



The Brumbies Report

Prepared for Six O'clock Advisory on behalf of the
Australian Brumby Alliance

LONERGAN.

24th May 2019, v1.0



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Project Specifications

Methodology

Survey

A 5-question online study was conducted amongst members of a permission based panel.

After interviewing, data was weighted to the latest population estimates sourced from the Australian Bureau of Statistics.

Respondents

The study was conducted among 1,006 Victorians aged 18+

Surveys were distributed throughout Victoria including both capital city and non-capital city areas as shown on the next page.

Project Brief

This study aimed to uncover people's knowledge of and opinions regarding the Brumbies population in the high plains and alpine regions of Victoria, Australia.

Fieldwork

Fieldwork commenced on 13th May, and was completed on 18th May, 2019.

Example Methodology Text for Media Releases:

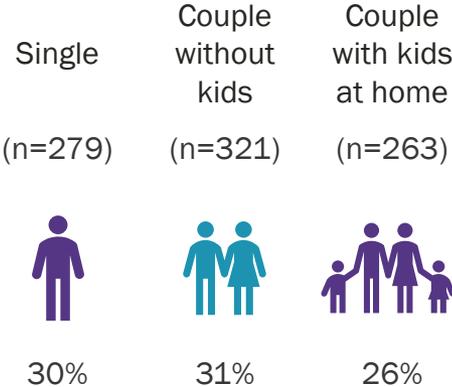
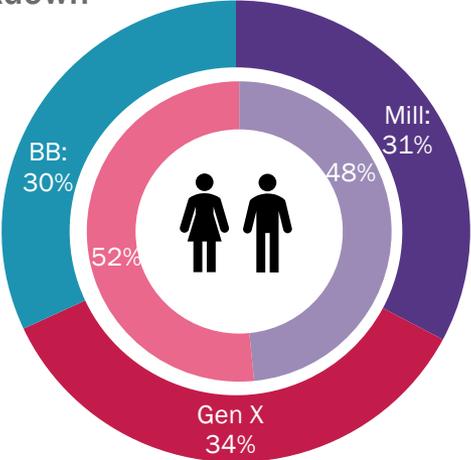
The research was commissioned by Six O'Clock Advisory and conducted by Lonergan Research in accordance with the ISO 20252 standard. Lonergan Research surveyed 1,006 Victorians aged 18+. Surveys were distributed throughout Australia including both capital city and non-capital city areas. The survey was conducted online amongst members of a permission-based panel, between 13th May, and was completed on 18th May, 2019. After interviewing, data was weighted to the latest population estimates sourced from the Australian Bureau of Statistics.



This project was carried out in compliance with the ISO 20252 standard

Sample Breakdown / demographics

Gender & Generation breakdown



Location

| Location | Sample Size | |
|----------------------|-------------------|---------------------|
| | Overall (n=1,006) | |
| | Melbourne (n=772) | Rest of VIC (n=234) |
| Eastern Melbourne | 248 | |
| Southern Melbourne | 183 | |
| Northern Melbourne | 156 | |
| Western Melbourne | 140 | |
| Mornington Peninsula | 45 | |
| Loddon | 11 | |
| Gippsland | 49 | |
| Mallee | 11 | |
| Barwon | 39 | |
| Western District | 33 | |
| Central Highlands* | 29 | |
| Goulburn* | 23 | |
| Ovens-Murray* | 22 | |
| Wimmera* | 11 | |
| East Gippsland* | 6 | |

* Whilst their responses have been included in the total statistics, areas with sample less than 30 have not been reported on individually for data integrity.



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Detailed Findings

3 in 5 Victorians are aware that there are Brumbies living in Victoria

- 3 in 5 (59%) Victorians are aware that there are Brumbies living in Victoria’s high plains and alpine regions.
 - The younger generations are less likely to be aware (Millennials 40%, Gen X 53%, Baby Boomers 82%)
 - Women are less likely than men to know about the Brumbies in Victoria’s high plains and alpine regions (55%; cf. men 64%)
 - Parents are less likely to be aware of the Brumbies in Victoria’s high plains and alpine regions (48%; cf. non-parents 65%)
 - People who completed year 12 (52%) or have a tertiary qualification (59%) are less likely to be aware (cf. below year 12 71%)
 - Those most likely to vote for the Liberal party in the 2019 election (70%) are more likely to be aware than those most likely to vote for Labor or the Greens (70%; cf. Labor 61% Greens 58%)
 - Those from the Barwon (78%) and Gippsland (68%) regions are more likely than the average to be aware of the Brumbies in Victoria’s high plains and alpine regions, whilst those in Western Melbourne (49%) and Southern Melbourne (52%) are the least likely
- 2 in 5 (41%) Victorians are not aware that there are Brumbies living in Victoria’s high plains and alpine regions.

| | Total (n=1,006) | Gender | | Generation | | | Region of Victoria | | Household Composition | |
|-----|--------------------|-----------------|-------------------|------------------------|------------------|--------------------|----------------------|------------------------|------------------------|--------------------|
| | | Male (n=501) | Female (n=505) | Millennials (n=271) | Gen X (n=359) | Boomers (n=320) | Melbourne (n=772) | Rest of VIC (n=234) | Non-parents (n=677) | Parents (n=311) |
| Yes | 59% | 64% | 55% | 40% | 53% | 82% | 57% | 66% | 65% | 48% |
| No | 41% | 36% | 45% | 60% | 47% | 18% | 43% | 34% | 35% | 52% |

Half of Victorians are concerned about the potential environmental impact of Brumbies

