Q1 If you consent to participate, please click "yes".

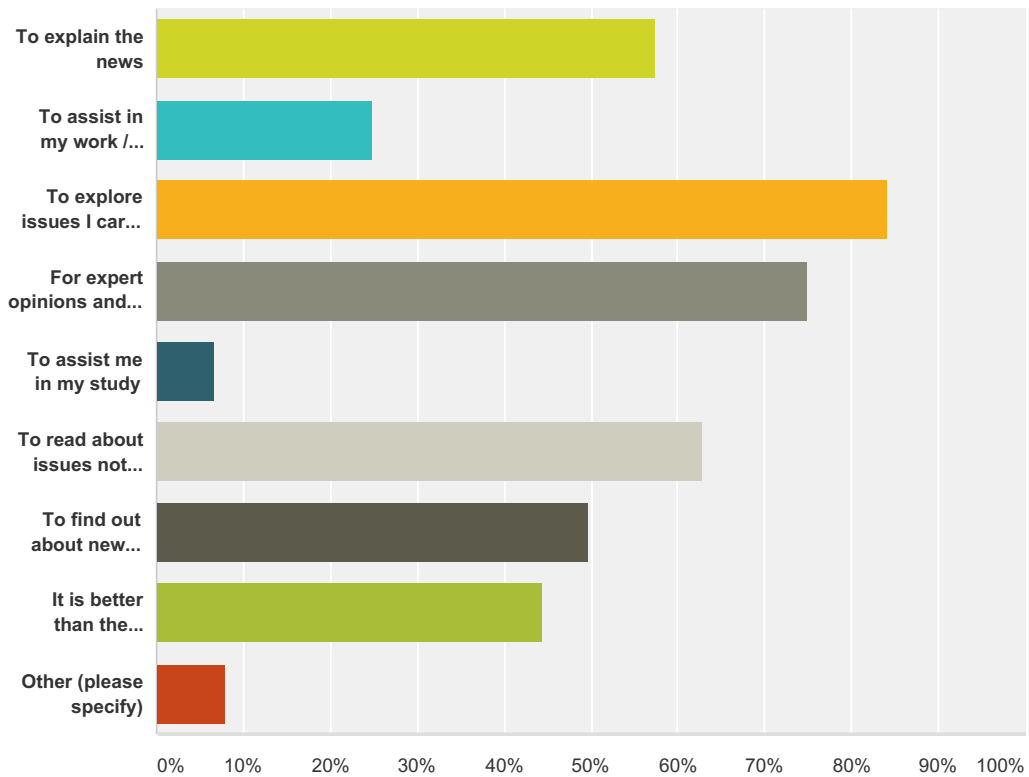Answered: 7,790   Skipped: 0
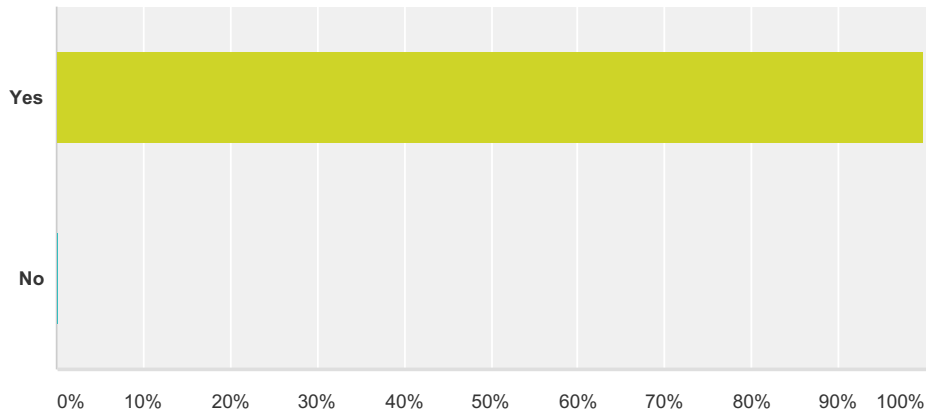
Answer Choices	Responses	
Yes	**99.77%**	7,772
No	**0.23%**	18
Total		**7,790**

Q2 What are the main reasons you read The Conversation? (Select all that apply)

Answered: 7,701   Skipped: 89

Answer Choices	Responses	
To explain the news	**57.43%**	4,423
To assist in my work / research	**24.84%**	1,913
To explore issues I care about / for interest	**84.05%**	6,473
For expert opinions and facts	**75.00%**	5,776
To assist me in my study	**6.69%**	515
To read about issues not covered elsewhere	**62.89%**	4,843
To find out about new research and breakthroughs	**49.77%**	3,833
It is better than the alternatives	**44.47%**	3,425
Other (please specify)	**7.99%**	615
Total Respondents: 7,701		

Q3 How frequently do you read our articles?

Answered: 7,669   Skipped: 121
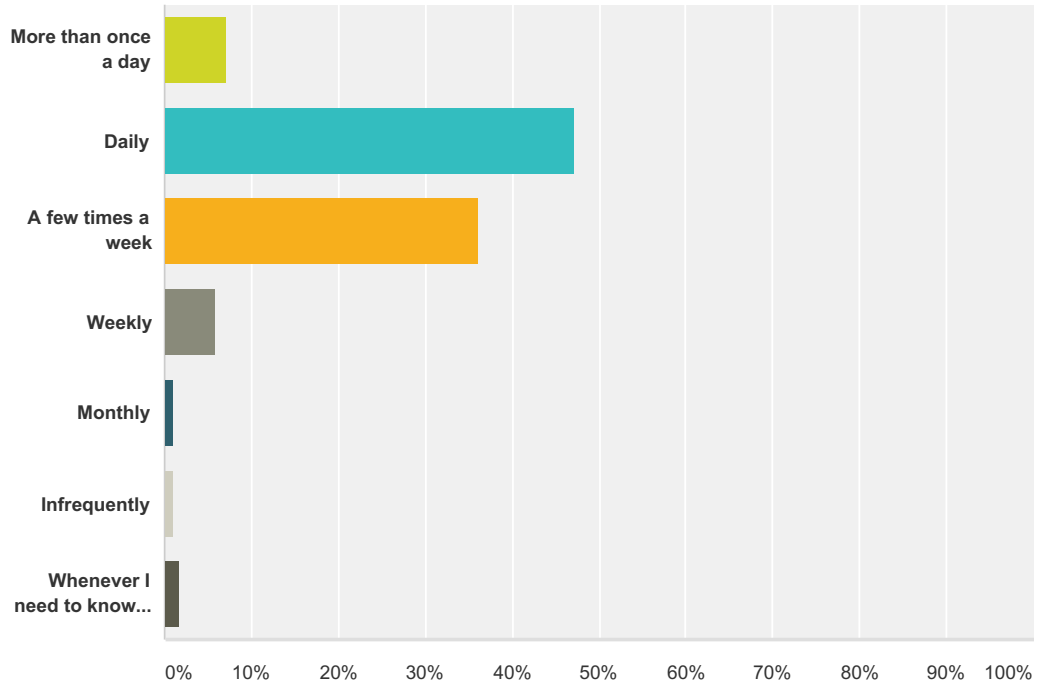
Answer Choices	Responses	
More than once a day	**7.17%**	550
Daily	**47.24%**	3,623
A few times a week	**36.05%**	2,765
Weekly	**5.84%**	448
Monthly	**1.12%**	86
Infrequently	**0.96%**	74
Whenever I need to know about a specific topic	**1.60%**	123
Total		**7,669**

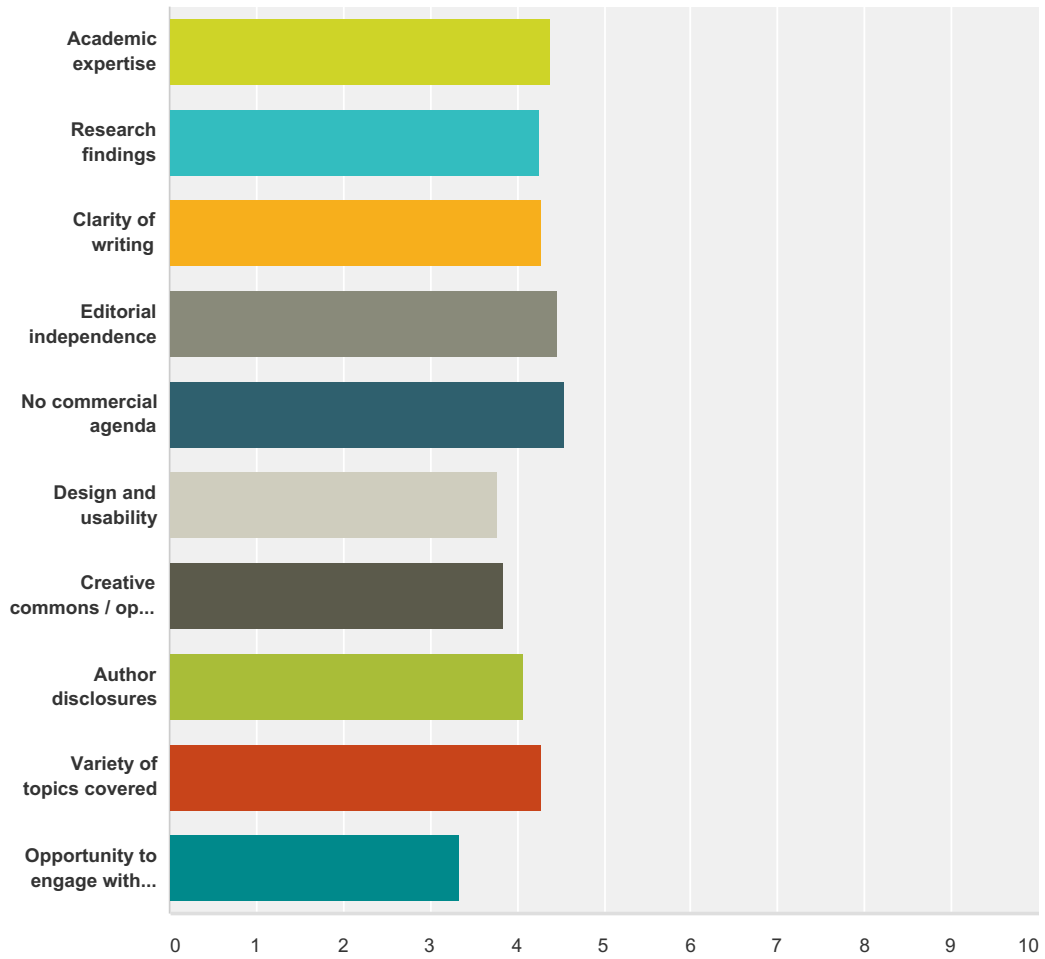## Q4 How likely are you to recommend The Conversation to others?

Answered: 7,669   Skipped: 121
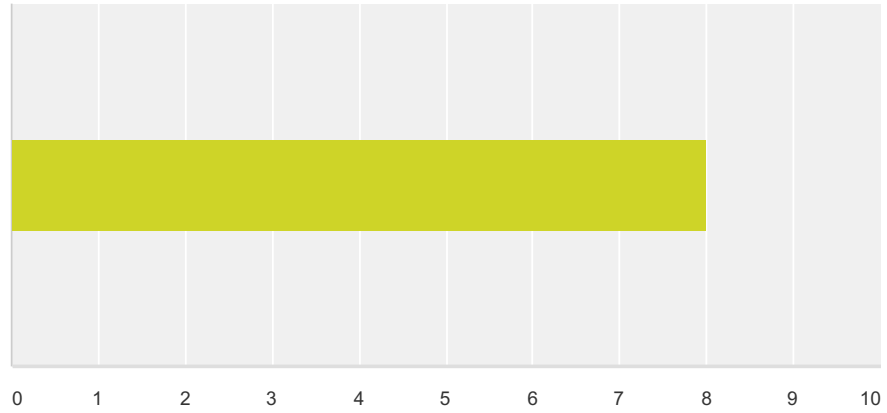
	Extremely unlikely	(no label)	(no label)	(no label)	(no label)	Likely	(no label)	(no label)	(no label)	(no label)	Extremely likely	Total	Weighted Average
.	1.20% 92	0.86% 66	1.26% 97	1.10% 84	2.54% 195	13.39% 1,027	5.01% 384	6.47% 496	12.86% 986	15.73% 1,206	39.59% 3,036	7,669	7.99

Q5 How much do you value these aspects of The Conversation?

