**OMNIPOLL**

**2016 Annual ACMA Consumer Survey - SURVEY TWO**

|  |  |
| --- | --- |
|  | OmniPoll 160421  To be fielded no later than  Sunday 5th June 2016 |

Good morning \ afternoon \ evening. My name is .... (**NAME**) from ….. We’re conducting a survey about your media use on behalf of the Australian Communications and Media Authority, which is the Federal Government communications regulator. Just to let you know this call may be monitored for quality and coaching purposes and we’re **not** selling anything.

Can I first check if you have used or not the internet in the last 6 months. **IF YES, USED THE INTERNET THEN TERMINATE WITH THANKS**

The survey should **only** take approximately …. (**MINUTES**) depending on your answers.

If you’re willing to participate, could I please start with your first name?

**INTERVIEWER PLEASE RECORD IN FIRST QUESTION**

Your answers are for research purposes **only** and if there is anything you’d prefer **not** to answer, let me know.

**INTERVIEWER INFORMATION RE SAMPLE:**

Phone numbers are provided by ‘samplepages.com.au’. To comply with federal privacy legislation, numbers are provided **without** names or addresses. Some phone numbers are randomly generated and may include silent or unlisted numbers.

**IF RESPONDENT NOT SATISFIED WITH EXPLANATION** If you want to know more about how your number was obtained then I can give you the number to contact ‘samplepages.com.au’ or their website address.

If you have a pen and paper handy, the number \ website is: (03) 9024 2413 \ www.samplepages.com.au\privacy.aspx

**INTERVIEWER RECORD RESPONDENT NAME FROM INTRODUCTION**

Q1 **HIDDEN QUESTION: STORE AREA IN Q1**

**PROG NOTE:**

**- SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | Brisbane |
| 2 | Rest QLD |
| 3 | Sydney |
| 4 | Rest NSW |
| 5 | ACT |
| 6 | Melbourne |
| 7 | Rest VIC |
| 8 | Adelaide |
| 9 | Rest SA |
| 10 | Perth |
| 11 | Rest WA |
| 12 | TAS |
| 13 | NT |

Q2 Which age groups do you fall into? **READ OUT**

**PROG NOTE:**

**- SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | 18-19 |
| 2 | 20-24 |
| 3 | 25-29 |
| 4 | 30-34 |
| 5 | 35-39 |
| 6 | 40-44 |
| 7 | 45-49 |
| 8 | 50-54 |
| 9 | 55-59 |
| 10 | 60-64 |
| 11 | 65-69 |
| 12 | 70-74 |
| 13 | 75-79 |
| 14 | 80+ |
| 99 | **DO NOT READ** Refused |

Q3 **RECORD SEX**

**PROG NOTE:**

**- SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | Male |
| 2 | Female |

***SECTION C* - PROG NOTE: ASK ALL RESPONDENTS**

C1 Now some questions about radio. How many radios do you have at home?

**RECORD AS TWO DIGIT NUMBER. IF 10 OR MORE CODE AS 10. IF DON’T KNOW CODE AS 99**

**PROG NOTE:**

* **ALLOW TWO DIGIT RESPONSE IN RANGE 0-10, 99**
* **IF 7-10 DISPLAY “UNLIKELY RESPONSE”**

\_ \_

C2 Now thinking about **DAB+** **radios**?  **DO NOT READ**

**PROG NOTE:**

* **SINGLE RESPONSE PER ROW**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Yes | No \ don’t know |
| A | Do you have a DAB+ radio at home? | 1 | 2 |
| B | Do you have a DAB+ radio in your car? | 1 | 2 |

**THERE IS NO C3**

C4 Which of the following have you personally done in the **past six months**? **READ OUT**

**PROG NOTE:**

* **MULTI RESPONSE**
* **IF 1-5 SELECTED THEN CANNOT SELECT 98-99**

|  |  |
| --- | --- |
| 1 | Listened to **AM** radio at home or in the car or somewhere else |
| 2 | Listened to **FM** radio at home or in the car or somewhere else |
| 3 | Listened to **DAB+** radio at home or in the car or somewhere else |
| 4 | Listened to radio **online** via the internet**,** at home or somewhere else |
| 98 | **DO NOT READ** None of these |
| 99 | **DO NOT READ** Don’t know |