- The majority of Victorians are concerned about the potential environmental impact of wild Brumbies on the alpine regions (52%; cf. not concerned 48%)
 - Millennials are more likely than their older counterparts to be concerned about the environmental impact of Brumbies on the alpine regions (57%; cf. Gen X 48%, Baby Boomers 51%)
 - Parents are more likely to be concerned about the environmental impact of Brumbies on alpine regions (59%; cf. non-parents 49%)
 - Victorians who did not complete year 12 are the least likely to be concerned with the potential environmental impact of Brumbies on alpine regions (34%; cf. completed year 12 55%, tertiary qualification 54%)
 - Those most likely to vote for Labor in the 2019 election are more likely than the Victorian average to be concerned about the potential environmental impact of wild Brumbies on alpine regions (63%; cf. Victorian average 52%)
 - Those living in the Gippsland (64%) and Northern Melbourne (63%) regions are most likely to be concerned about the potential environmental impact of Brumbies, whilst those from the Mornington Peninsula (38%) are the least likely
- Amongst those previously aware of the presence of Brumbies in the alpine regions, 56% are concerned about the potential impact.

| | Gender | | | Generation | | | Region of Victoria | | Household Composition | |
|-------------------|--------------------|-----------------|-------------------|------------------------|------------------|--------------------|----------------------|------------------------|------------------------|--------------------|
| | Total (n=1,006) | Male (n=501) | Female (n=505) | Millennials (n=271) | Gen X (n=359) | Boomers (n=320) | Melbourne (n=772) | Rest of VIC (n=234) | Non-parents (n=677) | Parents (n=311) |
| I'm concerned | 52% | 54% | 50% | 57% | 48% | 51% | 53% | 46% | 49% | 59% |
| I'm not concerned | 48% | 46% | 50% | 43% | 52% | 49% | 47% | 54% | 51% | 41% |

There are strong levels of support for further research into the impact on the environment

- A strong majority, more than 4 in 5 (84%), of Victorians would support further research into the impact of other wild animals, extreme weather events, or humans on the Bogong High Plains
 - Across demographics, Victorians are equally likely to support further research into the impact of other wild animals, extreme weather events, or humans on the Bogong High Plains
 - Victorians living in the Mornington peninsula (77%) are the least likely whilst those equally most likely to support further research are:
 - Northern Melbourne (87%)
 - Eastern Melbourne (86%),
 - Barwon (87%)
 - Western District (87%)
- Amongst those previously aware of the presence of Brumbies in the alpine regions, 87% would support further research into the impact of other wild animals, extreme weather events, or humans on the Bogong High Plains.

| | Total (n=1,006) | Gender | | Generation | | | Region of Victoria | | Household Composition | |
|-----|--------------------|-----------------|-------------------|------------------------|------------------|--------------------|----------------------|------------------------|------------------------|--------------------|
| | | Male (n=501) | Female (n=505) | Millennials (n=271) | Gen X (n=359) | Boomers (n=320) | Melbourne (n=772) | Rest of VIC (n=234) | Non-parents (n=677) | Parents (n=311) |
| Yes | 84% | 81% | 86% | 86% | 79% | 86% | 85% | 81% | 84% | 85% |
| No | 16% | 19% | 14% | 14% | 21% | 14% | 15% | 19% | 16% | 15% |

Most Victorians consider Brumbies to be of historical importance

- 4 in 5 (82%) Victorians believe that Brumbies are an important part of Australia’s history to preserve.
 - Women are more likely to believe that Brumbies are an important part of Australia’s history (87%; cf. men 77%)
 - Those without a tertiary qualification are more likely than average to believe Brumbies are an important part of Australia’s history to preserve (89%; cf. average 82%)
 - Victorians living in the Mornington Peninsula (76%) area are the least likely to believe Brumbies are an important part of Australia’s history, whilst those from the Western District (89%) are the most likely

| | | Gender | | Generation | | | Region of Victoria | | Household Composition | |
|-----|--------------------|-----------------|-------------------|------------------------|------------------|--------------------|----------------------|------------------------|------------------------|--------------------|
| | Total (n=1,006) | Male (n=501) | Female (n=505) | Millennials (n=271) | Gen X (n=359) | Boomers (n=320) | Melbourne (n=772) | Rest of VIC (n=234) | Non-parents (n=677) | Parents (n=311) |
| Yes | 82% | 77% | 87% | 83% | 83% | 84% | 82% | 85% | 83% | 82% |
| No | 18% | 23% | 13% | 17% | 17% | 16% | 18% | 15% | 17% | 18% |

There is strong support for a small herd of Brumbies to remain in the wild

- 9 in 10 (88%) of Victorians would support efforts to preserve a small herd of Brumbies living in the wild if there was little evidence of impact on their negative environmental impact on the Bogong High Plains.
 - Women (92%; cf. men 83%) and Baby Boomers (91%; cf. Millennials 86%, Gen X 86%) are more likely than their counterparts to support efforts to preserve a small herd of Brumbies

| | Total (n=1,006) | Gender | | Generation | | | Region of Victoria | | Household Composition | |
|-----|--------------------|-----------------|-------------------|------------------------|------------------|--------------------|----------------------|------------------------|------------------------|--------------------|
| | | Male (n=501) | Female (n=505) | Millennials (n=271) | Gen X (n=359) | Boomers (n=320) | Melbourne (n=772) | Rest of VIC (n=234) | Non-parents (n=677) | Parents (n=311) |
| Yes | 88% | 83% | 92% | 86% | 86% | 91% | 87% | 91% | 88% | 87% |
| No | 12% | 17% | 8% | 14% | 14% | 9% | 13% | 9% | 12% | 13% |