Answered: 7,362   Skipped: 428

	1 Not at all	2	3	4	A great deal	Total	Weighted Average
Academic expertise	**2.23%** 162	**2.17%** 157	**8.08%** 586	**30.27%** 2,195	**57.25%** 4,151	7,251	4.38
Research findings	**1.91%** 137	**2.26%** 162	**11.72%** 841	**36.11%** 2,592	**48.01%** 3,446	7,178	4.26
Clarity of writing	**1.91%** 138	**1.94%** 140	**10.89%** 786	**37.55%** 2,711	**47.71%** 3,445	7,220	4.27
Editorial independence	**2.84%** 206	**2.08%** 151	**7.21%** 523	**22.40%** 1,624	**65.47%** 4,747	7,251	4.46
No commercial agenda	**2.67%** 193	**1.92%** 139	**5.31%** 384	**18.38%** 1,330	**71.73%** 5,192	7,238	4.55
Design and usability	**1.70%** 120	**5.38%** 379	**29.59%** 2,085	**39.44%** 2,779	**23.90%** 1,684	7,047	3.78
Creative commons / open source publishing	**4.00%** 281	**6.67%** 469	**24.19%** 1,701	**31.48%** 2,214	**33.66%** 2,367	7,032	3.84

Author disclosures	**2.62%** 187	**4.98%** 355	**17.18%** 1,225	**32.38%** 2,309	**42.83%** 3,054	7,130	4.08
Variety of topics covered	**2.12%** 153	**1.84%** 133	**10.59%** 765	**37.04%** 2,675	**48.40%** 3,495	7,221	4.28
Opportunity to engage with people outside my normal networks	**10.21%** 711	**15.90%** 1,108	**27.08%** 1,887	**23.63%** 1,646	**23.18%** 1,615	6,967	3.34

Q6 What actions have you taken as a result of reading an article on The Conversation? (please select all that apply)

Answered: 7,289   Skipped: 501
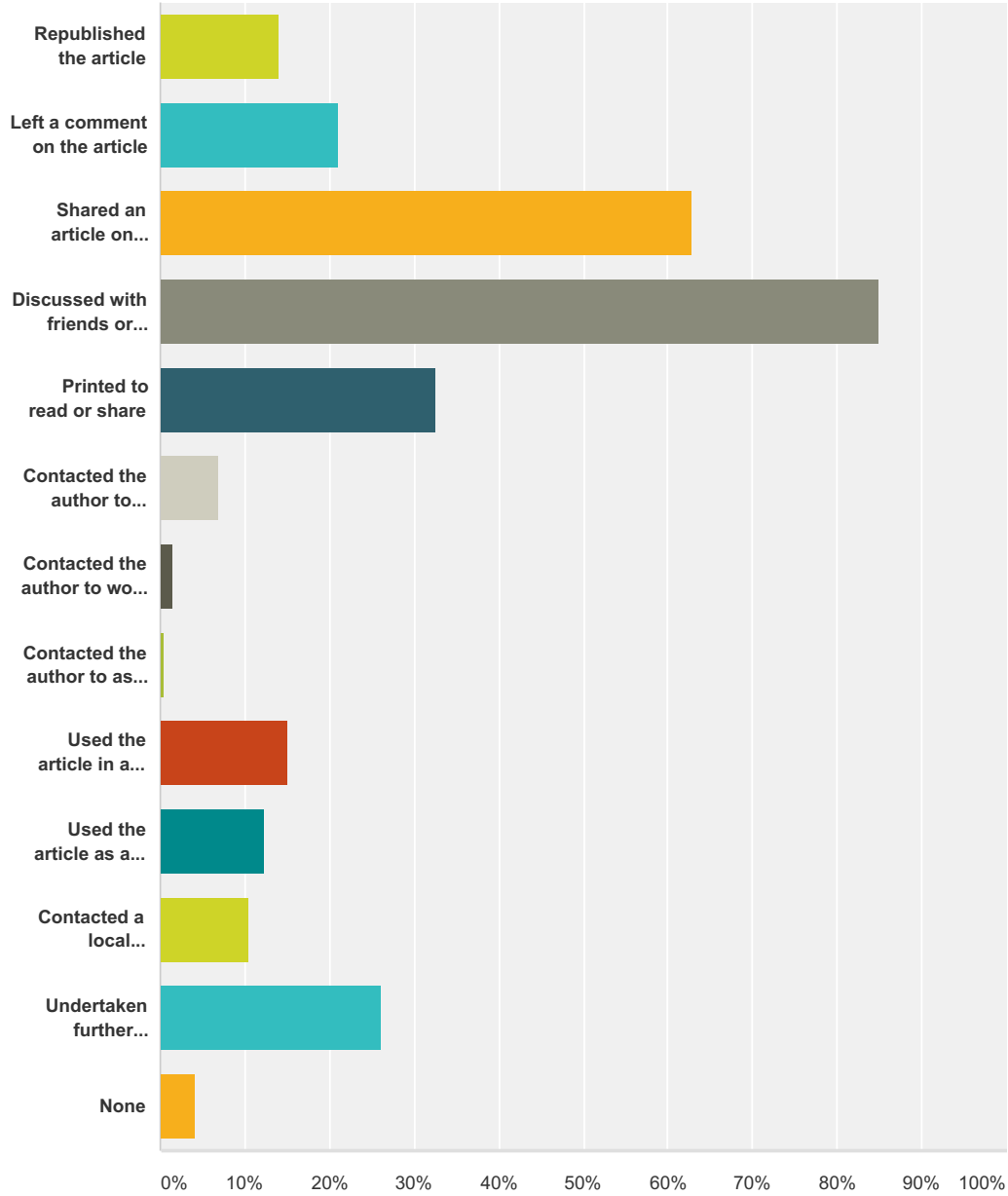
Answer Choices	Responses	
Republished the article	**14.01%**	1,021
Left a comment on the article	**20.99%**	1,530
Shared an article on social networks (e.g.,Facebook, Twitter) or by email	**62.79%**	4,577
Discussed with friends or colleagues	**84.99%**	6,195
Printed to read or share	**32.62%**	2,378

Contacted the author to discuss their ideas	**6.89%**	502
Contacted the author to work with them	**1.40%**	102
Contacted the author to ask about studying with them or at their university	**0.36%**	26
Used the article in a report	**15.01%**	1,094
Used the article as a classroom resource or as basis of discussion with students	**12.32%**	898
Contacted a local politician or government official	**10.40%**	758
Undertaken further research	**26.19%**	1,909
None	**4.20%**	306
Total Respondents: 7,289		

## Q7 Have you used articles from The Conversation to do any of the following? (please select all that apply)

Answered: 7,289   Skipped: 501
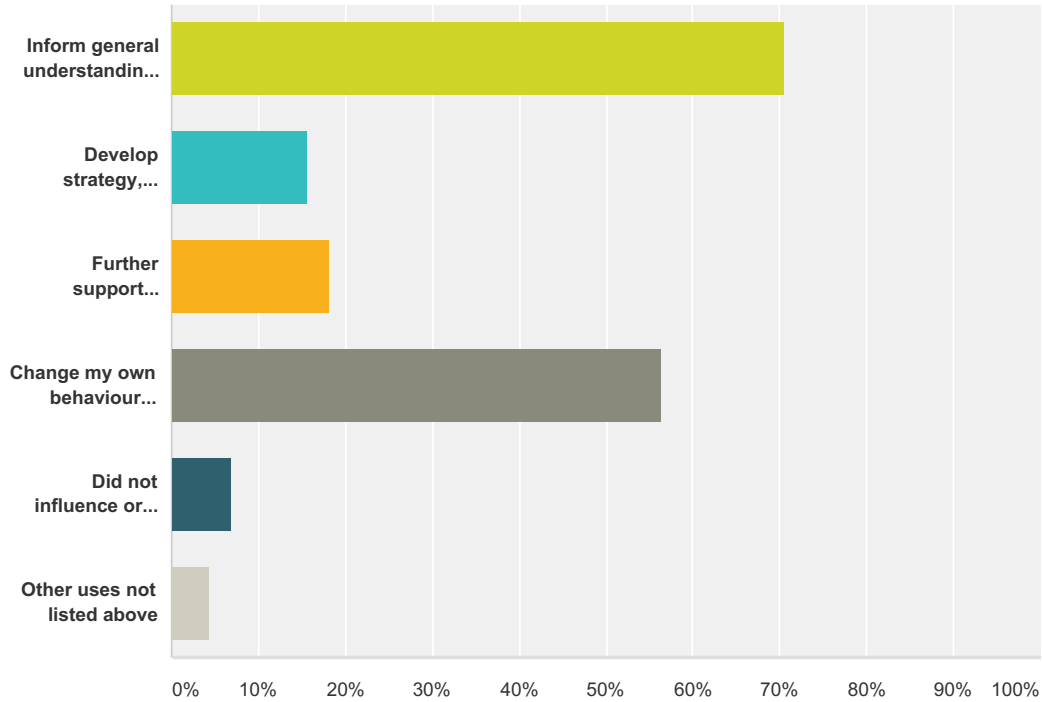
Answer Choices	Responses	
Inform general understanding, discussion and debate on strategy, policy, project or business topics	**70.65%**	5,150
Develop strategy, policy, presentations, decisions and/or directions which have been documented, for example, in policy briefs, papers, projects plans or reports, PowerPoints, etc.	**15.63%**	1,139
Further support existing an strategy, policy, program or business decisions	**18.19%**	1,326
Change my own behaviour and/or attitudes in my personal life	**56.40%**	4,111
Did not influence or change anything	**6.83%**	498
Other uses not listed above	**4.28%**	312
Total Respondents: 7,289		

