SECTION A: SCREENING AND QUOTAS

Aintro	Screener Intro
Base Label/ Definition	All respondents
Question Type	Intro screen
Intro text	**Please answer the following questions so we can check whether you qualify for this survey.**

A1	Industry
Base Label/ Definition	All respondents
Termination instruction	Close if coded 1-6
Programming Instructions	Multicode except for 99, Checkboxes; Randomise order except for 99
Question Type	Multiple response question
Question Text	**Could you please tell me if you or anyone you know well is employed by…?**
Respondent instruction	*Please select all that apply*

1	A company involved in public relations or marketing
2	A market research agency
3	An advertising agency
4	A media organisation, such as a newspaper, TV or radio station
5	A political party
6	A travel agency or tourism company
99	None of these

A2	Age
Base Label/ Definition	All respondents
Termination instruction	Close if 17 or under, apply soft quotas
Programming Instructions	Open field
Question Type	Open numeric
Question Text	**What is your age?**
Respondent instruction	*Enter your age in years in the box below*

Code Age	INSERT TEXT BOX

A3	Gender
Base Label/ Definition	All respondents
Programming Instructions	Single code
Question Type	Single code response question
Question Text	**Are you ...?**
Respondent instruction	*Please select the appropriate symbol*

1	Male
2	Female
3	I identify in some other way (Please specify)

A4	Postcode
Base Label/ Definition	All respondents
Programming Instructions	Open field
Question Type	Open Numeric
Question Text	**What is your postcode?**
Respondent instruction	*Please enter your 4-digit postcode in the boxes below*

Code post code	INSERT TEXT BOX

A4_dum1	State - dummy
Base Label/ Definition	All respondents
Programming Instructions	Autopunch from A4
Question Type	Single code response question
Question Text	**And in which state or territory do you live?**
Respondent instruction	*Please select one answer only*

1	New South Wales
2	Victoria
3	Queensland
4	Western Australia
5	South Australia
6	Tasmania
7	Australian Capital Territory
8	Northern Territory

A4_dum2	Regionality - dummy
Base Label/ Definition	All respondents
Programming Instructions	Autopunch from A4 - see ABS postcodes concordance tab
Question Type	Single code response question
Question Text	And would you describe where you live as…?
Respondent instruction	Please select one answer only

1	Metropolitan (major city)
2	Regional centre
3	Rural town
4	Remote area

A5	CALD status
Base Label/ Definition	All respondents
Programming Instructions	Single code
Routing Instructions	All respondents
Question Type	Single code Response Question
Question text	Do you regularly speak a language other than English?
Respondent instruction	Please select one answer only

1	Yes
2	No
98	Prefer not to answer
99	Don't know

A6	CALD status - languages spoken
Base Label/ Definition	CALD respondents
Programming Instructions	Multi code
Routing Instructions	Coded 1 at CALD status (A5)
Question Type	Multi response question

s47E(d) & s47G

Question Text	Which of the following languages other than English do you speak?
Respondent instruction	Please select all that apply

1	Arabic
2	Cantonese
3	Croatian
4	Dutch
5	French
6	German
7	Greek
8	Hindi
9	Italian
10	Indonesian
11	Macedonian
12	Maltese
13	Mandarin
14	Polish
15	Serbian
16	Spanish
17	Tagalog (Filipino)
18	Thai
19	Turkish
20	Vietnamese
97	Another language (please specify)
98	Prefer not to answer

A7	Travel consideration
Base Label/ Definition	All respondents
Termination instruction	If coded 4-98
Programming Instructions	Single code
Routing Instructions	All respondents
Question Type	Single Response Question

s47E(d) & s47G

Question Text	Do you plan to travel overseas once travel restrictions are lifted? Please select the answer that best describes your plans.
Respondent instruction	Please select the answer that best fits.

