

Job Name:	Householder
Job Number:	
Version:	
Date:	1November 2014
Client Name:	QFRS
Researcher(s):	
Adhoc or Tracking job:	Ad hoc
Panel Provider:	
Expected Interview Length:	
Sample Size:	1800
Number of Email Invites: (obtained from pricing sheet)	
Expected Pilot Launch Date:	w/c 19 th November
Expected Field End Date:	November 30 th
Scripting Responsibility: (which team is responsible for scripting)	TBC
Sample Mgt Responsibility: (which team is responsible for sample mgt)	TBC
Data Processing Responsibility: (which team is responsible for data processing)	TBC
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.)	

Questionnaire

1.1 Introduction

IntroForAU

Hello from MyOpinions.

Thank you for agreeing to participate in this survey that is being carried out by TNS. To begin the survey, click on the button below. As you move through the survey please do not use your browser buttons - use the buttons at the bottom of each screen.

Please remember:

- Your views are important to us and your answers will be kept in the strictest confidence.
- None of the responses you give are directly linked to you as an individual. They are used purely for statistical purposes only. To see our privacy statement click the link at the bottom of the screen.
- The survey incentives and expected length are outlined in the invitation e-mail.
- Even if you do not qualify for the survey you will still receive incentive points.
- To understand the benefits of participating in legitimate research visit Your Views Count by clicking on the logo below



To answer a question: Most questions have a round button to click or a tick box to check. Click on the box or button that best describes your answer to each question. Sometimes you may need to type in your answer in the spaces provided.

If you forget to answer a question, or miss part of a question, then a message reminding you that the question needs to be answered will appear. If this happens, you need to complete your answer to carry on with the survey. Sometimes you'll need to scroll across or down the page to see all of the possible answers.

To change an answer: For questions with a single choice, click on a different button. For questions with multiple choices (tick boxes), click again on your original answer to clear the box and make a new choice.

To go to the next question: When you've finished answering a question, click the >> button at the bottom of the screen.

To pause the survey and return to it later: Simply close the window and click on the link in the invitation e-mail to resume.

Dial-up users: If you are on a dial up modem or other slow connection, some of the questions may take a few moments to load. Please be patient.

Please click next if you agree to spend a reasonable amount of time completing this survey and to provide honest and thoughtful responses.

1.2 Screener

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

Screener Questions

SC1 Firstly, in which state do you live?

(Select one)

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

SC2 What is your age?

NUMERIC

RANGE 0-99

ALLOW PREFER NOT TO SAY CODE

AUTOCODE INTO HQSC2 AS BELOW

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

1.3 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 on behalf of Queensland Fire and Rescue Service.

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 10 minutes to complete.

You will be rewarded xx MyOpinion points for completing this survey.

1.4 Main

Section A – Key Demographics

A1 In what part of Queensland do you live?
(Select one)

Brisbane	1	Minimum n=100
Gold Coast	2	Minimum n=100
Other part of South East Queensland	3	Minimum n=100
South West Queensland	4	Minimum n=100
Central Queensland	5	Minimum n=100
North Queensland	6	Minimum n=100
Far North Queensland	7	Minimum n=100
Other (<i>please specify</i>)	96	SPECIFY

A2 Please enter your postcode below...
RESPONDENT MUST ENTER 4 NUMERALS

A3 Are you...?
(Select one)

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

Section B – Your home

B1 Do you own or rent your home?

(Select one)

Owned outright	1	
Being paid off	2	
Privately rented (i.e. you pay rent to a real estate agent or direct to a landlord)	3	
Publicly rented (i.e. Housing Commission)	4	
At home with parent(s)	5	
Other <i>(please specify)</i>	96	SPECIFY

B2 When was your home built?

(Select one)

Before 1997	1	
1997 or after	2	
Don't know	99	

B3 How many levels are there in your home, that have living and/or sleeping areas?

(Select one)

1 level	1	
2 levels	2	
3 or more levels	3	

Section C – Smoke Alarms

C1 Are there any smoke alarms installed in your home?
(Select one)

Yes	1	CONTINUE
No	2	GO TO C8
Don't know	99	

ASK IF C1 = 1 AND B3 = 1

C2 How many smoke alarms are installed in your home?
(Select one)

One	1	
Two	2	
Three	3	
Four	4	
Five or more	5	
Don't know	99	

ASK C3a AND C3b IF C1 = 1 AND B3 = 2 OR 3

C3a You mentioned that you have [ENTER RESPONSE FROM B3] in your home that include living and/or sleeping areas. How many smoke alarms are installed on the first level?
(Select one)

C3b How many smoke alarms are installed on the 2nd level?
(Select one)

ASK C3c IF C1 = 1 AND B3 = 3

C3c How many smoke alarms are installed on the 3rd or more levels?
(Select one)