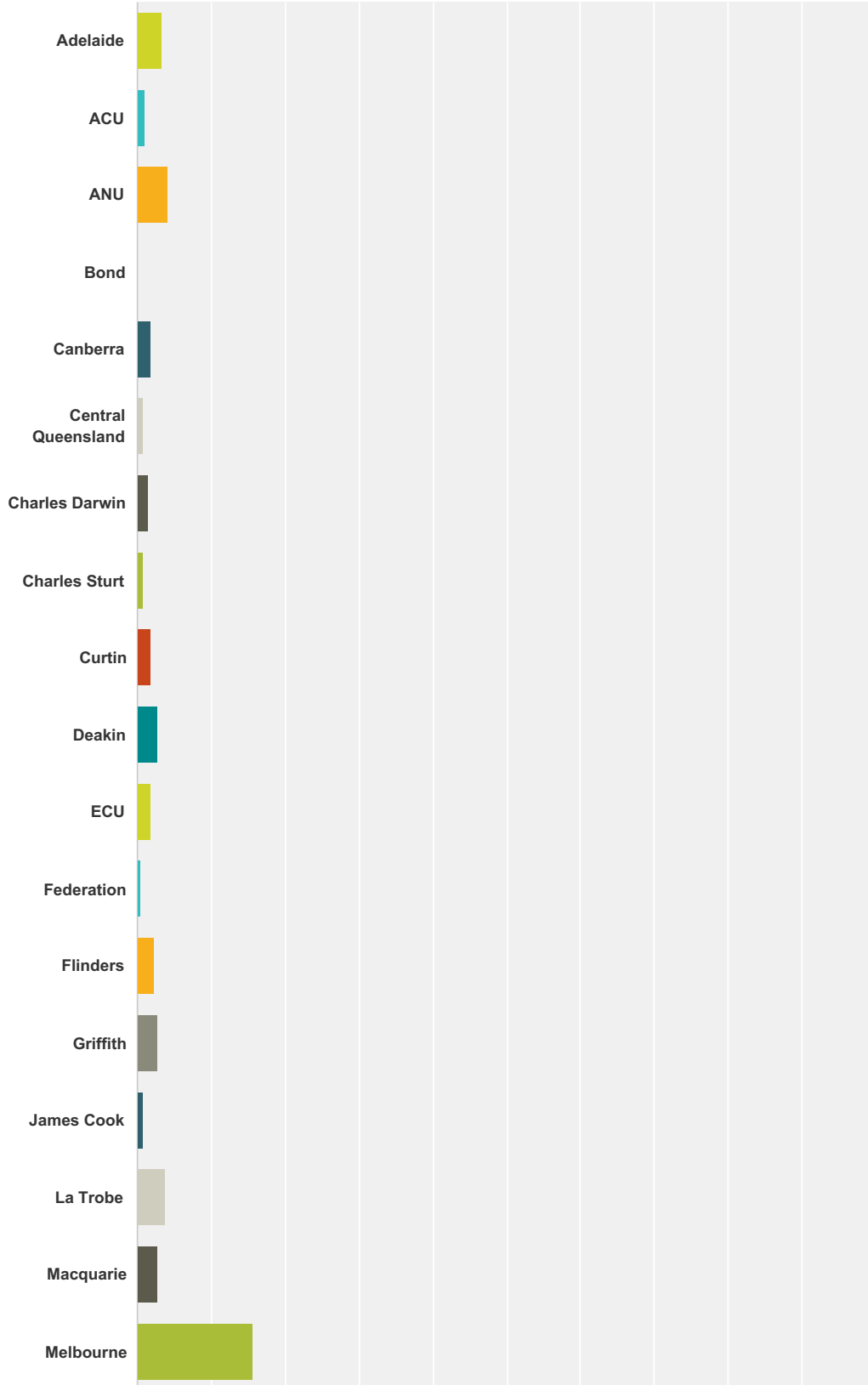## Q8 Have you published an article with The Conversation in the last 12 months?

Answered: 7,281 Skipped: 509
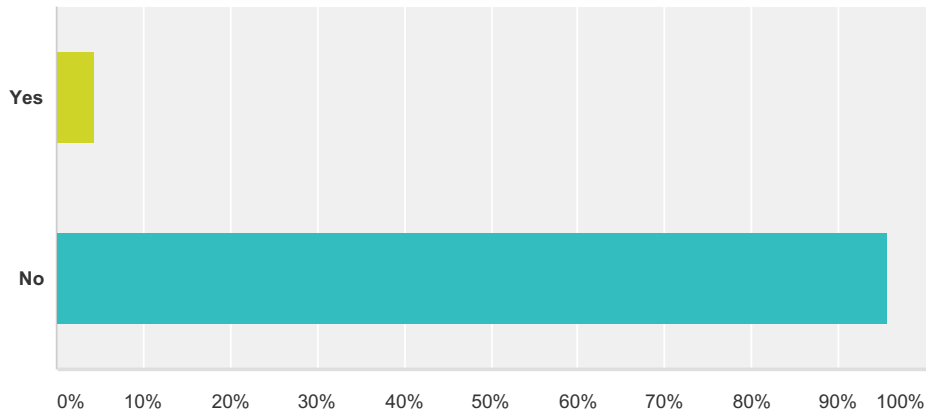
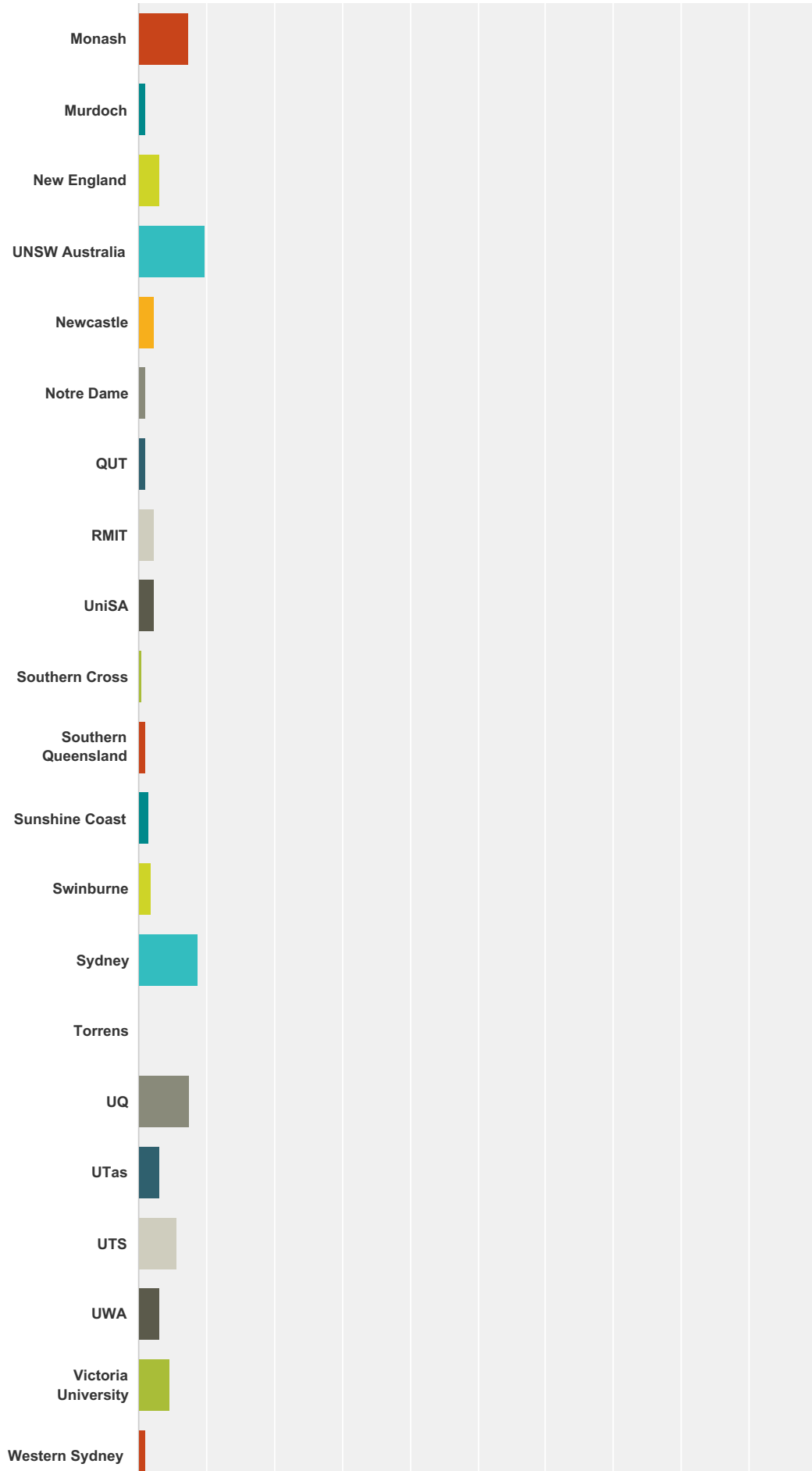| Answer Choices	Responses	
Yes	**4.30%**	313
No	**95.70%**	6,968
Total		**7,281**

Q9 Which university or research institute are you affiliated with?(please select all that apply)

Answered: 263   Skipped: 7,527

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University	
Monash	
Murdoch	
New England	
UNSW Australia	
Newcastle	
Notre Dame	
QUT	
RMIT	
UniSA	
Southern Cross	
Southern Queensland	
Sunshine Coast	
Swinburne	
Sydney	
Torrens	
UQ	
UTas	
UTS	
UWA	
Victoria University	
Western Sydney	

The Conversation annual survey 2016
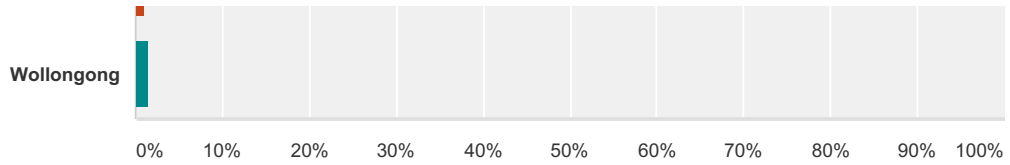
Answer Choices	Responses	
Adelaide	**3.42%**	9
ACU	**1.14%**	3
ANU	**4.18%**	11
Bond	**0.00%**	0
Canberra	**1.90%**	5
Central Queensland	**0.76%**	2
Charles Darwin	**1.52%**	4
Charles Sturt	**0.76%**	2
Curtin	**1.90%**	5
Deakin	**2.66%**	7
ECU	**1.90%**	5
Federation	**0.38%**	1
Flinders	**2.28%**	6
Griffith	**2.66%**	7
James Cook	**0.76%**	2
La Trobe	**3.80%**	10
Macquarie	**2.66%**	7
Melbourne	**15.59%**	41
Monash	**7.22%**	19
Murdoch	**1.14%**	3
New England	**3.04%**	8
UNSW Australia	**9.89%**	26
Newcastle	**2.28%**	6
Notre Dame	**1.14%**	3
QUT	**1.14%**	3
RMIT	**2.28%**	6
UniSA	**2.28%**	6
Southern Cross	**0.38%**	1
Southern Queensland	**1.14%**	3

Sunshine Coast	**1.52%**	4
Swinburne	**1.90%**	5
Sydney	**8.75%**	23
Torrens	**0.00%**	0
UQ	**7.60%**	20
UTas	**3.04%**	8
UTS	**5.70%**	15
UWA	**3.04%**	8
Victoria University	**4.56%**	12
Western Sydney	**1.14%**	3
Wollongong	**1.52%**	4
Total Respondents: 263		

## Q10 Did publishing your article on The Conversation lead to any of the following? (please select all that apply)

Answered: 300   Skipped: 7,490
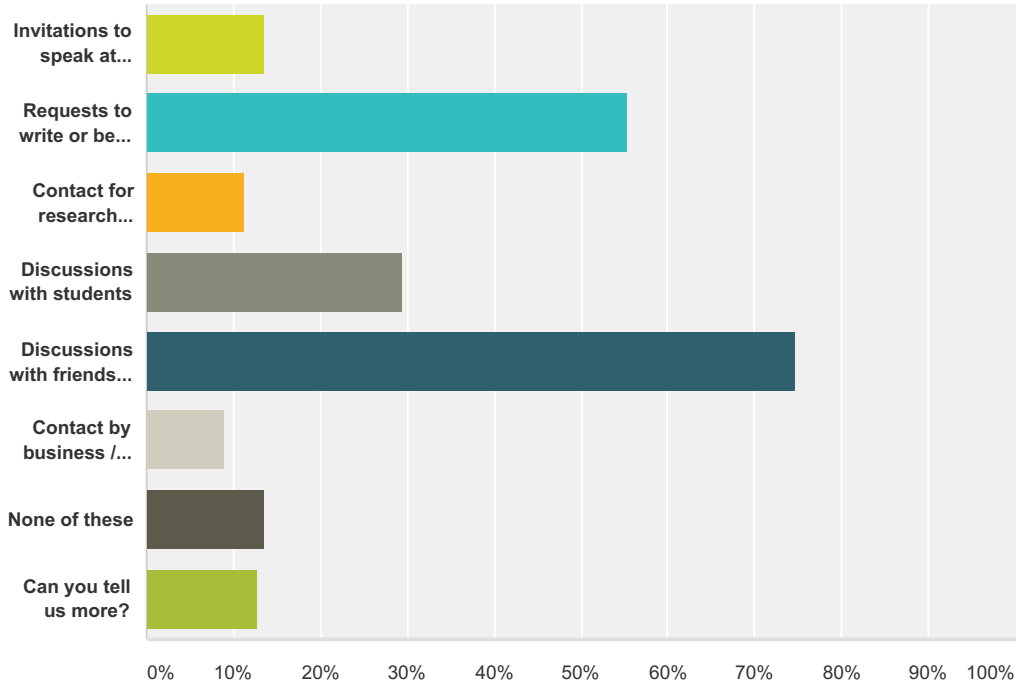
Answer Choices	Responses	
Invitations to speak at conferences	**13.67%**	41
Requests to write or be interviewed by another publication or media outlet	**55.33%**	166
Contact for research collaboration	**11.33%**	34
Discussions with students	**29.33%**	88
Discussions with friends, colleauges, or the general public	**74.67%**	224
Contact by business / industry (e.g. to consult)	**9.00%**	27
None of these	**13.67%**	41
Can you tell us more?	**12.67%**	38
Total Respondents: 300		

Q11 What kind of media follow up?

