# METHODOLOGY DISCLOSURE STATEMENT

**CLIENT:** ANIMAL MEDICINES AUSTRALIA (AMA)

**PROJECT NAME:** PETS AND THE PANDEMIC

**PROJECT REFERENCE:** NGR 2102009

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## REPORT WAS PREPARED FOR

**Animal Medicines Australia**

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# SHORT METHODOLOGY DISCLOSURE STATEMENT

This research was conducted by Newgate Research on behalf of Animal Medicines Australia between the 13th April and 13th May 2021.

The target population for the research was Australian residents (all states and territories) aged 18 years or above.

The research comprised 4 x focus groups with n=21 participants (in total) and a 15-minute self-complete online survey with n=1,017 participants.

The research was undertaken in compliance with the Australian Polling Council Quality Mark standards which can be viewed here: https://www.linkedin.com/company/australian-polling-council

The Long Methodology Disclosure Statement for this research can be viewed here: https://www.newgatecomms.com.au/disclosure-statements/

# LONG METHODOLOGY DISCLOSURE STATEMENT

This research was conducted by Newgate Research on behalf of Animal Medicines Australia between the 13th April and 13th May 2021.

The target population for the research was Australian residents (all states and territories) aged 18 years or above.

The research comprised 4 x focus groups with n=21 participants (in total) and a 15-minute self-complete online survey with n=1,017 participants.

Survey participants were sourced from databases via the Lucid marketplace.

Qualitative participants were recruited by Research Connections.

Participation was on a voluntary, opt-in basis.

Weighting was applied to the survey dataset to more accurately reflect the target population, using rim weighting (or raking).

The data set was weighted to match population data from the Australian Bureau of Statistics' Census 2016 on household location and size (for findings relating to household traits), and by location, age and gender (for results relating to individual attitudes and behaviours). The weighting approach was consistent with that used in the 2019 study.

For sample weighted by household location and size, weighting efficiency was around 94% for most survey estimates; that is, the effective sample size for most estimates was around 94% of the actual sample size (i.e. n=954 for estimates made on the total sample). For sample weighted by location, age and gender, the weighting efficiency was around 93% for most survey estimates, with effective sample size for most estimates at n=945 for estimates made on the total sample. Using the effective sample size, the maximum margin of error for estimates made on the total sample is +/- 3%.

All population extrapolations by total households or persons for 2021 have been based figures drawn from the ABS Household and Family Projections (cat. no. 3236.0) and the ABS's 'Population Projections, Australia, 2017-2066', which placed the estimated number of households nationally at 9,955,106 under a medium-growth scenario, the total population at 26,301,274, and the number of adults at 20,429,953.

The full question wording used in the survey is included within the footnotes of the report. For multiple choice questions and statement grids, the order of response options and statements was randomised to avoid potential order effect.

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