1	Yes, within 3 months of restrictions being lifted

2	Yes, within 4-6 months of restrictions being lifted
3	Yes, within 7-12 months of restrictions being lifted
4	Yes, within 13-18 months of restrictions being lifted
5	Yes, more than 18 months after restrictions are lifted
6	Yes, but it depends when borders of countries open and where it is safe to travel
98	I'm not sure / I haven't thought about it
99	I have no plans to travel overseas

SECTION B: AWARENESS OF THE TOPIC

Bintro	**Topic Intro**
Base Label/ Definition	All respondents
Question Type	Intro screen
Intro text	You have qualified for the survey, which is about travelling overseas and planning for travel, and will take about 15 minutes to complete. It will be carried out in compliance with the Privacy Act, and the information and opinions you provide will be used only for research purposes. Your responses will be treated with the strictest confidence. The responses of everyone who participates in the survey will be combined and no individual information will be made available. Please read all questions and statements carefully before answering.

B1	**Topic awareness - prompted**
Base Label/ Definition	All respondents
Programming Instructions	Single code
Question Type	Single code response question

s47E(d) & s47G

Question Text *Respondent instruction*	Have you recently seen, heard or read anything about travel advice services and information for Australians travelling overseas from the Australian Government? *Please select one answer only*

1	Yes - I've seen/heard a lot about this
2	Yes - I've seen/ heard a fair amount about this
3	Yes - I've seen/heard a little about this
4	No - I've not seen/heard about this at all
99	Not sure

B2	**Topic awareness - Where seen and heard**
Base Label/ Definition	Those aware of topic [B1=1-3]
Programming Instructions	Multicode except for 99; Checkboxes; Randomise order except for 98 and 99
Question Type	Multiple response question

s47E(d) & s47G

Question Text *Respondent instruction*	And where have you seen or heard about travel advice services and information for Australians travelling overseas from the Australian Government? *Please select all that apply*

1	Television advertising
2	Magazine/newspaper advertising
3	Radio advertising
4	Outdoor advertising (e.g. billboards)
5	Online advertising
6	Government website
7	Television programs/news (not advertising)
8	Newspaper/magazine articles (not advertising)
9	Radio programs (not advertising)
10	Internet/online/blogs (not advertising)
11	Social media
12	Cinema
14	Newsletter
15	Word of mouth
17	Public announcement from the Australian Government
98	Somewhere else (please specify)
99	Can't recall

B3	**Spontaneous advertising recall**
Base Label/ Definition	Those aware of advertising [B2=1-5; 11-12, 16]; Non-advertising only [B2=6-10;13-15; 98 AND NOT 1-5; 11-12]
Programming Instructions	Include open-ended text box
Question Type	Open-ended

s47E(d) & s47G

Question Text *Respondent instruction*	**[IF SEEN ADVERTISING AT B2] Thinking about the advertising you have seen or heard about Australian Government resources offering travel advice and information, could you please tell us as much as you can remember about what you saw or heard, and what the advertising said?** **[IF ONLY SEEN NON-ADVERTISING AT B2] Thinking about what you have seen or heard about Australian Government resources offering travel advice and information, could you please tell us as much as you can remember about what you saw or heard?** *[IF SEEN ADVERTISING AT B2] Please type your response in the box below and tell us as much as you can about what you recall about this advertising* *[IF ONLY SEEN NON-ADVERTISING AT B2] Please type your response in the box below*

OPEN TEXT BOX

B6	**Unprompted awareness of Smartraveller**
Base Label/ Definition	All respondents
Programming Instructions	Single code
Routing Instructions	All respondents
Question Type	Single code Response Question

s47E(d) & s47G

Question Text *Respondent instruction*	**The Australian Government provides a set of tools and services with travel advice and information for Australians travelling overseas, or those who are overseas. Do you know what the resource is called?** *Please select one answer only*

1	Yes, it's called _____ (please specify)
2	No, I don't know what the resource is called
3	I didn't know the Australian Government provided this resource