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Detailed tabular findings

How to read the tables

These tables contain four different types of figures:

- **Unweighted Count (Column n):** This refers to the number of people who fall into each category. The unweighted base generally appears as the last row of figures.
- **Weighted Count (WC):** These figures show an estimate (in '000s) of the number of businesses in Australia / New Zealand respectively who fall into each category, or who would answer the question in this manner. The weighted figures generally appear just below each percentage figure in tables.
- **Percentage (%):** These are vertical percentages. These can be interpreted in the following manner. "x% of COLUMN HEADING responded to the question with ROW HEADING".
- **Significance Test:** Significant testing was applied to these tables. Blue figures are significantly higher, and red figures are significantly lower at a 95% confidence level. Black figures are not statistically significant. A non-parametric t-test was conducted.
- *Please note: where sample sizes fall below $n=30$ (and statistics should be treated as indicative only), these columns are shaded grey.*



| Q1. Were you aware before today that there are Brumbies currently living in Victoria's high plains and alpine regions? | | 1921 BRUMBIES | | | | | | | | | |
|--|----|---------------|--------------|--------------|--------------|--------------|--------------------|--------------|-----------------------|---------------------------------------|------------------------------------|
| | | Gender | | Generation | | | Region of Victoria | | Household composition | | |
| | | Total | Male | Female | Gen Y | Gen X | Baby Boomers | Melbourne | Rest of Victoria | Households without dependent children | Households with dependent children |
| Yes | % | 59% | 64% ↑ | 55% ↓ | 40% ↓ | 53% ↓ | 82% ↑ | 57% | 66% | 65% ↑ | 48% ↓ |
| | WC | 2,740 | 1,437 ↑ | 1,303 ↓ | 582 ↓ | 821 ↓ | 1,152 ↑ | 1,997 | 743 | 2,053 ↑ | 663 ↓ |
| No | % | 41% | 36% ↓ | 45% ↑ | 60% ↑ | 47% ↑ | 18% ↓ | 43% | 34% | 35% ↓ | 52% ↑ |
| | WC | 1,893 | 807 ↓ | 1,086 ↑ | 868 ↑ | 742 ↑ | 261 ↓ | 1,515 | 378 | 1,118 ↓ | 722 ↑ |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 2,244 | 2,389 | 1,450 | 1,563 | 1,413 | 3,512 | 1,121 | 3,172 | 1,385 |
| Column n | | 1,006 | 501 | 505 | 271 | 359 | 320 | 772 | 234 | 677 | 311 |

Q1. Were you aware before today that there are Brumbies currently living in Victoria's high plains and alpine regions?

1921 BRUMBIES

| | | Education | | | | Work status | | | | | |
|------------|----|--------------|---------------|-------------------|------------------------|--------------------|--------------------|--------------|-------------|-------------|-------------|
| | | Total | Below Year 12 | Completed Year 12 | Tertiary Qualification | Employed full time | Employed part time | Retired | Homemaker | STUDYING | NOT WORKING |
| Yes | % | 59% | 71% ↑ | 52% | 59% | 51% ↓ | 56% | 84% ↑ | 52% | 32% ↓ | 49% |
| | WC | 2,740 | 454 ↑ | 419 | 1,857 | 817 ↓ | 559 | 908 ↑ | 193 | 40 ↓ | 223 |
| No | % | 41% | 29% ↓ | 48% | 41% | 49% ↑ | 44% | 16% ↓ | 48% | 68% ↑ | 51% |
| | WC | 1,893 | 187 ↓ | 388 | 1,285 | 777 ↑ | 448 | 168 ↓ | 177 | 86 ↑ | 236 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 641 | 807 | 3,142 | 1,594 | 1,007 | 1,076 | 370 | 126 | 459 |
| Column n | | 1,006 | 143 | 171 | 680 | 340 | 219 | 238 | 90 | 30 | 89 |

Q1. Were you aware before today that there are Brumbies currently living in Victoria's high plains and alpine regions?

1921 BRUMBIES

Most likely to vote for in the Lower House

Most likely to vote for in the Upper House

| | | Most likely to vote for in the Lower House | | | | | Most likely to vote for in the Upper House | | | | |
|------------|----|--|--------------|--------------|-------------|-------------------------|--|--------------|-------------|-------------|----------------|
| | | Total | Labor | LNP | Greens | Independent/Minor party | Labor | Liberal | National | Greens | An independent |
| Yes | % | 59% | 61% | 70% ↑ | 58% | 60% | 63% | 66% | 100% ↑ | 62% | 57% |
| | WC | 2,740 | 851 | 897 ↑ | 173 | 298 | 861 | 754 | 72 ↑ | 186 | 212 |
| No | % | 41% | 39% | 30% ↓ | 42% | 40% | 37% | 34% | 0% ↓ | 38% | 43% |
| | WC | 1,893 | 539 | 379 ↓ | 127 | 196 | 505 | 392 | 0 ↓ | 115 | 158 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 1,390 | 1,276 | 300 | 494 | 1,366 | 1,146 | 72 | 301 | 370 |
| Column n | | 1,006 | 304 | 277 | 69 | 100 | 300 | 249 | 14 | 70 | 72 |

Q1. Were you aware before today that there are Brumbies currently living in Victoria's high plains and alpine regions?

