

Awareness of Native and Non-Native Species in Australia

Commissioned by: Invasive Species Council



Methodology Statement



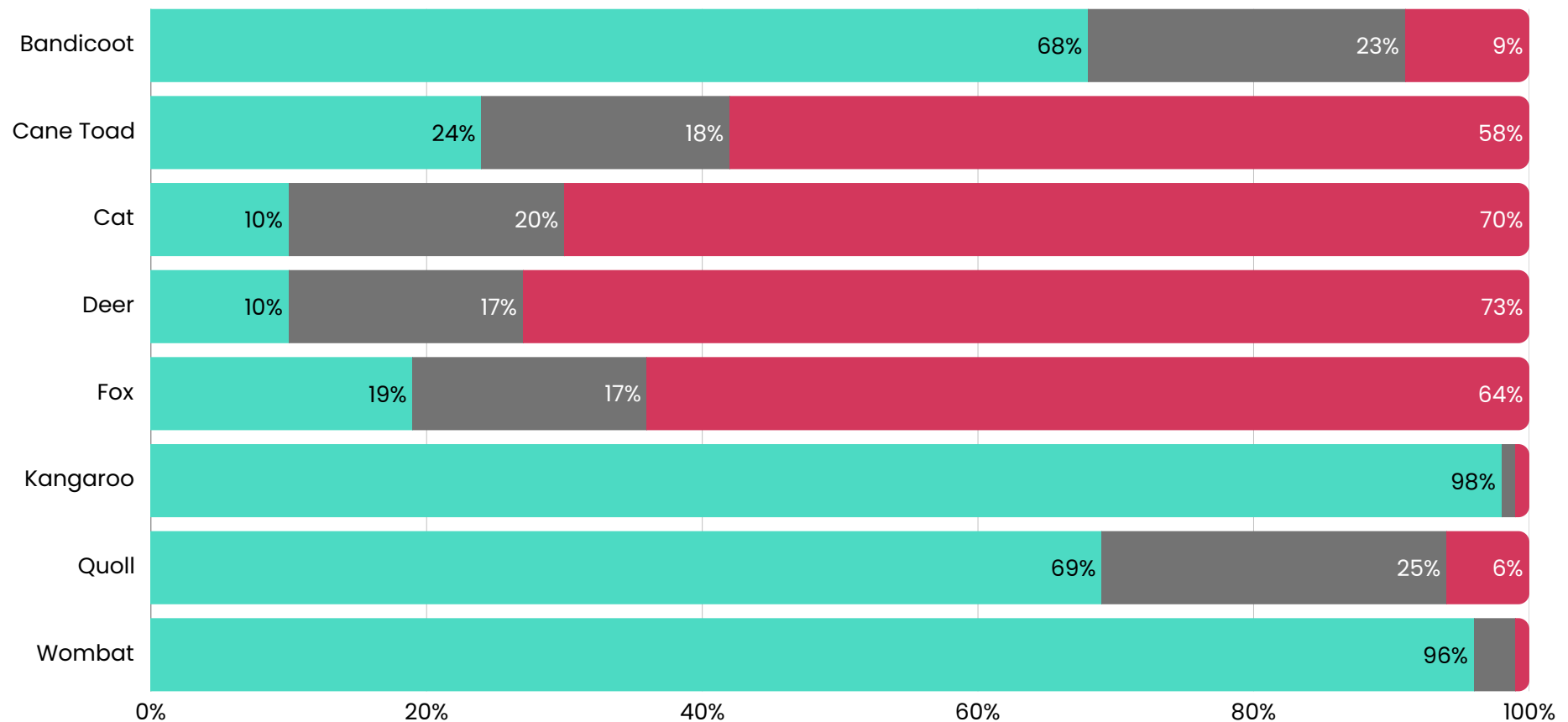
Research company	DemosAU
Client commissioning the research	Invasive Species Council
Mode of data collection	Internet panels
Target population	Australian residents 18+ eligible to vote at elections within the 5 states tested
Is voting intention published?	Not in this report
Variables used in weighting	Age x gender, education, personal income, residential tenure, language, state x region, 2025 Federal Vote (NSW/Vic), Past State Vote (Qld, SA, WA), Left-Right Self ID.
Weighting method used	Rim Weighting
Full question text, responses categories and randomisation	As set out in report. Answer order randomly flipped.
Source of sample	Internet panels
Positioning of voting intention questions in questionnaire?	Federal and State voting intention were asked before questions in this report.
How were undecided voters handled?	Included in totals for this report.
2PP calculation method	N/A

Fieldwork dates, Sample size, Effective sample size after weighting applied, Margin of error associated with effective sample size

	Fieldwork Dates	Sample Size	Effective Sample Size	Effective Margin of Error
NSW	19-26 Aug	1028	630	+/- 3.9%
VIC	6-11 Aug	1007	559	+/- 4.1%
Qld	22 Aug - 2 Sept	1023	705	+/- 3.7%
WA	6-25 Aug	990	658	+/- 3.8%
SA	5-26 Aug	1012	628	+/- 3.9%

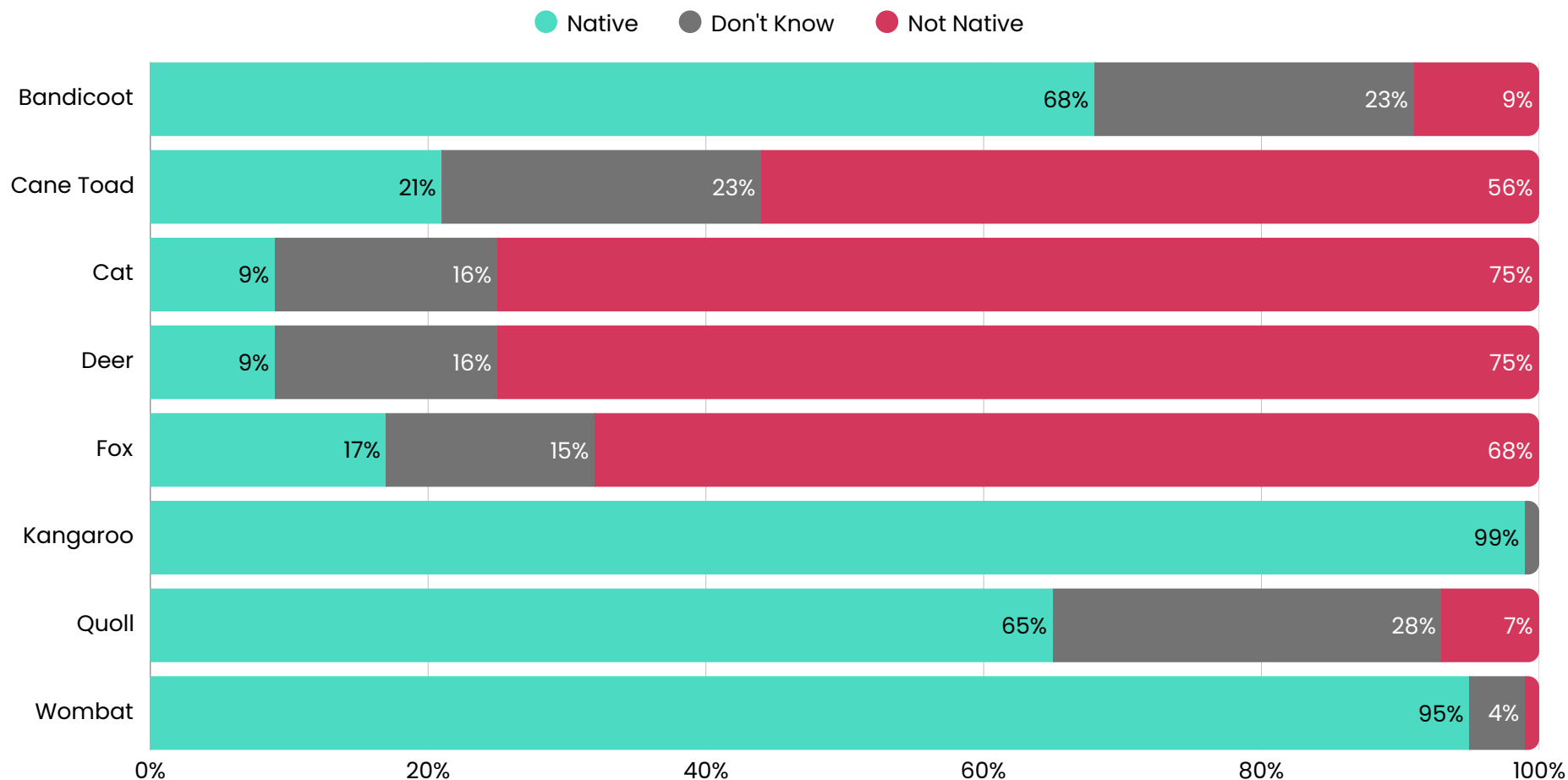
Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

