



Bureau of Meteorology
 Public User Survey – December 2009 – RURAL
 Revised: Wednesday, 25 November 2009 (V3)
 (Ref: 2404)

SAMPLE DETAILS: Phone number, address, postcode

INTRODUCTION

Good (...), my name is (...) calling on behalf of the Bureau of Meteorology from Market Solutions, a social and market research company. Today we are conducting a study to collect feedback on regional and rural Australia’s use and perception of weather information. The research will be used to both measure and improve the Bureau’s products and services.

For this interview, we need to speak to people who use weather information predominantly for primary production or farming. Would you or anyone in your household use weather information for this purpose? (IF NO: Go to non qualifying close)

(REINTRODUCE IF NECESSARY)

I want to reassure you that your answers will be completely confidential. Only combined results will be provided to the Bureau to help them improve their service. I also need to let you know that my supervisor may listen to parts of this interview to assist in quality control monitoring. The interview will take about 10 minutes - may I continue now?

CONTINUE	1
Schedule Callback	2
Refused.....	3
Non qualifying.....	4
Government/Business.....	5
Terminated early	6
Non working number.....	7
Communication difficulty.....	8
No contact on 5 attempts	9
Duplicate	10

SECTION 1: DEMOGRAPHICS

Q.1. Firstly we have just a few questions to ensure we have a good cross section of the community.
 RECORD GENDER AUTOMATICALLY.

Male	1
Female	2

Q.2. Which of the following age groups do you fall into?

16 to 24 years	1
25 to 34 years	2
35 to 44 years	3
45 to 54 years	4
55 to 64 years	5
65 to 74 years	6
75 years or older.....	7
(Refused).....	8

Q.3. What is the **main type** of farming are you engaged in? (DO NOT READ OUT) (ONE ONLY)

Cattle/beef	1
Cotton	2
Chickens	3
Dairy	4
Forestry/wood lots	5
Fruit growing	6
Vegetable growing	7
Grain or cropping	8
Broadacre	9
Pigs	10
Sheep	11
Sugar	12
Viticulture (grapes)	13
Wool	14
Other (specify)	15

Q.4. Are you engaged in any **other types** of farming? (DO NOT READ OUT) (ACCEPT MULTIPLES)

Cattle/beef	1
Cotton	2
Chickens	3
Dairy	4
Forestry/wood lots	5
Fruit growing	6
Vegetable growing	7
Grain or cropping	8
Broadacre	9
Pigs	10
Sheep	11
Sugar	12
Viticulture (grapes)	13
Wool	14
Other (specify)	15
(Not engaged in any other types).....	16



SECTION 2: USAGE

Q.5. Now we want to talk about accessing and using weather information. How often do you typically check the weather to make decisions regarding your farming activities? (READ OUT)

Daily.....	1
2-3 days a week.....	2
Once a week.....	3
Once a fortnight.....	4
Once a month.....	5
Once every 2-3 months.....	6
Less often.....	7

Q.6. Typically, which of following weather types have you **recently** used to **make decisions** about your farming activities?
(READ OUT AND CODE ONE AT A TIME) (ACCEPT MULTIPLES)

Maximum temperature.....	1
Minimum temperature.....	2
Ground temperature.....	3
Rain.....	4
Wind speed.....	5
Wind direction.....	6
Wind chill factor.....	7
Cloud or sunshine.....	8
Evaporation.....	9
Hail.....	10
Snow (only VIC, NSW, TAS).....	11
Fog.....	12
Thunderstorms.....	13
Solar radiation.....	14
Tropical cyclones (only North WA, QLD & NT)	15
Flooding.....	16
Fire danger.....	17
Frost.....	18
UV Index or UV alerts.....	19
Delta T (used for pesticide spraying).....	20
Evapotranspiration.....	21
Sheep graziers warnings.....	22
Seasonal outlooks.....	23
(None).....	24

Q.7. Have you **recently** used any of the following weather types to **make decisions** about **sun protection**?
(READ OUT AND CODE ONE AT A TIME) (ACCEPT MULTIPLES)

