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 None of these
99	Note of trese
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 Question Text	Single code response question Are you?
Respondent instruction	Please select the appropriate symbol
1	Male
2	Female
3	l 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
Code posi code	TOWNS TOWNS WAY
A4_dum1	State - dummy
Base Label/ Definition	All respondents
Programming Instructions	Autopunch from A4
Question Type	Single code response question
Question Text Respondent instruction	And in which state or territory do you live? Please select one answer only
поэропион навишин	· NOUVO GONOG GINO GINOTO I UNITY
	New Court Welce
1	New South Wales
2	Victoria
3	Queensland Western Australia
4	Western Australia South Australia
5	Tasmania
6	
7 8	Australian Capital Territory Northern Territory
8	Returning Controls

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	Which of the fallowing languages of her then English do you appel?
Question Text Respondent instruction	Which of the following languages other than English do you speak? Please select all that apply
- Tooponaon maaaaan	, rouse constant under appre
1	Arabic
1 2	Arabic Cantonese
2 3	Cantonese Croatian
2 3 4	Cantonese Croatian Dutch
2 3 4 5	Cantonese Croatian Dutch French
2 3 4 5 6	Cantonese Croatian Dutch French German
2 3 4 5 6 7	Cantonese Croatian Dutch French German Greek
2 3 4 5 6	Cantonese Croatian Dutch French German
2 3 4 5 6 7	Cantonese Croatian Dutch French German Greek
2 3 4 5 6 7 8	Cantonese Croatian Dutch French German Greek
2 3 4 5 6 7 8 9	Cantonese Croatian Dutch French German Greek Hindi
2 3 4 5 6 7 8 9 10	Cantonese Croatian Dutch French German Greek Hindi Italian Indonesian Macedonian
2 3 4 5 6 7 8 9 10 11	Cantonese Croatian Dutch French German Greek Hindi Italian Indonesian Macedonian Maltese
2 3 4 5 6 7 8 9 10 11 12	Cantonese Croatian Dutch French German Greek Hindi Italian Indonesian Macedonian Maltese Mandarin
2 3 4 5 6 7 8 9 10 11 12 13	Cantonese Croatian Dutch French German Greek Hindi Italian Indonesian Macedonian Maltese Mandarin Polish
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2 3 4 5 6 7 8 9 10 11 12 13 14 15 16	Cantonese Croatian Dutch French German Greek Hindi Italian Indonesian Macedonian Maltese Mandarin Polish Serbian Spanish Tagalog (Filipino)
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Cantonese Croatian Dutch French German Greek Hindi Italian Indonesian Macedonian Maltese Mandarin Polish Serbian Spanish Tagalog (Filipino) Thai Turkish
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18	Cantonese Croatian Dutch French German Greek Hindi Italian Indonesian Macedonian Maltese Mandarin Polish Serbian Spanish Tagalog (Filipino) Thai Turkish Vietnamese
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18	Cantonese Croatian Dutch French German Greek Hindi Italian Indonesian Macedonian Maltese Mandarin Polish Serbian Spanish Tagalog (Filipino) Thai Turkish Vietnamese Another language (please specify)
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18	Cantonese Croatian Dutch French German Greek Hindi Italian Indonesian Macedonian Maltese Mandarin Polish Serbian Spanish Tagalog (Filipino) Thai Turkish Vietnamese
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2 3 4 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 97 98 A7 Base Label/ Definition Termination instructions Programming Instructions Routing Instructions Question Type	Cantonese Croatian Dutch French German Greek Hindi Italian Indonesian Macedonian Maltese Mandarin Polish Serbian Spanish Tagalog (Filipino) Thai Turkish Vietnamese Another language (please specify) Prefer not to answer Travel consideration All respondents If coded 4-98 Single code All respondents Single Response Question

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
- Yes, more than 18 months after restrictions are lifted
- 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