**PROG NOTE: ASK IF DONE ANY IN PAST 6 MONTHS IE CODE 1-5 IN C4. OTHERS GO TO NEXT SECT**

C5 Which of the following have you done in the **past 7 days**? **READ OUT**

**PROG NOTE:**

* **MULTI RESPONSE**
* **ONLY SHOW 1-5 SELECTED IN C4**
* **IF 1-5 SELECTED THEN CANNOT SELECT 98-99**

|  |  |
| --- | --- |
| 1 | Listened to **AM** radio at home or in the car or somewhere else |
| 2 | Listened to **FM** radio at home or in the car or somewhere else |
| 3 | Listened to **DAB+** radio at home or in the car or somewhere else |
| 4 | Listened to radio **online** via the internet**,** at home or somewhere else |
| 98 | **DO NOT READ** None of these |
| 99 | **DO NOT READ** Don’t know |

**PROG NOTE: ASK IF DONE ANY IN PAST 7 DAYS IE CODE 1-5 IN C5. OTHERS GO TO C8**

C6 And **how many hours** have you spent doing each of the following in the **past 7 days**? Firstly…?

**RECORD TO NEAREST HOUR. IF LESS THAN 45 MINS RECORD AS ‘0.5’.**

**IF DON’T KNOW PROBE FOR BEST ESTIMATE. IF STILL DON’T KNOW \ REFUSED CODE AS 99**

**IF MORE THAN 90 RECORD AS 90**

**PROG NOTE:**

* **ALLOW TWO DIGIT RESPONSE IN RANGE 0-90, 99**
* **SHOW A AND B IF CODE 1 SELECTED IN C5**
* **SHOW C AND D IF CODE 2 SELECTED IN C5**
* **SHOW E AND F IF CODE 3 SELECTED IN C5**
* **SHOW G IF CODE 4 SELECTED IN C5**
* **MUST ENTER NUMBER IN EACH FIELD**
* **IF 50-90 DISPLAY “UNLIKELY RESPONSE”**
* **DISPLAY TOTAL**

|  |  |  |
| --- | --- | --- |
| A | Listened to **AM radio in the car** or another vehicle | \_\_\_ \_\_\_ |
| B | Listened to **AM radio at home** or somewhere else (but not in a vehicle) | \_\_\_ \_\_\_ |
| C | Listened to **FM radio in the car** or another vehicle | \_\_\_ \_\_\_ |
| D | Listened to **FM radio at home** or somewhere else (but not in a vehicle) | \_\_\_ \_\_\_ |
| E | Listened to **DAB+ radio in the car** or in another vehicle | \_\_\_ \_\_\_ |
| F | Listened to **DAB+ radio at home** or somewhere else (but not in a vehicle) | \_\_\_ \_\_\_ |
| G | Listened to **radio online** via the internet | \_\_\_ \_\_\_ |
|  | Total | **(DISPLAY TOTAL)** |

C7 So just to confirm, in the past 7 days, you have spent a total of about **(INSERT TOTAL HOURS FROM C6)** hour(s) listening to radio? **DO NOT READ**

**PROG NOTE:**

**- SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | Yes |
| 2 | No \ don’t know |

**PROG NOTE: IF CODE 2 IN C7 GO BACK TO C6**

**PROG NOTE: ASK ALL RESPONDENTS**

C8 Have you used an online music streaming service such as Spotify, Pandora or iTunes radio in the **past 7 days**? **READ OUT**

**PROG NOTE:**

**- SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | Yes |
| 2 | No \ don’t know |

**PROG NOTE: ASK USED ONLINE MUSIC STREAMING SERVICE IE CODE1 IN C8. OTHERS GO TO C11**

C9 Which of the following online services have you used to stream music in the past 7 days? Firstly…. **READ OUT**