B7	**Prompted awareness of Smartraveller**
Base Label/ Definition	All respondents
Programming Instructions	Single code
Routing Instructions	All respondents
Question Type	Single code Response Question

s47E(d) & s47G

Question Text *Respondent instruction*	**This resource is called Smartraveller. Have you heard of Smartraveller before today?** **Please answer the below question even if you answered 'yes' or mentioned it in previous questions.** *Please select one answer only*

1	Yes
2	No
99	Don't know

B8	**Awareness of overseas travel restrictions**
Base Label/ Definition	All respondents
Programming Instructions	Single response - randomise
Routing Instructions	All respondents
Question Type	Multicode Response Question

s47E(d) & s47G

Question Text *Respondent instruction*	**The coronavirus (COVID-19) pandemic has had an impact on Australians ability to travel overseas. Which of the following statements relating to overseas travel restrictions are true/false?** *Please select true or false for each statement.*

CODE	
1	TRUE
2	FALSE

STATEMENTS	
1	Australians cannot travel overseas. A travel ban is in place
2	All overseas travel is currently banned, with few exceptions
3	In some circumstances, Australians are able to travel overseas for compassionate reasons
4	Australians who chose to stay overseas should plan for an extended stay
5	Although advised not to, Australians can still travel overseas (i.e. the travel advice is more of a suggestion)
6	Australians who are currently overseas can return to Australia whenever they want to

B4	**Campaign related behaviours (pre exposure)**
Base Label/ Definition	All respondents
Programming Instructions	Multicode except for 99; Checkboxes; Randomise order except for 99, always show code 16 directly after code 10
Question Type	Multiple response question

s47E(d) & s47G

Confirmation of core actions	Codes #2, 4, 7-11 - these core actions will feature on the one-page summary to be developed at the conclusion of the campaign evaluation. Please confirm that these noted actions are considered core to the campaign - they are actions which the campaign aims to impact.
Question Text	**In relation to overseas travel, which of the following have you done in the last few months?**
Respondent instruction	*Please select all that apply*

1	[IF CODED 1 AT B7] Talked to family, friends or colleagues about Smartraveller
Core - 2	[IF CODED 1 AT B7] Shared, liked or commented on Smartraveller on social media
3	[IF CODED 1 AT B7] Searched online for more information about Smartraveller
Core - 4	[IF CODED 1 AT B7] Visited the Smartraveller website (www.smartraveller.gov.au)
5	[IF CODED 1 AT B7] Thought about using the Smartraveller resources
Core - 7	[IF CODED 1 AT B7] Subscribed to Smartraveller travel advice updates
Core - 8	Searched online for more information about the current overseas travel restrictions
Core - 9	[IF CODED 1 AT B7] Followed Smartraveller on social media
Core - 10	[IF CODED 1 AT B7] Subscribed for Smartraveller critical SMS alerts
Core - 11	[IF CODED 1 AT B7] Subscribed for Smartraveller email updates
Core - 18	[IF CODED 1 AT B7] Emailed Smartraveller
12	Called the Department of Foreign Affairs and Trade's Consular Emergency Centre
13	Cancelled or postponed an overseas trip or holiday
14	Advised friends and/or family overseas to return to Australia
15	Returned to Australia from overseas earlier than planned
16	Talked to family, friends or colleagues about the current overseas travel restrictions
17	Shared, liked or commented on a social media post about the current overseas travel restrictions
99	I haven't done any of these

B9s	Planning behaviour
Base Label/ Definition	All respondents
Programming Instructions	Multicode ranking question except for 99; Randomise order except for 98 and 99; Respondents to rank up to 3 concerns in order of importance by entering 1, 2, 3, 4, 5.
Question Type	Multiple response question

s47E(d) & s47G

Question Text	**Now we would like to ask you about planning behaviours when it comes to overseas travel. Thinking about your next overseas trip when the restrictions are lifted, which (if any) of the following behaviors will you priorisise as essential first steps in the planning process?**
Respondent instruction	*Please rank up to 5 behaviours you would prioritise as essential first steps in the planning process – i.e. enter 1 for the most important, 2 for the second most impotent, 3 for the third most important etc.*

