

Job Name:	Householder
Job Number:	263104537
Version:	FINAL
Date:	28/03/2017
Client Name:	Queensland Fire and Emergency Services
Researcher(s):	Richard Bishop & Luke Rogers
Adhoc or Tracking job:	Annual tracking
Panel Provider:	TBC
Expected Interview Length:	TBC
Sample Size:	n=2100
Number of Email Invites: (obtained from pricing sheet)	
Expected Pilot Launch Date:	Late March
Expected Field End Date:	Mid April
Scripting Responsibility: (which team is responsible for scripting)	
Sample Mgt Responsibility: (which team is responsible for sample mgt)	
Data Processing Responsibility: (which team is responsible for data processing)	
Project Notes: (Please note any additional project notes not covered elsewhere below e.g. is there a previously scripted job that should be used as a starting point etc.)	

Screener

In this study respondents should be **SOFT** terminates.

ASK ALL

SC1 Are you...?
(Select one)

Male	1	LOOSE QUOTA 50%
Female	2	LOOSE QUOTA 50%

ASK ALL

SC2 What is your age?

NUMERIC

RANGE 0-110

ALLOW PREFER NOT TO SAY CODE

AUTOCODE INTO HQSC2 AS BELOW

Under 18 years	0	TERMINATE
18 – 24 years	1	CONTINUE.
25 – 34 years	2	LOOSE QUOTA
35 – 44 years	3	50%
45 – 54 years	4	CONTINUE.
55 – 64 years	5	LOOSE QUOTA
65 years or more	6	50%
Prefer not to say	97	TERMINATE

ASK ALL

SC3 Please enter your postcode below...

RESPONDENT MUST ENTER 4 NUMERALS

AUTOCODE INTO BELOW REGIONS

IF NOT CODE IN ANY REGION BELOW – TERMINATE

Brisbane	1	Minimum n=300
Gold Coast	2	Minimum n=300
Other part of South East Queensland	3	Minimum n=300
South West Queensland	4	Minimum n=300
Central Queensland	5	Minimum n=300
North Queensland	6	Minimum n=300
Far North Queensland	7	Minimum n=300

Termination and Welcome Screens

Screen Out/Quota Fail

We would like to thank you for taking the time to participate in our survey. Your opinions and responses are gratefully received and extremely important to us.

The survey is now closed due to overwhelming responses from people like yourself.

This survey was conducted by Kantar Public on behalf of Queensland Fire and Emergency Services.

Once again thank you for your interest. To ensure that you receive further relevant surveys, please make sure that your details are always up to date.

Please click the '>>' button below to earn your points.

Welcome

Congratulations!

You have qualified for the survey. This survey will take you approximately 20 minutes to complete.

You will be rewarded with panel points for completing this survey.

Section A – Your home

ASK ALL

S/R

- A1 Thinking about where you currently live, do you or your family own or rent that home?
(Select one)

It is owned outright	1	
It is being paid off on a mortgage	2	
It is being privately rented (i.e. you pay rent to a real estate agent or direct to a landlord)	3	
It is being publicly rented (i.e. Housing Commission)	4	
Other (please specify)	96	SPECIFY

ASK ALL

S/R

- A2 To the best of your knowledge, when was your home built?
(Select one)

After 2014	1	
2008-2014	2	
1997 - 2007	3	
Before 1997	4	
Don't know	99	

ASK ALL

S/R

- A3 How many levels that have living and/or sleeping areas are there in your home?
(Select one)

1 level	1	
2 levels	2	
3 or more levels	3	

Section B – Fire Safety

ASK ALL

S/R

B1 How many smoke alarms are installed in your home?
(Select one)

Zero	0	GO TO B10
One	1	
Two	2	
Three	3	
Four	4	
Five or more	5	
Don't know	99	

ASK IF A3 = 2 OR 3

S/R

B2 Do you have at least one smoke alarm on every level?
(Select one)

Yes	1	
No	2	
Don't know	99	

ASK IF B1 NE 0

M/R

B3 Where in your house are the smoke alarm(s) located?
(select all that apply)

