



TasAgFuture Survey Report: All respondents

This report provides a basic summary of all 630 responses of individuals who participated in the survey. Other reports showing data for specific regions and main agriculture or food business are available at utas.edu.au/tia/tasagfuture.

The final analysis of TasAgFuture survey data and the 100 in-depth interviews will be available on the TIA website in early 2019

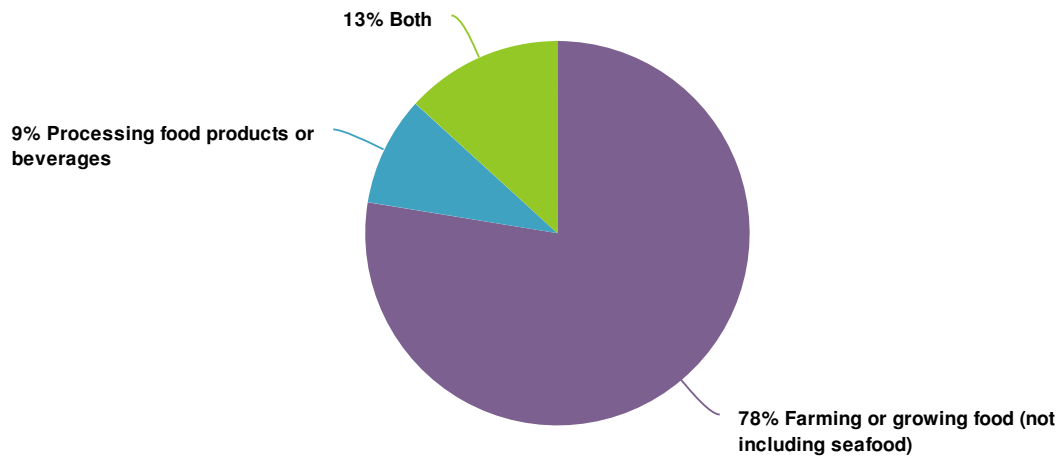
How to interpret the data contained in this report:

- Responses for each question have been summarised in a graph or data table.
- These graphs detail the percentage of individuals who responded to the relevant questions (excluding not applicable responses). It was not compulsory to answer all questions so the total number of responses is variable.
- You can access 'total responses' for each question by rolling your cursor over a specific part of any chart.
- Questions marked with ** summarise textual data that has been reclassified from questions with the "Other, please specify" option.
- In some cases, n/a responses and items with no responses have been removed for the purposes of this report.
- These preliminary results are based on raw data so should be interpreted with some caution.

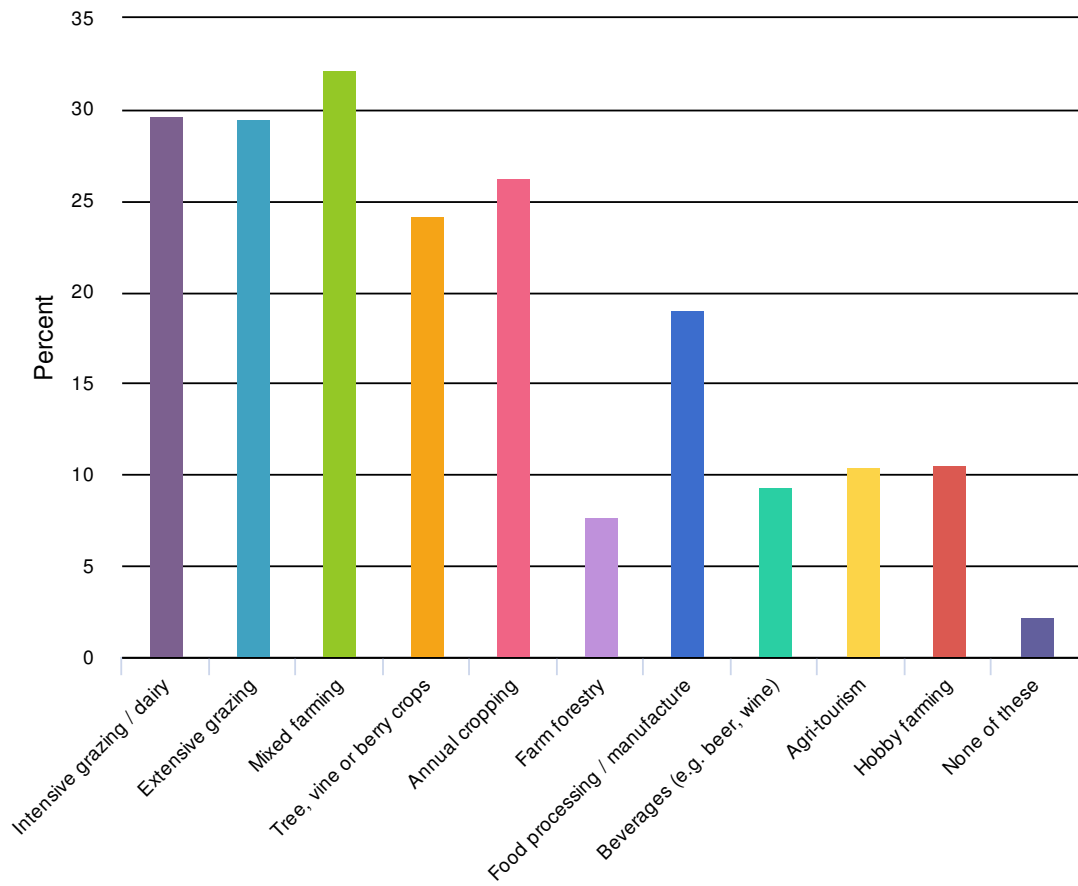
Some questions from the original survey have been omitted from this report in cases where the data was not relevant or was represented in a different question adequately.