● Native ● Don't Know ● Not Native



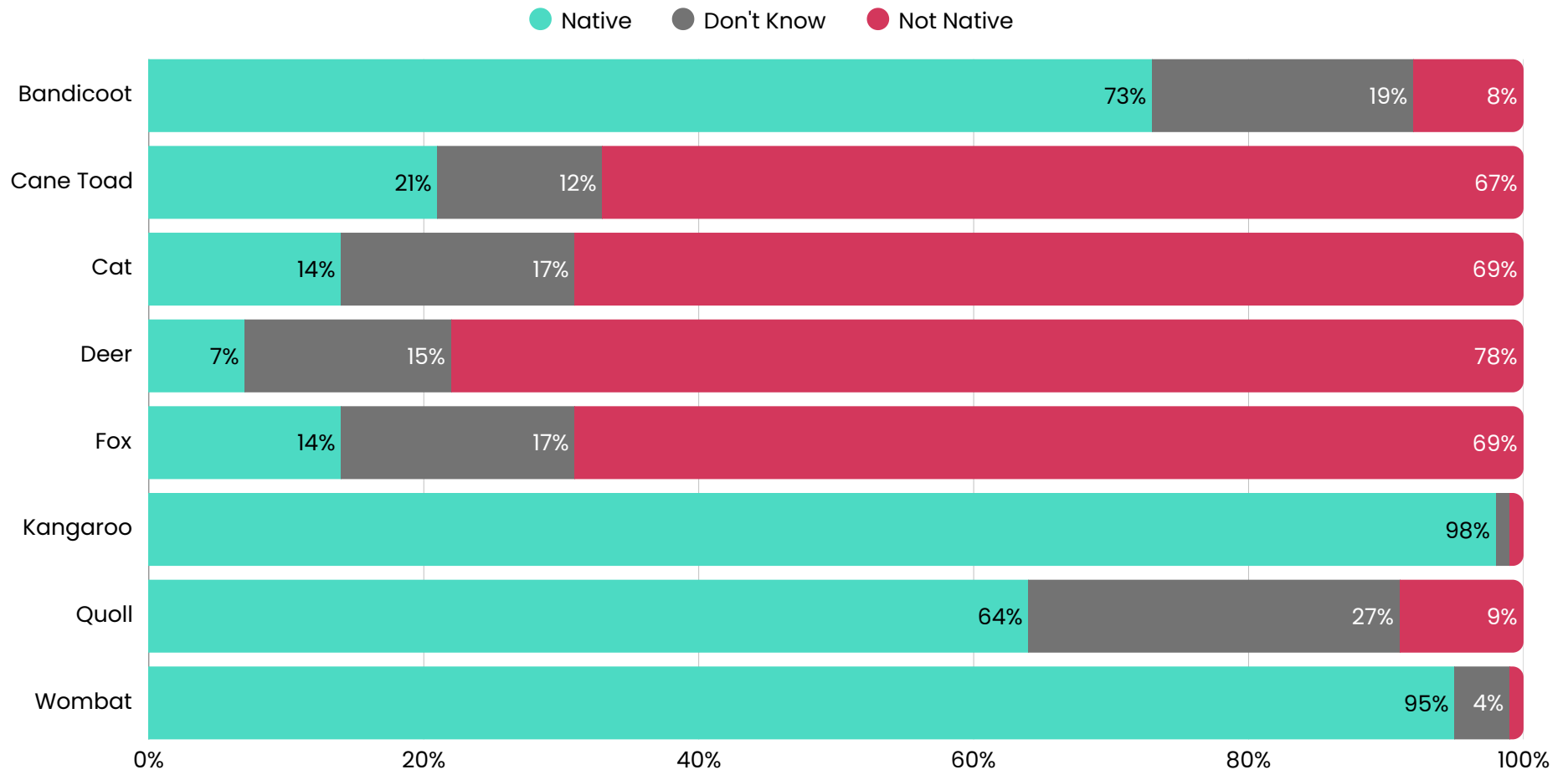
Victoria

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.



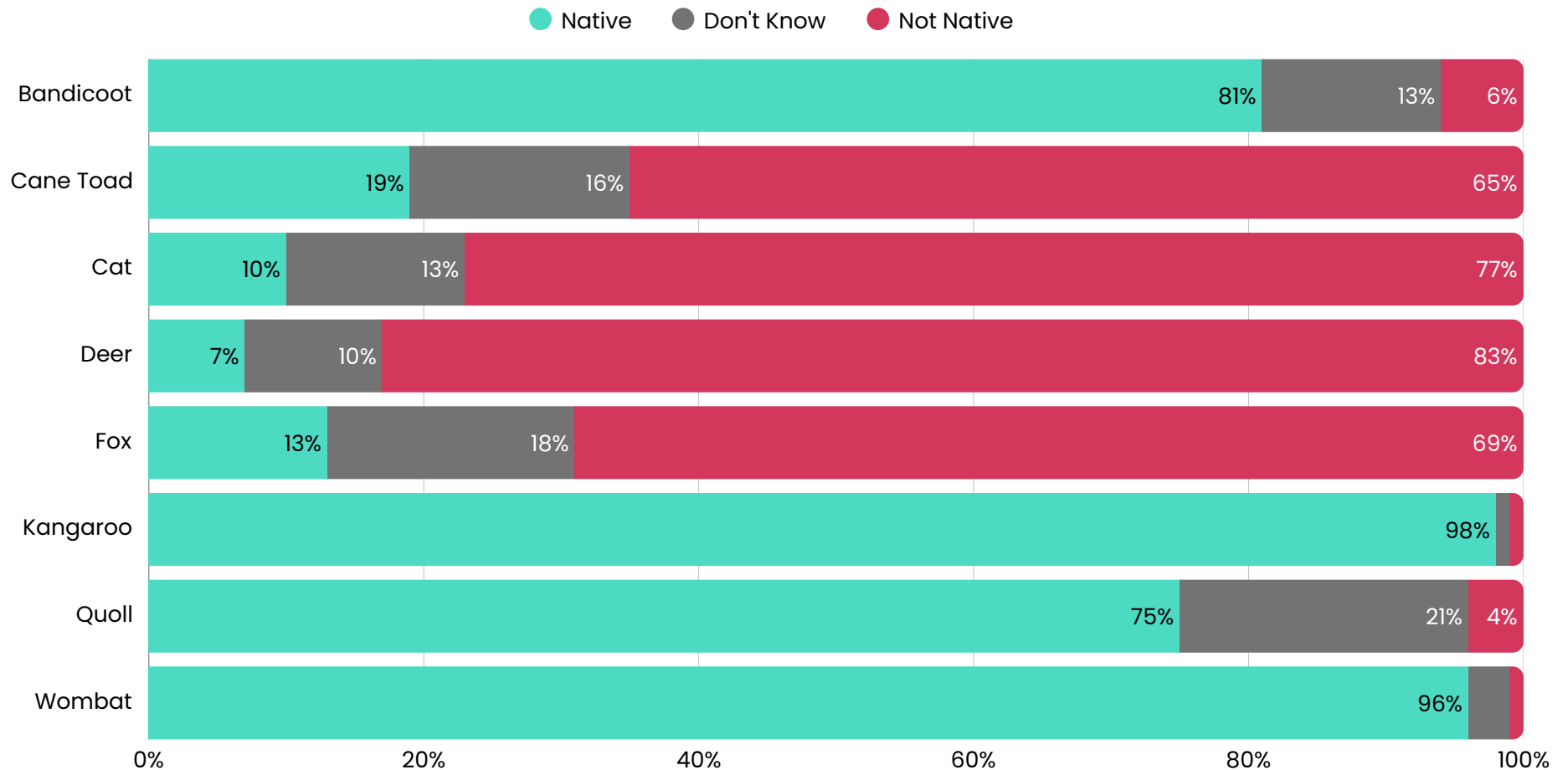
Queensland

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.



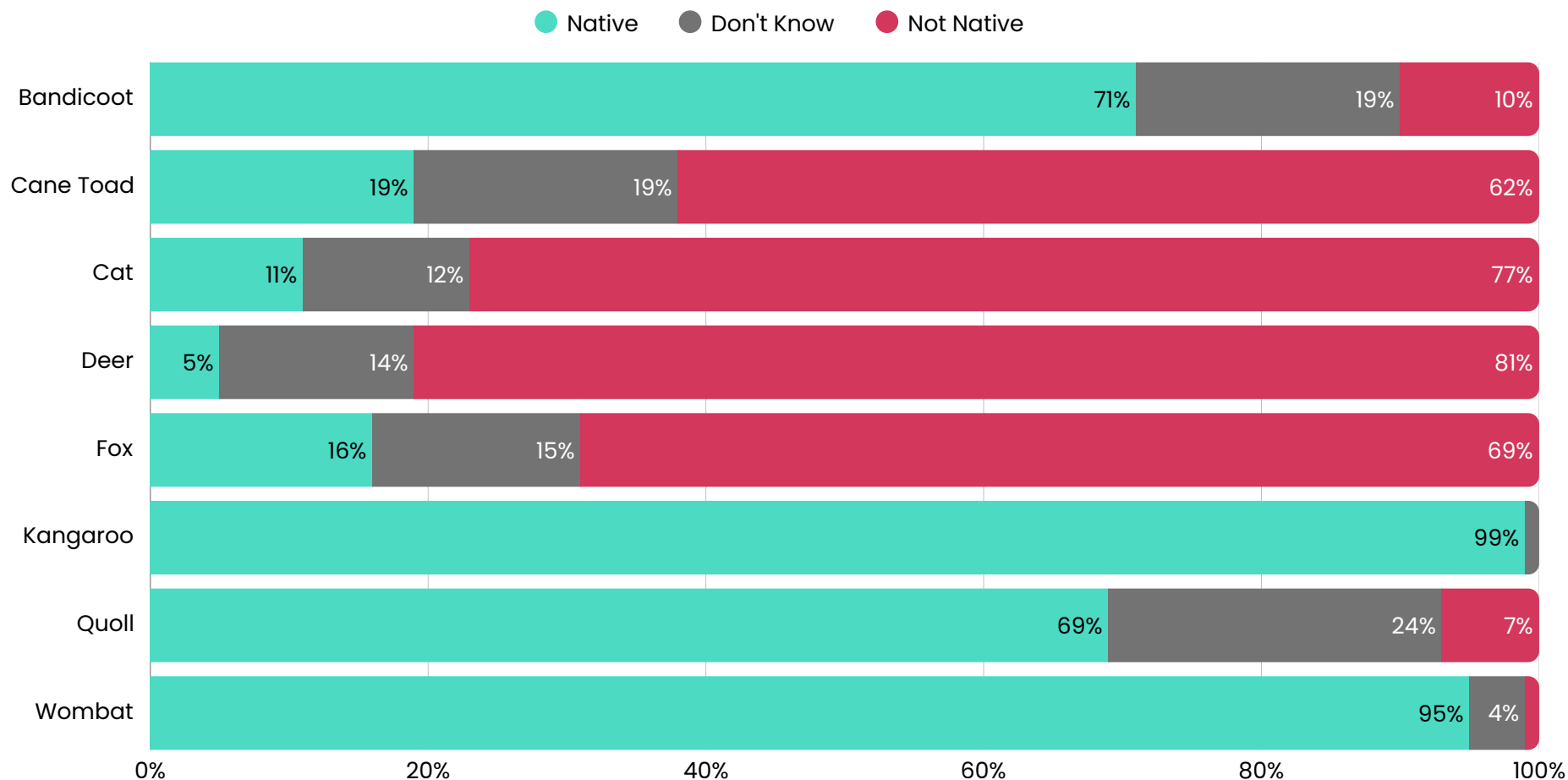
Western Australia

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.