Living areas (lounge, dining room, etc)	1	
Hallways	2	
Kitchen	3	
Main Bedroom	4	
Other Bedroom(s)	5	
Garage	6	
Somewhere else (please specify)	97	SPECIFY
Don't know	99	EXCLUSIVE

ASK IF B1 NE 0

S/R

B4 Are any of your smoke alarm(s), photoelectric smoke alarm(s)?
(Select one)

Yes	1	
No	2	
Don't know	99	
I am unsure what a photoelectric smoke alarm is	98	

ASK IF B1 NE 0

S/R

B5 When was the last time someone tested the smoke alarm(s) in your home?
(Select one)

Less than 3 months ago	1	
Between 3 to 6 months ago	2	
Between 6 to 12 months ago	3	
More than a year ago	4	
They have never been tested	5	
Don't know	99	

ASK IF B1 NE 0

S/R

B6 Which of the following statements best describes how old your smoke alarms are?
(Select one)

Most are less than a year old	1	
Most are between 1 – 2 years old	2	
Most are between 3 - 5 years old	3	
Most are more than 5 years old	4	
Don't know	99	

ASK IF B1 NE 0

S/R

B7 How many of the smoke alarm(s) in your home are in working order?
(Select one)

All of them	1	
Most of them	2	
Some of them	3	
Don't know	99	
None of them	98	

ASK IF B1 NE 0

M/R

B8 In the past 12 months, have you or has someone....?
(Select all that apply)

RANDOMISE

Vacuumed or cleaned your smoke alarm(s)	1	
Replaced your smoke alarm(s) batteries	2	
Replaced your smoke alarm unit(s)	3	
None of these	98	EXCLUSIVE. KEEP POSITION.
Don't know	99	EXCLUSIVE. KEEP POSITION.

ASK IF B1 NE 0

M/R

B9 What power source is used for the smoke alarm(s) in your home? My smoke alarm(s) is/are...

(Select all that apply)

RANDOMISE

Connected to a home electrical system (240 volt/ hardwired) and has battery back-up power	1	
Battery operated (9 volt) only	2	
Non-removable 10 year battery	3	
Don't know	99	EXCLUSIVE. KEEP POSITION.

ASK ALL

S/R

B10 Photoelectric smoke alarms detect smouldering fires (the most common type of domestic fire) and give earlier warning of more types of fires than other kinds of alarms. From 1 January 2017 new legislation was passed that requires all Queensland homes to have interconnected photoelectric smoke alarms by 2027. If one interconnected photoelectric smoke alarm sounds they will all sound, providing earlier notification to residents by alerting you no matter where you are in your home. For this reason, fire services recommend upgrading to interconnected photoelectric smoke alarms before the mandatory timeframes under the new legislation.

Before today were you aware of this legislation?

Yes	1	
No	2	
Don't know	99	

ASK ALL

B10a And based on this information, how likely or unlikely are you to install interconnected photoelectric smoke alarms, in the next couple of years?
(Select one)

Very unlikely	1	
Quite unlikely	2	
Quite likely	3	
Very likely	4	
All my photoelectric smoke alarms are interconnected already	5	
Don't know	99	

Section C - Preparedness for fire

ASK ALL

M/R

- C1 Which of the following, if any, fire safety measures and procedures are installed or followed in your home?
(Select all that apply)

RANDOMISE

A fire sprinkler system installed in your roof / ceiling	1	
A safety switch or circuit breaker that cuts the electricity supply to the household when an electrical appliance shorts	2	
Removal of external fuel sources (i.e. removal of vegetation, stored items and rubbish next to your home)	3	
Non-main external water supply (i.e. water tank, bore / fire pump)	4	
A fire extinguisher	5	
A fire blanket	6	
Other (please specify)	96	SPECIFY, KEEP POSITION
None of the above	98	KEEP POSITION

ASK ALL

S/R

- C2 Do you/does your household have an escape plan in the event of a fire?
(Select one)

Yes	1	
No	2	
Don't know	99	

ASK IF C2 = 1

S/R

- C3 Have you discussed and practiced your escape plan?
(Select one)

Have only discussed	1	
Have discussed and have practiced	2	
Have neither discussed nor practiced	99	

ASK C2 = 1

C4 Is your escape plan written down and displayed in a prominent position where people are able to easily view it?