Maximum temperature.....	1
Minimum temperature.....	2
Rain.....	3
Wind.....	4
Cloud or sunshine.....	5
Maximum UV Index.....	6
UV alert times.....	7
Other (Specify).....	8
(Do not use weather information to make decisions about sun protection).....	9



Q.8. Which of the following have you used over the past 6 months to get weather information?
(READ OUT) (ACCEPT MULTIPLES)

- Free to air television..... 1
- Pay TV 2
- ABC Radio, for example Radio National, Triple J, ABC FM,
News Radio or ABC local..... 3
- Other radio 4
- Newspapers 5
- Bureau of Meteorology website 6
- Telephone weather service from the Bureau 7
- Other websites (Specify) 8
- Mobile phones/ PDAs 9
- SMS 10
- Other (Specify)..... 11
- (None of the above) - TERMINATE 12

Q.9. **Obtained weather information over past 6 months - otherwise skip to next section**
Of those you have mentioned, which one do you find to be the **most valuable source** of weather information to enable you to make weather related farming decisions?
(READ OUT ONLY ANSWERS PICKED IN PREVIOUS QUESTION) (ONE ONLY)

- Free to air television..... 1
- Pay TV 2
- ABC Radio, for example Radio National, Triple J, ABC FM,
News Radio or ABC local..... 3
- Other radio 4
- Newspapers 5
- Bureau of Meteorology website 6
- Telephone weather service from the Bureau 7
- Other websites (Specify) 8
- Mobile phones/ PDAs 9
- SMS 10
- Other (Specify)..... 11

Q.10. Before today, were you aware that the Bureau of Meteorology has a website where you can find weather information?

(Interviewer note: Bureau’s website is: www.bom.gov.au)

- Yes - aware..... 1
- No – not aware 2

Q.11. **Aware of Bureau website - otherwise skip to next section**
Are you aware that the Bureau’s website includes a dedicated area called Water and the Land for agricultural weather services?

- Yes - aware..... 1
- No – not aware 2



SECTION 3: PERCEPTIONS

Q.12. Now we want to talk about what you think of the weather information provided. Would you say the weather information you access or receive...?
(READ OUT) (ONE ONLY)

- Regularly meets your requirements 1
- Sometimes meets your requirements 2
- Never meets your requirements..... 3
- (Unsure/ can't say) 4

Q.13. *Weather information does not regularly meet requirements - otherwise skip to next question*
In what way does the weather information you receive not meet your requirements?
(DO NOT READ OUT) (ACCEPT MULTIPLES)

(Interviewer note: probe forecasts/ factors e.g. temperature, rainfall etc)

- Rain forecasts are inaccurate 1
- Maximum temperatures are inaccurate..... 2
- Wind forecasts are inaccurate 3
- Long term/ 7 day forecasts are inaccurate 4
- Longer term/ seasonal forecasts are inaccurate (e.g. 3 months) 5
- Localised information is insufficient (e.g. suburb)..... 6
- More frequent/ updated information required 7
- Other (Specify)..... 8
- (Unsure/ can't say) 9

Q.14. In order for you to make good farming related decisions, typically how many days ahead of time do you **need to know** the weather forecast?

RECORD DAYS....._____

Q.15. In order for you to make good farming related decisions, typically how many days ahead of time would you realistically **like to know** the weather forecast?

RECORD DAYS....._____

Q.16. Is the weather information available in time to meet your needs?
(READ OUT) (ONE ONLY)

- Yes - Always 1
- Yes – Most of the time 2
- As often Yes as No..... 3
- No – Not often enough..... 4
- No – Never 5
- (Don't know/ can't say)..... 6

Q.17. For your needs, would you say that over the past 6 months, the weather forecasts and warnings provided by the Bureau have been...?
(READ OUT) (ONE ONLY)

- Always accurate 1
- Usually accurate 2
- Accurate as often as inaccurate 3
- Usually inaccurate 4
- Always inaccurate 5
- (Don't know/ can't say)..... 6



- Q.18. Generally do you think that weather forecasts and warnings are getting more accurate, less accurate or haven't changed over the past few years?
(DO NOT READ OUT) (ONE ONLY)

