	359	7683	7489	6995	8177	3658	4024	4697
	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%
QC1.IN FAVOUR/AGAINST FEDERAL GOVERNMENT PROTECTING TASMANIAN FORESTS FROM WOOD CHIPPING																
TOTAL IN FAVOUR																
STRONGLY IN FAVOUR	10346 68.2%	6619 70.5%	3727 64.5%	3611 66.8%	2755 72.0%	2033 69.9%	697 58.8%	1091 73.1%	158 44.0%	5375 70.0%	4971 66.4%	4587 65.6%	5758 70.4%	2351 64.3%	2683 66.7%	3406 72.5%
SOMEWHAT IN FAVOUR	2606 17.2%	1538 16.4%	1067 18.5%	957 17.7%	659 17.2%	564 19.4%	190 16.1%	152 10.2%	83 23.2%	1246 16.2%	1360 18.2%	1198 17.1%	1408 17.2%	573 15.7%	803 19.9%	812 17.3%
**SUBTOTALS	12952 85.4%	8158 86.8%	4794 83.0%	4569 84.6%	3415 89.3%	2596 89.3%	888 74.8%	1244 83.2%	241 67.2%	6621 86.2%	6331 84.5%	5785 82.7%	7167 87.6%	2924 79.9%	3485 86.6%	4218 89.8%
TOTAL AGAINST																
SOMEWHAT AGAINST	517 3.4%	251 2.7%	267 4.6%	145 2.7%	170 4.4%	66 2.3%	57 4.8%	47 3.1%	33 9.3%	216 2.8%	301 4.0%	292 4.2%	225 2.8%	173 4.7%	136 3.4%	138 2.9%
STRONGLY AGAINST	414 2.7%	214 2.3%	200 3.5%	170 3.1%	57 1.5%	64 2.2%	53 4.4%	25 1.7%	45 12.6%	161 2.1%	253 3.4%	224 3.2%	190 2.3%	190 5.2%	82 2.0%	67 1.4%
**SUBTOTALS	931 6.1%	465 5.0%	466 8.1%	315 5.8%	226 5.9%	130 4.5%	110 9.2%	72 4.8%	79 21.9%	377 4.9%	554 7.4%	516 7.4%	416 5.1%	363 9.9%	218 5.4%	205 4.4%
NEITHER/DONT KNOW	1289 8.5%	770 8.2%	519 9.0%	519 9.6%	183 4.8%	180 6.2%	189 15.9%	179 12.0%	39 10.9%	684 8.9%	605 8.1%	694 9.9%	595 7.3%	370 10.1%	320 8.0%	274 5.8%
TOTALS	15172 100.0%	9393 100.0%	5779 100.0%	5403 100.0%	3824 100.0%	2906 100.0%	1186 100.0%	1494 100.0%	359 100.0%	7683 100.0%	7489 100.0%	6995 100.0%	8177 100.0%	3658 100.0%	4024 100.0%	4697 100.0%



## NEWSPOLL TERMS AND CONDITIONS

### A) Professional behaviour and Privacy

NEWSPOLL adheres to the Code of Professional Behaviour of the Market Research Society of Australia and the Market and Social Research Privacy Principles. The Code of Professional Behaviour includes the following key requirements:

#### 1. Confidentiality

Clients' identities will not be revealed to respondents nor to any third party without the client's consent or unless Newspoll becomes legally obliged to do so. Respondents' identities will not be revealed to clients without the respondent's consent and only in cases where the information is to be used for research purposes and the intended use has been explained to respondents.

#### 2. Ownership of information

Results to a research study commissioned by a client become the property of the client. Results to syndicated studies remain the property of NEWSPOLL.

All research proposals, research designs, questionnaires and processing techniques, including systems of weighting, remain the property of NEWSPOLL. All computer table reports provided by NEWSPOLL identify the variables used in the weighting process. Further details, if required, are available at an additional cost. Photocopies of individual questionnaires or a copy of the database, **excluding** respondents' identities, may be made available to a client at the client's expense.

#### 3. Publication of results

Clients choosing to release the findings of a NEWSPOLL survey must ensure that the results are represented in an objective and non-misleading fashion.

NEWSPOLL advises that at all times questions must be objective and not intentionally misleading or attempting to elicit a desired response. NEWSPOLL must be consulted and agree in advance on the form and content of any intended release. NEWSPOLL must be provided with a copy of the proposed release and given 48 hours for its review. Up to two executive hours will be made available for this review process. Additional reviewing time, if required, will be charged at an hourly rate. NEWSPOLL is obliged to take action to correct any misleading statements about the research or its findings. **The NEWSPOLL name may be used only in cases where these conditions have been satisfied.**

### B) Conditions of agreement between NEWSPOLL and clients

#### 1. Reporting

Standard reporting format is a computer table report consisting of analysis of each client question by up to two standard panels of demographic discriminators. Reports are available in either hard copy (A4 sized, two copies) or electronic (PDF) format. Extra or non-standard analysis and optional reporting formats are available at additional cost and may require longer reporting time.

#### 2. Costs and confirmation of costs

Costs for a study can be confirmed only after agreement on questionnaire outline or on sighting a draft client questionnaire. Changes to agreed research specifications and/or questionnaire will result in a cost revision. Unless otherwise specified, all quoted costs refer to Australian dollars and reflect current year's rates, effective for the January - December period. Costs are quoted exclusive of GST. For Australian clients, GST will be shown separately on a tax invoice and must be paid for by the client.

#### 3. Omnibus bookings, approvals and late changes

Space on NEWSPOLL's omnibuses is strictly limited to ensure high quality response. Early bookings, at least a week prior to fieldwork, are recommended and clients are advised to finalise and approve questionnaires as early as possible. Final approval of a questionnaire refers to approval, after all agreed changes, to a questionnaire developed or formatted by Newspoll and submitted to a client for review.

Questionnaires approved, or bookings made, after the following deadlines are subject to late surcharges as shown:

Omnibus	Final Questionnaire Approval Deadline	Late surcharge	
Fri - Sun	Thurs 11:00am	After 11:00am After 4:00pm	15% of study cost, min \$400 plus GST 20% of study cost plus one question unit cost per page
Mon - Tues	Thurs 5:00pm	After 5:00pm After 1:00pm Fri	15% of study cost, min \$400 plus GST 20% of study cost plus one question unit cost per page
Tues - Thurs	Mon 11:00am	After 11:00am After 4:00pm	15% of study cost, min \$400 plus GST 20% of study cost plus one question unit cost per page

Client changes to approved questionnaires are subject to a minimum charge of one additional question unit.

#### 4. Cancellation or postponement charges

NEWSPOLL reserves the right to charge the full quoted study cost where a confirmed booking is made and the study is subsequently cancelled or postponed within 72 hours prior to the commencement of fieldwork or after fieldwork has begun. Studies cancelled or postponed in advance of 72 hours are subject to a minimum 10 percent charge if questionnaire development has begun.

#### 5. Invoicing and payment terms

Omnibus studies are invoiced in full at the time of provision of results or for multi-round studies 50 percent will be invoiced at the commencement of the study and 50 percent on provision of results. Custom studies are invoiced 50 percent upon commissioning and 50 percent upon provision of results.

Full payment of invoices is requested within seven days of invoice date. Newspoll reserves the right to impose a late payment surcharge of up to \$1,000 per month for invoices unpaid after 30 days. NEWSPOLL also reserves the right to delay the commencement of any study if there are overdue invoices from previous studies. Repeated late payment of invoices will result in the need for payment in full prior to the commencement of future studies.