(Select one)

Written down but not displayed	1	
Written down and displayed	2	
Neither written down nor displayed	99	

ASK IF C2 = 1

S/R

C5 How many escape routes are included in your plan?

(Select one)

One	1	
Two or more	2	
Don't know	99	

ASK IF C2 = 1

S/R

C6 Does your escape plan have a designated safe meeting place outside your property to meet should a fire occur in your home?

(Select one)

Yes	1	
No	2	
Don't know	99	

Section D – Preparedness for natural hazards

Please now think about your local area, and potential hazards you may be at risk from.

ASK ALL

M/R

D1 From the list below, what hazards do you feel you are most at risk from?
(select all that apply)

Bushfire	1	
Flood	2	
Severe Storms	3	
Cyclone	4	
Storm tide	5	
Tsunami	6	
Other (please specify)	97	SPECIFY
Don't know	98	EXCLUSIVE
None of the above	99	EXCLUSIVE

ASK IF D1 NE 99 OR 98

M/R

D2 Do you have an evacuation plan for these events?
(Select one response for each feature)

	Yes	No	Don't know
<Insert Codes selected from D1>	1	2	99

ASK IF D2 = 1

CARRY FORWARD CODES WHERE D2=1
GRID

D3 Considering your evacuation plan for each hazard, please select the statements which are true.

	Have discussed it with household	Have practiced it	Have someone to call to assist if required	It's displayed in a prominent position	Have an evacuation kit to take with me	Have a pre-arranged safe place to meet / stay	None of these
<Insert Codes>	1	2	3	4	5	6	

where D2 =1>							
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ASK IF D1 NE 99 OR 98

S/R

D4 Does the community in which you live have a safety / evacuation plan (such as a designated safe zone, designated escape routes etc).
(Select one)

Yes	1	
No	2	
Don't know	99	

ASK IF D1 NE 99 OR 98

S/R

D5 Overall, how prepared are you and your household to minimise the impacts, and recover quickly, from your identified local hazards?

Very unprepared	1	
Unprepared	2	
Neither prepared nor unprepared	3	
Prepared	4	
Very prepared	5	
Don't know	99	

ASK IF D1 = 1

S/R

F9 Thinking now specifically about Bushfires. There are three levels of warning for bushfires:

- Advice (Monitor conditions: Review your Bushfire Survival Plan)
- Watch and Act (Conditions are changing: Start taking action and review your Bushfire Survival Plan)
- Emergency Warning (You are in danger: Act on your Bushfire Survival Plan)

Before today, were you aware of these three levels of warning for Bushfires?
(Select one)

Yes	1	
No	2	
Don't know	99	

ASK ALL

S/R

F10 Thinking now specifically about flooding. Have you, in the past 12 months, adjusted your daily travel plans because of an increased likelihood of flooded roads along your route?

Yes	1	
No	2	
Don't know	99	

ASK ALL

S/R

F11 As a driver, have you encountered a flooded roadway in the past 12 months?

Yes – once	1	
Yes – more than once	2	
No	98	
I have not driven in the past 12 months	97	
Don't know	99	

ASK IF F11 = 1

F12 Did you attempt to cross it?

Yes	1	
No	2	
Don't know	99	

ASK IF F11 = 2

F12A Thinking about the most recent encounter with a flooded roadway, did you attempt to cross it?