1921 BRUMBIES

Last Vote

| | | Total | Labor | Liberal | National | Greens | An independent |
|------------|----|--------------|--------------|---|-------------|-------------|----------------|
| Yes | % | 59% | 59% | 70% + | 83% | 65% | 55% |
| | WC | 2,740 | 877 | 919 + | 85 | 225 | 181 |
| No | % | 41% | 41% | 30% + | 17% | 35% | 45% |
| | WC | 1,893 | 617 | 385 + | 17 | 121 | 148 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 1,494 | 1,304 | 101 | 346 | 329 |
| Column n | | 1,006 | 340 | 280 | 19 | 69 | 64 |

Part 4 of 4

| Q2. Are you concerned about the potential environmental impact of wild Brumbies on the alpine regions? | | 1921 BRUMBIES | | | | | | | | | |
|--|----|---------------|--------------|--------------|--------------|--------------|--------------|--------------------|------------------|---------------------------------------|------------------------------------|
| | | Gender | | | Generation | | | Region of Victoria | | Household composition | |
| | | Total | Male | Female | Gen Y | Gen X | Baby Boomers | Melbourne | Rest of Victoria | Households without dependent children | Households with dependent children |
| I am concerned | % | 52% | 54% | 50% | 57% | 48% | 51% | 53% | 46% | 49% ↓ | 59% ↑ |
| | WC | 2,399 | 1,208 | 1,191 | 824 | 747 | 720 | 1,878 | 520 | 1,542 ↓ | 820 ↑ |
| I am not concerned | % | 48% | 46% | 50% | 43% | 52% | 49% | 47% | 54% | 51% ↑ | 41% ↓ |
| | WC | 2,234 | 1,036 | 1,198 | 626 | 816 | 693 | 1,634 | 601 | 1,630 ↑ | 565 ↓ |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 2,244 | 2,389 | 1,450 | 1,563 | 1,413 | 3,512 | 1,121 | 3,172 | 1,385 |
| Column n | | 1,006 | 501 | 505 | 271 | 359 | 320 | 772 | 234 | 677 | 311 |

Q2. Are you concerned about the potential environmental impact of wild Brumbies on the alpine regions?

1921 BRUMBIES

| | | Education | | | | Work status | | | | | |
|--------------------|----|--------------|---------------|-------------------|------------------------|--------------------|--------------------|--------------|-------------|-------------|-------------|
| | | Total | Below Year 12 | Completed Year 12 | Tertiary Qualification | Employed full time | Employed part time | Retired | Homemaker | STUDYING | NOT WORKING |
| I am concerned | % | 52% | 34% ↓ | 55% | 54% | 54% | 55% | 50% | 42% | 56% | 45% |
| | WC | 2,399 | 217 ↓ | 444 | 1,710 | 867 | 558 | 541 | 157 | 71 | 206 |
| I am not concerned | % | 48% | 66% ↑ | 45% | 46% | 46% | 45% | 50% | 58% | 44% | 55% |
| | WC | 2,234 | 424 ↑ | 363 | 1,433 | 727 | 449 | 536 | 213 | 56 | 253 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 641 | 807 | 3,142 | 1,594 | 1,007 | 1,076 | 370 | 126 | 459 |
| Column n | | 1,006 | 143 | 171 | 680 | 340 | 219 | 238 | 90 | 30 | 89 |

Q2. Are you concerned about the potential environmental impact of wild Brumbies on the alpine regions?

1921 BRUMBIES

| | | Most likely to vote for in the Lower House | | | | | Most likely to vote for in the Upper House | | | | |
|--------------------|----|--|--------------|--------------|-------------|-------------------------|--|--------------|-------------|-------------|----------------|
| | | Total | Labor | LNP | Greens | Independent/Minor party | Labor | Liberal | National | Greens | An independent |
| I am concerned | % | 52% | 63% ↑ | 45% | 49% | 50% | 64% ↑ | 43% ↓ | 64% | 55% | 53% |
| | WC | 2,399 | 879 ↑ | 578 | 146 | 247 | 877 ↑ | 489 ↓ | 46 | 165 | 196 |
| I am not concerned | % | 48% | 37% ↓ | 55% | 51% | 50% | 36% ↓ | 57% ↓ | 36% | 45% | 47% |
| | WC | 2,234 | 511 ↓ | 698 | 153 | 247 | 489 ↓ | 658 ↓ | 26 | 136 | 174 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 1,390 | 1,276 | 300 | 494 | 1,366 | 1,146 | 72 | 301 | 370 |
| Column n | | 1,006 | 304 | 277 | 69 | 100 | 300 | 249 | 14 | 70 | 72 |

Q2. Are you concerned about the potential environmental impact of wild Brumbies on the alpine regions?

1921 BRUMBIES

Last Vote

| | | Total | Labor | Liberal | National | Greens | An independent |
|--------------------|----|--------------|--------------|--------------|-------------|-------------|----------------|
| I am concerned | % | 52% | 61% ↑ | 46% | 54% | 54% | 52% |
| | WC | 2,399 | 906 ↑ | 597 | 55 | 188 | 170 |
| I am not concerned | % | 48% | 39% ↓ | 54% | 46% | 46% | 48% |
| | WC | 2,234 | 587 ↓ | 707 | 47 | 158 | 158 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 1,494 | 1,304 | 101 | 346 | 329 |
| Column n | | 1,006 | 340 | 280 | 19 | 69 | 64 |

