
From: David Claridad [dclaridad@dbmcons.com.au]
Sent: Thursday, 3 November 2011 2:55 PM
To: Keyes, Nicolle
Subject: RE: awareness research [SEC=UNCLASSIFIED]

Hi Nicolle,

By the looks of it, awareness of MoAD may have a lot to do with geography; hence, why including QLD may lower the awareness compared to the other research.

In the Oct-11 report, we have put in an extra slide to document that due to the changes this wave (i.e. the ACT booster, interviewing QLD and not SA), comparisons on an overall level between waves should be interpreted with caution.

The state splits will be contained in the report.

Thanks,
David

David Claridad
Research Analyst
DBM Consultants Pty Ltd
5-7 Guest Street, Hawthorn, Victoria 3122, Australia
T: [61 3] 9819 1555
D: [61 3] 8862 5507
www.dbmcons.com.au

Please consider the environment before printing this email.

NOTICE – The information contained in this email may be confidential and/or privileged. You should only read, disclose, re-transmit, copy, distribute, act in reliance on or commercialise the information if you are authorised to do so. If you receive this email communication in error, please notify us immediately by email to dbm@dbmcons.com.au, or reply by email direct to the sender and then destroy any electronic or paper copy of this message.

From: Keyes, Nicolle [mailto:Nicolle.Keyes@moadoph.gov.au]
Sent: Thursday, 3 November 2011 11:47 AM
To: David Claridad
Subject: RE: awareness research [SEC=UNCLASSIFIED]

Hi David,

The last lot of research that we did (attached) showed awareness levels of 12% combined. I guess adding QLD to the mix has brought that average down.

Will you be able to provide a breakdown per state so that I can compare the last survey with this one?

Thanks, Nicolle



Nicolle Keyes
Marketing and Communications Manager
18 King George Terrace Parkes ACT 2600 Australia
PO Box 7088, Canberra BC ACT 2610
p 02 6270 8175 f 02 6270 8235 m 0411 520 938
nicolle.keyes@moadoph.gov.au moadoph.gov.au

From: David Claridad [mailto:dclaridad@dbmcons.com.au]
Sent: Thursday, 3 November 2011 11:44 AM
To: Keyes, Nicolle
Cc: Tony Williams
Subject: RE: awareness research [SEC=UNCLASSIFIED]

Hi Nicolle,

Just a quick update, I've pulled out the topline results which are as follows:

- Awareness of MoAD is at 6%
- Those 'extremely'/'very' interested in MoAD is at 12%
- Those 'extremely'/'very' likely to visit MoAD is at 5%

The final report will be sent out by lunchtime tomorrow as in my previous email.

Regards,
David

David Claridad
Research Analyst
DBM Consultants Pty Ltd
5-7 Guest Street, Hawthorn, Victoria 3122, Australia
T: [61 3] 9819 1555
D: [61 3] 8862 5507
www.dbmcons.com.au

Please consider the environment before printing this email.

NOTICE – The information contained in this email may be confidential and/or privileged. You should only read, disclose, re-transmit, copy, distribute, act in reliance on or commercialise the information if you are authorised to do so. If you receive this email communication in error, please notify us immediately by email to dbm@dbmcons.com.au, or reply by email direct to the sender and then destroy any electronic or paper copy of this message.

From: David Claridad
Sent: Wednesday, 2 November 2011 2:00 PM
To: Keyes, Nicolle
Cc: Tony Williams
Subject: RE: awareness research [SEC=UNCLASSIFIED]

Hi Nicole,

As Tony mentioned below, fieldwork wrapped up yesterday, a bit later than scheduled in order to capture the ACT booster.

As such, we will be able to deliver the report by Friday lunchtime latest.
Let me know if this still works for you.

Thanks,
David

David Claridad
Research Analyst
DBM Consultants Pty Ltd
5-7 Guest Street, Hawthorn, Victoria 3122, Australia
T: [61 3] 9819 1555
D: [61 3] 8862 5507
www.dbmcons.com.au

Please consider the environment before printing this email.

NOTICE – The information contained in this email may be confidential and/or privileged. You should only read, disclose, re-transmit, copy, distribute, act in reliance on or commercialise the information if you are authorised to do so. If you receive this email communication in error, please notify us immediately by email to dbm@dbmcons.com.au, or reply by email direct to the sender and then destroy any electronic or paper copy of this message.

From: Tony Williams [mailto:twilliams@dbmcons.com.au]
Sent: Tuesday, 1 November 2011 1:14 PM
To: Keyes, Nicole; David Claridad
Subject: Re: awareness research [SEC=UNCLASSIFIED]

Hi Nicole,

It's a holiday today so am at home. Don't you get Melbourne Cup day?

Fieldwork finished yesterday so we will send you results in the next few days once we've checked them.

David will be in touch with an update tomorrow.

Regards

Tony
Tony Williams
Group Account Director
DBM Consultants Pty Ltd
5-7 Guest Street, Hawthorn, Victoria 3122, Australia
T: (61 3) 9819 1555
M: 0417 471 516
www.dbmconsultants.com

From: "Keyes, Nicolle" <Nicolle.Keyes@moadoph.gov.au>
Date: Tue, 1 Nov 2011 12:56:01 +1100
To: 'Tony Williams' <twilliams@dbmcons.com.au>
Subject: awareness research [SEC=UNCLASSIFIED]

Hi Tony,

How are you this week?

Did the awareness research happened as scheduled? When am I likely to receive the report?

Cheers,
Nicolle



Nicolle Keyes
Marketing and Communications Manager
18 King George Terrace Parkes ACT 2600 Australia
PO Box 7088, Canberra BC ACT 2610
p 02 6270 8175 f 02 6270 8235 m 0411 520 938
nicolle.keyes@moadoph.gov.au moadoph.gov.au

IMPORTANT: This message, and any attachments to it, contains information that is confidential and may also be the subject of legal professional or other privilege. If you are not the intended recipient of this message, you must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within it. If you have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the message from your computer system.

IMPORTANT: This message, and any attachments to it, contains information that is confidential and may also be the subject of legal professional or other privilege. If you are not the intended recipient of this message, you must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within it. If you have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the message from your computer system.