Yes	1	
No	2	
Don't know	99	

ASK IF F12 = 1 OR F12A = 1

F13 Thinking about when you made the crossing, please answer the following

	Yes	No	Don't know
Was the water more than shin deep?	1	2	99
Was the water moving quickly?	1	2	99
Were you in a four wheel drive vehicle?	1	2	99
Were you alone in your vehicle?	1	2	99
Was it in a rural area?	1	2	99

Section F: Information and Communication

ASK ALL

F1a Thinking about the hazard(s) you identified earlier, which, if any have you sought information about?

SHOW CODES SELECTED AT D1

ASK ALL

F1 In which ways did you seek information?
(Select all that apply)

SHOW HAZARDS SELECTED AT F1a ACROSS TOP

Internet news sites	1	
Social media (Facebook/Twitter)	2	
Radio	3	
TV	4	
Queensland Fire and Emergency Services website	5	
Bureau of Meteorology (BoM)	6	
Queensland Police Service Website	7	
Local Council website	8	
Mobile Device Application (App)	9	
Rural Fire Service website	10	
Word of mouth	11	
When alerted via SMS messages	12	
Community meetings	13	
Door knocking	14	
Newsletters	15	
Other <i>(please specify)</i>	97	SPECIFY. KEEP POSITION.
Don't know	99	EXCLUSIVE. KEEP POSITION.

F2 And if you needed to obtain information about a hazard from Queensland Fire and Emergency Services in the future, what would be your preferred method(s) for doing so?

(Select all that apply)

SHOW HAZARDS SELECTED AT F1a ACROSS TOP

Internet news sites	1	
Social media (Facebook/Twitter)	2	
Radio	3	
TV	4	
Queensland Fire and Emergency Services website	5	
Mobile Device Application (App)	9	
Rural Fire Service website	10	
Word of mouth	11	
SMS messages	12	
Community meetings	13	
Door knocking	14	
Newsletters	15	
Other (<i>please specify</i>)	97	SPECIFY. KEEP POSITION.
Don't know	99	EXCLUSIVE. KEEP POSITION.

Section F – Emergency Management Customer Perception and Usage

ASK ALL

G1 Please think now about Queensland Fire and Emergency Services, including Fire and Rescue Service, Rural Fire Service (RFS), the State Emergency Service (SES) and Emergency Management. To what extent do you agree or disagree with the following statements about Queensland Fire and Emergency Services?

(Select one response for each statement)

RANDOMISE STATEMENTS

ALLOW DON'T KNOW

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Queensland Fire and Emergency Service officers perform their job professionally	1	2	3	4	5
Queensland Fire and Emergency Services are there when I need them	1	2	3	4	5
I have confidence in Queensland Fire and Emergency Services	1	2	3	4	5

ASK ALL

G2 On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with Queensland Fire and Emergency Services?

SINGLE RESPONSE

ALLOW DON'T KNOW

Very Dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very Satisfied
1	2	3	4	5

ASK ALL

G3 In the last 12 months, have you had any contact with Queensland Fire and Emergency Services in a professional or emergency capacity? (Please think about contact such as; at a fire station, during a fire, storm, flood or other emergency event, car accident, over the phone, at a community meeting, as part of your work, or via the internet. However, please do not include any social contact.)
(Select all that apply)

Yes - Fire & Rescue Service	1	
Yes - Rural Fire Service	2	
Yes - State Emergency Service (SES)	3	
Yes - Emergency Management	4	
Don't know	99	EXCLUSIVE
Prefer not to say	98	EXCLUSIVE

ASK IF MORE THAN ONE SERVICE CODED AT G3

S/R

G3c And which service have you had most recent contact with?