Some questions have been added where data have been reclassified (e.g. postcodes became geographical region, year of birth became age cohorts). Question numbers in the report differ from the original survey.

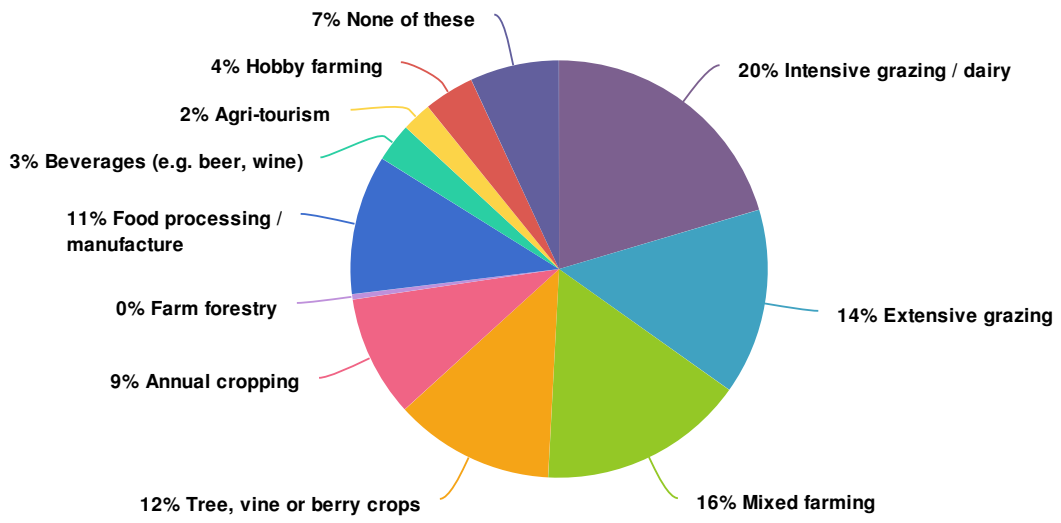
1. Do you work in, or own a business in the following sectors in Tasmania? (select all that are relevant)