South Australia

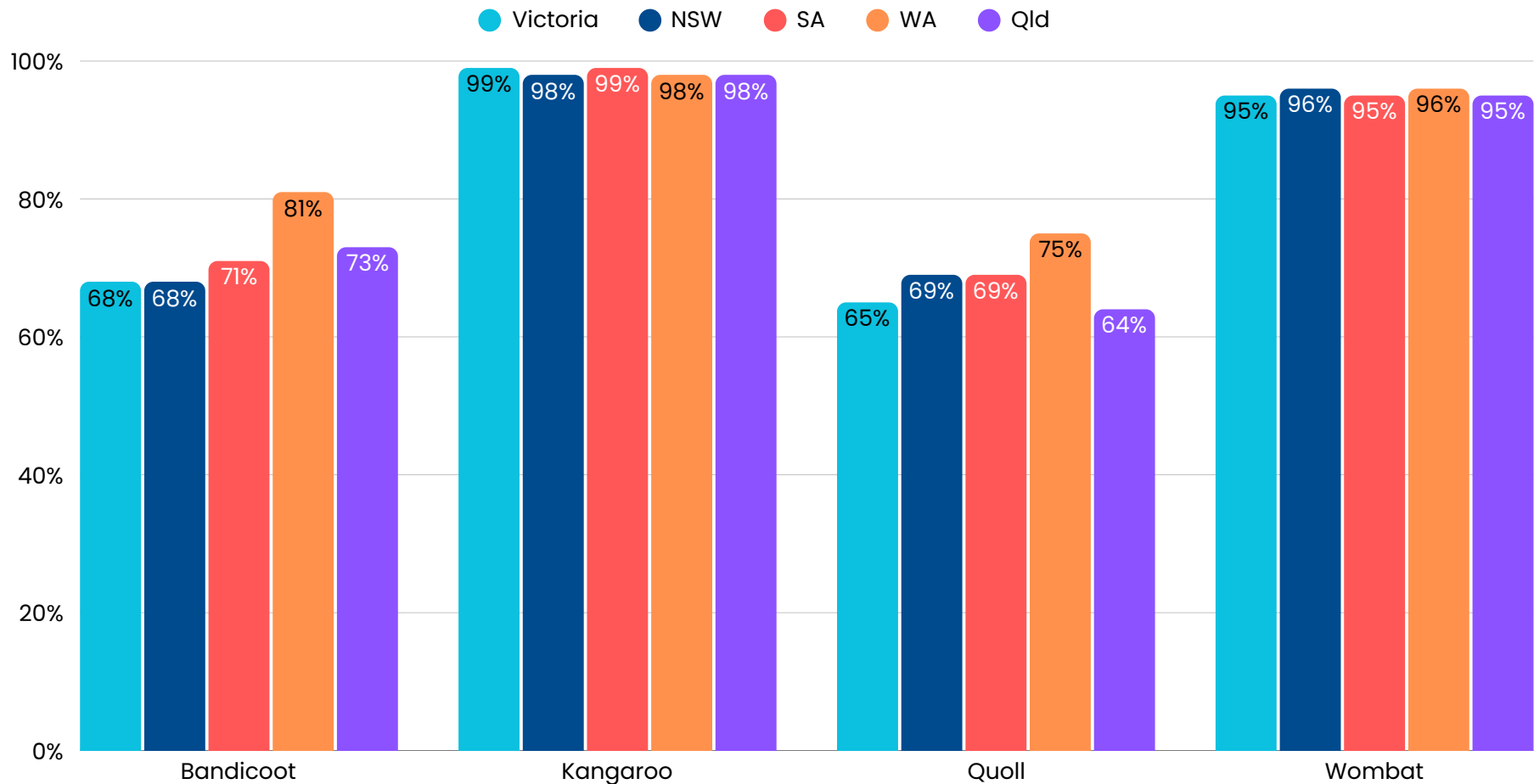
Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.



Accurate Awareness of Native Animals by State

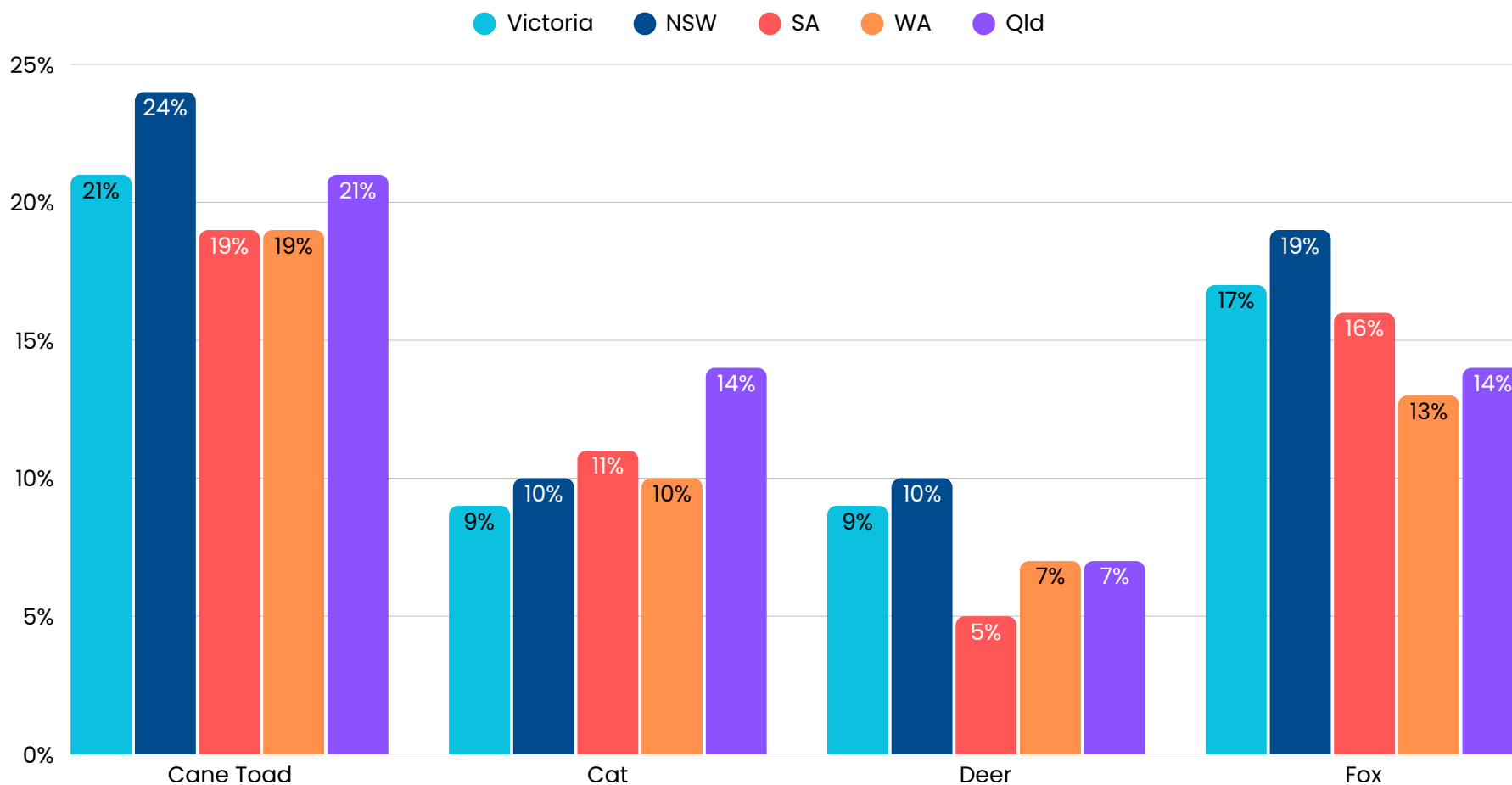


Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.



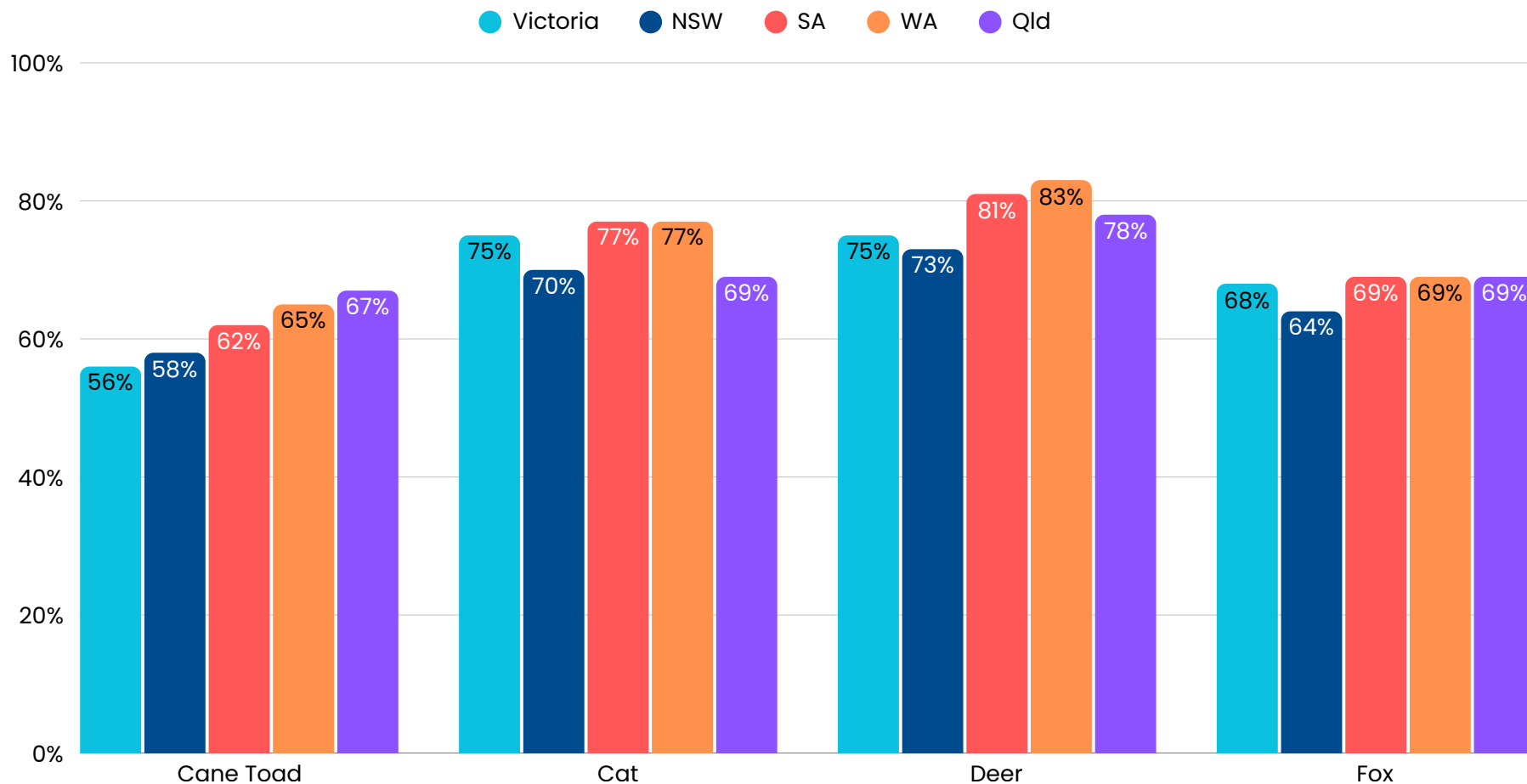
False Identification of Invasive Species as Native Animals by State

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.