1	Use Smartraveller resources for travel advice and information on security and safety risks in countries I plan to visit
2	Use other sources for travel advice and information on security and safety risks in countries I plan to visit
3	Ensure I will have access to money (e.g. bank accounts, cash in local currency)
4	Research laws and local customs of countries I plan to visit
5	Check my passport and ensure it is valid for travel
6	Research visa and other entry requirements of countries I plan to visit
7	Purchase travel insurance (or check my current policy specifically covers me for my next trip)
8	Plan the logistics of the trip (e.g. book flights, accommodation, tours, etc.)
9	Research the standard of medical care of the countries I plan to visit
10	Consider the remoteness and access in and out of the countries
99	None of the above

B10	Sources of travel information
Base Label/ Definition	All respondents
Programming Instructions	Multicode except for 99, 96; Checkboxes; Randomise order except for 98, 99, 96; always show 2 after 1
Question Type	Multicode

s47E(d) & s47G

Question Text	**What sources are you likely to use for information on safety and security risks in the countries you plan to visit when the overseas travel restrictions are lifted? Please select any sources which you are very likely to use for your next overseas trip.**
Respondent instruction	*Please select all that apply*

1	Smartraveller resources (website, social media pages, printed flyers/brochures, etc.)
2	Other Australian Government resources (e.g. Government websites, brochures, etc.)
3	Travel agent/tour company/insurance company
4	Travel and hotel review websites (e.g. TripAdvisor)
5	Internet search
6	Travel blogs
7	Online forums
8	Social media (e.g. Instagram, Twitter)
9	YouTube
10	Advice from friends, relatives, colleagues
11	News articles/magazines
12	The airline(s) you are travelling with
13	Your general practitioner or a healthcare professional
14	Public announcement from the Australian Government

98	Other (please specify)
99	I don't know where to go for this information
96	I won't look for this information

B21	Smartraveller resource evaluation
Base Label/ Definition	All respondents
Programming Instructions	Scale question, single code per statement. Randomise order of statements
Routing Instructions	Aware of Smartraveller, B7=1
Question Type	Scale question

s47E(d) & s47G

Question Text	And when it comes to the Smartraveller resources specifically, how strongly do you agree or disagree that they provide information and advice which is...?
Respondent instruction	Please select one response per row

CODE

0	Strongly disagree
1	
2	
3	
4	
5	Neither agree nor disagree
6	
7	
8	
9	
10	Strongly agree

STATEMENTS

A	Trustworthy
B	Important
C	Relevant
D	Timely (e.g. up-to-date information on travel restrictions)
E	Different to what can be found elsewhere (e.g. through a travel agent)

B5	Attitudes towards travel and planning
Base Label/ Definition	All respondents
Programming Instructions	Scale question, single code per statement. Randomise order of statements
Question Type	Single code response question

s47E(d) & s47G

Question Text	We'd now like to show you some statements in relation to planning for a trip and behaviour whilst travelling overseas. For each of these statements please indicate how much you agree on a scale of 0 to 10, where 0 means that you completely disagree with the statement, and 10 means that you completely agree.
Respondent instruction	Please select one answer for each statement

0	Completely disagree
1	
2	
3	
4	
5	Neither agree or disagree
6	
7	
8	
9	
10	Completely agree

STATEMENTS

Core - A	Travellers should think ahead and be prepared before they leave Australia for travel
Core - B	Travellers should research their destinations before travel including potential health, safety and security risks, standard of medical care, local laws, local customs, visa requirements, etc.
D	Travellers should have thought through back-up plans so they know what to do if something does go wrong while overseas
E	If something does go wrong while overseas, travellers should sort the problem out themselves
F	If something does go wrong while overseas, travellers should contact support networks (e.g. family, friends, tour operator, insurance company) for advice and assistance
G	If something does go wrong while overseas, travellers should only contact the Australian Consulate or Australian Embassy as a last resort

