



# The Brumbies Report

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

**LONERGAN.**

24<sup>th</sup> 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 13<sup>th</sup> May, and was completed on 18<sup>th</sup> May, 2019.

### Example Methodology Text for Media Releases:

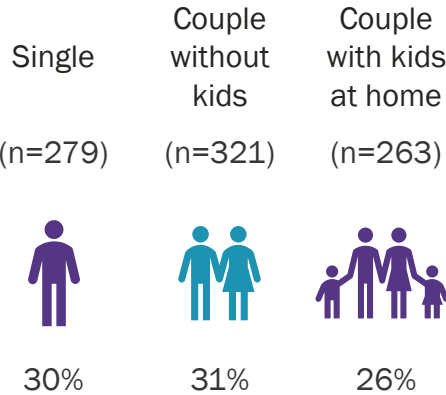
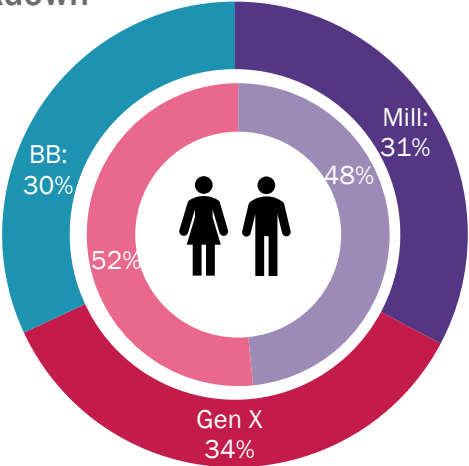
The research was commissioned by Six O'Clock Advisory and conducted by Lonerган Research in accordance with the ISO 20252 standard. Lonerган Research surveyed 1,006 Victorians aged 18+. Surveys were distributed throughout Australia including both capital city and non-capital city areas. The survey was conducted online amongst members of a permission-based panel, between 13<sup>th</sup> May, and was completed on 18<sup>th</sup> 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	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	



## 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.

	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	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

	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	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 on 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% <span>▲</span>	55% <span>◆</span>	40% <span>▼</span>	53% <span>◆</span>	82% <span>▲</span>	57%	66%	65% <span>▲</span>	48% <span>▼</span>
	WC	2,740	1,437 <span>▲</span>	1,303 <span>◆</span>	582 <span>▼</span>	821 <span>◆</span>	1,152 <span>▲</span>	1,997	743	2,053 <span>▲</span>	663 <span>▼</span>
No	%	41%	36% <span>◆</span>	45% <span>▲</span>	60% <span>▲</span>	47% <span>▲</span>	18% <span>▼</span>	43%	34%	35% <span>▼</span>	52% <span>▲</span>
	WC	1,893	807 <span>◆</span>	1,086 <span>▲</span>	868 <span>▲</span>	742 <span>▲</span>	261 <span>▼</span>	1,515	378	1,118 <span>▼</span>	722 <span>▲</span>
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% <span>▲</span>	52%	59%	51% <span>▼</span>	56%	84% <span>▲</span>	52%	32% <span>▼</span>	49%
	WC	2,740	454 <span>▲</span>	419	1,857	817 <span>▼</span>	559	908 <span>▲</span>	193	40 <span>▼</span>	223
No	%	41%	29% <span>▼</span>	48%	41%	49% <span>▲</span>	44%	16% <span>▼</span>	48%	68% <span>▲</span>	51%
	WC	1,893	187 <span>▼</span>	388	1,285	777 <span>▲</span>	448	168 <span>▼</span>	177	86 <span>▲</span>	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				
		Total	Labor	LNP	Greens	Independent/Minor party	Labor	Liberal	National	Greens	An independent
Yes	%	59%	61%	70% <span>⬆</span>	58%	60%	63%	66%	100% <span>⬆</span>	62%	57%
	WC	2,740	851	897 <span>⬆</span>	173	298	861	754	72 <span>⬆</span>	186	212
No	%	41%	39%	30% <span>⬆</span>	42%	40%	37%	34%	0% <span>⬆</span>	38%	43%
	WC	1,893	539	379 <span>⬆</span>	127	196	505	392	0 <span>⬆</span>	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% <span>⬆</span>	83%	65%	55%
	WC	2,740	877	919 <span>⬆</span>	85	225	181
No	%	41%	41%	30% <span>⬆</span>	17%	35%	45%
	WC	1,893	617	385 <span>⬆</span>	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