Accurate Awareness of Non-Native Animals by State

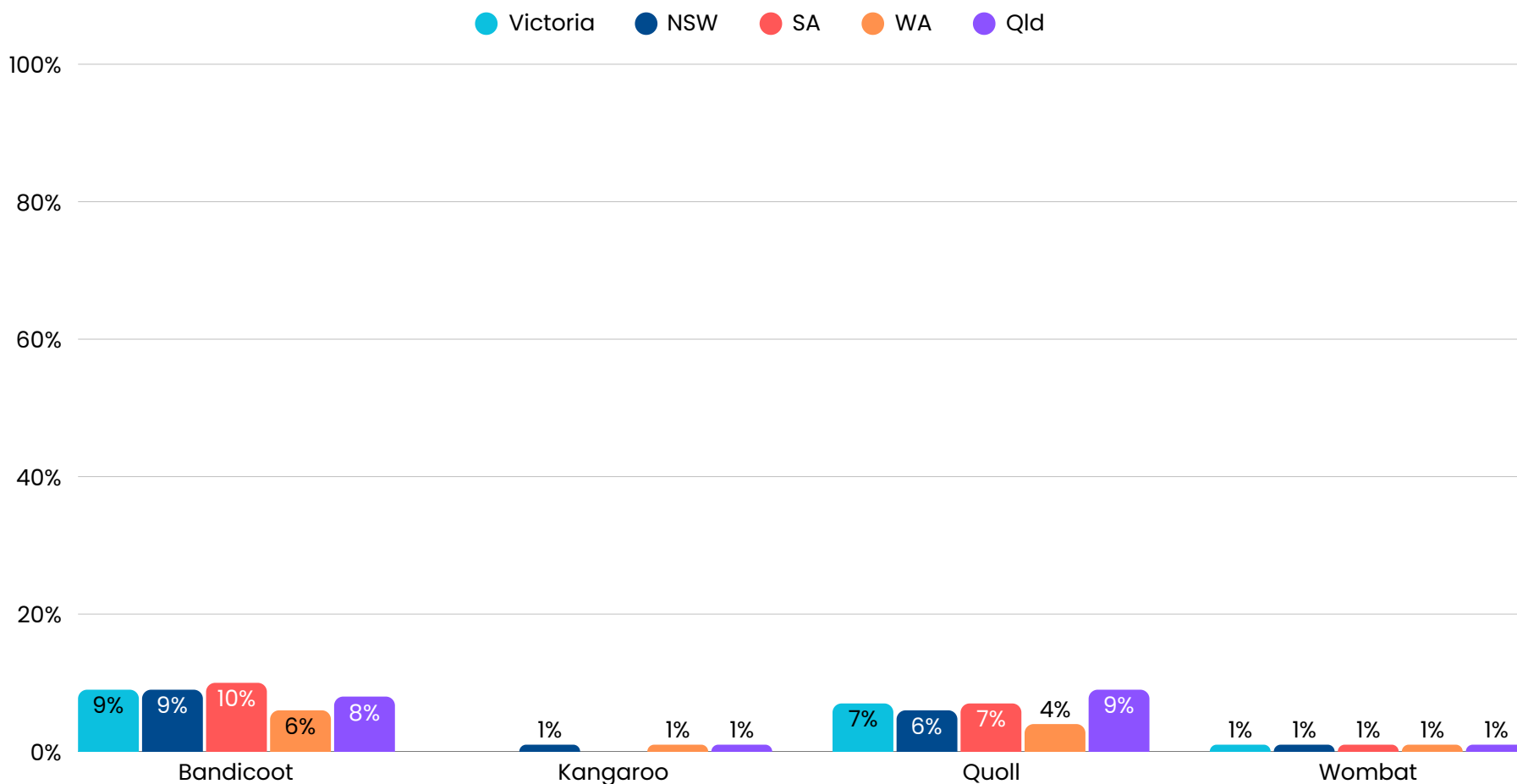
Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.



False Identification of Native Species as Non-Native by State



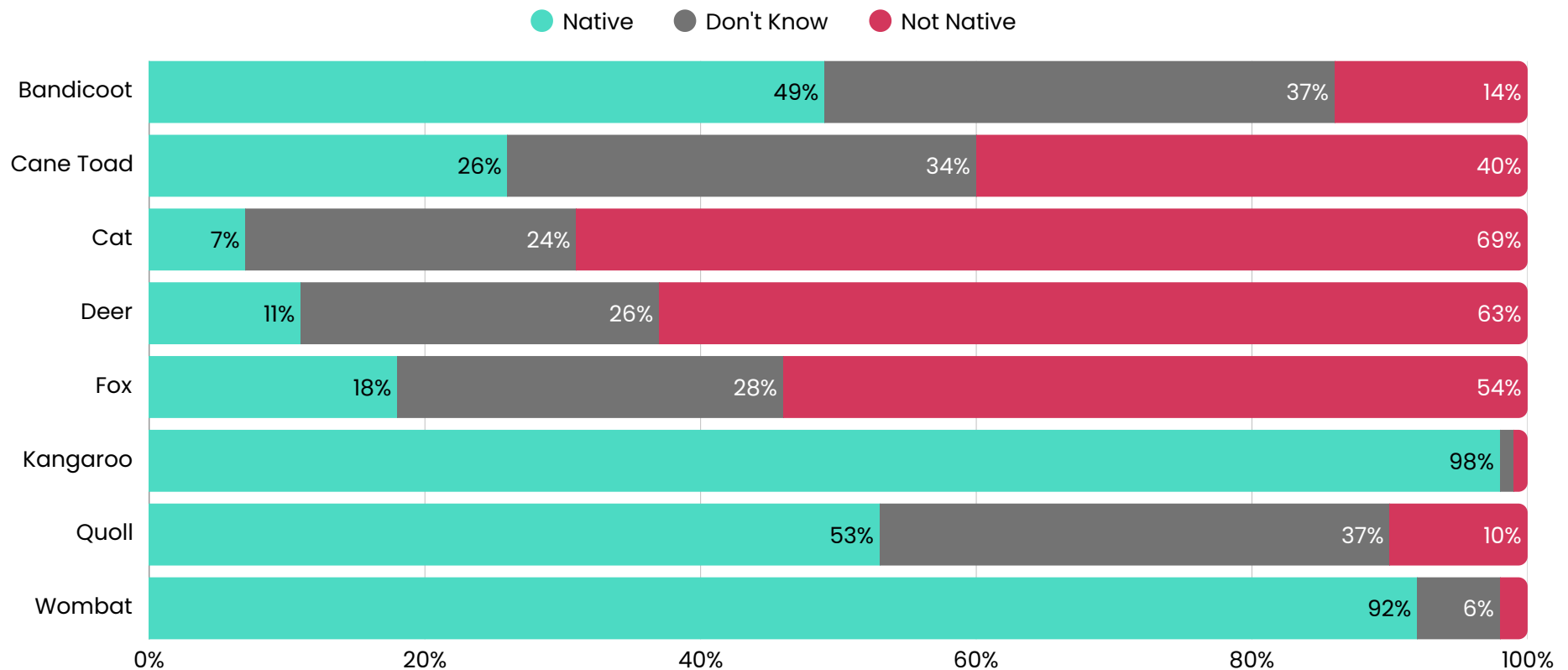
Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.



