



# The Brumbies Report

Prepared for Six O'clock Advisory on behalf of the  
Australian Brumby Alliance

**LONERGAN.**

24<sup>th</sup> May 2019, v1.0



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# Project Specifications

# Methodology

## Survey

A 5-question online study was conducted amongst members of a permission based panel.

After interviewing, data was weighted to the latest population estimates sourced from the Australian Bureau of Statistics.

## Respondents

The study was conducted among 1,006 Victorians aged 18+

Surveys were distributed throughout Victoria including both capital city and non-capital city areas as shown on the next page.

## Project Brief

This study aimed to uncover people's knowledge of and opinions regarding the Brumbies population in the high plains and alpine regions of Victoria, Australia.

## Fieldwork

Fieldwork commenced on 13<sup>th</sup> May, and was completed on 18<sup>th</sup> May, 2019.

### Example Methodology Text for Media Releases:

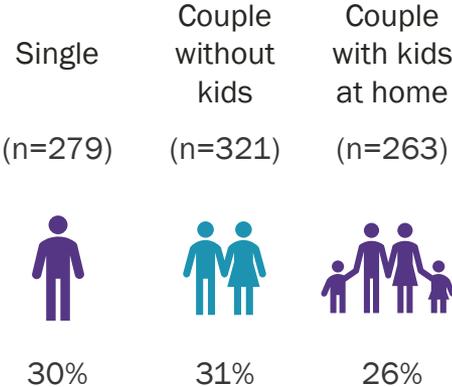
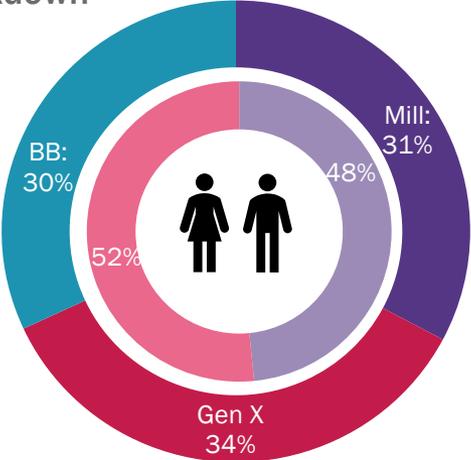
The research was commissioned by Six O'Clock Advisory and conducted by Lonergan Research in accordance with the ISO 20252 standard. Lonergan Research surveyed 1,006 Victorians aged 18+. Surveys were distributed throughout Australia including both capital city and non-capital city areas. The survey was conducted online amongst members of a permission-based panel, between 13<sup>th</sup> May, and was completed on 18<sup>th</sup> May, 2019. After interviewing, data was weighted to the latest population estimates sourced from the Australian Bureau of Statistics.



This project was carried out in compliance with the ISO 20252 standard

# Sample Breakdown / demographics

## Gender & Generation breakdown



## Location

Location	Sample Size	
	Overall (n=1,006)	
	Melbourne (n=772)	Rest of VIC (n=234)
Eastern Melbourne	248	
Southern Melbourne	183	
Northern Melbourne	156	
Western Melbourne	140	
Mornington Peninsula	45	
Loddon	11	
Gippsland	49	
Mallee	11	
Barwon	39	
Western District	33	
Central Highlands*	29	
Goulburn*	23	
Ovens-Murray*	22	
Wimmera*	11	
East Gippsland*	6	

\* Whilst their responses have been included in the total statistics, areas with sample less than 30 have not been reported on individually for data integrity.



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## Detailed Findings

# 3 in 5 Victorians are aware that there are Brumbies living in Victoria

- 3 in 5 (59%) Victorians are aware that there are Brumbies living in Victoria’s high plains and alpine regions.
  - The younger generations are less likely to be aware (Millennials 40%, Gen X 53%, Baby Boomers 82%)
  - Women are less likely than men to know about the Brumbies in Victoria’s high plains and alpine regions (55%; cf. men 64%)
  - Parents are less likely to be aware of the Brumbies in Victoria’s high plains and alpine regions (48%; cf. non-parents 65%)
  - People who completed year 12 (52%) or have a tertiary qualification (59%) are less likely to be aware (cf. below year 12 71%)
  - Those most likely to vote for the Liberal party in the 2019 election (70%) are more likely to be aware than those most likely to vote for Labor or the Greens (70%; cf. Labor 61% Greens 58%)
  - Those from the Barwon (78%) and Gippsland (68%) regions are more likely than the average to be aware of the Brumbies in Victoria’s high plains and alpine regions, whilst those in Western Melbourne (49%) and Southern Melbourne (52%) are the least likely
- 2 in 5 (41%) Victorians are not aware that there are Brumbies living in Victoria’s high plains and alpine regions.