**PROG NOTE:**

* **MULTI RESPONSE**
* **RANDOMISE 1-14 THEN 96-99**
* **IF 1-96 SELECTED THEN CANNOT SELECT 99**

|  |  |
| --- | --- |
| 1 | Apple Music |
| 2 | Deezer |
| 3 | Google Play Music |
| 4 | Groove |
| 5 | Guvera |
| 6 | iHeartRadio |
| 7 | iTunes Radio |
| 8 | Milk Music |
| 9 | Pandora |
| 10 | Spotify |
| 11 | Tidal |
| 96 | Some other music service (**SPECIFY**) |
| 99 | **DO NOT READ** Don’t know |

C10 And **how many hours** have you spent using online music streaming services on (**PROG NOTE: INSERT SERVICE USED IN C9) in the** **past 7 days**?

**RECORD TO NEAREST HOUR. IF LESS THAN 45 MINS RECORD AS ‘0.5’.**

**IF DON’T KNOW PROBE FOR BEST ESTIMATE. IF STILL DON’T KNOW \ REFUSED CODE AS 99**

**IF MORE THAN 90 RECORD AS 90**

**PROG NOTE:**

* **ALLOW TWO DIGIT RESPONSE IN RANGE 0-90, 99**

**\_ \_**

**PROG NOTE: ASK IF LISTENED TO AUDIO CONTENT ONLINE IN PAST 7 DAYS IE CODE 1 IN C8 OR CODE 4 IN C4**

C11 Overall, how satisfied are you with the technical quality of the audio and radio content you access **online**? Are you… **READ OUT**

**PROG NOTE:**

* **SINGLE RESPONSE**
* **ROTATE ANSWERS 1,2,3,4,99 AND 4,3,2,1,99 S IN B10**

|  |  |
| --- | --- |
| 1 | Very satisfied |
| 2 | Somewhat satisfied |
| 3 | Somewhat dissatisfied |
| 4 | Very dissatisfied |
| 99 | **DO NOT READ** Don’t know |

C12In the past 7 days, how many times, if any, have you experienced technical problems associated with listening to or downloading online audio content? Would it be…. **READ OUT**

**PROG NOTE:**

* **SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | Once |
| 2 | Twice |
| 3 | Three or more times |
| 4 | Or, not at all |
| 99 | **DO NOT READ** Don’t know |

***SECTION E* - PROG NOTE: ASK RESPONDENTS IN REGIONAL AREAS IE CODE 2, 4, 5, 7, 9, 11, 12 OR 13 IN Q1. OTHERS GO TO NEXT SECT**

E1 We are now going to ask you a few questions about **local news** that are available in your local area. First of all how important is it for you to have access to local news? **READ OUT**

**PROG NOTE:**

- **SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | Very important |
| 2 | Somewhat important |
| 3 | Not very important |
| 4 | Not at all important |
| 99 | Neither \ don’t know |

E2 Thinking just about your **local area**. Would you describe your local area as…? **READ OUT**

**PROG NOTE:**

* **SINGLE RESPONSE**
* **ROTATE 1,2,3,4,5,96,99 AND 5,4,3,2,1,96,99**

|  |  |
| --- | --- |
| 1 | Your suburb |
| 2 | Your local council area |
| 3 | Your town or city |
| 4 | Your region |
| 5 | Your state |
| 96 | Or, some other area **(SPECIFY)** |
| 99 | **DO NOT READ** None \ don’t know |

E3 For each of the following sources please indicate if it provides or not local news where you live? Firstly ... **DO NOT READ**

**PROG NOTE:**

- **SINGLE RESPONSE PER ROW**

- **RANDOMISE A-J MAINTAINING ORDER C-E, F-J**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Yes \ provides local news | No \ doesn’t provide local news |
| A | Commercial TV | 1 | 2 |
| B | Local print newspaper | 1 | 2 |
| C | Commercial radio | 1 | 2 |
| D | Community radio | 1 | 2 |
| E | Local ABC radio | 1 | 2 |
| F | Any commercial TV station website | 1 | 2 |
| G | Local newspaper website | 1 | 2 |
| H | ABC website | 1 | 2 |
| I | Local council website | 1 | 2 |
| J | Social media | 1 | 2 |