Part 4 of 4

| Q3. Do you support further research to determine the proportion of impact from other wild animals, extreme weather events or humans on the Bogong High Plains? | | 1921 BRUMBIES | | | | | | | | | |
|--|----|---------------|--------------|--------------|--------------|--------------|--------------------|--------------|-----------------------|---------------------------------------|------------------------------------|
| | | Gender | | Generation | | | Region of Victoria | | Household composition | | |
| | | Total | Male | Female | Gen Y | Gen X | Baby Boomers | Melbourne | Rest of Victoria | Households without dependent children | Households with dependent children |
| Yes | % | 84% | 81% | 86% | 86% | 79% | 86% | 85% | 81% | 84% | 85% |
| | WC | 3,884 | 1,822 | 2,062 | 1,251 | 1,242 | 1,217 | 2,971 | 912 | 2,654 | 1,178 |
| No | % | 16% | 19% | 14% | 14% | 21% | 14% | 15% | 19% | 16% | 15% |
| | WC | 749 | 422 | 327 | 199 | 321 | 197 | 541 | 209 | 518 | 208 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 2,244 | 2,389 | 1,450 | 1,563 | 1,413 | 3,512 | 1,121 | 3,172 | 1,385 |
| Column n | | 1,006 | 501 | 505 | 271 | 359 | 320 | 772 | 234 | 677 | 311 |

Part 1 of 4

Q3. Do you support further research to determine the proportion of impact from other wild animals, extreme weather events or humans on the Bogong High Plains?

1921 BRUMBIES

| | | Education | | | | Work status | | | | | |
|------------|----|--------------|---------------|-------------------|------------------------|--------------------|--------------------|--------------|-------------|-------------|-------------|
| | | Total | Below Year 12 | Completed Year 12 | Tertiary Qualification | Employed full time | Employed part time | Retired | Homemaker | STUDYING | NOT WORKING |
| Yes | % | 84% | 81% | 86% | 84% | 83% | 84% | 85% | 84% | 83% | 84% |
| | WC | 3,884 | 518 | 691 | 2,650 | 1,321 | 841 | 919 | 311 | 105 | 387 |
| No | % | 16% | 19% | 14% | 16% | 17% | 16% | 15% | 16% | 17% | 16% |
| | WC | 749 | 123 | 116 | 492 | 273 | 166 | 158 | 59 | 21 | 72 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 641 | 807 | 3,142 | 1,594 | 1,007 | 1,076 | 370 | 126 | 459 |
| Column n | | 1,006 | 143 | 171 | 680 | 340 | 219 | 238 | 90 | 30 | 89 |

Q3. Do you support further research to determine the proportion of impact from other wild animals, extreme weather events or humans on the Bogong High Plains?

1921 BRUMBIES

Most likely to vote for in the Lower House

Most likely to vote for in the Upper House

| | | Most likely to vote for in the Lower House | | | | | Most likely to vote for in the Upper House | | | | |
|------------|----|--|--------------|--------------|-------------|-------------------------|--|--------------|-------------|-------------|----------------|
| | | Total | Labor | LNP | Greens | Independent/Minor party | Labor | Liberal | National | Greens | An independent |
| Yes | % | 84% | 90% | 85% | 86% | 75% | 90% | 83% | 97% | 88% | 79% |
| | WC | 3,884 | 1,251 | 1,079 | 256 | 369 | 1,233 | 957 | 70 | 264 | 291 |
| No | % | 16% | 10% | 15% | 14% | 25% | 10% | 17% | 3% | 12% | 21% |
| | WC | 749 | 139 | 197 | 43 | 125 | 133 | 189 | 2 | 37 | 79 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 1,390 | 1,276 | 300 | 494 | 1,366 | 1,146 | 72 | 301 | 370 |
| Column n | | 1,006 | 304 | 277 | 69 | 100 | 300 | 249 | 14 | 70 | 72 |

Part 3 of 4

Q3. Do you support further research to determine the proportion of impact from other wild animals, extreme weather events or humans on the Bogong High Plains?

1921 BRUMBIES

Last Vote

| | | Total | Labor | Liberal | National | Greens | An independent |
|------------|----|--------------|--------------|--------------|-------------|-------------|----------------|
| Yes | % | 84% | 90% | 83% | 95% | 90% | 75% |
| | WC | 3,884 | 1,345 | 1,081 | 97 | 313 | 247 |
| No | % | 16% | 10% | 17% | 5% | 10% | 25% |
| | WC | 749 | 149 | 223 | 5 | 33 | 82 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 1,494 | 1,304 | 101 | 346 | 329 |
| Column n | | 1,006 | 340 | 280 | 19 | 69 | 64 |

Part 4 of 4

1921 BRUMBIES

| Q4. Do you believe Brumbies are an important part of our history to preserve? | | Gender | | | Generation | | | Region of Victoria | | Household composition | |
|---|----|--------|---------|---------|------------|-------|--------------|--------------------|------------------|---------------------------------------|------------------------------------|
| | | Total | Male | Female | Gen Y | Gen X | Baby Boomers | Melbourne | Rest of Victoria | Households without dependent children | Households with dependent children |
| Yes | % | 82% | 77% ↓ | 87% ↑ | 83% | 83% | 84% | 82% | 85% | 83% | 82% |
| | WC | 3,822 | 1,734 ↓ | 2,088 ↑ | 1,200 | 1,290 | 1,182 | 2,867 | 955 | 2,624 | 1,137 |
| No | % | 18% | 23% ↑ | 13% ↓ | 17% | 17% | 16% | 18% | 15% | 17% | 18% |
| | WC | 811 | 510 ↑ | 301 ↓ | 250 | 273 | 231 | 645 | 166 | 548 | 248 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 2,244 | 2,389 | 1,450 | 1,563 | 1,413 | 3,512 | 1,121 | 3,172 | 1,385 |
| Column n | | 1,006 | 501 | 505 | 271 | 359 | 320 | 772 | 234 | 677 | 311 |