USE THE FOLLOWING CODES FOR C3A – C3C

	C3a	C3b	C3c
None	1	1	1
One	2	2	2
Two	3	3	3

Three	4	4	4
Four	5	5	5
Five or more	6	6	6
Don't know	99	99	99

ASK C4 – C7 IF C1 = 1

C4 How many of the smoke alarms 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	

C5 When did you or someone else last test a smoke alarm in your home?
(Select one)

Less than 3 months ago	1	
Between 3 to 6 months ago	2	
Between 6 to 9 months ago	3	
9 months to a year ago	4	
More than a year ago	5	
They have never been tested	6	
Don't know	99	

C6 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	99	EXCLUSIVE. KEEP POSITION.

- C7 What power source is used for the smoke alarms 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	
Don't know	99	EXCLUSIVE. KEEP POSITION.

ASK ALL

- C8 There are two types of residential smoke alarms; Ionisation and Photoelectric. Which of these, if any, are you aware of?
(Select all that apply)

RANDOMISE

Ionisation smoke alarm	1	
Photoelectric smoke alarm	2	
I haven't heard of either of these	97	EXCLUSIVE. KEEP POSITION. GO TO C10.

ASK IF C8 = 1

- C8a How much would you say you know about Ionisation smoke alarms?
(Select one)

ASK IF C8 = 2

- C8b How much would you say you know about Photoelectric smoke alarms?
(Select one)

USE THE FOLLOWING CODES FOR C3A – C3C

	C8a	C8b
Nothing at all	1	1
Very little	2	2
Some things	3	3
A great deal	4	4

ASK IF C1=1 AND C8 = 2.

C9 Do you have photoelectric smoke alarm(s) in your home?
(Select one)

Yes	1	GO TO C9a
No	2	GO TO C10
Don't know	97	

ASK IF C9 = 1

C9a Have the photoelectric smoke alarms in your home been installed in the last 2 months?
(Select one)

Yes	1	GO TO D1
No	2	

ASK IF (C9 = 2 or 97) OR (C1=1 AND C8 not equal 2) OR (C1 = 2 or 97)

C10 Ionisation smoke alarms are the most common household variety and are most effective with fast flaming fires with little visible smoke. 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. For this reason, fire services recommend photoelectric smoke alarms for use in Australian homes.

WORDING IF C1 = 1:

Based on this information, how likely are you to change your existing smoke alarms to the photoelectric smoke alarms?

WORDING IF C1 = 2 OR 97:

Based on this information, how likely are you to install photoelectric smoke alarms?
(Select one)

Extremely likely	5	
Very likely	4	
Quite likely	3	
Not very likely	2	
Not likely at all	1	



Not sure	99	
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ASK ALL

C11 On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important are each of the following features of photoelectric smoke alarms to you?

(Select one response for each feature)

Provide early warning of slow, smouldering smoke	1	2	3	4	5
Less nuisance alarms (i.e. alarm does not go off by mistake)	1	2	3	4	5
No radioactivity	1	2	3	4	5

Section D – Fire Safety Measures

ASK ALL

D1 Do you have a fire escape plan for your home?

(Select one)

Yes	1	
No	2	GO TO D8

ASK D1 = 1

D2 Have you discussed this plan with the other members of your household?

(Select one)

Yes	1	
No	2	

ASK D1 = 1

D3 Is the fire escape plan written down?

(Select one)

Yes	1	
No	2	GO TO D5

ASK IF D3 = 1

D4 Is the fire escape plan displayed in a prominent position in your home where people are able to easily view it?

(Select one)

Yes	1	
No	2	

ASK D5 – D7 IF D1 = 1

D5 How many escape routes are included in your plan?
(Select one)

One	1	
Two or more	2	
Don't know	99	

D6 Does your fire 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	

D7 In the past 12 months, have you practiced a fire drill at home?
(Select one)

Yes	1	
No	2	

ASK ALL

D8 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
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D9 Would you consider your home to be in an area that is at risk of bushfires?
(Select one)

Yes	1	
No	2	

ASK IF D9 = 1

D10 Do you have a bushfire survival plan?
(Select one)

Yes	1	
No	2	

ASK ALL

D11 Do you have any other type of evacuation plan (other than fire or bushfire)?
(Select one)

Yes	1	
No	2	

ASK IF D11 = 1

D12 What type of plan do you have?
(Select one)

Storm	1	
Flood	2	
Other (please specify)	96	Specify

ASK ALL

D13 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	

Section E – Emergency management

ASK ALL

- 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

- E2 How did you learn about the SES phone 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 Disaster Management Services website (www.disaster.qld.gov.au)	9	
The SES 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)	96	SPECIFY. KEEP POSITION.
Don't know / Can't remember	99	EXCLUSIVE. KEEP POSITION.