E4 What source do you **personally** use to get access to local news? **READ OUT**

**PROG NOTE:**

- **MULTI RESPONSE**

- **MAINTAIN ORDER AS PER E3**

**- ONLY SHOW SOURCES AVAILABLE IN THE AREA IE CODE E3.**

* **IF 1-10 SELECTED THEN CANNOT SELECT 98,99**

|  |  |
| --- | --- |
| 1 | Commercial TV |
| 2 | Local print newspaper |
| 3 | Commercial radio |
| 4 | Community radio |
| 5 | Local ABC radio |
| 6 | Any commercial TV station website |
| 7 | Local newspaper website |
| 8 | ABC website |
| 9 | Local council website |
| 10 | Social media |
| 98 | None / not interested in local content |
| 99 | Don’t know |

E5 Now imagine you could use **any** source to get access to local news. What would be your preferred source for local news? **READ OUT**

**PROG NOTE:**

- **SINGLE RESPONSE**

**- MAINTAIN ORDER AS PER E3**

|  |  |
| --- | --- |
| 1 | Commercial TV |
| 2 | Local print newspaper |
| 3 | Commercial radio |
| 4 | Community radio |
| 5 | Local ABC radio |
| 6 | Any commercial TV station website |
| 7 | Local newspaper website |
| 8 | ABC website |
| 9 | Local council website |
| 10 | Social media |
| 97 | None \ no preferred source |
| 98 | None \ not interested in local content |
| 99 | Don’t know |

E6 Thinking now about being in an emergency, such as a bush fire, storm, flood or cyclone, where would you go to get up-to-date information about what to do? **READ OUT**

**PROG NOTE:**

- **MULTI RESPONSE**

**- MAINTAIN ORDER 1-10 AS PER E3, THEN 11-99**

* **IF 1-96 SELECTED THEN CANNOT SELECT 99**

|  |  |
| --- | --- |
| 1 | Commercial TV |
| 2 |  |
| 3 | Commercial radio |
| 4 | Community radio |
| 5 | Local ABC radio |
| 6 | Any commercial TV station website |
| 7 | Local newspaper website |
| 8 | ABC website |
| 9 | Local council website |
| 10 | Social media |
| 11 | Bureau of Meteorology |
| 12 | Fire and emergency services |
| 96 | Other sources **(SPECIFY)** |
| 99 | Don’t know |

E7Have you experienced any emergency situations such as a bush fire, storm, flood or cyclone in the last 10 years? **DO NOT READ**

**PROG NOTE:**

**- SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | Yes |
| 2 | No |

**PROG NOTE: ASK IF EXPERIENCED EMMERGENCY IE CODE 1 IN E7. OTHERS GO TO NEXT SECT**

E8 When you were in this emergency situation, how did you to get up-to-date information about what to do? **READ OUT**

**PROG NOTE:**

- **MULTI RESPONSE**

**- MAINTAIN ORDER 1-10 AS PER E3, THEN 11-99**

* **IF 1-96 SELECTED THEN CANNOT SELECT 99**

|  |  |
| --- | --- |
| 1 | Commercial TV |
| 2 |  |
| 3 | Commercial radio |
| 4 | Community radio |
| 5 | Local ABC radio |
| 6 | Any commercial TV station website |
| 7 | Local newspaper website |
| 8 | ABC website |
| 9 | Local council website |
| 10 | Social media |
| 11 | Bureau of Meteorology |
| 12 | Have contacted Fire and Emergency Services |
| 13 | Received phone calls or SMS from Fire and Emergency Services |
| 14 | Some officials (Council, Fire and Emergency Services) came to knock at our door |
| 15 | Received phone calls or SMS from friends, neighbours, … |
| 16 | Friends, neighbours came to knock at our door |
| 96 | Other **(SPECIFY)** |
| 99 | Don’t know |