1921 BRUMBIES

| Q4. Do you believe Brumbies are an important part of our history to preserve? | | Education | | | | Work status | | | | | |
|---|----|-----------|---------------|-------------------|------------------------|--------------------|--------------------|---------|-----------|----------|-------------|
| | | Total | Below Year 12 | Completed Year 12 | Tertiary Qualification | Employed full time | Employed part time | Retired | Homemaker | STUDYING | NOT WORKING |
| Yes | % | 82% | 89% | 89% | 80% ↓ | 78% | 89% | 83% | 89% | 86% | 79% |
| | WC | 3,822 | 569 | 718 | 2,504 ↓ | 1,238 | 893 | 890 | 330 | 109 | 362 |
| No | % | 18% | 11% | 11% | 20% ↑ | 22% | 11% | 17% | 11% | 14% | 21% |
| | WC | 811 | 72 | 90 | 638 ↑ | 356 | 114 | 187 | 40 | 17 | 97 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 641 | 807 | 3,142 | 1,594 | 1,007 | 1,076 | 370 | 126 | 459 |
| Column n | | 1,006 | 143 | 171 | 680 | 340 | 219 | 238 | 90 | 30 | 89 |

1921 BRUMBIES

| Q4. Do you believe Brumbies are an important part of our history to preserve? | | Most likely to vote for in the Lower House | | | | | Most likely to vote for in the Upper House | | | | |
|---|----|--|-------|-------|--------|-------------------------|--|---------|----------|--------|----------------|
| | | Total | Labor | LNP | Greens | Independent/Minor party | Labor | Liberal | National | Greens | An independent |
| Yes | % | 82% | 83% | 83% | 80% | 82% | 84% | 80% | 89% | 78% | 86% |
| | WC | 3,822 | 1,151 | 1,060 | 241 | 403 | 1,146 | 920 | 64 | 235 | 318 |
| No | % | 18% | 17% | 17% | 20% | 18% | 16% | 20% | 11% | 22% | 14% |
| | WC | 811 | 240 | 216 | 59 | 91 | 220 | 226 | 8 | 66 | 53 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 1,390 | 1,276 | 300 | 494 | 1,366 | 1,146 | 72 | 301 | 370 |
| Column n | | 1,006 | 304 | 277 | 69 | 100 | 300 | 249 | 14 | 70 | 72 |

| Q4. Do you believe Brumbies are an important part of our history to preserve? | | 1921 BRUMBIES | | | | | |
|---|----|---------------|--------------|--------------|-------------|-------------|----------------|
| | | Total | Labor | Liberal | National | Greens | An independent |
| Yes | % | 82% | 84% | 82% | 86% | 84% | 84% |
| | WC | 3,822 | 1,259 | 1,064 | 87 | 291 | 276 |
| No | % | 18% | 16% | 18% | 14% | 16% | 16% |
| | WC | 811 | 234 | 240 | 15 | 55 | 53 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 1,494 | 1,304 | 101 | 346 | 329 |
| Column n | | 1,006 | 340 | 280 | 19 | 69 | 64 |

Part 4 of 4

Q5. If it is determined there is little evidence of the Brumbies' negative environmental impact on the Bogong High Plain, would you support efforts to preserve a small herd to continue living in the wild?

1921 BRUMBIES

| | | Gender | | | Generation | | | Region of Victoria | | Household composition | |
|------------|----|--------------|--------------|--------------|--------------|--------------|--------------|--------------------|------------------|---------------------------------------|------------------------------------|
| | | Total | Male | Female | Gen Y | Gen X | Baby Boomers | Melbourne | Rest of Victoria | Households without dependent children | Households with dependent children |
| Yes | % | 88% | 83% ↓ | 92% ↑ | 86% | 86% | 91% | 87% | 91% | 88% | 87% |
| | WC | 4,064 | 1,865 ↓ | 2,199 ↑ | 1,249 | 1,351 | 1,283 | 3,038 | 1,026 | 2,797 | 1,203 |
| No | % | 12% | 17% ↑ | 8% ↓ | 14% | 14% | 9% | 13% | 9% | 12% | 13% |
| | WC | 569 | 379 ↑ | 190 ↓ | 201 | 212 | 131 | 474 | 95 | 375 | 183 |
| NET | % | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 2,244 | 2,389 | 1,450 | 1,563 | 1,413 | 3,512 | 1,121 | 3,172 | 1,385 |
| Column n | | 1,006 | 501 | 505 | 271 | 359 | 320 | 772 | 234 | 677 | 311 |

Q5. If it is determined there is little evidence of the Brumbies' negative environmental impact on the Bogong High Plain, would you support efforts to preserve a small herd to continue living in the wild?

1921 BRUMBIES

| | | Education | | | | Work status | | | | | |
|------------|----|--------------|---------------|-------------------|------------------------|--------------------|--------------------|--------------|-------------|-------------|-------------|
| | | Total | Below Year 12 | Completed Year 12 | Tertiary Qualification | Employed full time | Employed part time | Retired | Homemaker | STUDYING | NOT WORKING |
| Yes | % | 88% | 91% | 90% | 87% | 84% | 92% | 90% | 92% | 83% | 84% |
| | WC | 4,064 | 586 | 724 | 2,718 | 1,340 | 925 | 966 | 341 | 105 | 385 |
| No | % | 12% | 9% | 10% | 13% | 16% | 8% | 10% | 8% | 17% | 16% |
| | WC | 569 | 55 | 83 | 424 | 253 | 82 | 110 | 29 | 21 | 74 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 641 | 807 | 3,142 | 1,594 | 1,007 | 1,076 | 370 | 126 | 459 |
| Column n | | 1,006 | 143 | 171 | 680 | 340 | 219 | 238 | 90 | 30 | 89 |

Q5. If it is determined there is little evidence of the Brumbies' negative environmental impact on the Bogong High Plain, would you support efforts to preserve a small herd to continue living in the wild?