Biston Label/ Certifion Cuestion Type Intro text All respondents Intro exemen Intro text All respondents Intro exemen Intro text Vou 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 when the programming instructions Bit Base Label/ Certifion Cuestion Type All respondents Single code Stripts code response question Have your recently seen, heard or read anything about travel advice services and information for Australians travelling overseas from the Australian Government? Place average and the Australian Government? Base Label/ Certifion No. I've on Seminheard a lot about this A No. I've on Seminheard and anount about this A No. I've on Seminheard and anount about this A No. I've on Seminheard and anount about this A No. I've on Seminheard and anount about this A No. I've on Seminheard and anount about this A No. I've on Seminheard and anount about this A No. I've on Seminheard and anount about this A No. I've on Seminheard and anount about this A No. I've on Seminheard anount about this A No. I've on Seminheard anount anount about this A No. I've on Seminheard anount anount about this A No. I've on Seminheard anount anount about this A No. I've on Seminheard anount anount about this A No. I've on Seminheard anount a		
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Programming Instructions Include open-ended text box Question Type Open-ended	17 98 99	Somewhere else (please specify) Can't recall Spontaneous advertising recall
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s47F(d) & s47G	17 98 99 B3 Base Label/ Definition Programming Instructions	Somewhere else (please specify) Can't recall Spontaneous advertising recall 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] Include open-ended text box

s47E(d) & s47G

[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?

Question Text Respondent instruction

[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

Base Label/ Definition Programming Instructions Routing Instructions Question Type S47E(d) & s47G Unprompted awareness of Smartraveller All respondents Single code All respondents Single code Response Question

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

В7	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

This resource is called Smartraveller. Have you heard of Smartraveller before today?

Question Text Respondent instruction

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

- 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

В4	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

	Codes #2, 4, 7-11 - these core actions will feature on the one-page summary to be developed at the conclusion of the
Confirmation of core actions	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 Core - 9	Searched online for more information about the current overseas travel restrictions
Core - 9 Core - 10	[IF CODED 1 AT B7] Followed Smartraveller on social media [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 s47E(d) & s47G	Multiple response question
S47 E(d) & S47 G	
	Now we would like to ask you about planning behaviours when it comes to overseas travel. Thinking about your next
Constitution Total	overseas trip when the restrictions are lifted, which (If any) of the following behaviors will you priorisise as essential
Question Text Respondent instruction	first steps in the planning process? 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
100,000,000,000	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 99	Consider the remoteness and access in and out of the countries None of the above
99	Note 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	
	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 <u>are very likely to use</u> for your next
Question Text	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 4	Travel agent/tour company/insurance company 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
4.4	Public announcement from the Australian Government
14	

- 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 Respondent instruction And when it comes to the Smartraveller resources specifically, how strongly do you agree or disagree that they provide information and advice which is...?

Please select one response per row

CODE

0 Strongly disagree

2

3

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
Respondent instruction

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.

n Please select one answer for each statement

- O 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 <u>contact support networks</u> (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

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

Base Label/ Definition Programming Instructions Routing Instructions

Scale question, single code per statement. Randomise order of statements, keep G-H-I together, keep A-B together

Question Text Respondent instruction

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?

Please select one response per row

CODE

0 Would not consider contacting the Australian Consulate/Embassy

2

3

4

5

6 7

8

9

10 Would definitely contact the Australian Consulate/Embassy

STATEMENTS

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

SECTION C: CAMPAIGN REACH AND RESPONSE

Intro text

Cintro1
Base Label/ Definition
Question Type

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

Base Label/ Definition Programming Instructions All respondents

Single code; show Storyboard stimulus in large format

s47E(d) & s47G

Question Text Respondent instruction

The images below are from an ad campaign which has been running in the past few months. Do you remember seeing it?

Please select one answer only

- 1 Yes
- Nο 2
- Not sure 99

Base Label/ Definition Programming Instructions
Question Type

Unaided memories of advertising

Those who remember storyboard advertising [C1=1]

Include open-ended text box 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?