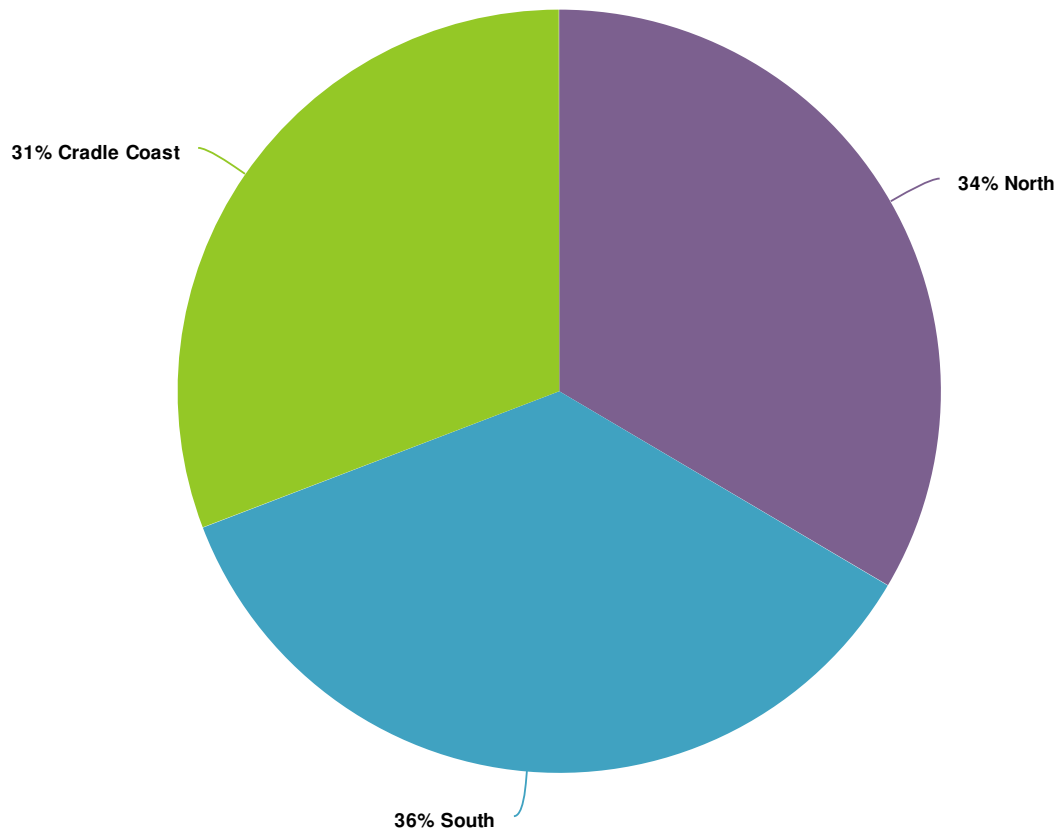
2. Which of the following are included in your business or work? (select all that are relevant)



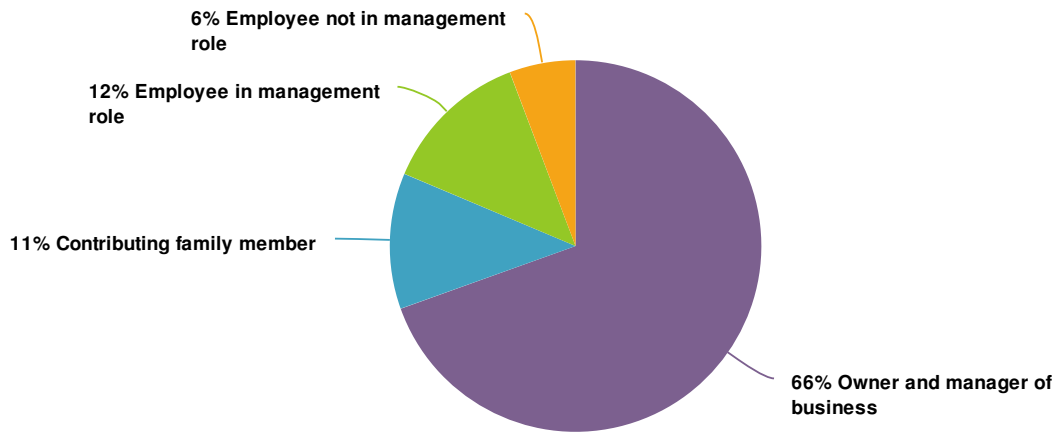
3. Which one of these is your main business or work? (select one)



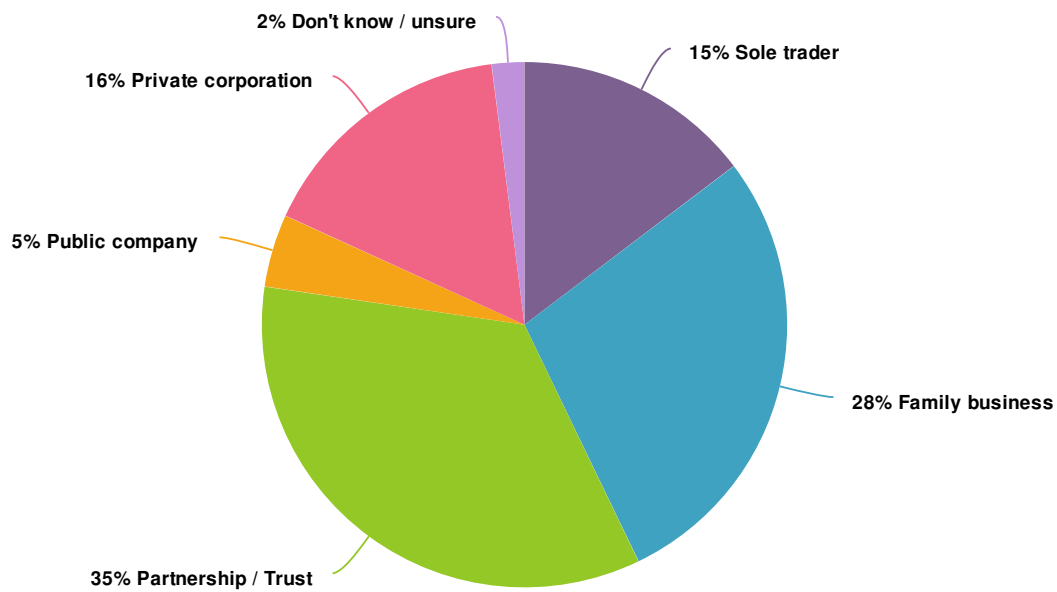
5. In which region of the state is your main business located?