	Total (n=1,006)	Gender		Generation			Region of Victoria		Household Composition	
		Male (n=501)	Female (n=505)	Millennials (n=271)	Gen X (n=359)	Boomers (n=320)	Melbourne (n=772)	Rest of VIC (n=234)	Non-parents (n=677)	Parents (n=311)
Yes	59%	64%	55%	40%	53%	82%	57%	66%	65%	48%
No	41%	36%	45%	60%	47%	18%	43%	34%	35%	52%

# Half of Victorians are concerned about the potential environmental impact of Brumbies

- The majority of Victorians are concerned about the potential environmental impact of wild Brumbies on the alpine regions (52%; cf. not concerned 48%)
  - Millennials are more likely than their older counterparts to be concerned about the environmental impact of Brumbies on the alpine regions (57%; cf. Gen X 48%, Baby Boomers 51%)
  - Parents are more likely to be concerned about the environmental impact of Brumbies on alpine regions (59%; cf. non-parents 49%)
  - Victorians who did not complete year 12 are the least likely to be concerned with the potential environmental impact of Brumbies on alpine regions (34%; cf. completed year 12 55%, tertiary qualification 54%)
  - Those most likely to vote for Labor in the 2019 election are more likely than the Victorian average to be concerned about the potential environmental impact of wild Brumbies on alpine regions (63%; cf. Victorian average 52%)
  - Those living in the Gippsland (64%) and Northern Melbourne (63%) regions are most likely to be concerned about the potential environmental impact of Brumbies, whilst those from the Mornington Peninsula (38%) are the least likely
- Amongst those previously aware of the presence of Brumbies in the alpine regions, 56% are concerned about the potential impact.

	Gender			Generation			Region of Victoria		Household Composition	
	Total (n=1,006)	Male (n=501)	Female (n=505)	Millennials (n=271)	Gen X (n=359)	Boomers (n=320)	Melbourne (n=772)	Rest of VIC (n=234)	Non-parents (n=677)	Parents (n=311)
I'm concerned	52%	54%	50%	57%	48%	51%	53%	46%	49%	59%
I'm not concerned	48%	46%	50%	43%	52%	49%	47%	54%	51%	41%

# There are strong levels of support for further research into the impact on the environment

- A strong majority, more than 4 in 5 (84%), of Victorians would support further research into the impact of other wild animals, extreme weather events, or humans on the Bogong High Plains
  - Across demographics, Victorians are equally likely to support further research into the impact of other wild animals, extreme weather events, or humans on the Bogong High Plains
  - Victorians living in the Mornington peninsula (77%) are the least likely whilst those equally most likely to support further research are:
    - Northern Melbourne (87%)
    - Eastern Melbourne (86%),
    - Barwon (87%)
    - Western District (87%)
- Amongst those previously aware of the presence of Brumbies in the alpine regions, 87% would support further research into the impact of other wild animals, extreme weather events, or humans on the Bogong High Plains.

	Total (n=1,006)	Gender		Generation			Region of Victoria		Household Composition	
		Male (n=501)	Female (n=505)	Millennials (n=271)	Gen X (n=359)	Boomers (n=320)	Melbourne (n=772)	Rest of VIC (n=234)	Non-parents (n=677)	Parents (n=311)
<b>Yes</b>	<b>84%</b>	81%	86%	86%	79%	86%	85%	81%	84%	85%
<b>No</b>	<b>16%</b>	19%	14%	14%	21%	14%	15%	19%	16%	15%

# Most Victorians consider Brumbies to be of historical importance

- 4 in 5 (82%) Victorians believe that Brumbies are an important part of Australia’s history to preserve.
  - Women are more likely to believe that Brumbies are an important part of Australia’s history (87%; cf. men 77%)
  - Those without a tertiary qualification are more likely than average to believe Brumbies are an important part of Australia’s history to preserve (89%; cf. average 82%)
  - Victorians living in the Mornington Peninsula (76%) area are the least likely to believe Brumbies are an important part of Australia’s history, whilst those from the Western District (89%) are the most likely

		Gender		Generation			Region of Victoria		Household Composition	
	Total (n=1,006)	Male (n=501)	Female (n=505)	Millennials (n=271)	Gen X (n=359)	Boomers (n=320)	Melbourne (n=772)	Rest of VIC (n=234)	Non-parents (n=677)	Parents (n=311)
Yes	82%	77%	87%	83%	83%	84%	82%	85%	83%	82%
No	18%	23%	13%	17%	17%	16%	18%	15%	17%	18%

# There is strong support for a small herd of Brumbies to remain in the wild

- 9 in 10 (88%) of Victorians would support efforts to preserve a small herd of Brumbies living in the wild if there was little evidence of impact on their negative environmental impact on the Bogong High Plains.
  - Women (92%; cf. men 83%) and Baby Boomers (91%; cf. Millennials 86%, Gen X 86%) are more likely than their counterparts to support efforts to preserve a small herd of Brumbies

	Total (n=1,006)	Gender		Generation			Region of Victoria		Household Composition	
		Male (n=501)	Female (n=505)	Millennials (n=271)	Gen X (n=359)	Boomers (n=320)	Melbourne (n=772)	Rest of VIC (n=234)	Non-parents (n=677)	Parents (n=311)
Yes	88%	83%	92%	86%	86%	91%	87%	91%	88%	87%
No	12%	17%	8%	14%	14%	9%	13%	9%	12%	13%



For any questions or comments, please get in touch:

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