Results by Age: NSW

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

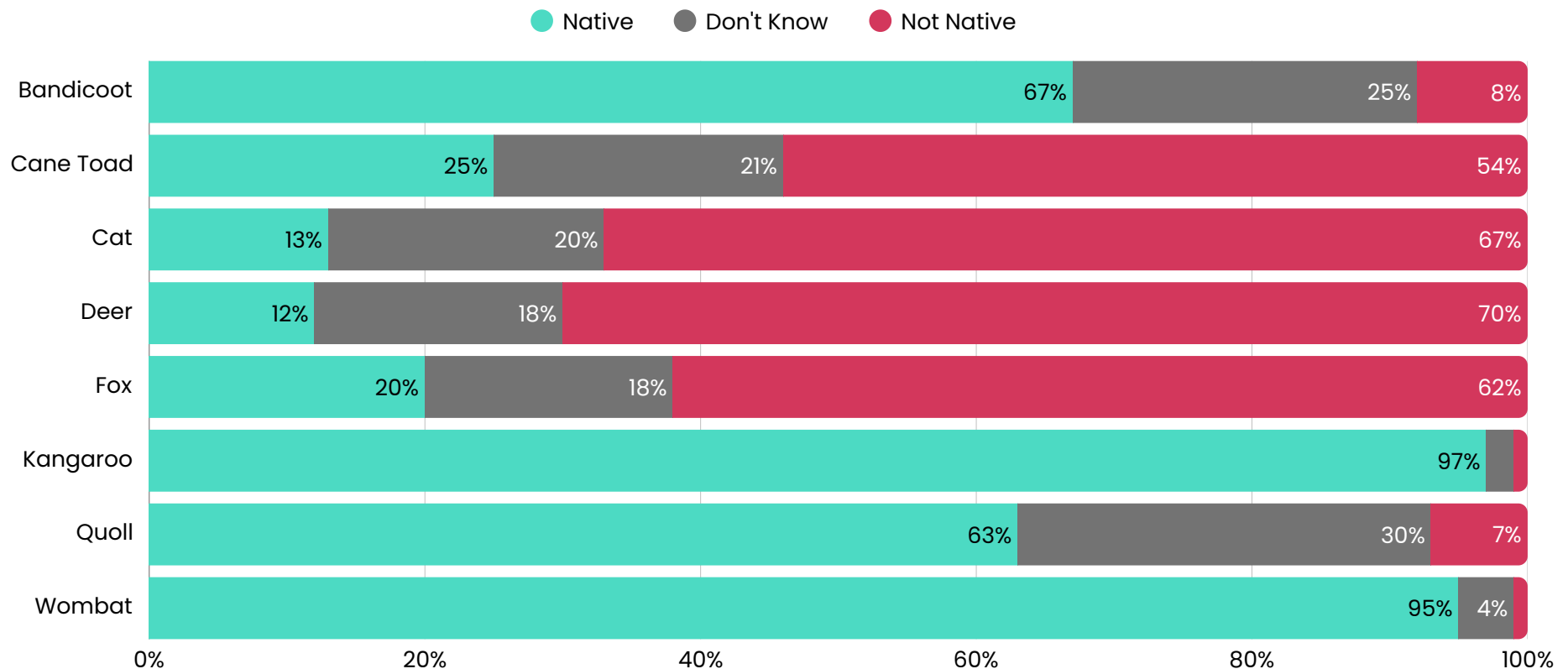
18-34 Year Olds



Results by Age: NSW

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

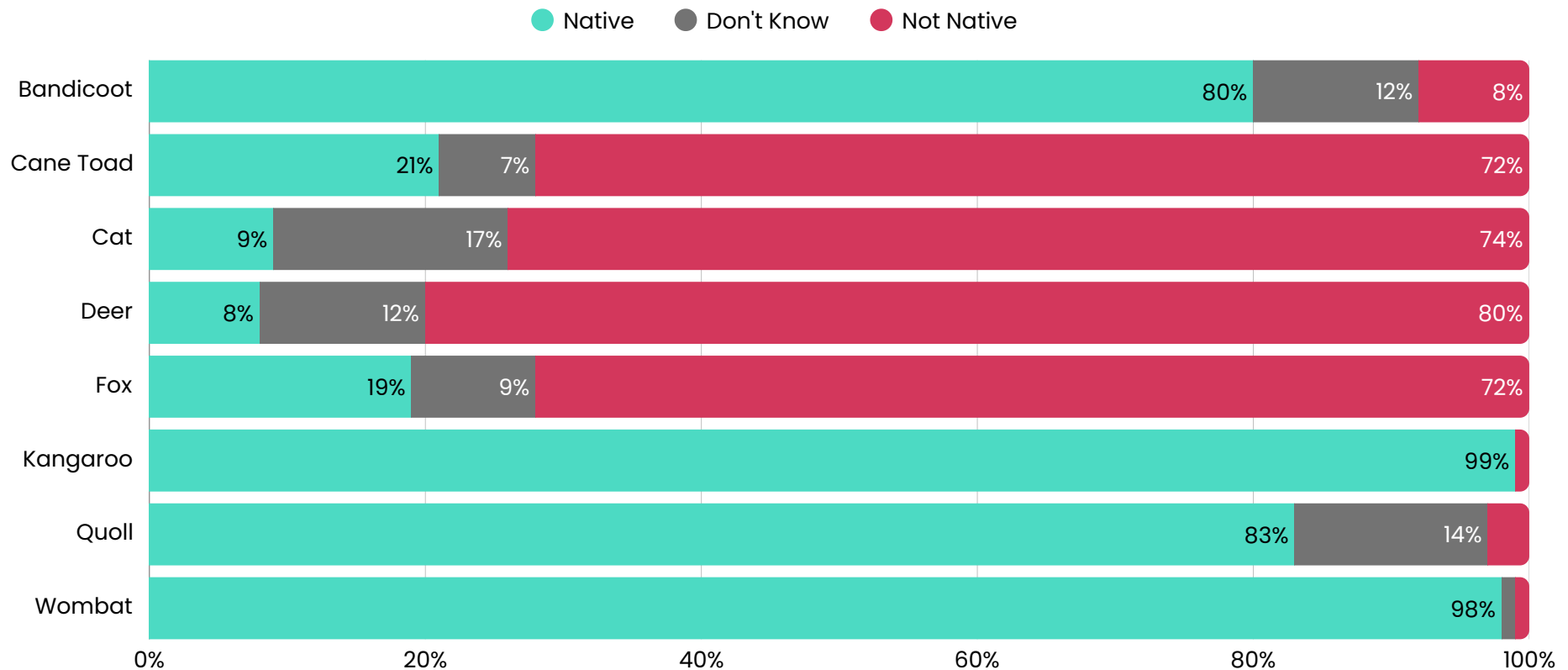
35-54 Year Olds



Results by Age: NSW

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

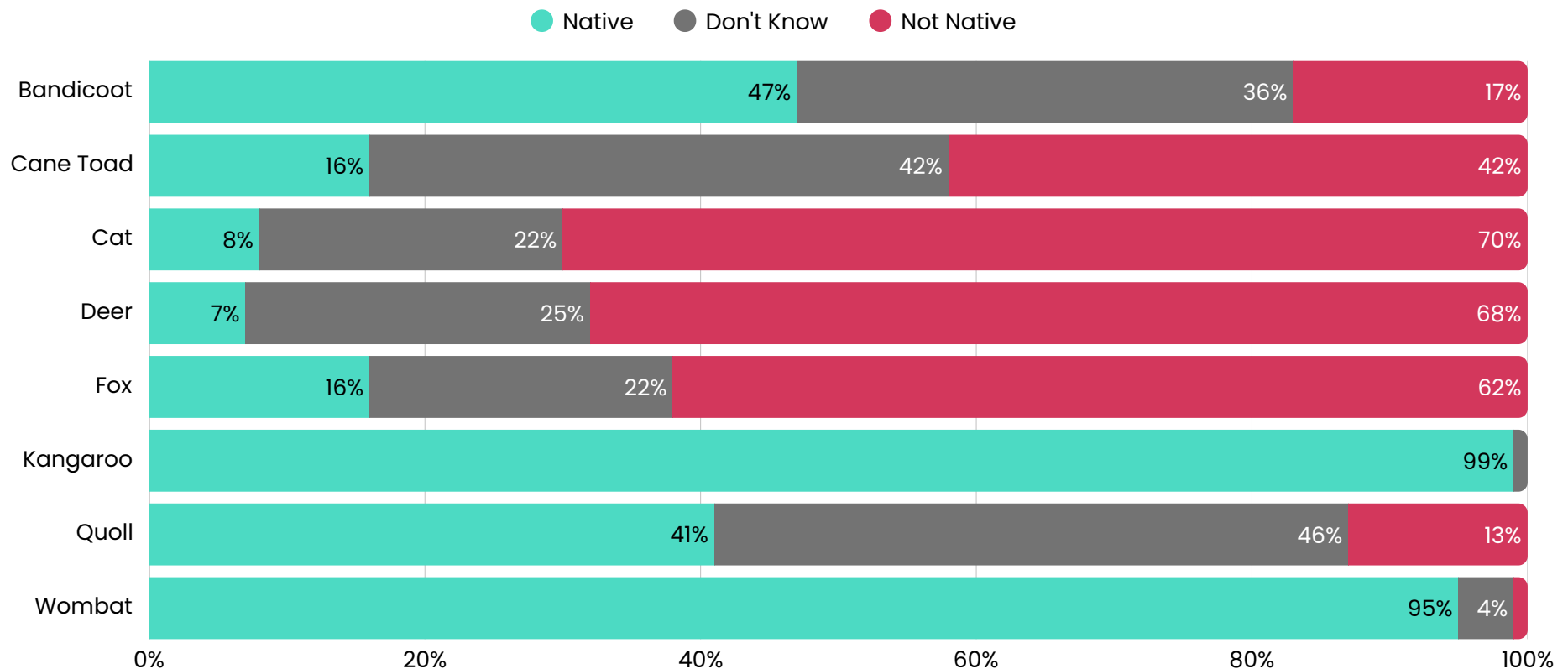
55 Years and Older



Results by Age: Victoria

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

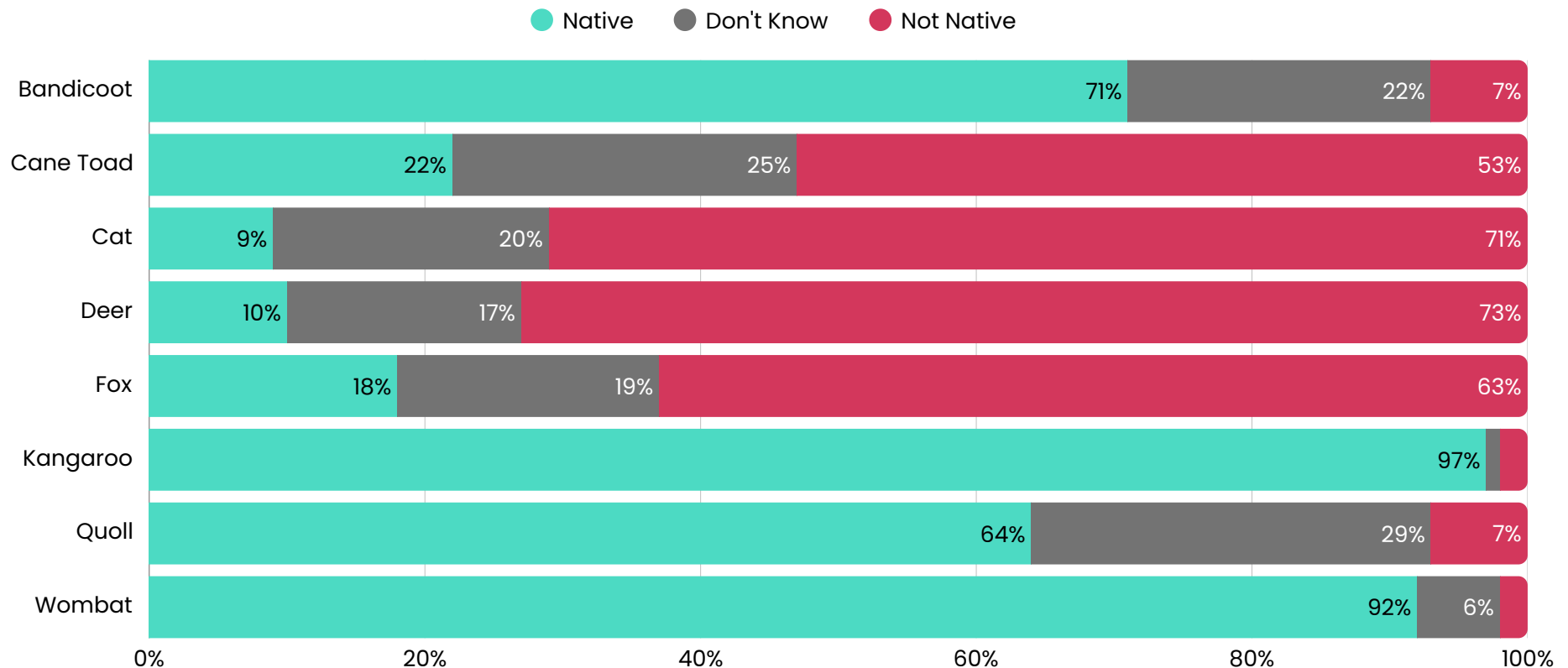
18-34 Year Olds