More accurate.....	1
No different.....	2
Less accurate.....	3
(Don't know/ can't say).....	4

- Q.19. **Think weather information is more or less accurate - otherwise skip to next question**
Which part of the weather information has become (insert answer to previous question)?
(DO NOT READ OUT) (ACCEPT MULTIPLES)

Temperature forecasts.....	1
Rain forecasts.....	2
Wind forecasts.....	3
Warnings for hail and thunderstorms.....	4
Warnings such as for fire or floods.....	5
Other weather warnings (Specify).....	6
7 day forecasts.....	7
Longer term forecasts (e.g. 3 months).....	8
Localised information (e.g. suburb).....	9
Something else (Specify).....	10
(Don't know/ can't say).....	11

- Q.20. Thinking about all aspects of weather information, how satisfied are you with the information you receive from the Bureau of Meteorology through the different sources you use, are you...? (READ OUT) (ONE ONLY)

Very satisfied.....	1
Fairly satisfied.....	2
Neither satisfied nor dissatisfied.....	3
Fairly dissatisfied.....	4
Very dissatisfied.....	5
(Don't know/ can't say).....	6

- Q.21. **Less than very satisfied - otherwise skip to next section**
What could be done to make you feel more satisfied with the weather information from the Bureau of Meteorology?
(PROBE FULLY) (RECORD VERBATIM)

SECTION 4: IMPROVEMENTS

- Q.22. Now just a few questions about improvements the Bureau is making.

- a) **All except VIC - otherwise skip to next question**
The term "fine" is currently used to describe when no rain is forecast. The Bureau intends to replace this term with words to describe sky conditions such as "sunny", "cloudy" or "partly cloudy". Do you think this change will be for the better, the worse or will make no difference in helping you understand the weather forecast?

Better.....	1
Worse (Specify – why do you say that?).....	2
No difference.....	3



VIC only - otherwise skip to next question

b) The term “fine” was previously used to describe when no rain is forecast. The Bureau has now replaced this term with words to describe sky conditions such as “sunny”, “cloudy” or “partly cloudy”. Do you think this change is for the better, the worse or makes no difference in helping you understand the weather forecast?

- Better..... 1
- Worse (Specify – why do you say that?)..... 2
- No difference..... 3

Q.23. The Bureau is also looking at ways of improving its forecast services by providing additional rainfall information. Which of the following rainfall information, if any, would you use to make decisions about your day to day activities? (READ OUT AND CODE ONE AT A TIME)

- Daily rainfall totals..... 1
- Chance of any rainfall in percentage terms 2
- (Would not use either)..... 3

CLOSE

Q24. As part of quality control procedures, someone from our project team may wish to re-contact you to verify a couple of responses you provided today. For this reason, may I please have your first name?

RECORD FIRST NAME

Q25. As this is market research, it is carried out in compliance with the Privacy Act and the information you provided will be used only for research purposes. Your answers will be combined with those of other participants, no individual responses will be identified.

We do re-contact people from time to time for related research projects. Would it be okay if we contacted you again in the future to invite you to participate in any similar research? We will only use this information to contact you to invite you to participate in research, your details will not be passed onto any third party.

IF AGREE, SAY: We will only keep your contact details on record for 12 months. You may ask to have your details removed at any time over the next 12 months.

- Agree to future research 1
- Do not agree to future research 2

CLOSE: That’s the end of the interview. Thank you for your time and responses. My name is (...) from Market Solutions, if you have any queries about this survey feel free to call this office during business hours – would you like the number? (Provide number if required – 03 9372 8400 and ask to speak to Danielle Jenner). If you have any general queries, you can call the Market Research Society’s Survey Line on 1300 364 830.

RECORD INTERVIEWER'S ID



AUDITING (OFFICE ONLY)

Q26. Was the date and time of interview correct?

Yes..... 1
No..... 2

Q27. Was the interview recorded correctly?

Yes..... 1
No..... 2

Q28. Was the interviewer courteous?

Yes..... 1
No..... 2

Q29. AUDITOR'S ID

ENTER ID..... _____