1921 BRUMBIES

Most likely to vote for in the Lower House

Most likely to vote for in the Upper House

| | | Most likely to vote for in the Lower House | | | | | Most likely to vote for in the Upper House | | | | |
|------------|----|--|--------------|--------------|-------------|-----------------------------|--|--------------|-------------|-------------|----------------|
| | | Total | Labor | LNP | Greens | Independent/ party/Minor | Labor | Liberal | National | Greens | An independent |
| Yes | % | 88% | 89% | 88% | 90% | 88% | 89% | 89% | 80% | 90% | 93% |
| | WC | 4,064 | 1,244 | 1,126 | 271 | 437 | 1,216 | 1,015 | 58 | 272 | 343 |
| No | % | 12% | 11% | 12% | 10% | 12% | 11% | 11% | 20% | 10% | 7% |
| | WC | 569 | 146 | 150 | 29 | 57 | 150 | 131 | 15 | 29 | 27 |
| NET | % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | WC | 4,633 | 1,390 | 1,276 | 300 | 494 | 1,366 | 1,146 | 72 | 301 | 370 |
| Column n | | 1,006 | 304 | 277 | 69 | 100 | 300 | 249 | 14 | 70 | 72 |

Q5. If it is determined there is little evidence of the Brumbies' negative environmental impact on the Bogong High Plain, would you support efforts to preserve a small herd to continue living in the wild?

1921 BRUMBIES

Last Vote

| | | Total | Labor | Liberal | National | Greens | An independent |
|------------|----|--------------|--------------|--------------|-------------|-------------|----------------|
| | % | 88% | 90% | 89% | 83% | 95% | 90% |
| Yes | WC | 4,064 | 1,343 | 1,163 | 85 | 329 | 297 |
| | % | 12% | 10% | 11% | 17% | 5% | 10% |
| No | WC | 569 | 151 | 141 | 17 | 17 | 32 |
| | % | 100% | 100% | 100% | 100% | 100% | 100% |
| NET | WC | 4,633 | 1,494 | 1,304 | 101 | 346 | 329 |
| Column n | | 1,006 | 340 | 280 | 19 | 69 | 64 |

Part 4 of 4



4

The Questionnaire

Final Questionnaire 1921 Brumbies

Research Outline

Methodology: Customised

Number of Questions / Length of Questionnaire: 5 Questions

Sample: n=1,000 Victorians

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 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 Australian Market and Social Research Society Privacy Principles.

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 | | | |
|-----------------|--|-----------|------------------|
| D1a | Where do you live in Australia? | | |
| | Please select one response only | SR | |
| | NSW – Sydney | 01 | TERMINATE |
| | NSW – Other | 02 | |
| | ACT | 03 | CONTINUE |
| | Victoria – Melbourne | 04 | |
| | Victoria – Other | 05 | |
| | Tasmania | 06 | TERMINATE |
| | 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 | 14 | |

ASK VICTORIANS

| | | | |
|-----|---|-----------|-------------------------------|
| D1a | Which of the following best describe the region of Victoria you live in? | | |
| | Please select one response only | SR | |
| | Northern Melbourne | 01 | Melbourne |
| | Southern Melbourne | 02 | |
| | Western Melbourne | 03 | |
| | Eastern Melbourne | 04 | |
| | Mornington Peninsula | 05 | |
| | Barwon | 06 | Western VIC |
| | Western District | 07 | |
| | Central Highlands | 08 | |
| | Wimmera | 09 | |
| | Loddon | 10 | Central Victoria |
| | Mallee | 11 | |
| | Goulburn | 12 | Gippsland and Goulburn |
| | Ovens-Murray | 13 | |
| | Gippsland | 14 | |
| | East Gippsland | 15 | |

| | | | |
|----|--|-----------|------------------|
| D2 | How old are you? | | |
| | Please select one response only | 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 | |
| | Prefer not to disclose | 15 | TERMINATE |

| | | | |
|----|--|-------------------------|-----------|
| D3 | Are you male or female? | | |
| | Please select one response only | DO NOT RANDOMISE | SR |
| | Male | | 01 |
| | Female | | 02 |

CONTINUE IF RESIDE IN VICTORIA AND AGED OVER 18 YEARS (I.E. CODES 04-05 IN D1 AND CODES 02-14 IN D2)

Questionnaire

| ASK ALL | | | | |
|---------|--|-------------------------|-----------|--|
| 1. | Were you aware before today that there are Brumbies currently living in Victoria's high plains and alpine regions? | | | |
| | <i>Please select one response only</i> | DO NOT RANDOMISE | SR | |
| | Yes | | 01 | |
| | No | | 02 | |