ASK ALL

E3 In the past 12 months, which, if any, of the following have you done to prepare for a storm, cyclone or flood?
(Select all that apply)

GRID. RANDOMISE.

Developed an emergency plan with your household, by discussing these hazards and what you would do	
Identified the strongest room in your house to shelter in, and discussed this with your household	
Prepared an emergency kit (this would contain torch, radio, spare batteries, first aid, tinned food)	
Cleaned your gutters	
Secured items around the home	
Check house and content insurance is current and adequate	
Undertaken First Aid training	
Other (please specify) SPECIFY. KEEP POSITION.	
None of these KEEP POSITION.	
Don't know KEEP POSITION.	

ASK ALL

E4 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

E5 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	
TBC_other sites	xxxx	
No	9	
Don't know	99	

ASK ALL

E6 Have you heard of the Emergency Alert telephone warning system?
 (This is the national emergency warning system, operated by Queensland Fire and
 Emergency Services in Queensland and **not** a subscriber based system run by local
 councils or commercial organisations)
 (Select one)

Yes	1	
No	2	
Don't know	99	

ASK ALL WHO HAVE HEARD AT E6 (CODE 1 AT E4)

E7 Have you ever been warned of an emergency via the Emergency Alert
 telephone warning system?
 (Select one)

Yes	1	
No	2	
Don't know	99	

Section F – Customer Satisfaction

ASK ALL

G1 To what extent do you agree or disagree with the following statements about fire and emergency services in Queensland. (Explain: Fire and Emergency Services includes the work of urban fire service, Rural Fire Brigades and the SES)

(Select one response for each statement)

RANDOMISE STATEMENTS

ALLOW DON'T KNOW

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Fire and emergency service officers perform their job professionally	1	2	3	4	5
Fire and emergency services are there when I need them	1	2	3	4	5
I have confidence in fire and emergency services	1	2	3	4	5
I am satisfied with the level of services provided by the Queensland Fire and Emergency Services in my local community.	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 fire and emergency services in Queensland?

SINGLE RESPONSE

ALLOW DON'T KNOW

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

G3 In the last 12 months, have you had any contact with fire and emergency services? (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 one)

Yes	1	GOTO G4
No	2	GOTO DEMOGRAPHICS
Don't know	99	GOTO DEMOGRAPHICS
Prefer not to say	98	GOTO DEMOGRAPHICS

ASK IF HAD CONTACT (CODE 1 at G3)

G4 What was the **main** reason for your **most recent** contact with fire and emergency services?

(Select one)

ALLOW DON'T KNOW

This table also requires expansion to include bush fire, storm, flood, etc.

Car accident	1	
Fire or incident at home/work place	2	
Fire alarm activation	3	
Community education program	4	
Safe home program	5	
Training program (i.e. Fire Safety Advisor)	6	
Building fire safety inspection	7	
Was rescued	8	
Sought information to assist in 'getting ready' for natural disasters	9	
Sought information during an emergency/natural disaster	10	
General inquiry/contact	11	
Part of job to see fire and emergency service workers	12	
Obtained permits or lodged a referral agency	13	



advice under the Sustainable Planning Act 2009		
Some other contact	97	Please specify
Prefer not to say	98	

ASK IF HAD CONTACT (CODE 1 at G3)

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 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

IF 1 or 2 ASK G6

IF 3 GOTO DEMOGRAPHICS

IF 4 or 5 ASK G7

ASK IF DISSATISFIED (CODE 1 OR 2 at G5)

G6 Why were you **dissatisfied**?
(You may select as many codes as 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	97	Please specify

ASK IF SATISFIED (CODE 4 OR 5 at G5)

G7 Why were you **satisfied**?

(You may select as many codes as 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	97	Please specify

Section F – Demographics

ASK ALL

- 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)	96	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	
Looking for work	6	
Not working, not looking for work	7	
Other (please specify)	96	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 Do you usually speak a language other than English at home?
(Select one)

Yes	1	
No	2	

ASK IF YES (CODE 1) AT F4

F5 Which language(s) would that be?

MULTIPLE RESPONSE

Arabic	1	
Bosnian	2	
Chinese (Simplified)	3	
Chinese (Traditional)	4	
Croatian	5	
French	6	
German	7	
Greek	8	
Hindi	9	
Indonesian	10	
Italian	11	
Japanese	12	
Korean	13	
Persian	14	
Polish	15	
Russian	16	
Sinhalese	17	
Serbian	18	
Spanish	19	
Tagalog (Filipino)	20	
Tamil	21	
Thai	22	
Vietnamese	23	
Refused	97	
Other (specify)	98	

1.5 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.

The insight which you have given us will be used to develop future products and others like it.

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 Rescue Service. To check the bona fides of TNS 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.