H	Travellers should understand their insurance policy including what is and is not covered in case something does go wrong
Core - I	Travellers should use the Smartraveller resources as an important <u>first</u> step in planning their trip, rather than using only when in a crisis situation while overseas
K	Travellers should understand that the Australian Government can't bring everyone home if they are stranded overseas due to a crisis (such as a pandemic or natural disaster)
L	Once the overseas travel restrictions are lifted, I plan to travel despite any risks

B19	Seeking consulate help
Base Label/ Definition	All respondents
Programming Instructions	Scale question, single code per statement. Randomise order of statements, keep G-H-I together, keep A-B together
Routing Instructions	All respondents
Question Type	Scale question
Question Text	**If the following issues were to occur while you were travelling overseas, how likely is it that you would contact the Australian Consulate or Australian Embassy for assistance?**
Respondent instruction	*Please select one response per row*

CODE

0	Would not consider contacting the Australian Consulate/Embassy
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	Would definitely contact the Australian Consulate/Embassy

STATEMENTS

A	You are severely ill or injured and need to go to hospital
B	You are ill or injured but <u>don't</u> need to go to hospital
D	You run out of money
E	You are arrested or detained by police
G	Your passport is lost, stolen or damaged
I	Your personal belongings are lost, stolen or damaged
J	You find that your travel insurance doesn't cover you for something that has gone wrong
M	You are unable to access flights or other transport to return to Australia
N	Borders close making it difficult for you to leave an area to return to Australia
O	Travel bans or restrictions come into effect whilst you're overseas

SECTION C: CAMPAIGN REACH AND RESPONSE

Cintro1	Comms Reach Intro
Base Label/ Definition	All respondents
Question Type	Intro screen
Intro text	**We would now like to ask you about advertising that you may have seen or heard recently about travel advice services and information for Australians travelling overseas.**

NOTE TO PROGRAMMERS	PLEASE SEE STIMULUS TAB FOR ADS TO BE TRACKED

STORYBOARD

C1	Storyboard recognition
Base Label/ Definition	All respondents
Programming Instructions	Single code; show Storyboard stimulus in large format
Question Type	Single code response question

s47E(d) & s47G

Question Text	**The images below are from an ad campaign which has been running in the past few months. Do you remember seeing it?**
Respondent instruction	*Please select one answer only*

1	Yes
2	No
99	Not sure

C2	Unaided memories of advertising
Base Label/ Definition	Those who remember storyboard advertising [C1=1]
Programming Instructions	Include open-ended text box
Question Type	Open-ended

s47E(d) & s47G

Question Text	**Could you please tell us as much as you can remember about what you saw or heard, and what the advertising said? What do you think was the main message or idea in this advertising?**

Respondent instruction	*Please type your answer in the box below*

OPEN TEXT BOX

C3	**Prompted message takeout**
Base Label/ Definition	Those who spontaneously remember advertising [C1=1]
Programming Instructions	Multicode except for 99, Checkboxes. Randomise order except for 99
Question Type	Multicode question

s47E(d) & s47G

Question Text	**Which of the following messages do you remember seeing or hearing in this advertising? Even if you mentioned any of these in the previous question please select it again.**
Respondent instruction	*Please select from the list below*

Core - 1	There are restrictions on overseas travel due to COVID-19
Core - 2	Australians should not travel overseas
Core - 3	Smartraveller provides the latest information and advice on overseas travel
Core - 4	Subscribe to Smartraveller for updates on overseas travel
Non-core 5	Australians returning home need to consider current travel ban and how it impacts them
Non-core 6	If something goes wrong while overseas, travellers should rely on Smartraveller resources for help
99	Not sure

DIGITAL AND SOCIAL MEDIA

C12	**Online recognition**
Base Label/ Definition	All respondents
Programming Instructions	Single code; Show stimulus
Question Type	Single code response question

s47E(d) & s47G

Question Text	**Have you seen these ads in the past few months, while you were browsing on the internet?**
Respondent instruction	*Please select one answer only*

1	Yes, I've seen at least one of these ads before, or others from the same campaign
98	I haven't seen any of these ads before
99	Not sure