Survey background;

| SHOW ALL | | | | |
|---|--|--|--|--|
| <p>Parks Victoria (PV) has developed a plan to remove wild Brumby horses from Victoria's Alpine National Park between 2018 and 2021. During this time PV will trap, rehome or euthanise up to 1,200 Brumbies (more than half the current population). PV says this action is necessary to prevent severe damage to the region's fragile ecosystems. Specifically, the Victorian State Government is seeking to remove the entire population of between 60 and 100 Brumbies horses from the Bogong High Plains.</p> <p>The Australian Brumby Alliance supports the retention of managed Brumby populations in areas they have evolved to live wild, and if required, based on the scientific demonstration of need, the reduction of Brumby horse numbers across Victoria's Alpine regions. It strongly opposes however, the total eradication of the species, such as Parks current plan for Victoria's Bogong High Plain.</p> <p>To date, little research exists to adequately distinguish between grazing or track formation that Parks Victoria call 'damage' from Brumbies versus other wild animals (indigenous or non-indigenous), extreme weather events or even humans. Nor studies regarding potential proportional damage, with estimates suggesting that for every Brumby there are 300 deer in the high plains.</p> <p>The Australian Brumby Alliance would like Parks Victoria to place its current management plan on hold until comprehensive research can be undertaken to assess the full impact, both positive and negative, specific to Brumby populations in the Bogong High Plain. The Alliance would like to see a moderate and sustainable number of Brumbies maintained in this area for cultural and heritage reasons.</p> | | | | |

| ASK ALL | | | | |
|---------|--|-------------------------|-----------|--|
| 2. | Are you concerned about the potential environmental impact of wild Brumbies on the alpine regions? | | | |
| | <i>Please select one response only</i> | DO NOT RANDOMISE | SR | |
| | I am concerned | | 01 | |
| | I am not concerned | | 02 | |

| ASK ALL | | | | |
|---------|--|-------------------------|-----------|--|
| 3. | Do you support further research to determine the proportion of impact from other wild animals, extreme weather events or humans on the Bogong High Plains? | | | |
| | <i>Please select one response only</i> | DO NOT RANDOMISE | SR | |
| | Yes | | 01 | |
| | No | | 02 | |

| ASK ALL | | | | |
|---------|--|-------------------------|-----------|--|
| 4. | Brumbies are the descendants of the horses that were brought to Australia by the first settlers in the late 1800's. They carried our soldiers in war, supported early farming and exploration efforts, and were vital in building and developing this nation – Do you believe they are an important part of our history to preserve? | | | |
| | <i>Please select one response only</i> | DO NOT RANDOMISE | SR | |
| | Yes | | 01 | |
| | No | | 02 | |

| ASK ALL | | | | |
|---------|--|-------------------------|-----------|--|
| 5. | If it is determined there is little evidence of the Brumbies' negative environmental impact on the Bogong High Plain, would you support efforts to preserve a small herd to continue living in the wild? | | | |
| | <i>Please select one response only</i> | DO NOT RANDOMISE | SR | |
| | Yes | | 01 | |
| | No | | 02 | |

End Demographics

| | | | | |
|----|--|-------------------------|-----------|--|
| Z1 | Will you be eligible to vote in the next Federal Election to be held in May this year? | | | |
| | <i>Please select one response only</i> | DO NOT RANDOMISE | SR | |
| | Yes | | 01 | |
| | No | | 02 | |
| | Unsure | | 03 | |

| ASK THOSE WHO ARE ELIGIBLE TO VOTE (CODE 01 IN Z1) | | | | |
|--|---|-------------------------|-----------|--|
| Z2 | 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> | DO NOT RANDOMISE | SR | |
| | Labor | | 01 | |
| | Liberal | | 02 | |
| | National | | 03 | |
| | Greens | | 04 | |
| | An independent | | 05 | |
| | A minor party (Please specify) | | 06 | |
| | Vote informally / donkey vote | | 07 | |
| | Don't know | | 98 | |

ASK THOSE WHO ARE ELIGIBLE TO VOTE (CODE 01 IN Z1)

| | | | | |
|----|---|-------------------------|-----------|--|
| Z3 | And which party are you most likely to vote for in the Upper House (the Senate) in the forthcoming Federal Election? | | | |
| | <i>Please select one response only</i> | DO NOT RANDOMISE | SR | |
| | Labor | | 01 | |
| | Liberal | | 02 | |
| | National | | 03 | |
| | Greens | | 04 | |
| | An independent | | 05 | |
| | A minor party (Please specify) | | 06 | |
| | Vote informally / donkey vote | | 07 | |
| | Don't know | | 99 | |

ASK THOSE WHO ARE ELIGIBLE TO VOTE (CODE 01 IN Z1)

| | | | | |
|----|---|-------------------------|-----------|--|
| Z4 | Thinking about the last state election which party did you vote? | | | |
| | <i>Please select one response only</i> | DO NOT RANDOMISE | SR | |
| | Labor | | 01 | |
| | Liberal | | 02 | |
| | National | | 03 | |
| | Greens | | 04 | |
| | An independent | | 05 | |
| | A minor party (Please specify) | | 06 | |
| | Vote informally / donkey vote | | 07 | |
| | Don't know | | 99 | |

| | | | | |
|----|---|-------------------------|-----------|--|
| Z5 | 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 dependent children (aged < 17) | | 02 | |
| | Couple, living without children | | 03 | |
| | Couple, living with one or more dependent children (aged < 17) | | 04 | |
| | Extended family, living without children | | 05 | |
| | Extended, living with one or more dependent children (aged < 17) | | 06 | |
| | Group of unrelated adults | | 07 | |
| | Single person living with adult children / children in law | | 08 | |
| | Couple living with adult children / children in law | | 09 | |
| | Single person living with parents / parents in law | | 10 | |
| | Couple living with parents / parents in law | | 11 | |
| | Other | | 97 | |

| | | | | |
|----|--|-------------------------|-----------|--|
| Z6 | 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 | |
| | Prefer not to disclose | | 98 | |

| | | | | |
|----|---|-------------------------|-----------|--|
| Z7 | 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 | |



For any questions or comments, please get in touch:

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