

## Background

If you live or work in the Wimmera Southern Mallee region, please take a few minutes to complete the Wimmera Southern Mallee ICT Survey. If you would prefer to complete the survey online you can do so by going to [www.cecc.com.au/ch\\_ict\\_survey](http://www.cecc.com.au/ch_ict_survey).

Anecdotal evidence from the business community and residents suggests that the Wimmera Southern Mallee region is falling behind metropolitan Melbourne and the State in terms of ability to access mobile, internet and other important Information and Communications Technology (ICT) services.

The Mayors and CEOs of Horsham Rural City and the Shires of Buloke, Hindmarsh, West Wimmera and Yarriambiack have engaged the University of Ballarat's Centre for eCommerce and Communications and Lateral Plains to review ICT in the Wimmera Southern Mallee region.

This survey is one part of a broader study which is being undertaken to review ICT in the Wimmera Southern Mallee region. Survey results and information will provide an evidence base to support future planning and development at the local and regional level. Further information can be accessed via the ICT Project link at [www.cecc.com.au/ch\\_ict\\_study](http://www.cecc.com.au/ch_ict_study).

## Completed surveys

Completed surveys can be returned to the local government office in your area or be mailed to:

Wimmera Southern Mallee ICT Survey  
Centre for eCommerce and Communications  
P.O. Box 691  
BALLARAT VIC 3353

## More information

Visit [www.cecc.com.au/ch\\_ict\\_study](http://www.cecc.com.au/ch_ict_study) or please contact:

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**Section 1: Profile**

**1.1 What is your age group?**

- Under 15 years     15 – 24     25 – 34     35 – 44  
 45 – 54     55 – 64     65 – 74     75 years and over

**1.2 Which local government area do you live in?** \_\_\_\_\_

**1.3 Which suburb, town or city do you live in?** \_\_\_\_\_

**1.4 How many people over 18 years old live in your household?** \_\_\_\_\_

**1.5 How many people under 18 years old live in your household?** \_\_\_\_\_

**Section 2: Work**

**2.1 Do you work?**

- Yes  
 No

If you answered NO to this question please go to Section 3: Commuting.

**2.2 Which suburb, town or city do you work in?** \_\_\_\_\_

**2.3 What sector do you work in?**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Agriculture            | <input type="checkbox"/> Aviation industry   | <input type="checkbox"/> Building & construction  |
| <input type="checkbox"/> Business & government  | <input type="checkbox"/> Business practice & | <input type="checkbox"/> Consumer affairs         |
| <input type="checkbox"/> Financial industry     | <input type="checkbox"/> Food industry       | <input type="checkbox"/> ICT industry             |
| <input type="checkbox"/> Industry development & | <input type="checkbox"/> Insurance industry  | <input type="checkbox"/> IT & communications      |
| <input type="checkbox"/> Manufacturing industry | <input type="checkbox"/> Mining industry     | <input type="checkbox"/> Real estate industry     |
| <input type="checkbox"/> Science & research     | <input type="checkbox"/> Service industry    | <input type="checkbox"/> Shipping                 |
| <input type="checkbox"/> Telecommunications     | <input type="checkbox"/> Tourism industry    | <input type="checkbox"/> Trade, imports & exports |
| <input type="checkbox"/> Utilities & energy     | <input type="checkbox"/> Other: _____        |   |

**2.4 Using the scale below, please indicate how you currently use the internet services in your work. 1=never, 2=rarely, 3=sometimes, 4=often, 5=very**

|  | 1                        | 2                        | 3                        | 4                        | 5                        |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Email  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Providing information about your products/services | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Online procurement                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Online sales                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Research on products/services                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Research on competitors                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Client support                                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other: _____                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**2.5 Using the scale below, please indicate how you currently use the Information Communication Technology (ICT) services in your work. 1=never, 2=rarely, 3=sometimes, 4=often, 5=very often**

|  | 1                        | 2                        | 3                        | 4                        | 5                        |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Instant messaging (e.g. MSN)                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Social networking (e.g. Facebook or MySpace) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Internet telephone (e.g. VoIP)               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Video conferencing                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other: _____                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**2.6 Please describe any frustrations or barriers you encounter in using mobile, internet, or other ICT services where you work.**

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**2.7 What future opportunities are there for the use of mobile, internet, and other information communication technology (ICT) services in your work?**

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### Section 3: Commuting

**3.1 Do you commute between home and work?**

- Yes  
 No

If you answered NO to this question please go to Section 4: Mobile.

**3.2 What type/s of transport do you normally use to commute between home and work?**  
*(Select multiple responses if applicable)*

- |                               |                                  |                                |
|-------------------------------|----------------------------------|--------------------------------|
| <input type="checkbox"/> Car  | <input type="checkbox"/> Bus     | <input type="checkbox"/> Train |
| <input type="checkbox"/> Tram | <input type="checkbox"/> Bicycle | <input type="checkbox"/> Walk  |

**3.3 In an average week, how many hours do you spend commuting between home and work?**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> 1 hour or less | <input type="checkbox"/> 2 - 5 hours   | <input type="checkbox"/> 6 - 10 hours     |
| <input type="checkbox"/> 11 - 15 hours  | <input type="checkbox"/> 16 - 20 hours | <input type="checkbox"/> 20 or more hours |

**3.4 Do you use any ICT services (such as a mobile phone or the internet) when you commute?**

- Yes  
 No

If you answered YES to this question please go to Question 3.6.