Answered: 129   Skipped: 7,661
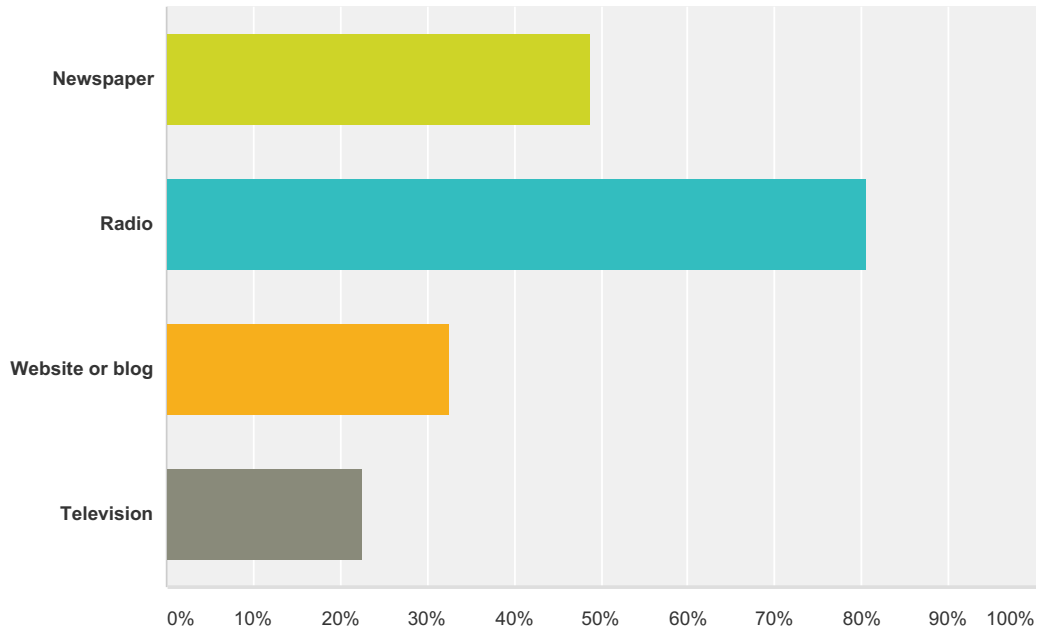
Answer Choices	Responses	
Newspaper	**48.84%**	63
Radio	**80.62%**	104
Website or blog	**32.56%**	42
Television	**22.48%**	29
Total Respondents: 129		

Q12 Have you used your author dashboard for any of the following?

Answered: 296   Skipped: 7,494
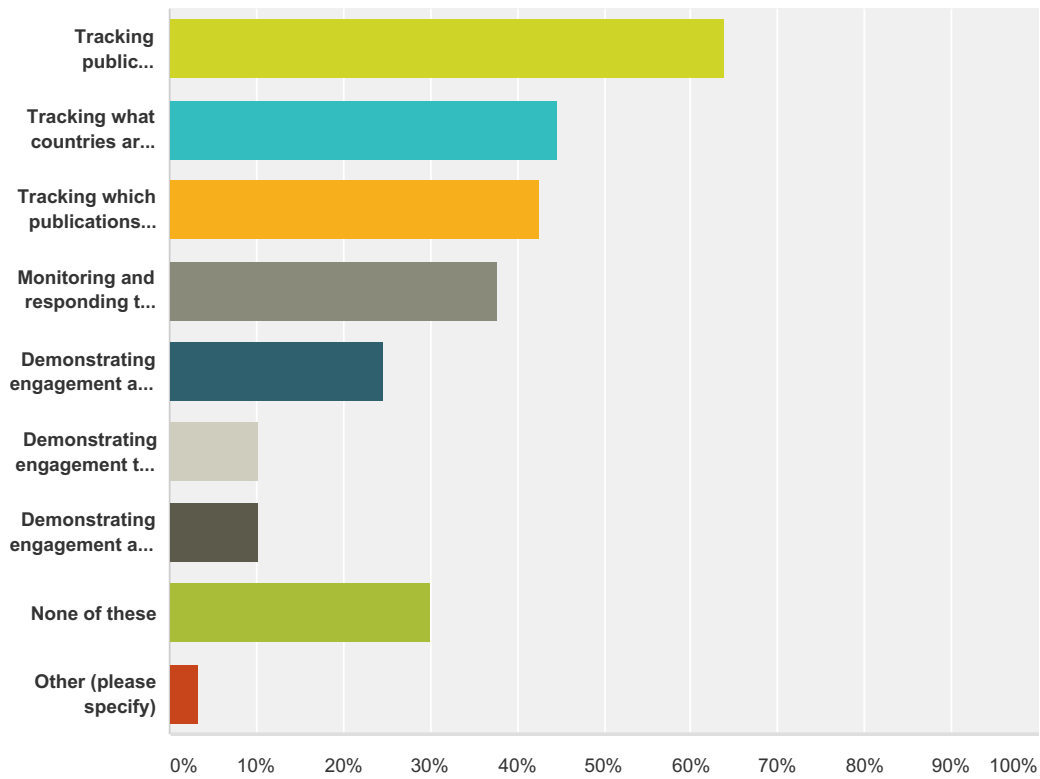
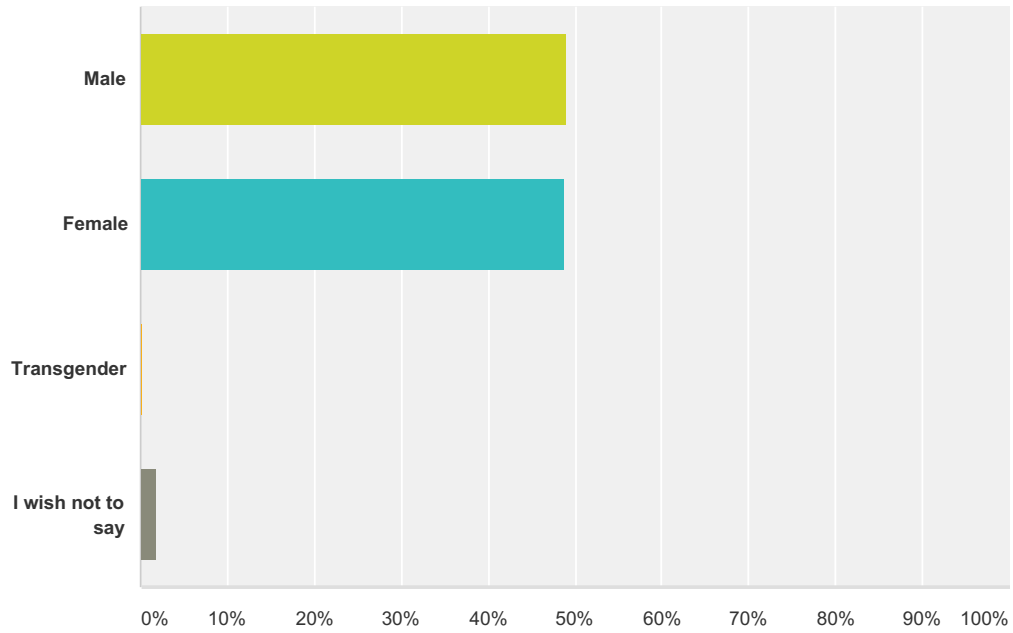| Answer Choices	Responses	
Tracking public engagement with my articles	**63.85%**	189
Tracking what countries are reading my article	**44.59%**	132
Tracking which publications are republishing my article	**42.57%**	126
Monitoring and responding to comments and social media (e.g. Facebook, Twitter)	**37.84%**	112
Demonstrating engagement as part of a performance evaluation / annual review	**24.66%**	73
Demonstrating engagement to apply for research funding	**10.14%**	30
Demonstrating engagement as part of a job application	**10.14%**	30
None of these	**30.07%**	89
Other (please specify)	**3.38%**	10
Total Respondents: 296		

Q13 How old are you?*

*Source: Google Analytics
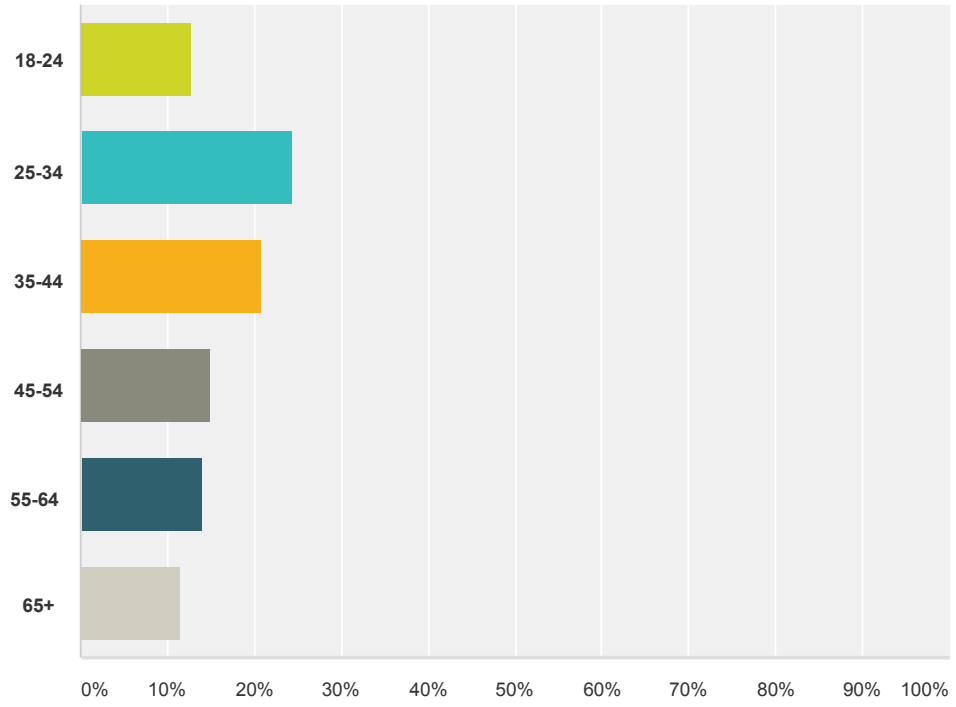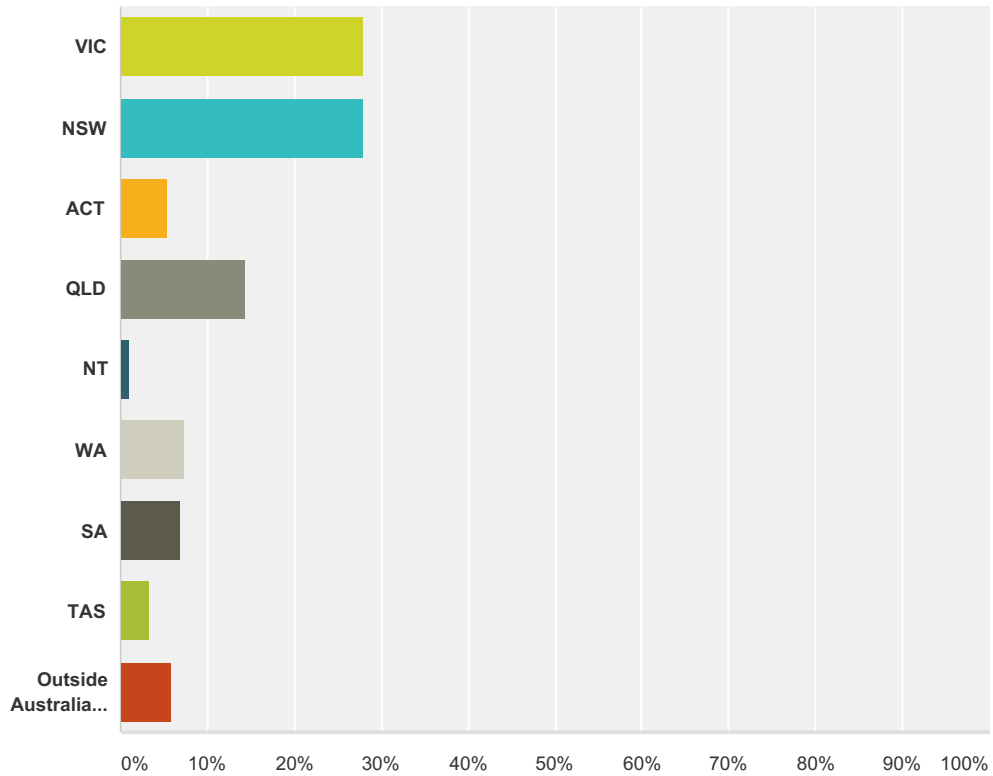
Q14 What is your sex / gender identity?