Results by Age: Victoria

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

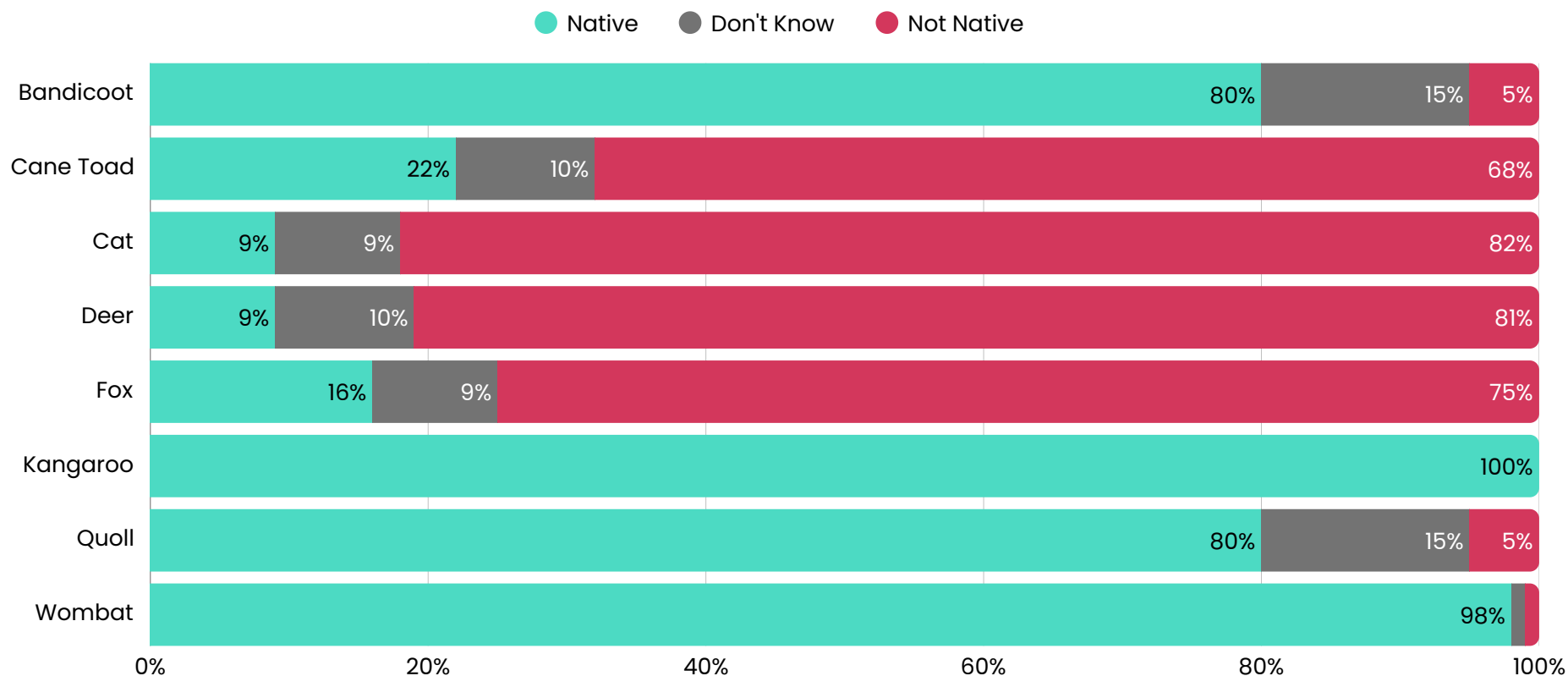
35-54 Year Olds



Results by Age: Victoria

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

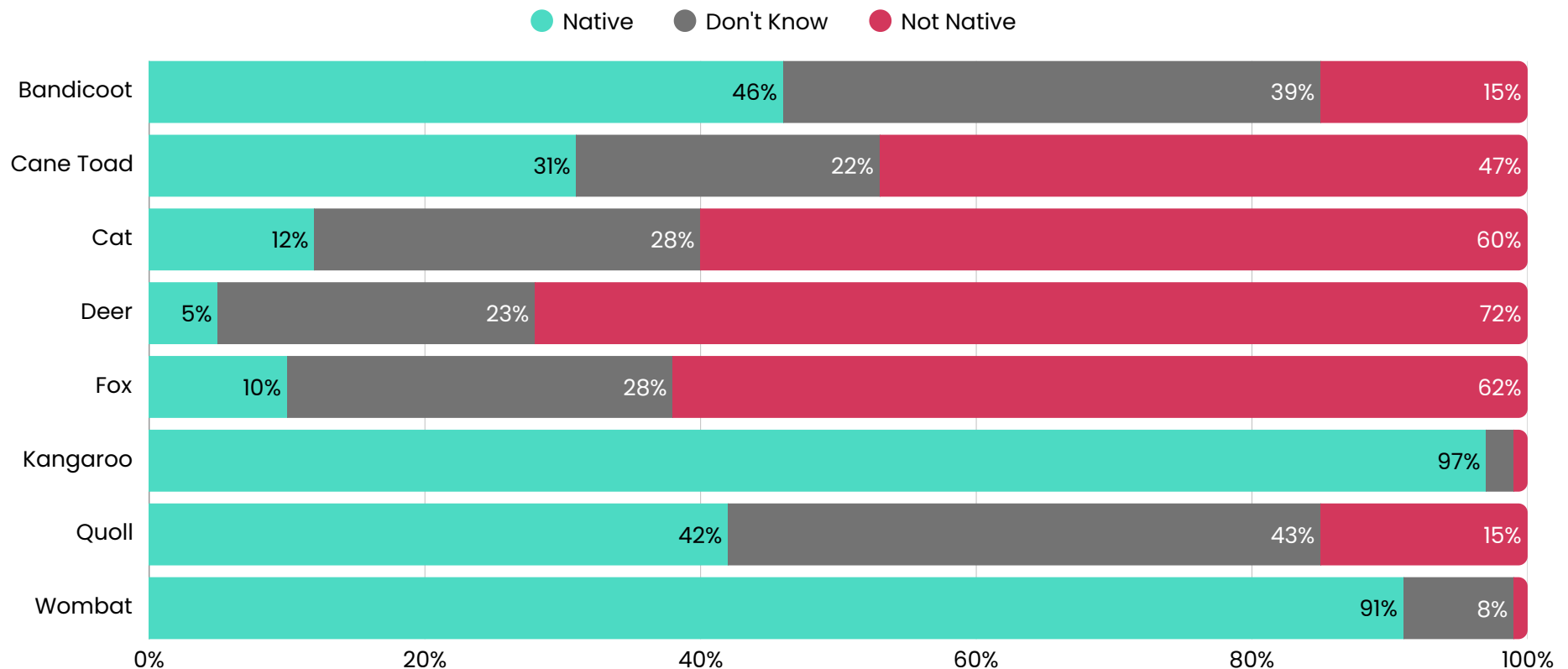
55 Years and Older



Results by Age: Queensland

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

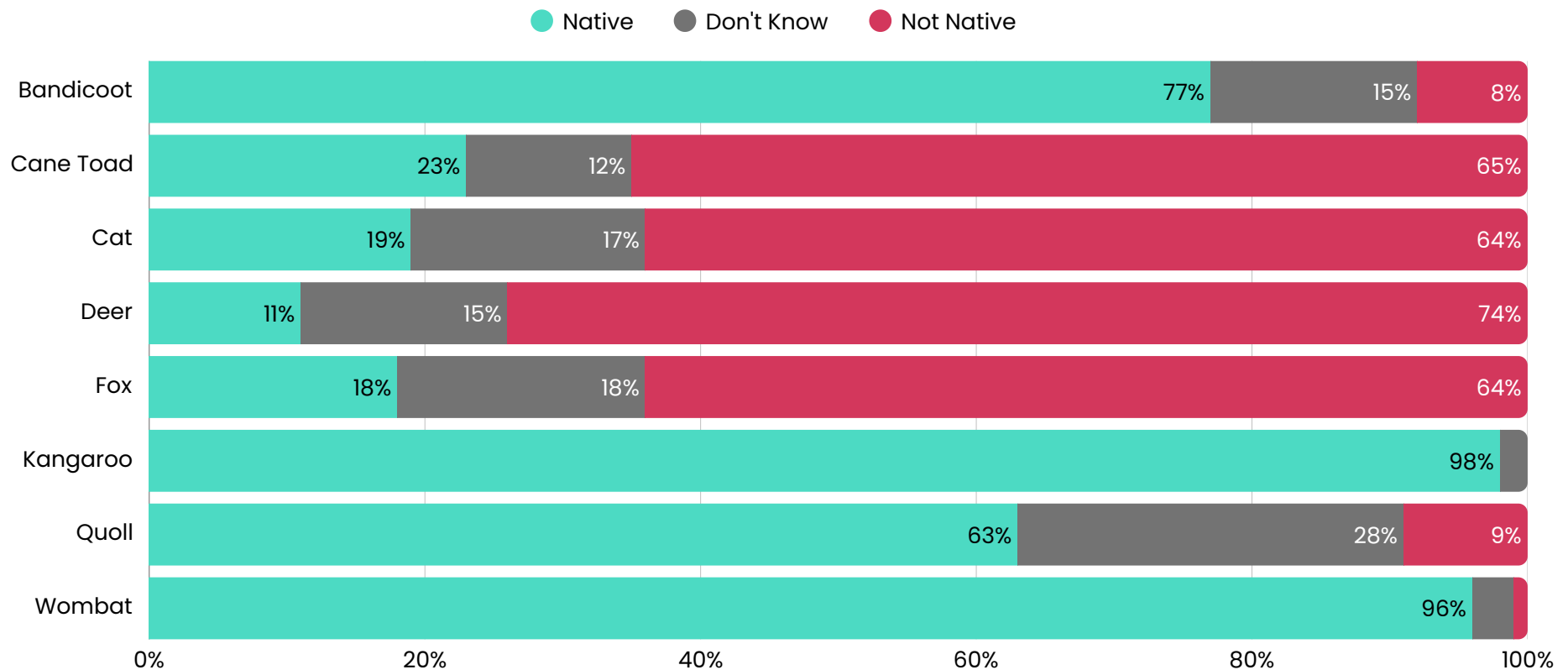
18-34 Years



Results by Age: Queensland

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

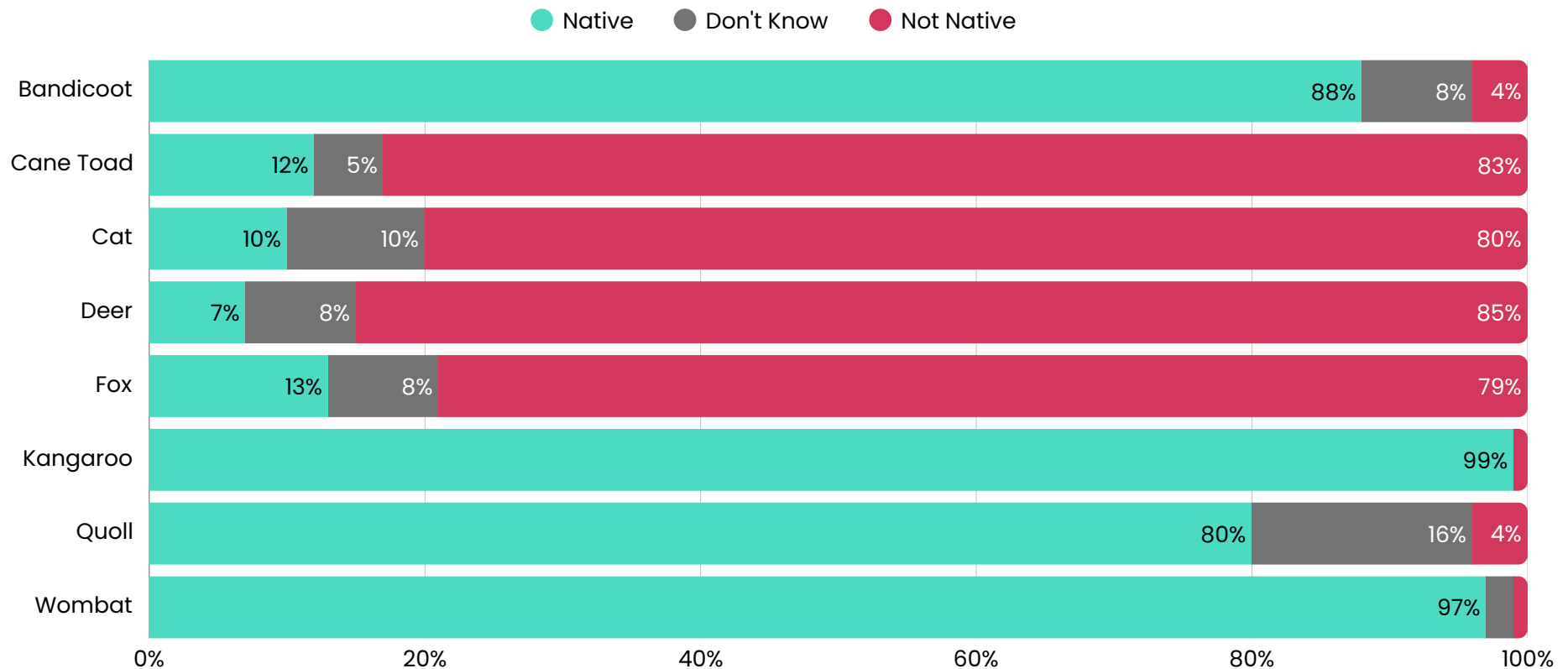