OPEN TEXT BOX Cast Date Liabil Cellificity Programming liability Programming liability ATE(d) & e47G Which of the following message delector Responded crientarian Which of the following message do you resembler seeing or hearing in this advertising? Even if you mentioned any of these in the provious question please select it again. Which of the following message do you resembler seeing or hearing in this advertising? Even if you mentioned any of these in the provious question please select it again. Responded crientarian Core - 1 Core - 2 Core - 3 Core - 3 Core - 3 Short provides the listed information and advice or oversease travel Subscribe to Sharelevelle for species or coversease travel To cover - 3 Non-core 6 Non-core 6 On the an experiment of sharelevelle for species or coversease travel Subscribe to Sharelevelle for species or coversease travel DIGITAL AND SOCIAL MEDIA City Beas Label Confision Programming Instructions Constain Type Van, I've seen all seat one of these das before, or others from the same campaign Not sure Van, I've seen all seat one of these das before, or others from the same campaign Not sure Yes, I've seen all seat one of these das before, or others from the same campaign Not sure Van, I've seen all seat one of these das before, or others from the same campaign Not sure Van, I've seen all seat one of these das before, or others from the same campaign Not sure CALD MEDIA CALD MEDIA CALD Second Tool Reportment glinations Constain Type Second Call Second Secon	Respondent instruction	Please type your answer in the box below
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Base Label/ Definition Programming Instructions Question Text Respondent Instruction Programming Instruction Question Text Respondent Ins		DIGITAL AND SOCIAL MEDIA
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98 I haven't seen any of these ads before 99 Not sure	Question Text	
99 Not sure	1	Yes, I've seen at least one of these ads before, or others from the same campaign
		·
COMMS RESPONSE - ALL MEDIA		COMMS RESPONSE - ALL MEDIA
Cintro2 Comms Response Intro		
Base Label/ Definition All respondents Question Type Intro screen		
Intro text 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		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
C14 Ad diagnostics	C14	Ad diagnostics

Base Label/ Definition Programming Instructions Question Type	All respondents Multicode except for 99; Checkboxes; Randomise order except for 99 Multiple response question
s47E(d) & s47G	
Question Text Respondent instruction	Which of the following do you think applies to this advertising? 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

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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	l did something else (please specify)
99	l 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 Respondent instruction	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)? 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 area
33	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	
Overtice Test	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
Question Text 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	Vol. 202 aprodud
A	You are arrested
В	One of your travelling companions goes missing
62	Travallar cogmonts
\$2 Base Label/ Definition	Traveller segments
	All respondents Scale question, single code per statement. Randomise order of statements
Programming Instructions Routing Instructions	All respondents
Question Type	Scale question
s47E(d) & s47G	osale question
5 11 Z(a) a 5 11 5	
	How effective do you think each of the following behaviours would be in ensuring your personal safety while
Question Text	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	
Α	Registering my itinerary with the Smartraveller website before travelling overseas
В	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 s47E(d) & s47G	Scale question
- (a)	
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

- Very unlikely 1
- 2 Quite unlikely

Europe

The Middle East

New Zealand North America The Pacific Islands

South America Antarctic

5

6

9

10

- 3 Unsure
- 4 Quite likely 5 Very likely
- STATEMENTS

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

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)
	Yes, I have close family and /or friends who are temporarily overseas (i.e. travelling, working casually/short term, visiting
2	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
Α9	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	
Out off on Total	Have you, or do you have any close family members or close friends who have, returned to Australia from overseas since March 2020?
Question Text 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
Q.,	Which regions would you consider travelling to in the first 12 months after the current overseas travel restrictions are
Question Text Respondent instruction	lifted? Please select all that apply
respondent meduction	, reace coros an una apprij
1	Africa
	Africa
2	Asia
2 3	

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
	For what reasons are you likely to be travelling overseas, in the first 12 months after the current overseas travel
Question Text	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
	All respondents
Routing Instructions	·
Question Type	Single Response Question Prior to the COVID-19 pandamic, and the current oversease travel restrictions, which of following best describes how
Question Text	Prior to the COVID-19 pandemic, and the current overseas travel restrictions, which of following best describes

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!
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