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

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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

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				
		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

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

Q4. Do you believe Brumbies are an important part of our history to preserve?		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	%	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

Q4. Do you believe Brumbies are an important part of our history to preserve?		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	%	82%	89%	89%	80% <span>↓</span>	78%	89%	83%	89%	86%	79%
	WC	3,822	569	718	2,504 <span>↓</span>	1,238	893	890	330	109	362
No	%	18%	11%	11%	20% <span>↑</span>	22%	11%	17%	11%	14%	21%
	WC	811	72	90	638 <span>↑</span>	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

Part 2 of 4

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					
		Last Vote					
		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

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
	%	88%	83% ↓	92% ↑	86%	86%	91%	87%	91%	88%	87%
Yes	WC	4,064	1,865 ↓	2,199 ↑	1,249	1,351	1,283	3,038	1,026	2,797	1,203
	%	12%	17% ↑	8% ↓	14%	14%	9%	13%	9%	12%	13%
No	WC	569	379 ↑	190 ↓	201	212	131	474	95	375	183
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET	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
	%	88%	91%	90%	87%	84%	92%	90%	92%	83%	84%
Yes	WC	4,064	586	724	2,718	1,340	925	966	341	105	385
	%	12%	9%	10%	13%	16%	8%	10%	8%	17%	16%
No	WC	569	55	83	424	253	82	110	29	21	74
	%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET	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				
		Total	Labor	LNP	Greens	Independent/Minor party	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
Yes	%	88%	90%	89%	83%	95%	90%
	WC	4,064	1,343	1,163	85	329	297
No	%	12%	10%	11%	17%	5%	10%
	WC	569	151	141	17	17	32
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

# 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?			
	<b>Please select one response only</b>			<b>SR</b>
		NSW – Sydney	01	<b>TERMINATE</b>
		NSW – Other	02	
		ACT	03	
		Victoria – Melbourne	04	<b>CONTINUE</b>
		Victoria – Other	05	
		Tasmania	06	<b>TERMINATE</b>
		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 <b>best describe</b> the region of Victoria you live in?		
	<i>Please select one response only</i>	<b>SR</b>	
	Northern Melbourne	01	<b>Melbourne</b>
	Southern Melbourne	02	
	Western Melbourne	03	
	Eastern Melbourne	04	
	Mornington Peninsula	05	
	Barwon	06	<b>Western VIC</b>
	Western District	07	
	Central Highlands	08	
	Wimmera	09	
	Loddon	10	<b>Central Victoria</b>
	Mallee	11	
	Goulburn	12	<b>Gippsland and Goulburn</b>
	Ovens-Murray	13	
	Gippsland	14	
	East Gippsland	15	

D2	How old are you?		
	<i>Please select one response only</i>	<b>SR</b>	
	17 years or less	01	<b>TERMINATE</b>
	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	

D3	Are you male or female?		
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>
	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>	<b>DO NOT RANDOMISE</b>	<b>SR</b>	
	Yes		01	
	No		02	

## Survey background;

### SHOW ALL

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.

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.

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.

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.

### 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>	<b>DO NOT RANDOMISE</b>	<b>SR</b>	
	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>	<b>DO NOT RANDOMISE</b>	<b>SR</b>	
	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>		<b>DO NOT RANDOMISE</b>	<b>SR</b>
		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>		<b>DO NOT RANDOMISE</b>	<b>SR</b>
		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>		<b>DO NOT RANDOMISE</b>	<b>SR</b>
		Yes		01
		No		02
		Unsure		03

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

Z2	Which party are you <b>most likely</b> to vote for in the <b>Lower House</b> (the House of Representatives) in the <b>forthcoming</b> Federal Election?			
	<i>Please select one response only</i>		<b>DO NOT RANDOMISE</b>	<b>SR</b>
		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 <b>most likely</b> to vote for in the <b>Upper House</b> (the Senate) in the <b>forthcoming</b> Federal Election?			
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>	
	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 <b>state election</b> which party did you vote?			
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>	
	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>	<b>DO NOT RANDOMISE</b>	<b>SR</b>	
	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>	<b>DO NOT RANDOMISE</b>	<b>SR</b>	
	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>	<b>DO NOT RANDOMISE</b>	<b>SR</b>	
	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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