Answered: 7,256   Skipped: 534

Answer Choices	Responses	
Male	**49.10%**	3,563
Female	**48.79%**	3,540
Transgender	**0.15%**	11
I wish not to say	**1.96%**	142
Total		**7,256**

Q15 Where do you live?

Answered: 7,228   Skipped: 562

Answer Choices	Responses	
VIC	**27.91%**	2,017
NSW	**28.03%**	2,026
ACT	**5.40%**	390
QLD	**14.36%**	1,038
NT	**0.97%**	70
WA	**7.36%**	532
SA	**6.85%**	495
TAS	**3.27%**	236
Outside Australia (please specify country)	**5.87%**	424
Total		**7,228**

Q16 What best describes where you live?

Answered: 7,250   Skipped: 540
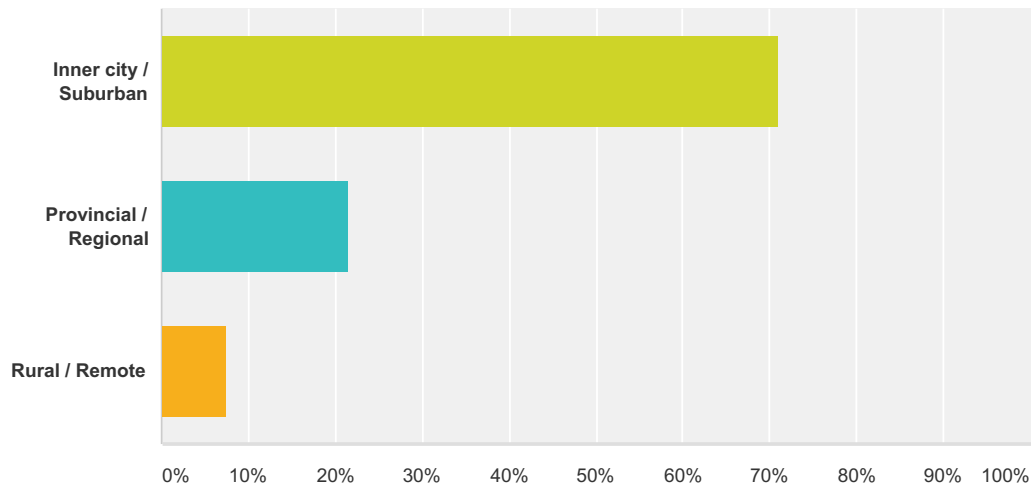
Answer Choices	Responses	
Inner city / Suburban	**70.95%**	5,144
Provincial / Regional	**21.56%**	1,563
Rural / Remote	**7.49%**	543
Total		**7,250**

Q17 What best describes your employment status?

Answered: 7,208   Skipped: 582
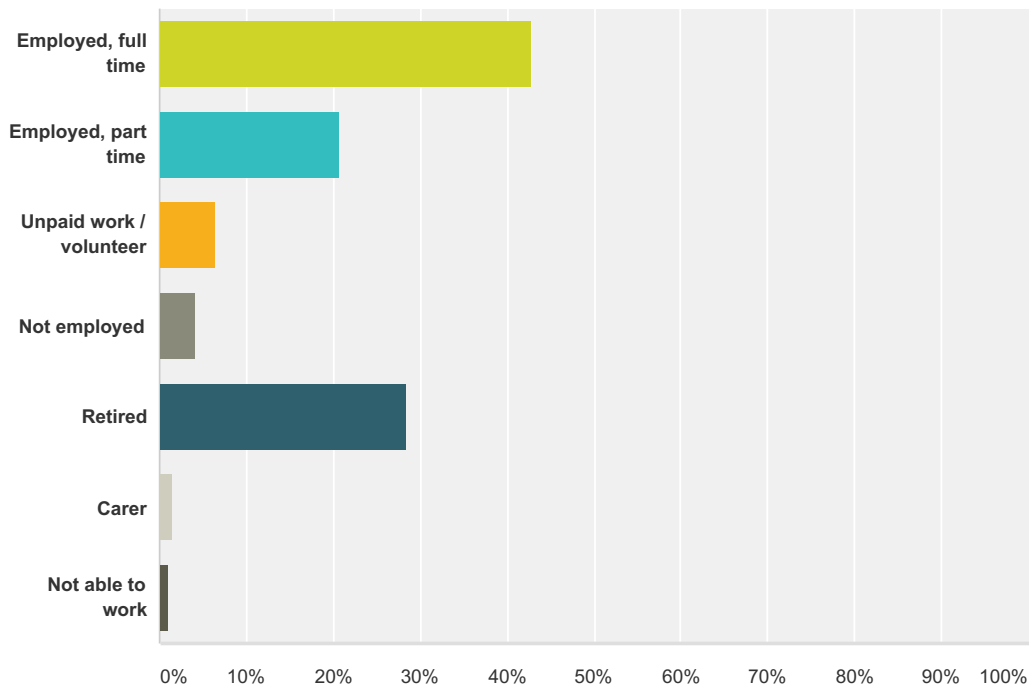
Answer Choices	Responses	
Employed, full time	**42.72%**	3,079
Employed, part time	**20.74%**	1,495
Unpaid work / volunteer	**6.41%**	462
Not employed	**4.23%**	305
Retired	**28.34%**	2,043
Carer	**1.51%**	109
Not able to work	**1.11%**	80
Total Respondents: 7,208		

Q18 Are you currently studying?

Answered: 7,212   Skipped: 578
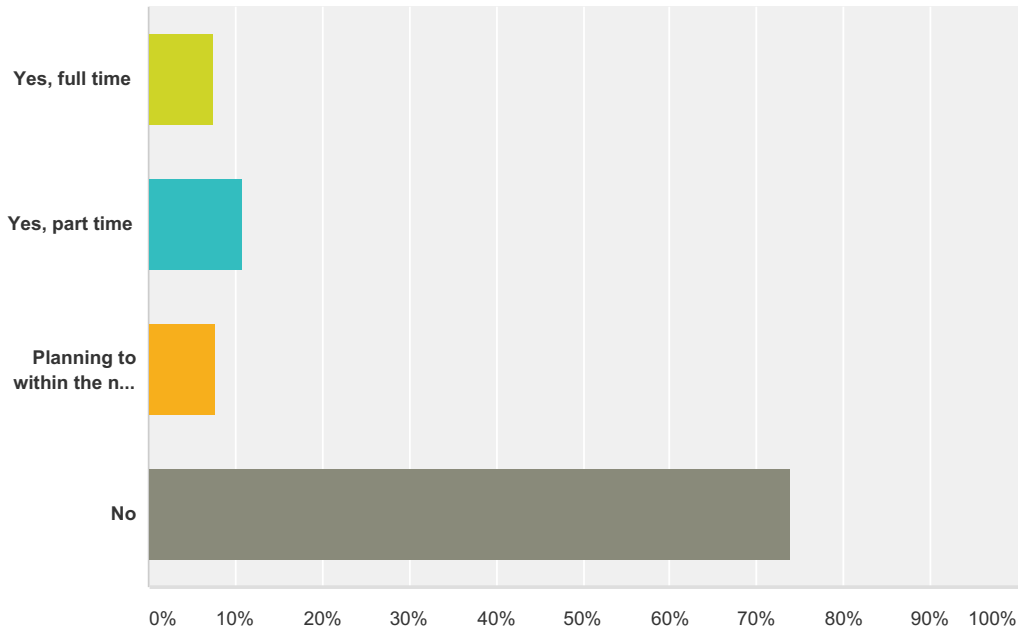
Answer Choices	Responses	
Yes, full time	**7.54%**	544
Yes, part time	**10.86%**	783
Planning to within the next 2 years	**7.64%**	551
No	**73.96%**	5,334
Total		**7,212**

Q19 At what type of institution do you study / intend to study?

Answered: 1,885   Skipped: 5,905
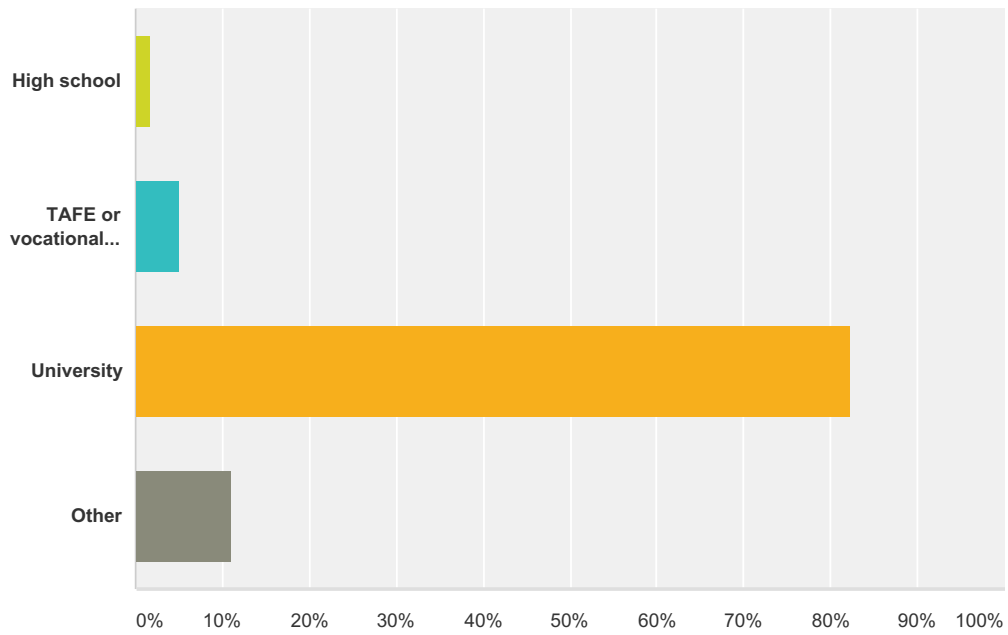
Answer Choices	Responses	
High school	**1.59%**	30
TAFE or vocational college	**5.09%**	96
University	**82.18%**	1,549
Other	**11.14%**	210
Total		**1,885**

Q20 What is your combined pre-tax house-hold income? (optional)