35-54 Years



Results by Age: Queensland

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

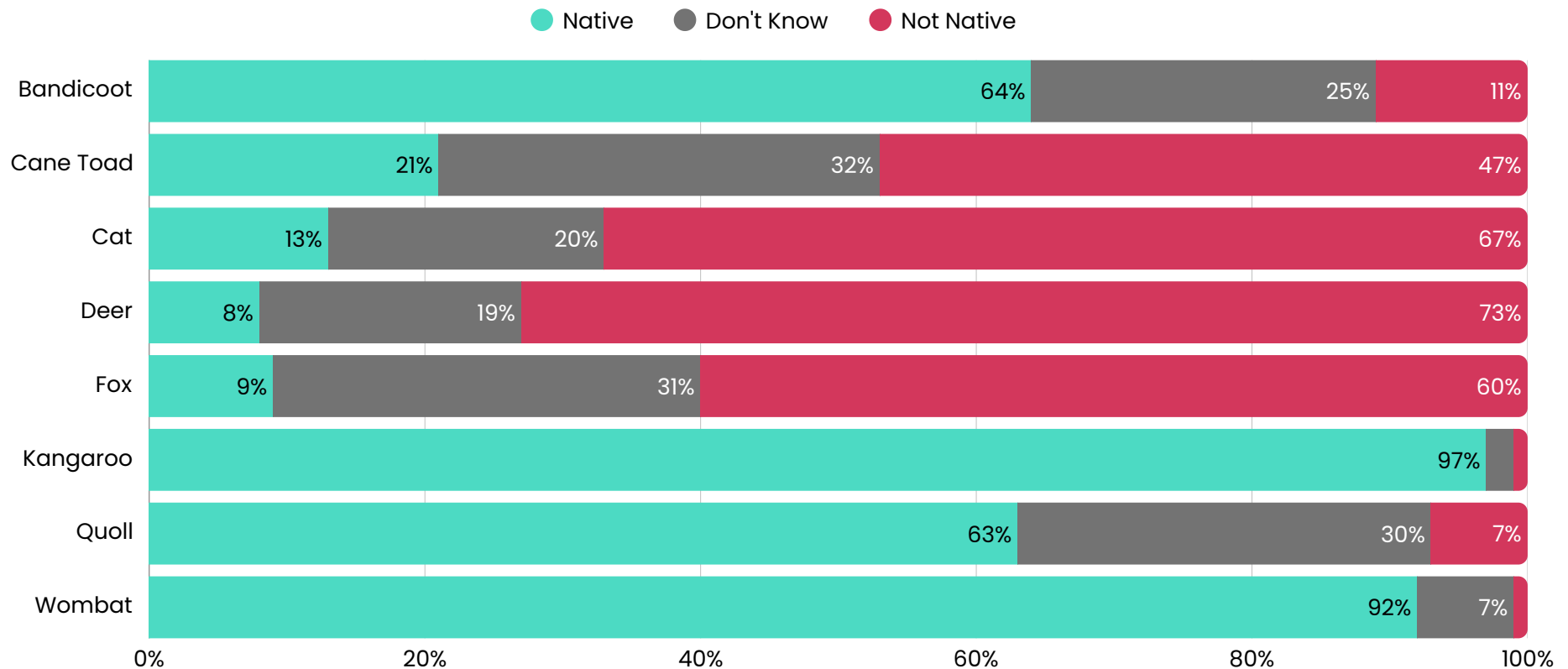
55 Years and Older



Results by Age: Western Australia

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

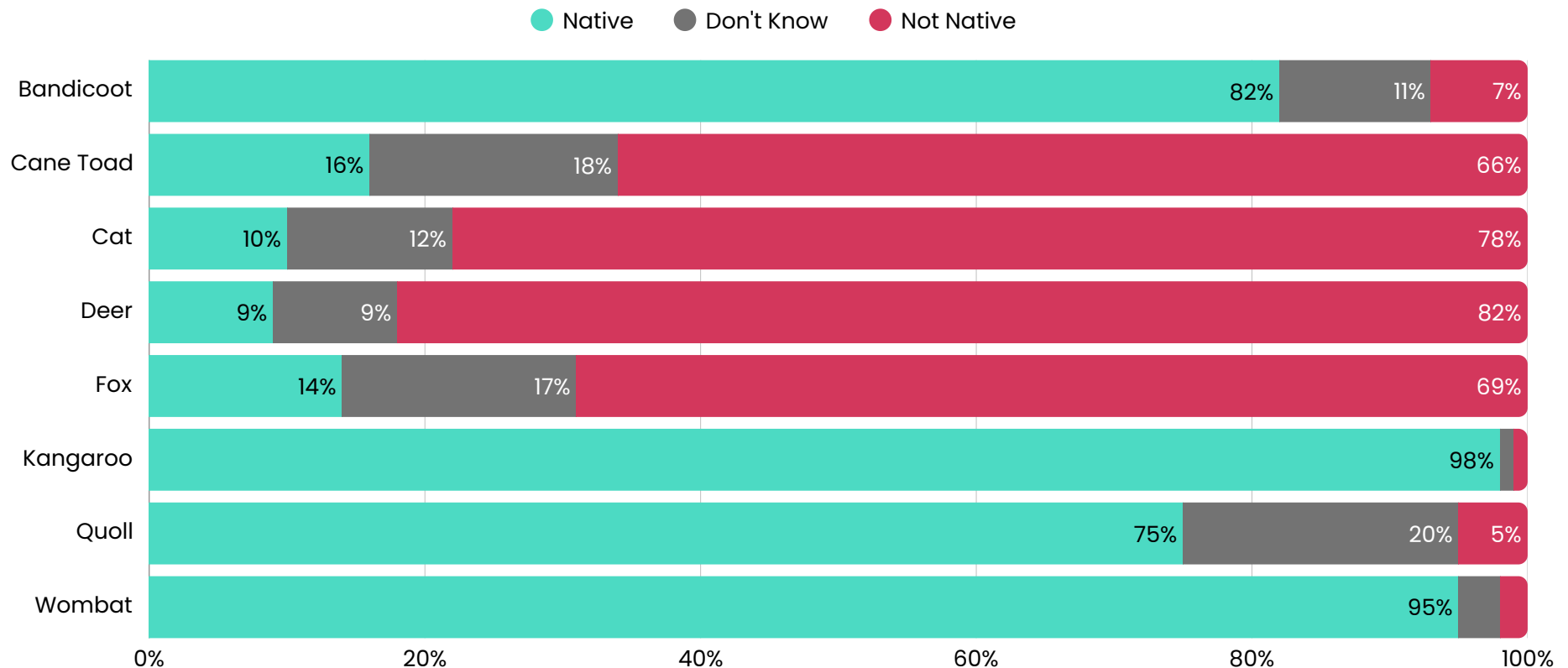
18-34 Year Olds



Results by Age: Western Australia

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

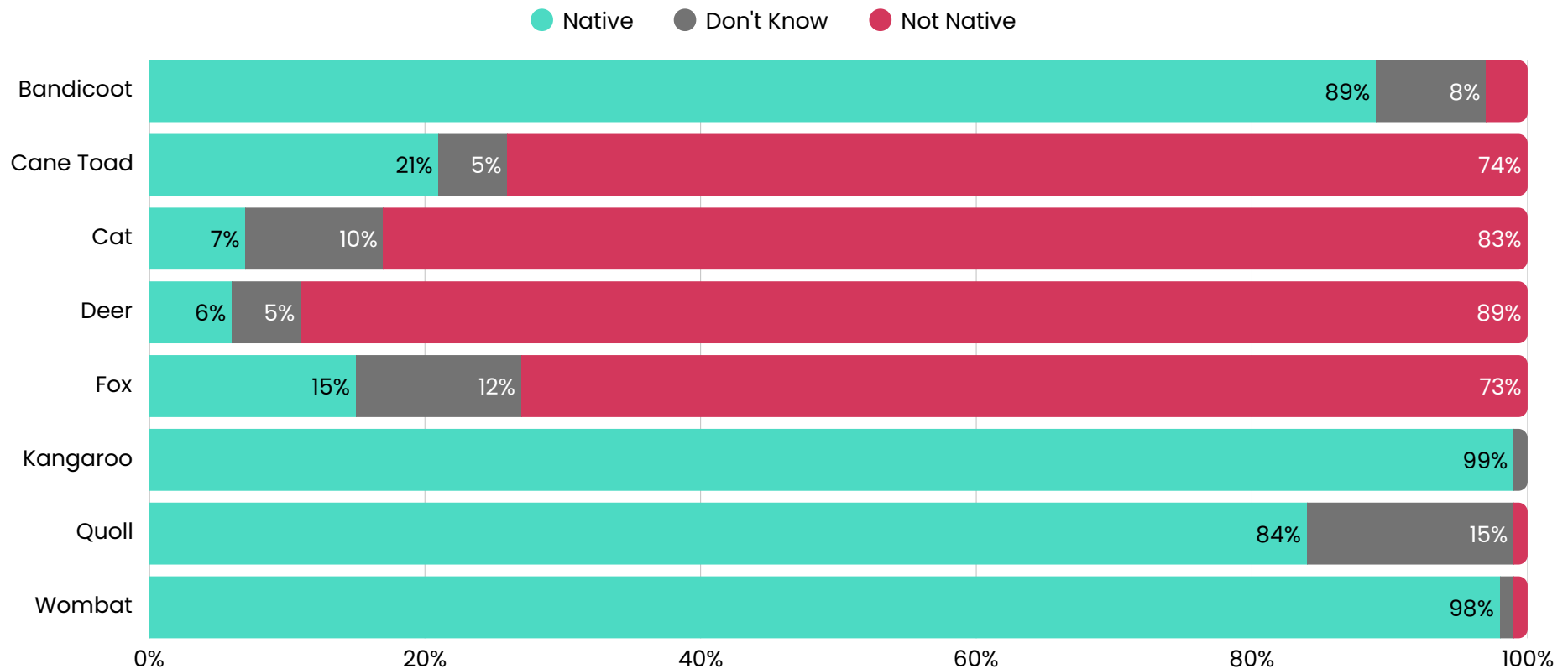
35-54 Year Olds



Results by Age: Western Australia

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