**3.5 Please describe why you don't use ICT services when you commute?**

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Please go to Question 3.8.

**3.6 Please describe how you use ICT services when you commute.**

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**3.7 Please describe any frustrations or barriers you encounter in using ICT services when you commute.**

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**3.8 Please describe how you would use ICT services differently if they were to improve.**

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**Section 4: Mobile**

**4.1 Do you use a mobile phone?**

- Yes
- No

If you answered YES to this question please go to Question 4.3.

**4.2 Why don't you use a mobile phone?**

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Please go to Question 4.5.

**4.3 Which mobile provider do you use? (For example, Telstra, Optus, 3, Vodafone)**

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**4.4 Using the scale below, please indicate how often you use these mobile phone services.**

1=never, 2=rarely, 3=sometimes, 4=often, 5=very often

|                        | 1                        | 2                        | 3                        | 4                        | 5                        |
|------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Voice calls            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mobile messaging (SMS) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Video calls            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other: _____           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**4.5 How would you rank the quality of mobile phone coverage in your local government area?**

- Excellent   
  Very Good   
  Good   
  Fair   
  Poor   
  Unsure

**4.6 Please detail any priority areas for improvement in mobile phone coverage.**

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**Section 5: Internet**

**5.1 Do you use the internet?**

- Yes  
 No

If you answered YES to this question please go to Question 5.3.

**5.2 Why don't you use the internet?**

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Please go to Question 5.16.

**5.3 What sort of internet access do you use? (Select multiple responses if applicable)**

- ADSL  
 Shared connection work/university/school  
 Wireless - 3G  
 Wireless - Commercial WiFi  
 Wireless - WiMax  
 Satellite  
 Dial up  
 Other: \_\_\_\_\_

**5.4 Who is your internet service provider? (For example, Telstra Big Pond, RadCom, Optus, Internode, Activ8, TPG)**

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**5.5 What monthly cost do you pay for internet service?**

- Not applicable or unsure
- Less than \$15 per month
- \$15 - \$29 per month
- \$30 - \$44 per month
- \$45 - \$59 per month
- \$60 - \$74 per month
- \$75 - \$99 per month
- \$100 – \$149 per month
- More than \$150 per month

**5.6 Do you get good support from your internet service provider?**

- Yes, always
- Yes, sometimes
- No, they are not helpful
- No, it is hard to get through to them
- No support is provided
- Not applicable or unsure

**5.7 Do you plan to upgrade your internet service in the foreseeable future?**

- Yes
- No

If you answered YES to this question please go to Question 5.9.

**5.8 Why do you have no plan to upgrade your internet service?**

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Please go to Question 5.11.

**5.9 How do you plan to upgrade your internet service?**

- From dialup to a broadband connection
- To more than 256k per second
- To more than 512k per second
- To 1Mb per second or more
- To increase monthly download limits
- Unsure

**5.10 When will your upgraded internet service be in place?**

- 1 - 3 months
- 4 - 6 months
- 7 - 12 months
- Unsure

**5.11 Where do you use the internet most?** (Select multiple responses if applicable)

- At home
- At work
- At school
- At University or College
- At an internet café or public access point
- At a neighbor or friend's house

**5.12 How many hours do you spend on average on the internet per day?**

- Less than 1 hour
- 1 - 2 hours
- 3 - 6 hours
- More than 6 hours

**5.13 Using the scale below, please indicate how you currently use the internet for personal use. 1=never, 2=rarely, 3=sometimes, 4=often, 5=very often**

|  | 1                        | 2                        | 3                        | 4                        | 5                        |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Email and general web browsing           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Keeping in touch with family and friends | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Researching services and products        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Learning and education                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Social networking                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Downloading music and movies             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Purchasing goods or services             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**5.14 For personal use, do you use your internet for other services?** (Select multiple responses if applicable)

- I don't use any other services
- I use Skype for free calls and video
- I have an internet phone connection through my ISP
- I have an internet phone service provided by an independent VoIP provider
- I have a virtual private network connection into work
- Other: \_\_\_\_\_

**5.15 Using the scale below, please indicate your level of satisfaction with your current internet service. 1=very poor, 2=poor, 3=average, 4=very good, 5=excellent**

|                  | 1                        | 2                        | 3                        | 4                        | 5                        |
|------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Speed            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Reliability      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cost             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Support services | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**5.16 Would you use the internet more...** (Select multiple responses if applicable)

- If it was cheaper
- If it was faster
- If I knew more about how to use things
- If digital television and telephone were integrated
- I wouldn't. It's fine as it is now
- Unsure

**5.17 Using the scale below, please indicate what you consider are the most important or pressing issues about the internet.** 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

|                               | 1                        | 2                        | 3                        | 4                        | 5                        |
|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Better and faster broadband   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Reducing the cost of access   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Enhancing safety and security | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Better supporting mobility    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Increasing ease of use        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other: _____                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Thank You**

Thank you for participating in this survey.

**Would you like to receive further information on this project as it progresses (for example, a link to the survey results and ICT study results)?**

- Yes
- No

If YES, please provide your email or postal address: \_\_\_\_\_

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