Answered: 7,244   Skipped: 546
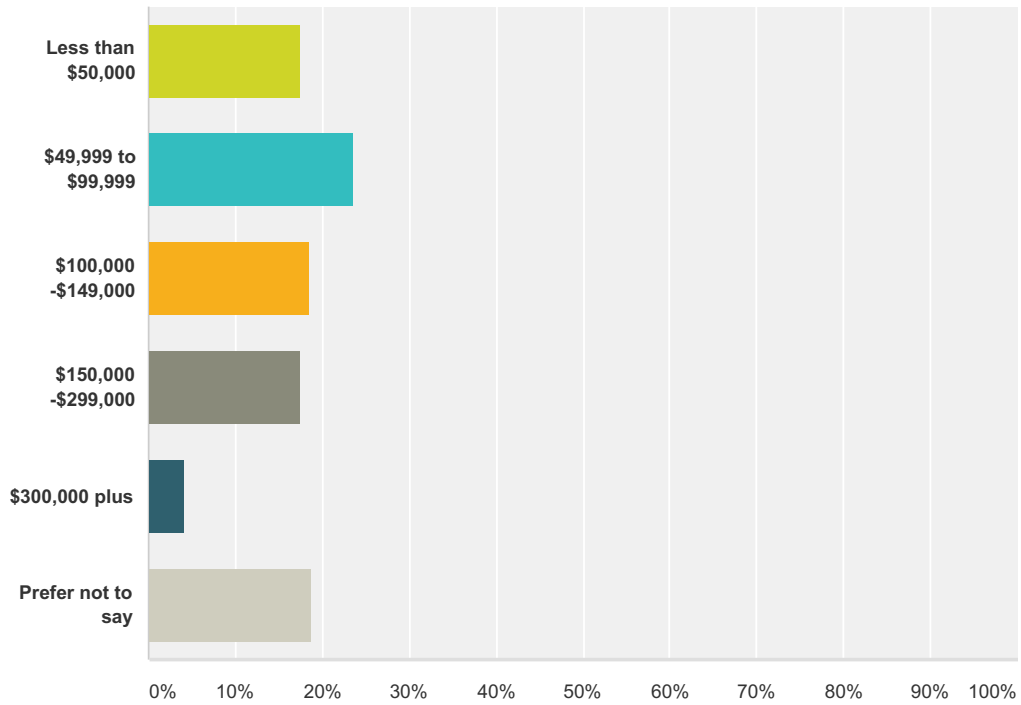
Answer Choices	Responses	
Less than $50,000	**17.48%**	1,266
$49,999 to $99,999	**23.50%**	1,702
$100,000 -$149,000	**18.65%**	1,351
$150,000 -$299,000	**17.53%**	1,270
$300,000 plus	**4.16%**	301
Prefer not to say	**18.69%**	1,354
Total		**7,244**

Q21 What is your highest level of education?

Answered: 7,240   Skipped: 550
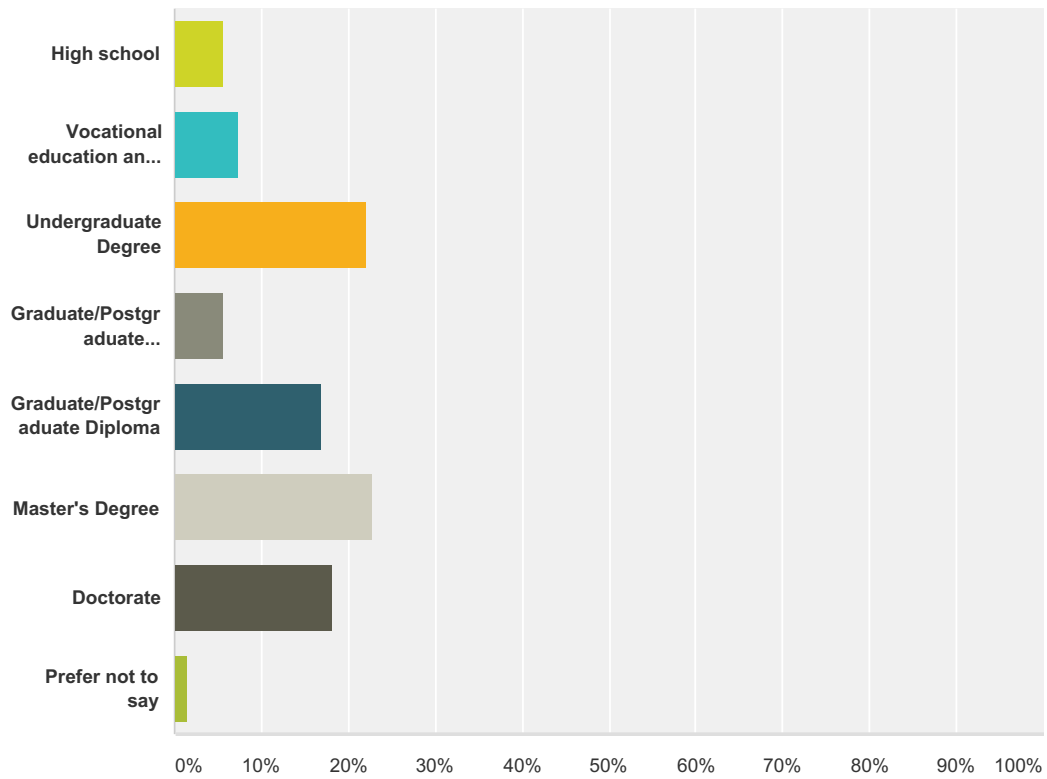
Answer Choices	Responses	
High school	**5.61%**	406
Vocational education and training	**7.22%**	523
Undergraduate Degree	**22.14%**	1,603
Graduate/Postgraduate Certificate	**5.64%**	408
Graduate/Postgraduate Diploma	**16.93%**	1,226
Master's Degree	**22.82%**	1,652
Doctorate	**18.18%**	1,316
Prefer not to say	**1.46%**	106
Total		**7,240**

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Q22 Which university awarded your highest qualification?

Answered: 5,044   Skipped: 2,746
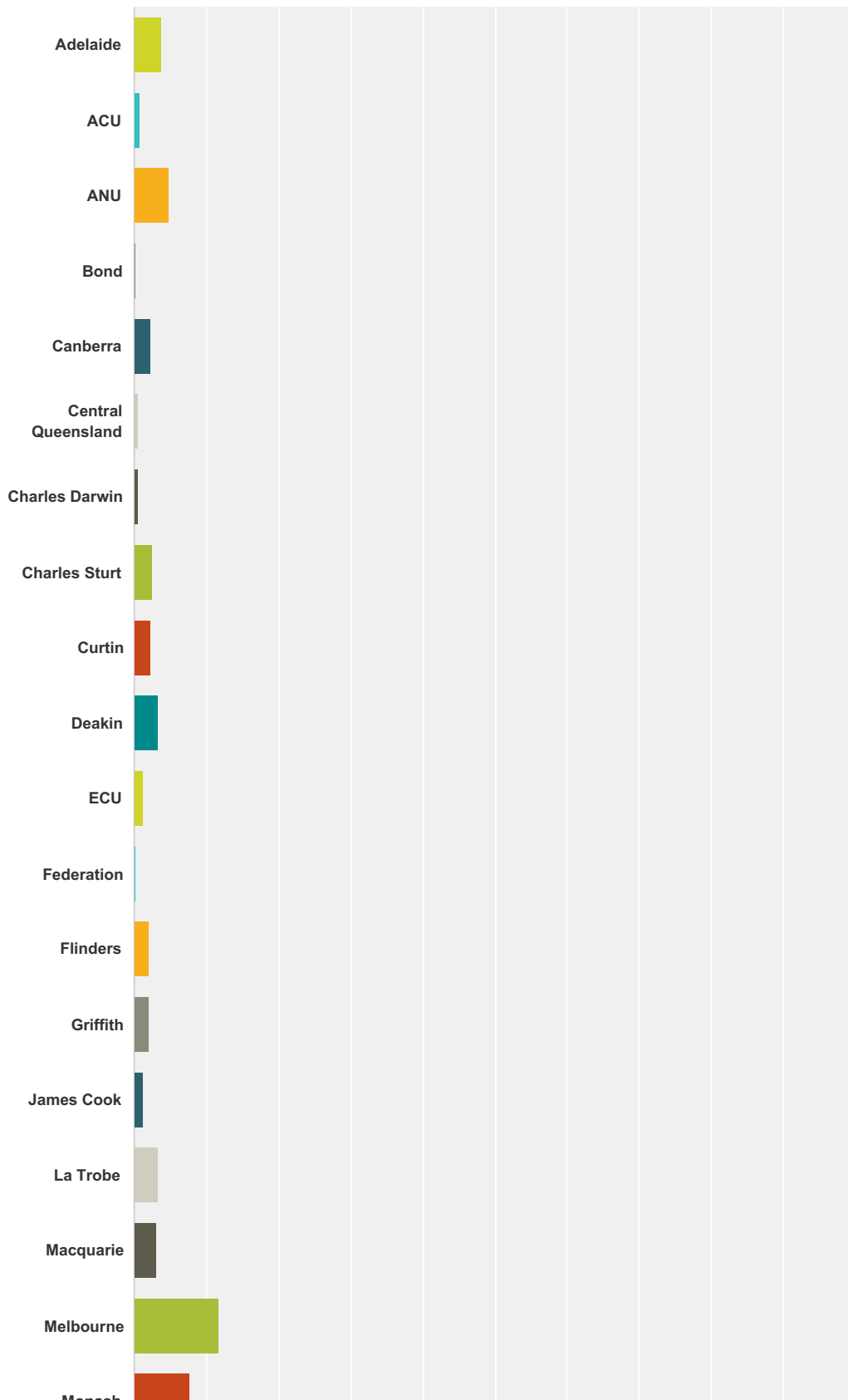
University	
Adelaide	
ACU	
ANU	
Bond	
Canberra	
Central Queensland	
Charles Darwin	
Charles Sturt	
Curtin	
Deakin	
ECU	
Federation	
Flinders	
Griffith	
James Cook	
La Trobe	
Macquarie	
Melbourne	
Monash	

