

## METHODOLOGY DISCLOSURE STATEMENT

<b>Project name</b>	Pet Ownership Study 2022-24
<b>Project reference</b>	NGR 2111011

  

Research dates:	6th - 26th July 2022
Target population:	The target population for the research was Australian residents (all states and territories) aged 18+.
Research methodology:	The research comprised an online survey lasting up to 20 minutes with a total sample size of n=2,453, including boosted samples for Western Australia and South Australia. Survey participants were sourced via CanvasU – a commercial provider of research sample that draws from a range of opt-in panels and databases. Participation was on a voluntary, opt-in basis
Weighting approach:	Weighting was applied to the survey dataset to more accurately reflect the target population, using rim weighting (or raking). The dataset was weighted to match population data from the Australian Bureau of Statistics' Census 2021. Where findings were related to household characteristics, weights were applied by household location interlocked with household size. For findings relating to individual attitudes and behaviours, weights were applied by place of residence and gender interlocked with age. Weighting efficiency was around 87% for most survey estimates. That is, the effective sample size for most estimates was around 87% of the actual sample size (i.e. n=2,139 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 2.1+/- %.
Research questions:	A combination of single choice, multiple choice and open-ended (text response) questions were used in the research. The full question wording used in the survey is included within the report. For multiple choice questions and statement grids, the order of response options and statements was randomised to avoid potential order effect.

This research was conducted in accordance with the Australian Polling Council Quality Mark standards which can be viewed here: <https://www.australianpollingcouncil.com/>