



2010 Equestrian Queensland Demographic Survey

ABN 79 598 577 242

Sports House South
Level 2
866 Main Street
Woolloongabba Qld 4102
PO Box 1358
Coorparoo Qld 4151
P 07 3891 6611
F 07 3891 3088
E efaq@efaq.com.au
www.qld.equestrian.org.au

The development of these **survey questions** on **demographic characteristics** of our Queensland equestrian community will assist our ongoing relationship development with both the mainstream media and the attraction to potential corporate partnerships and sponsorships.

Please take a few minutes to complete this survey, the results of which will display the magnitude of our diverse community and at the same time, benefit increasing the public profile of Equestrian Sport.

Please return your completed survey to Equestrian Qld via scan/email, fax or post.

Are you a Current Member of Equestrian Qld?
Yes No

Your Preferred Discipline/s?

Q. (Please Circle) Male Female

Q. Age Group (Please Circle)
Under 18 31-40
18-21 41-50
22-25 51-60
26-30 61 +

Q. How Many Children Under 18 in your Household?

Q. Marital Status (Please Circle)?
Single Married Divorced

Q. Education
What is the highest degree or level of school you have completed? If currently enrolled, mark the previous grade or highest degree received

- High School or Equivalent
- Vocational/TAFE
- Some University Study
- Bachelor's Degree
- Master's Degree
- Doctoral Degree
- Professional Degree
- Other: _____

Q. Employment Status (Please Circle)

Casual Part Time Full Time
Self-employed Unemployed
Homemaker Student Retired

Q. Which of the Following Best Describes your Role?

- Senior Management/Executive
- Middle Management
- Administration Staff
- Support Staff
- Student
- Trained Professional
- Skilled Labourer
- Consultant
- Self-Employed
- Other

Q. Current Household Combined Income

- Under \$10,000
- \$10,000 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$150,000
- Over \$150,000

Q. Housing

Which of the following best describes the area you live in? (Please Circle)

Urban Suburban Rural

Owner Renting

Your Postcode _____

PURCHASING DECISIONS:

Car Make Preference (Please Circle)

Toyota Mitsubishi Nissan
Ford Holden Honda
Range Rover BMW Other _____

Petrol (Please Circle)

BP Caltex Shell IFS

Approx. \$ Petrol per week: _____ \$

Travel

Preferred Airline: _____

\$ Air Travel per Year \$ _____

Communications (Please Circle)

Service Provider : Telstra Optus

Mobile Phone: Brand? _____

Approx Annual \$ on Communications:
(phone, mobile, internet) \$ _____

Television

Free-To-Air Austar Foxtel

What is your preferred method of Communication for Newsletters and Publications? (Please Circle)

Online Printed Both Don't Care

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