The Conversation annual survey 2016

Monash

Murdoch

New England

UNSW Australia

Newcastle

Notre Dame

QUT

RMIT

UniSA

Southern Cross

Southern Queensland

Sunshine Coast

Swinburne

Sydney

Torrens

UQ

UTas

UTS

UWA

Victoria University

Western Sydney

The Conversation annual survey 2016

Wollongong

| | 0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |
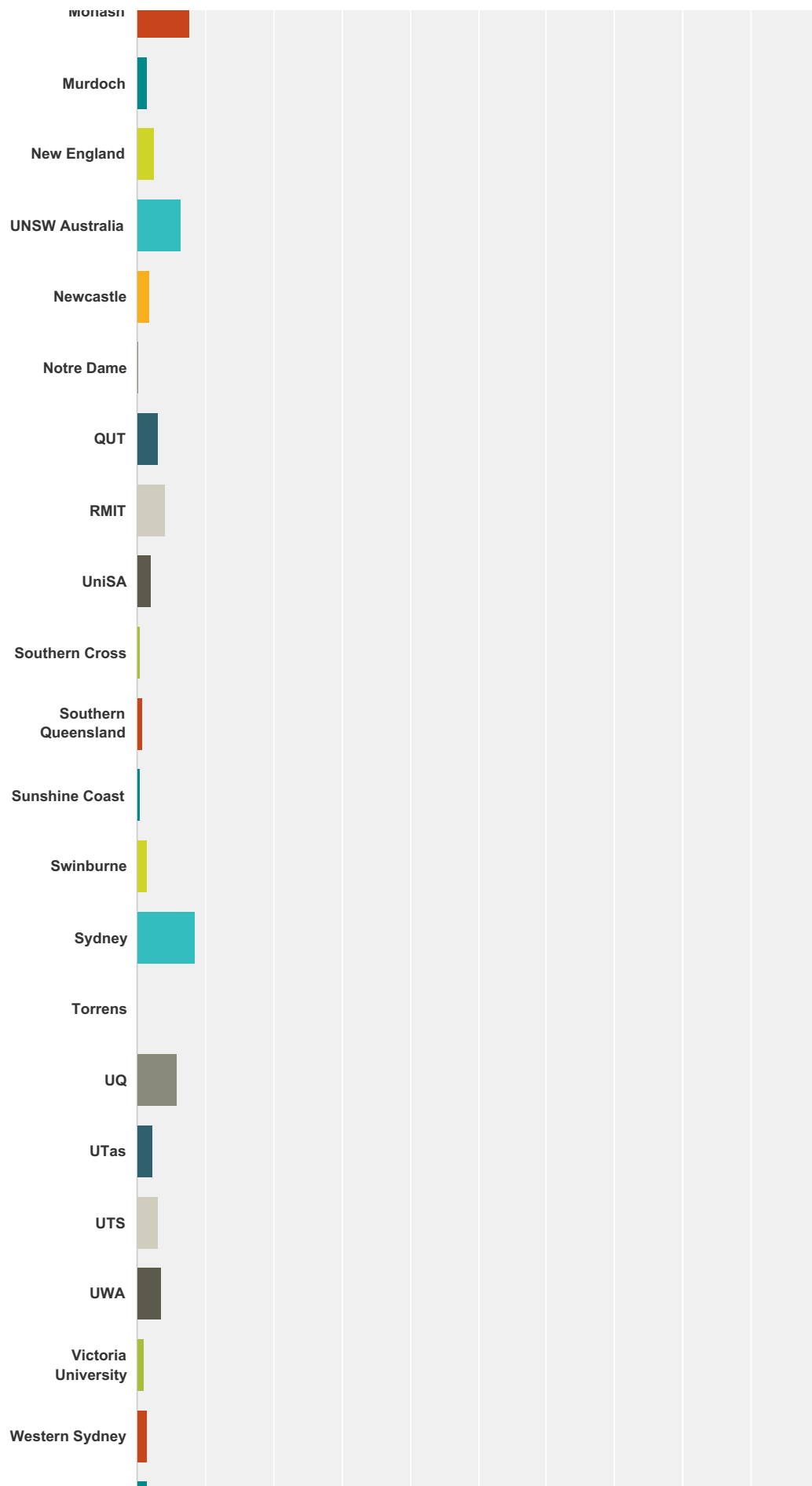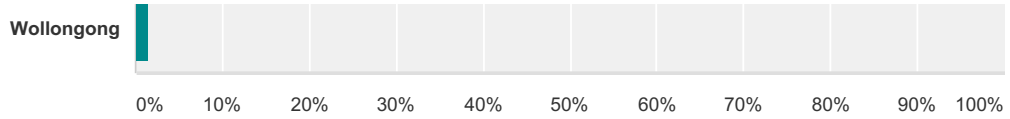
Answer Choices	Responses	
Adelaide	3.69%	186
ACU	0.75%	38
ANU	4.88%	246
Bond	0.24%	12
Canberra	2.22%	112
Central Queensland	0.65%	33
Charles Darwin	0.67%	34
Charles Sturt	2.54%	128
Curtin	2.20%	111
Deakin	3.31%	167
ECU	1.21%	61
Federation	0.30%	15
Flinders	2.10%	106
Griffith	2.14%	108
James Cook	1.31%	66
La Trobe	3.25%	164
Macquarie	3.19%	161
Melbourne	11.68%	589
Monash	7.75%	391
Murdoch	1.41%	71
New England	2.60%	131
UNSW Australia	6.42%	324
Newcastle	1.82%	92
Notre Dame	0.28%	14
QUT	3.09%	156
RMIT	4.08%	206
UniSA	2.04%	103
Southern Cross	0.48%	24
Southern Queensland	0.75%	38

Sunshine Coast	**0.36%**	18
Swinburne	**1.49%**	75
Sydney	**8.47%**	427
Torrens	**0.02%**	1
UQ	**5.95%**	300
UTas	**2.38%**	120
UTS	**3.23%**	163
UWA	**3.55%**	179
Victoria University	**1.05%**	53
Western Sydney	**1.49%**	75
Wollongong	**1.49%**	75
Total Respondents: 5,044		

Q23 What best describes the sector you work in, or last worked in?

Answered: 7,213   Skipped: 577
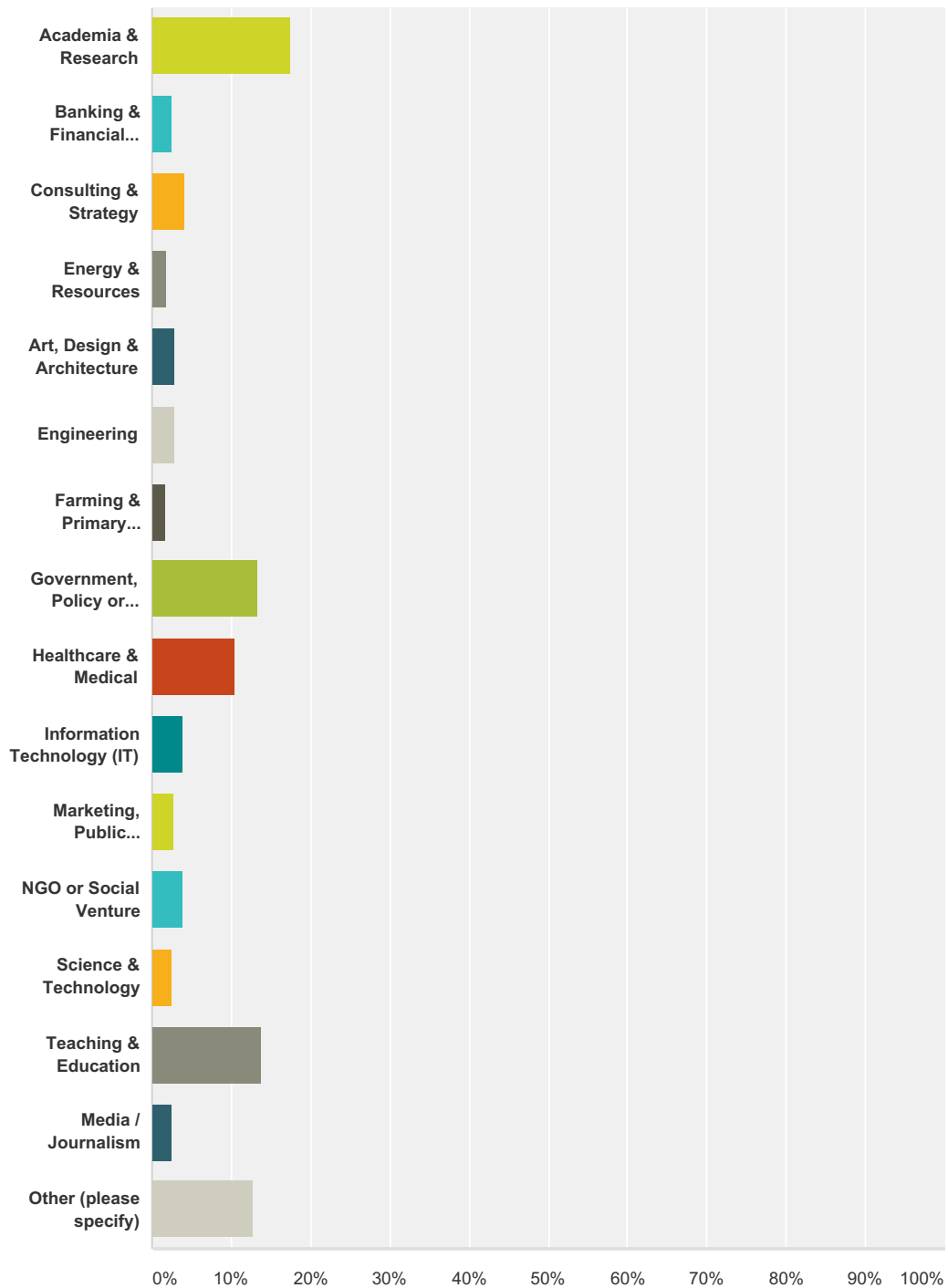
Answer Choices	Responses	
Academia & Research	**17.62%**	1,271
Banking & Financial Services	**2.56%**	185

Consulting & Strategy	**4.21%**	304
Energy & Resources	**1.98%**	143
Art, Design & Architecture	**2.86%**	206
Engineering	**2.87%**	207
Farming & Primary Production	**1.62%**	117
Government, Policy or Public Sector	**13.32%**	961
Healthcare & Medical	**10.48%**	756
Information Technology (IT)	**4.05%**	292
Marketing, Public Relations & Communications	**2.76%**	199
NGO or Social Venture	**3.91%**	282
Science & Technology	**2.56%**	185
Teaching & Education	**13.79%**	995
Media / Journalism	**2.55%**	184
Other (please specify)	**12.84%**	926
Total		**7,213**

Q24 What best describes your current job title, or the last job title you had?

Answered: 7,149   Skipped: 641
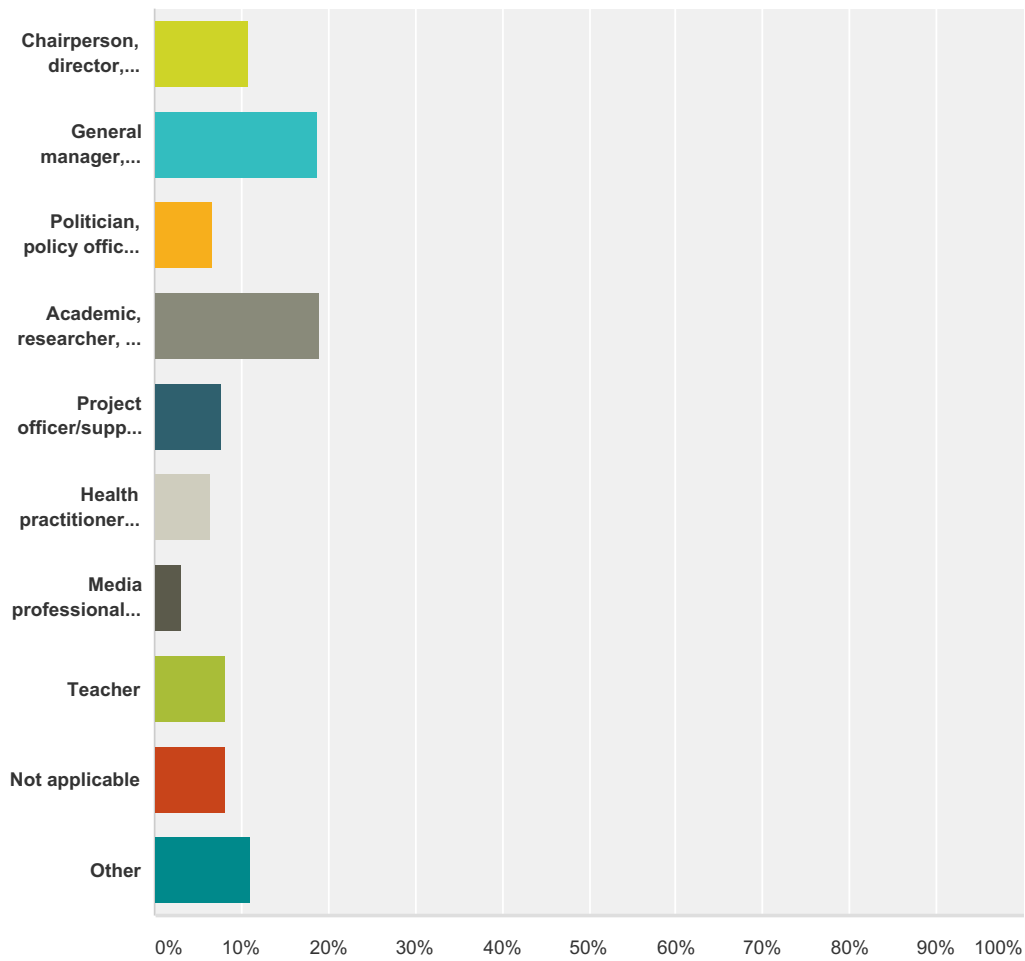
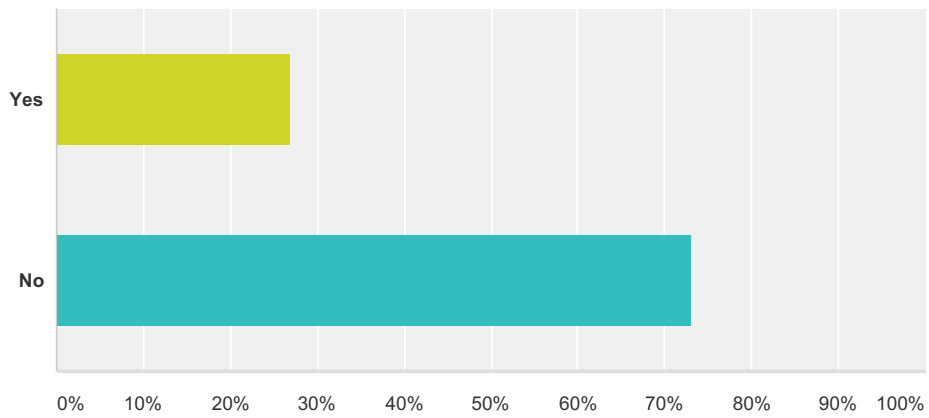| Answer Choices	Responses	
Chairperson, director, CEO/CFO,COO, owner, partner or proprietor	**10.81%**	773
General manager, department head, senior executive, manager, or professional	**18.87%**	1,349
Politician, policy officer, or government employee	**6.76%**	483
Academic, researcher, or knowledge worker (e.g., librarian)	**18.98%**	1,357
Project officer/support, assistant, or advisor	**7.67%**	548
Health practitioner or clinician	**6.39%**	457
Media professional (e.g., journalist, writer, broadcaster, advertiser, PR)	**3.20%**	229
Teacher	**8.07%**	577
Not applicable	**8.14%**	582
Other	**11.11%**	794