Fire & Rescue Service	1	
Rural Fire Service	2	
State Emergency Service	3	
Emergency Management	4	

ASK IF HAD CONTACT (CODE 1 at G3)

S/R

G4 What was the **main** reason for your **most recent** contact with Queensland Fire and Emergency Services?
(Select one)

ALLOW DON'T KNOW

Car accident	1	
Fire or incident at home/work place	2	
Fire alarm activation	3	
Assistance during storm or flood	4	
Community education program	5	
Safe home program	6	
Training program (i.e. Fire Safety Advisor)	7	
Building fire safety inspection	8	
Was rescued	9	
Community Workshop	10	
Disaster/Emergency training	11	
Sought information to assist in 'getting ready' for natural disasters	12	
Sought information during an emergency/natural disaster	13	
General inquiry/contact	14	
Part of job to see fire and emergency service workers	15	
Obtained permits or lodged a referral agency advice under the Sustainable Planning Act 2009	16	
Some other contact (please specify)	97	SPECIFY
Prefer not to say	98	

ASK IF HAD CONTACT (CODE 1 at G3)

S/R

G5 On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, how satisfied were you with the service you received during your most recent contact with Queensland Fire and Emergency Service?

ALLOW DON'T KNOW

Very Dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very Satisfied
1	2	3	4	5

ASK IF DISSATISFIED (CODE 1 OR 2 at G5)

M/R

G6 Why were you **dissatisfied**?

(Select all that apply)

ALLOW DON'T KNOW

Kept waiting/slow to arrive	1	
Unfriendly/impolite	2	
Unhelpful	3	
Unprofessional	4	
Didn't do enough/took no action	5	
Didn't use clear/simple language	6	
Information not easy to access	7	
Some other reason (please specify)	97	SPECIFY

ASK IF SATISFIED (CODE 4 OR 5 at G5)

M/R

G7 Why were you **satisfied**?

(Select all that apply)

ALLOW DON'T KNOW

Took appropriate action/did their job/did everything they could do	1	
Was prompt	2	
Approachable/friendly	3	
Helpful	4	
Courteous	5	
Professional/fair	6	
Handled matter well	7	
Was efficient	8	
Saved my life	9	
Used clear/simple language	10	
Some other reason (please specify)	97	SPECIFY

ASK ALL

S/R

F3 Thinking about the Queensland Fire and Emergency Services (QFES) website, have you visited the website in the past 12 months to obtain any information?

(Select one)

Yes	1	
No	2	
Don't know	99	

ASK ALL

S/R

F4 And in the past 12 months have you accessed information via Queensland Fire and Emergency Services (QFES) social media sites?

(Select one)

Yes- via Facebook	1	
Yes – via Twitter	2	

Yes – via another site (please specify)	97	
No	98	
Don't know	99	

ASK ALL

S/R

- E1 The State Emergency Service (SES) has a centralised emergency assistance phone number – 132 500. Are you aware of this number?
(Select one)

Yes	1	
No	2	
Don't know	99	

ASK IF E1 = 1

M/R

- E2 How did you learn about the 132 500 number?
(Select all that apply)

RANDOMISE

Word of mouth (friends / family / colleagues told me)	1	
Brochure or pamphlet	2	
Promotional items	3	
TV advert	4	
Other TV programs (news / current affairs etc.)	5	
Radio	6	
In the newspaper	7	
NRMA	8	
The Queensland Fire and Emergency Services website	9	
The State Emergency Service website	10	
Fridge magnet	11	
State Emergency Service volunteer	12	
Local council	13	
Promotional events	14	
Social media (Facebook, YouTube etc.)	15	
Other (please specify)	97	SPECIFY. KEEP POSITION.
Don't know / Can't remember	99	EXCLUSIVE. KEEP POSITION.

ASK ALL

M/R

E3 For what reasons, if at all, do you think you would call the SES 132 500 phone number?
(Select all that apply)

During a flood or storm emergency for information	1	
A tree has fallen on the house	2	
A tree has fallen in my yard	3	
My roof is leaking	4	
Major damage to my house	5	
Minor damage to my house, broken windows	6	
I am stranded	7	
My car is bogged	8	
Animal on the loose	9	
I have a broken water main	10	
My electricity is out	11	
Water is flowing inside my house	12	
Water is flowing on my property	13	
Other (please specify)	97	SPECIFY. KEEP POSITION.
None of these	98	SPECIFY. KEEP POSITION.
Don't know / Can't remember	99	EXCLUSIVE. KEEP POSITION.