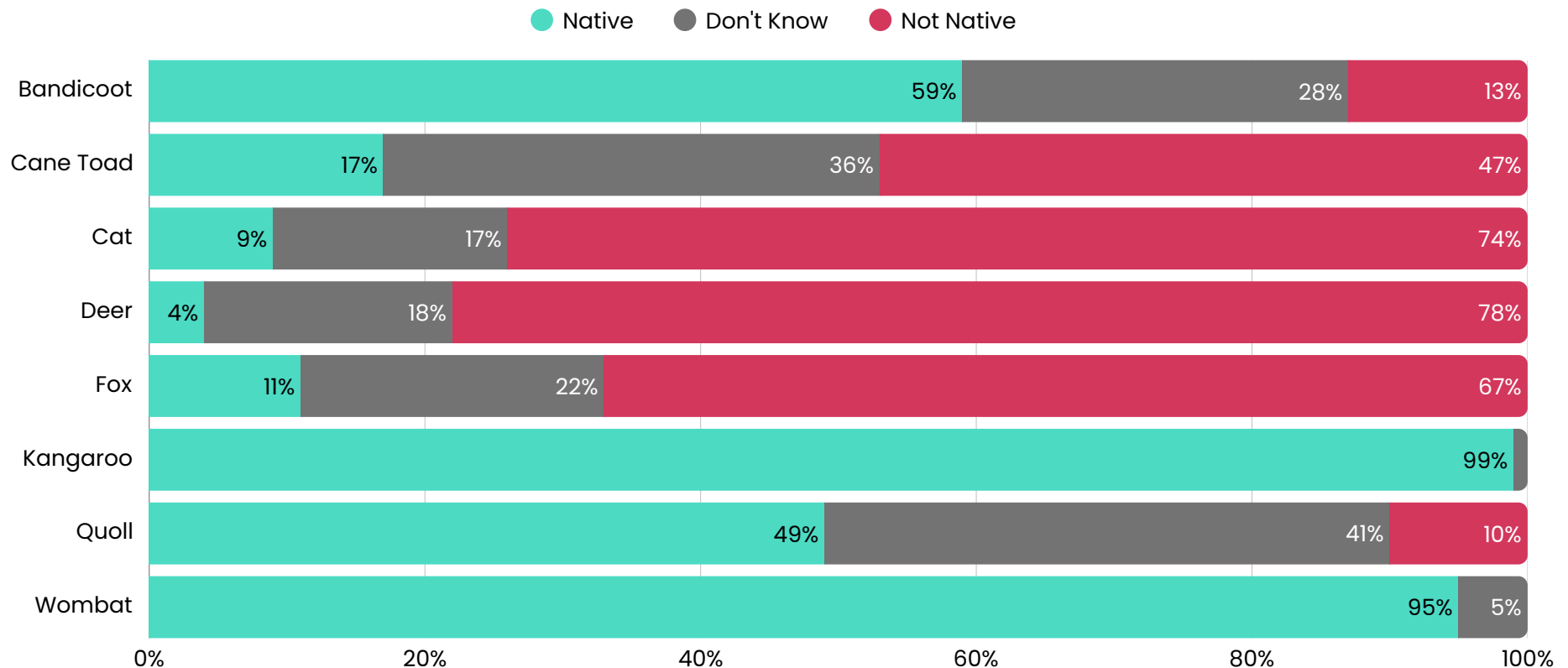
55 Years and Older



Results by Age: South Australia

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

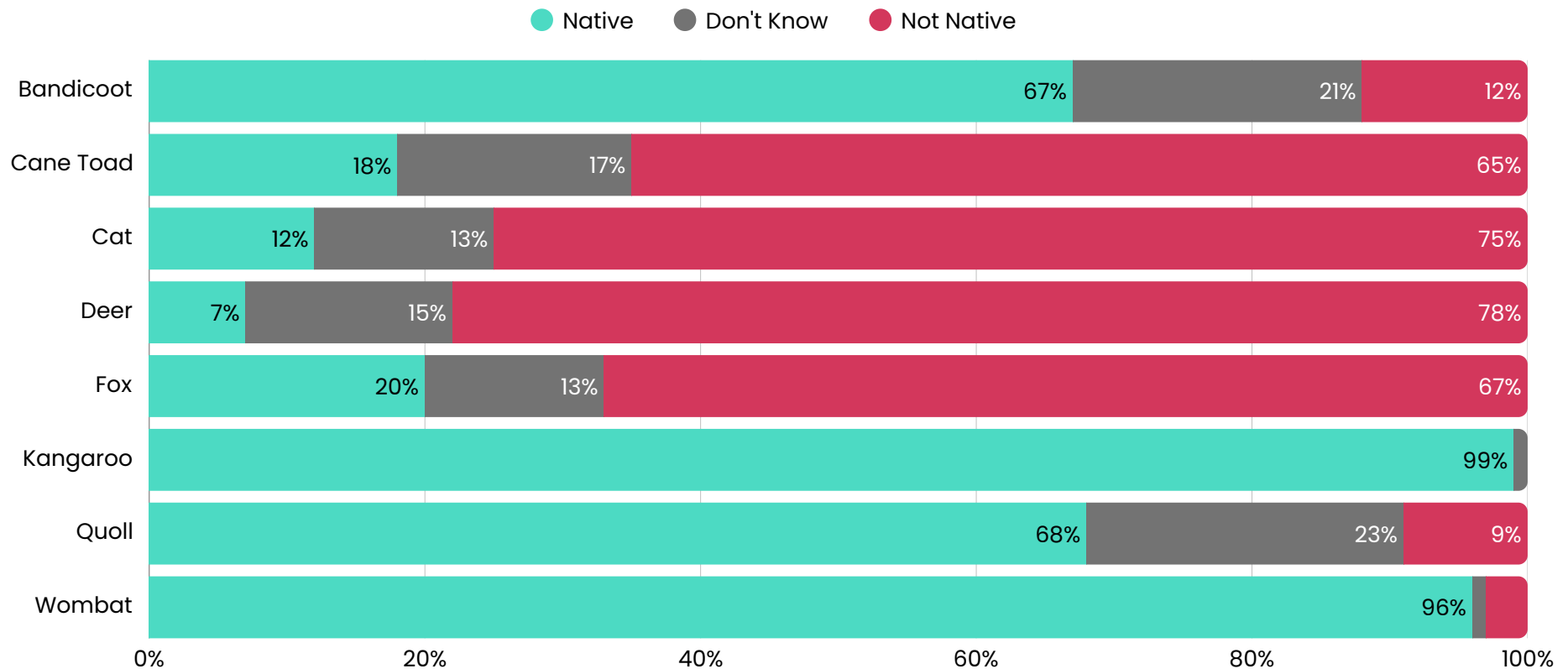
18-34 Year Olds



Results by Age: South Australia

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

35-54 Year Olds



Results by Age: South Australia

Q. Of the below animals, please indicate which you recognise as native to Australia and which you recognise as not native. If you aren't sure, please select don't know.

55 Years and Older