Total	7,149

Q25 Does anyone in your household own or manage a business?

Answered: 7,206　Skipped: 584

Answer Choices	Responses	
Yes	**26.92%**	1,940
No	**73.08%**	5,266
Total		**7,206**

Q26 What best describes the type of business?

Answered: 1,933   Skipped: 5,857
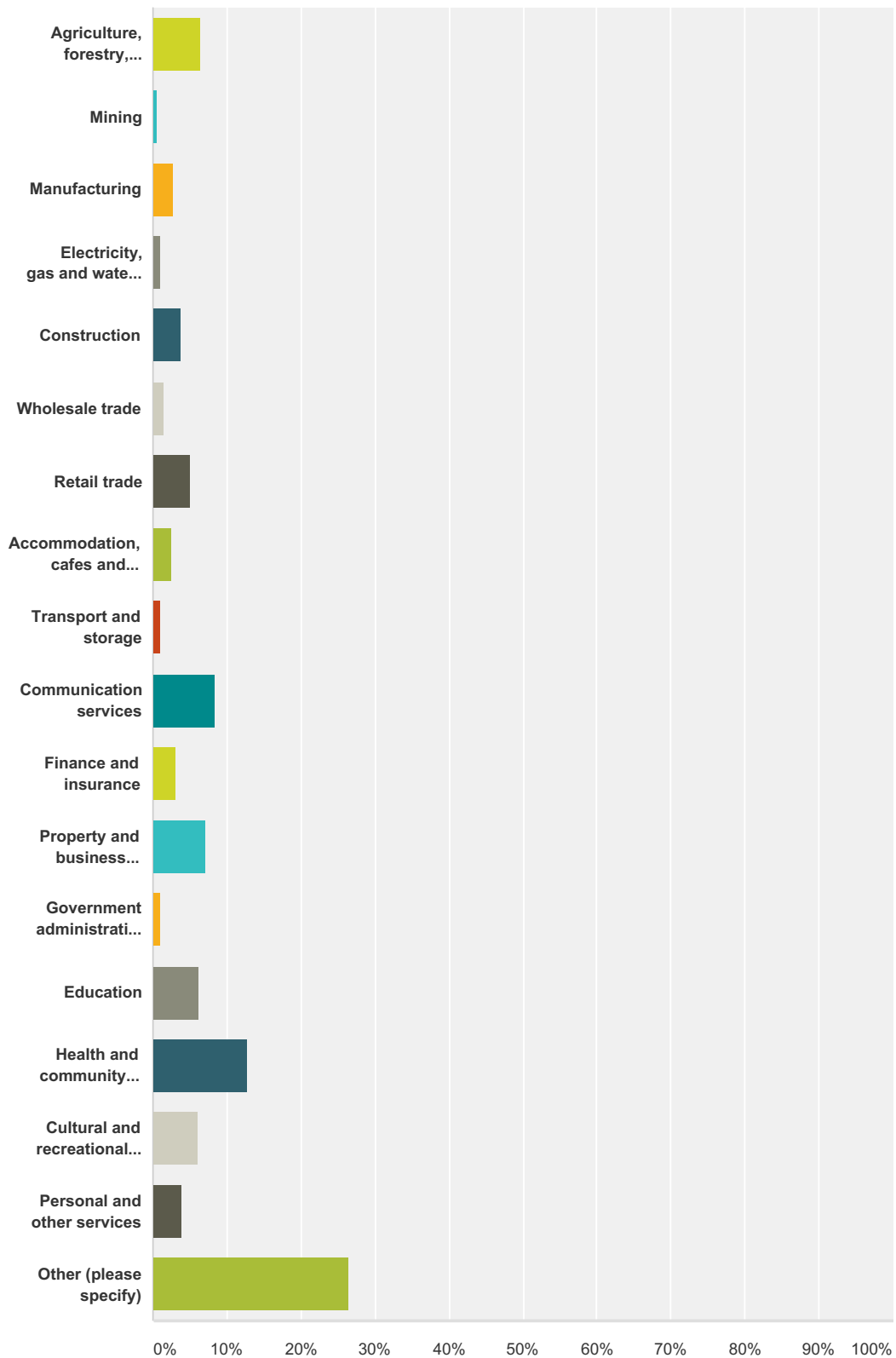
The Conversation annual survey 2016

Answer Choices	Responses	
Agriculture, forestry, fishing and hunting	**6.52%**	126
Mining	**0.67%**	13
Manufacturing	**2.69%**	52
Electricity, gas and water supply	**0.98%**	19
Construction	**3.83%**	74
Wholesale trade	**1.50%**	29
Retail trade	**4.97%**	96
Accommodation, cafes and restaurants	**2.59%**	50
Transport and storage	**1.03%**	20
Communication services	**8.28%**	160
Finance and insurance	**3.16%**	61
Property and business services	**7.04%**	136
Government administration and defence	**1.09%**	21
Education	**6.26%**	121
Health and community services	**12.78%**	247
Cultural and recreational services	**6.16%**	119
Personal and other services	**3.98%**	77
Other (please specify)	**26.49%**	512
Total		**1,933**

Q27 Are you aware we are a registered charity and accept donations from readers?

Answered: 6,991   Skipped: 799
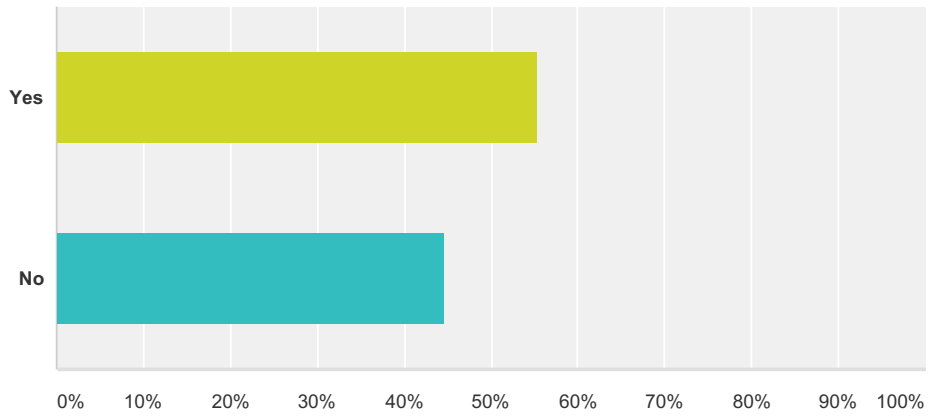
Answer Choices	Responses	
Yes	**55.39%**	3,872
No	**44.61%**	3,119
Total		**6,991**

Q28 Would you consider supporting this project by becoming a "Friend of The Conversation" and donating?

Answered: 6,966   Skipped: 824
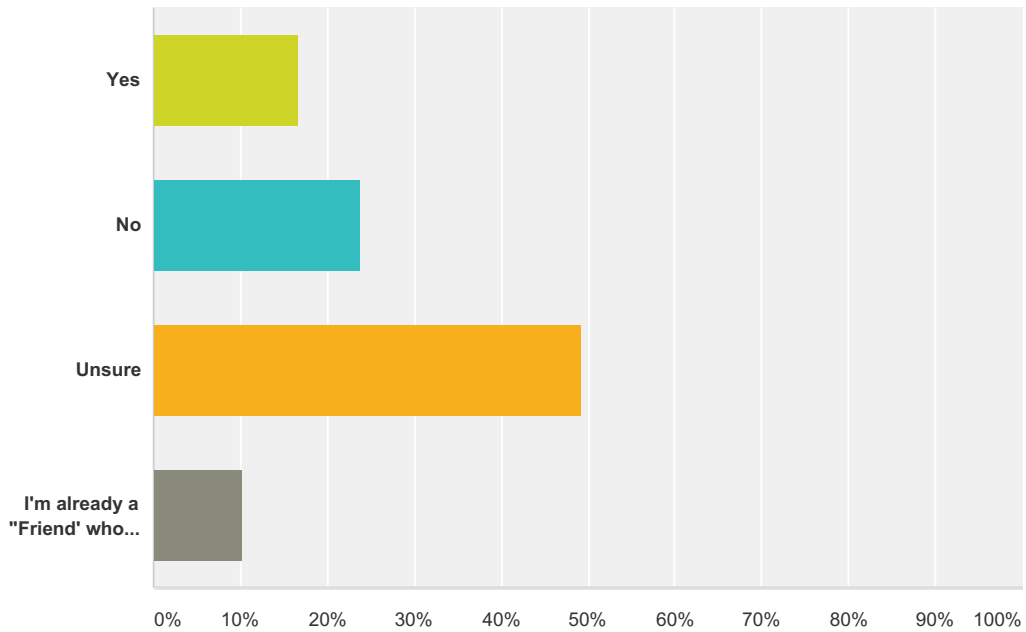
Answer Choices	Responses	
Yes	**16.71%**	1,164
No	**23.84%**	1,661
Unsure	**49.20%**	3,427
I'm already a "Friend" who donates	**10.25%**	714
Total		**6,966**

Q29 Do you have any other comments, questions, or concerns?

Answered: 1,319   Skipped: 6,471

Q30 Please provide your contact details in case we have any follow-up questions. (We won't share this with others, it's just for the survey and it is optional), Finally, please sign up to our daily newsletter, or follow us on Facebook and Twitter, and encourage others to. We don't spend any money on advertising, so you spreading the word helps us grow. Thank you.

Answered: 3,525   Skipped: 4,265

Answer Choices	Responses	
Name:	98.81%	3,483
Company:	0.00%	0
Address 1:	0.00%	0
Address 2:	0.00%	0
City/Town:	0.00%	0
State/Province:	0.00%	0
ZIP/Postal Code:	0.00%	0
Country:	0.00%	0
Email:	99.15%	3,495
Phone :	0.00%	0