C13	**Social media recognition**
Base Label/ Definition	All respondents
Programming Instructions	Single code; Show stimulus
Question Type	Single code response question

s47E(d) & s47G

Question Text	**Have you seen these ads in the past few months, while you were on social media (e.g. Facebook, Instagram, Twitter)?**
Respondent instruction	*Please select one answer only*

1	Yes, I've seen at least one of these ads before, or others from the same campaign
98	I haven't seen any of these ads before
99	Not sure

CALD MEDIA

C15	**CALD recognition**
Base Label/ Definition	Those coded 1, 2, 10, 13, 18 or 20 at A6 (Mandarin, Cantonese, Arabic, Indonesian, Vietnamese, Thai speakers).
Programming Instructions	Single code; Show stimulus
Question Type	Single code response question

s47E(d) & s47G

Question Text	**Have you seen these ads in the past few months?**
Respondent instruction	*Please select one answer only*

1	Yes, I've seen at least one of these ads before, or others from the same campaign
98	I haven't seen any of these ads before
99	Not sure

COMMS RESPONSE - ALL MEDIA

Cintro2	**Comms Response Intro**
Base Label/ Definition	All respondents
Question Type	Intro screen
Intro text	**For the next few questions we'd like you to think about all the ads you've been reviewing - they all form part of one campaign**

C14	**Ad diagnostics**

Base Label/ Definition	All respondents
Programming Instructions	Multicode except for 99; Checkboxes; Randomise order except for 99
Question Type	Multiple response question

s47E(d) & s47G

Question Text	Which of the following do you think applies to this advertising?
Respondent instruction	*Please select all that apply*

1	I learned something new from it
2	It was easy to understand
3	It grabbed my attention
4	It stands out as very different from other advertising
5	It was believable
6	It did not have much to do with me
7	It makes me want to find out more about Smartraveller
8	It makes me want to use Smartraveller to find out more information
9	It's the kind of ad I'd talk about with other people
10	It is hard to follow
11	I'm tired of seeing this ad
12	It makes me want to visit the Smartraveller website (www.smartraveller.gov.au)
13	It makes me want to subscribe to Smartraveller updates
99	None of these

SECTION D: CAMPAIGN IMPACT

SECTION D - DO NOT ASK IN BENCHMARK WAVE

D1	Campaign call to action (post exposure)
Base Label/ Definition	Campaign recognisers [C10=1 OR C12=1 OR C13=1 OR C15=1]
Programming Instructions	Multicode except for 99; Checkboxes; Randomise order except for 98 and 99
Question Type	Multiple response question

s47E(d) & s47G

Question Text	Which of the following have you done as a result of seeing the ads that you have just been shown?
Respondent instruction	*Please select all that apply*

1	Talked to friends or family about the ads
Core - 2	Shared, liked or commented on the ads on social media
3	Searched online for more information about Smartraveller
Core - 4	Visited the Smartraveller website (www.smartraveller.gov.au)
5	Thought about using the Smartraveller resources
Core - 7	Subscribed to Smartraveller travel advice updates
Core - 6	Researched current overseas travel restrictions
Core - 11	Followed Smartraveller on social media
Core - 10	Subscribed for Smartraveller critical SMS alerts
Core - 11	Subscribed for Smartraveller email updates
12	Called the Department of Foreign Affairs and Trade's Consular Emergency Centre
13	Cancelled or postponed an overseas trip or holiday
14	Advised friends and/or family overseas to return to Australia
15	Returned to Australia from overseas earlier than planned
16	Talked to family, friends or colleagues about overseas travel restrictions
17	Shared, liked or commented on a social media post about overseas travel restrictions
Core - 18	[IF CODED 1 AT B7] Emailed Smartraveller
98	I did something else (please specify)
99	I didn't do anything as a result of seeing these ads