ASK IF G3=3 (CODE SES)

S/R

E5 You mentioned earlier you had called the SES in the past 12 months. Thinking about the last time you called the SES, did you take any action yourself to respond to the situation before calling SES on 132 500?
(Select one)

Yes	1	
No	2	
I can't remember	99	

ASK IF E5 = 1

M/R

E6 What action did you take?

(Select all that apply)

Minor repairs (bucket under leak, reposition of furniture, internal tarp)	1	
Stabilised repair	2	
Contacted professional tradespeople for repairs	3	
Other (Please specify)	97	SPECIFY.

ASK ALL

S/R

F7 Have you ever been warned of an emergency via a warning, alert system or website?

Yes	1	
No	2	
Don't know	99	

ASK IF F7 = 1

M/R

F8 Thinking about the most recent warning or alert you received, what action did you take after receiving the warning?

(Select all that apply)

Evacuated property	1	
Undertook disaster preparations and waited for further updates	2	
Consulted alternate source of information (i.e. news website)	3	
Did nothing		
Something else (Please specify)	97	
None of the above	98	EXCLUSIVE

Section F – Demographics

ASK ALL

S/R

F1 Which of the following best describes your household situation?
(Select one)

Live alone	1	
Shared house with friends/ housemates	2	
Live with parents/ other family members	3	
Live with partner/ spouse	4	
Live with partner/ spouse and children of primary school age or younger	5	
Live with partner/ spouse and children of high school age	6	
Live with partner/ spouse and children aged 18+	7	
Single parent living with child/ children	8	
Something else (please specify)	97	SPECIFY.

F2 Which of these best describes your current employment status?
(Select one)

Employed full time	1	
Employed part-time	2	
Full time student	3	
Retired	4	
Domestic duties/ carer	5	
Volunteer	6	
Looking for work	7	
Not working, not looking for work	8	
Other (please specify)	97	SPECIFY.

F3 Are you of Aboriginal or Torres Strait Islander origin?
(Select all that apply)

Yes, Aboriginal	1	
Yes, Torres Strait Islander	2	
No	4	EXCLUSIVE
Prefer not to answer	5	EXCLUSIVE

F4 In which country were you born?

Australia	1	
United Kingdom	2	
New Zealand	3	
China	4	
India	5	
Italy	6	
Vietnam	7	
Philippines	8	
South Africa	9	
Malaysia	10	
Germany	11	
Greece	12	
Prefer not to answer	97	
Other (please specify)	98	SPECIFY

F5 Do you usually speak a language other than English at home?
(Select one)

Yes	1	
No	2	

ASK IF YES (CODE 1) AT F5

F6 Which language(s) would that be?

MULTIPLE RESPONSE

Afrikaans	1	
Arabic	2	
Bosnian	3	
Mandarin	4	
Cantonese	5	
Croatian	6	
French	7	
German	8	
Greek	9	
Hindi	10	
Indonesian	11	
Italian	12	
Japanese	13	
Korean	14	

Persian	15	
Polish	16	
Russian	17	
Samoan	18	
Sinhalese	19	
Serbian	20	
Spanish	21	
Tagalog (Filipino)	22	
Tamil	23	
Thai	24	
Vietnamese	25	
Prefer not to answer	97	EXCLUSIVE
Other (please specify)	98	SPECIFY

ASK ALL
S/R

F7 Does anyone in your family or household require an interpreter to communicate fluently in English?

Yes	1	
No	2	

Completion Screens

We would like to thank you for taking the time to complete our survey. Your opinions and responses are gratefully received and extremely important to us.

Your responses will be used at an aggregate level only, and as such we would like to assure you once again that your details will be used in the strictest of confidence and will not be passed on to any other party for any purpose other than that which it was intended.

This survey was conducted on behalf of Queensland Fire and Emergency Services. To check the bona fides of Kantar Public please phone SurveyLine on 1300 364 830.

Once again thank you for your interest. To ensure that you receive further relevant surveys, please make sure that your details are always up to date.

Please click the '>>' button below to earn your points.