***SECTION Z* - PROG NOTE: ASK ALL RESPONDENTS**

Z1 And now just a few more questions about yourself. Which one of the following best describes your current living arrangement? **READ OUT**

**PROG NOTE:**

* **SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | Live alone |
| 2 | Partner and no children |
| 3 | Partner and children |
| 4 | Single parent |
| 5 | Living with parents |
| 6 | Boarder |
| 7 | Shared household or group house |
| 96 | **DO NOT READ** Other |
| 99 | **DO NOT READ** None \ don’t know |

**PROG NOTE: ASK IF HAVE CHILDREN IE CODE 3-4 IN Z1. OTHERS GO TO Z3**

Z2 Now thinking about children aged 17 or under. Do you have …?

**PROG NOTE:**

* **SINGLE RESPONSE PER ROW**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Yes | No |
| A | Any children aged 5 or under | 1 | 2 |
| B | And any children aged 6 to 12 | 1 | 2 |
| C | And any children aged 13 to 17 | 1 | 2 |

**PROG NOTE: ASK ALL RESPONDENTS**

Z3 Which one of the following best describes your current employment status? **READ OUT**

**PROG NOTE:**

* **SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | Retired |
| 2 | Employed full time 35 hours or more per week |
| 3 | Employed part time less than 35 hours per week |
| 4 | Casual employment |
| 5 | Home duties |
| 6 | Student not in employment |
| 7 | Looking for full time work |
| 8 | Looking for part time work |
| 9 | Currently not working and not looking for work |
| 96 | **DO NOT READ** Other |
| 99 | **DO NOT READ** None \ refused |

Z4 What is the highest level of primary or secondary school you personally have completed? Was it...? **READ OUT**

**PROG NOTE:**

**- SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | Year 9 or below |
| 2 | Year 10 |
| 3 | Or, year 11 or 12 |
| 96 | **DO NOT READ** Other **(SPECIFY)** |
| 99 | **DO NOT READ** Don't know \ refused |

Z5 And **apart** from primary and secondary school, what is the highest level of education you personally have **completed**? Was it...? **READ OUT**

**PROG NOTE:**

**- SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | A diploma or certificate from a college or TAFE, including an apprenticeship |
| 2 | A degree or diploma from a university |
| 3 | Or, none of these |
| 99 | **DO NOT READ** Refused \ don’t know |

Z6 Into which of the following ranges would your annual household income before tax fall? **READ OUT**

**PROG NOTE:**

* **SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | Under 15 thousand dollars |
| 2 | 15 to 19 |
| 3 | 20 to 24 |
| 4 | 25 to 29 |
| 5 | 30 to 39 |
| 6 | 40 to 49 |
| 7 | 50 to 59 |
| 8 | 60 to 69 |
| 9 | 70 to 79 |
| 10 | 80 to 99 |
| 11 | 100 to 129 |
| 12 | Or, 130 thousand dollars or more |
| 98 | **DO NOT READ** Don’t know |
| 99 | **DO NOT READ** Refused |

Z7 Do you mainly speak English or mainly speak another language at home? **DO NOT READ**

**PROG NOTE:**

**-  SINGLE RESPONSE**

|  |  |
| --- | --- |
| 1 | Mainly speak English at home |
| 2 | Mainly speak a language other than English at home |

Z8 And what is your postcode? **IF DON’T KNOW \ REFUSED CODE AS “9999”**

**PROG NOTE:**

**- ALLOW FOR A FOUR DIGIT RESPONSE**

**\_\_ \_\_ \_\_ \_\_**

**IF CODE 9999 ASK SUBURB \ NEAREST TOWN IF DON’T KNOW POSTCODE. IF REFUSED POSTCODE RECORD AS “REFUSED”**

**PROG NOTE:**

**- OPTIONAL OPEN TEXT FIELD**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**