SECTION E: Social Boosts

E1	Social media recognition (domestic boosts)
Base Label/ Definition	All respondents
Programming Instructions	Single code; Show stimulus
Question Type	Single code response question

s47E(d) & s47G

Question Text	The images below are from another ad campaign which has been running in the last couple of months. Do you remember seeing while you were on social media (e.g. Facebook, Instagram, Twitter)?
Respondent instruction	*Please select one answer only*

1	Yes, I've seen at least one of these ads before, or others from the same campaign
98	I haven't seen any of these ads before
99	Not sure

SECTION S: TRAVEL SEGMENTS

Sintro	Segment Intro
Base Label/ Definition	All respondents
Question Type	Intro screen
Intro text	Over the next few screens we'd like to ask you about scenarios you could encounter while planning for a trip or while travelling overseas.

S1	Traveller segments
Base Label/ Definition	All respondents
Programming Instructions	Scale question, single code per statement. Randomise order of statements
Routing Instructions	All respondents
Question Type	Scale question

s47E(d) & s47G

Question Text	How likely do you think it would be that you would experience serious negative consequences if you experienced each of the following while travelling overseas…
Respondent instruction	Please select one answer for each statement

CODEFRAME	
1	Very unlikely
2	Quite unlikely
3	Unsure
4	Quite likely
5	Very likely
STATEMENTS	
A	You are arrested
B	One of your travelling companions goes missing

S2	Traveller segments
Base Label/ Definition	All respondents
Programming Instructions	Scale question, single code per statement. Randomise order of statements
Routing Instructions	All respondents
Question Type	Scale question

s47E(d) & s47G

Question Text	How effective do you think each of the following behaviours would be in ensuring your personal safety while travelling overseas…
Respondent instruction	Please select one answer for each statement

CODEFRAME	
1	Very ineffective
2	Quite ineffective
3	Unsure
4	Quite effective
5	Very effective
STATEMENTS	
A	Registering my itinerary with the Smartraveller website before travelling overseas
B	Contacting the Australian embassy / consulate for help

S3	Traveller segments
Base Label/ Definition	All respondents
Programming Instructions	Scale question, single code per statement.
Routing Instructions	All respondents
Question Type	Scale question

s47E(d) & s47G

Question Text	How confident are you in your ability to perform each of the following behaviours before travelling overseas…
Respondent instruction	Please select one answer for the statement

CODEFRAME	
1	Not at all confident
2	Not very confident
3	Unsure
4	Quite confident
5	Very confident
STATEMENTS	
A	Searching for information about health and travel

S4	Traveller segments
Base Label/ Definition	All respondents
Programming Instructions	Scale question, single code per statement.
Routing Instructions	All respondents
Question Type	Scale question

s47E(d) & s47G

Question Text	And how likely would you be to engage in the following behaviours before travelling overseas…
Respondent instruction	Please select one answer for the statement

CODEFRAME

1	Very unlikely
2	Quite unlikely
3	Unsure
4	Quite likely
5	Very likely

STATEMENTS

A	Searching for information about potential risks for travellers to my destination(s)

SECTION E: PROFILING

Eintro	Profiling intro
Base Label/ Definition	All respondents
Question Type	Intro screen

s47E(d) & s47G

Intro text	And now a few final questions for classification purposes.

A8	Overseas friends and family
Base Label/ Definition	All respondents
Programming Instructions	Multicode except for code 98
Routing Instructions	All respondents
Question Type	Multiple response question

s47E(d) & s47G

Question Text	Do you have any close family members or close friends who are currently overseas?
Respondent instruction	*Please select all that apply.*

1	Yes, I have close family and /or friends who are permanently overseas (i.e. living overseas, working long term)
2	Yes, I have close family and /or friends who are temporarily overseas (i.e. travelling, working casually/short term, visiting family)
3	Yes, I have close family and /or friends who are overseas for other reasons (please specify)
4	Yes, I have close family and /or friends who are overseas and currently trying to return to Australia
98	None of the above

A9	Recent overseas experience
Base Label/ Definition	All respondents
Programming Instructions	Multicode except for code 98
Routing Instructions	All respondents
Question Type	Multiple response question

s47E(d) & s47G

Question Text	Have you, or do you have any close family members or close friends who have, returned to Australia from overseas since March 2020?
Respondent instruction	*Please select all that apply.*

1	Yes, I returned to Australia from overseas travel as planned
2	Yes, I cut my overseas trip short to return to Australia
3	Yes, I was living overseas but returned to Australia earlier than planned
4	Yes, I have close family and /or friends who returned to Australia from overseas travel as planned
5	Yes, I have close family and /or friends who cut their overseas trip short to return to Australia
6	Yes, I have close family and /or friends who were living overseas and returned to Australia earlier than planned
98	None of the above

E1	Regions travelling to
Base Label/ Definition	All respondents
Programming Instructions	Multi-code - randomise
Routing Instructions	All respondents
Question Type	Multi Response Question

Question Text	Which regions would you consider travelling to in the first 12 months after the current overseas travel restrictions are lifted?
Respondent instruction	*Please select all that apply*

1	Africa
2	Asia
3	Central America
4	Europe
5	The Middle East
6	New Zealand
7	North America
8	The Pacific Islands
9	South America
10	Antarctic

E2	Purpose of trip
Base Label/ Definition	All respondents
Programming Instructions	Multicode response. Randomise order of statements, Keep 97 last.
Routing Instructions	All respondents
Question Type	Multi Response Question
Question Text	For what reasons are you likely to be travelling overseas, in the first 12 months after the current overseas travel restrictions are lifted?
Respondent instruction	Please select all that apply

1	Holiday
2	Visiting a country you grew up in
3	Visiting a country you lived in previously
4	Visiting relatives and/or friends
5	Business
97	Other (please specify)

E4	Frequency of travel
Base Label/ Definition	All respondents
Programming Instructions	Single code. Radio Buttons
Routing Instructions	All respondents
Question Type	Single Response Question
Question Text	Prior to the COVID-19 pandemic, and the current overseas travel restrictions, which of following best describes how often you typically travel overseas?
Respondent instruction	Please select one answer

1	More than every 3 months
2	Every 3 months
3	Every 6 months
4	Every 12 months
5	Every 2 years
6	Every 3 years
97	Less often than this

E5	HH type
Base Label/ Definition	All respondents
Programming Instructions	Single code. Radio Buttons
Routing Instructions	All respondents
Question Type	Single Response Question
Question Text	Which of the following best describes your household?
Respondent instruction	Please select one answer

1	Single person living alone
2	Single person or couple living with friends or housemates
3	Single person with dependent child(ren) at home
4	Couple living alone
5	Couple with dependent child(ren) at home
98	Other (please specify)
99	Prefer not to say

E6	HH Income
Base Label/ Definition	All respondents
Programming Instructions	Single code. Radio Buttons
Routing Instructions	All respondents
Question Type	Single Response Question
Question Text	What is the combined annual income of everyone in your household before tax?
Respondent instruction	Please select one answer

1	Less than $25,000
2	$25,000 to $39,999
3	$40,000 to $54,999
4	$55,000 to $69,999
5	$70,000 to $84,999
6	$85,000 to $99,999
7	$100,000 to $114,999
8	$115,000 to $129,999
9	$130,000 to $149,999
10	$150,000 to $174,999
11	$175,000 to $199,999
12	$200,000 or more
98	Don't know

	99	Prefer not to say

E7	ATSI status
Base Label/ Definition	All respondents
Programming Instructions	Single code
Question Type	Single code response question
Question text	**Do you identify as Aboriginal or Torres Strait Islander?**
Respondent instruction	*Please select one answer only*

1	Yes - Aboriginal
2	Yes - Torres Strait Islander
3	Yes - both
4	Neither
98	Prefer not to answer
99	Don't know

End	End message
Base Label/ Definition	All respondents
Question Type	Intro screen
Intro text	**That's all the questions we had for you today. Thank you very much for taking part in our survey!**

Back to top

13

Page redacted