7. What is your primary role in this business?



8. Which best describes the structure of the business?



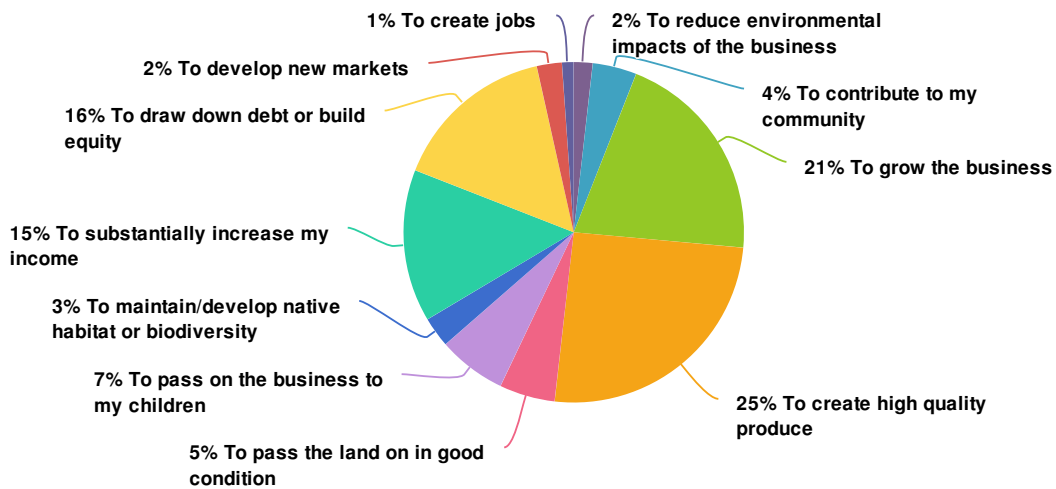
9. To you personally, how important are each of the following long-term goals?

	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Responses
To grow the business Count Row %	241 40.8%	251 42.5%	74 12.5%	13 2.2%	11 1.9%	590
To develop new markets Count Row %	182 31.4%	232 40.0%	130 22.4%	28 4.8%	8 1.4%	580
To substantially increase my income Count Row %	202 34.1%	250 42.2%	116 19.6%	18 3.0%	6 1.0%	592

	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Responses
To draw down debt or build equity Count Row %	251 45.4%	210 38.0%	68 12.3%	17 3.1%	7 1.3%	553
To create high quality produce Count Row %	461 77.1%	127 21.2%	9 1.5%	1 0.2%	0 0.0%	598
To pass on the business to my children Count Row %	145 29.4%	146 29.6%	146 29.6%	39 7.9%	17 3.4%	493
To create jobs Count Row %	106 18.6%	236 41.4%	174 30.5%	43 7.5%	11 1.9%	570
To contribute to my community Count Row %	193 32.4%	308 51.7%	83 13.9%	10 1.7%	2 0.3%	596
To maintain/develop native habitat or biodiversity Count Row %	189 32.4%	255 43.7%	112 19.2%	19 3.3%	8 1.4%	583
To look after the land Count Row %	403 68.1%	174 29.4%	13 2.2%	1 0.2%	1 0.2%	592
To reduce environmental impacts of the business Count Row %	247 41.4%	286 48.0%	49 8.2%	13 2.2%	1 0.2%	596

	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Responses
To pass the land on in good condition Count Row %	377 64.8%	181 31.1%	21 3.6%	2 0.3%	1 0.2%	582
Totals Total Responses						598

10. Which one of these long-term goals is most important to you at the moment? (select one)



11. What motivates you? Please rate how important these drivers are for you.

	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Responses
Being recognised for being good at what I do Count Row %	158 26.2%	260 43.1%	136 22.6%	38 6.3%	11 1.8%	603
Making high profits or being well-paid Count Row %	110 18.4%	315 52.8%	128 21.4%	32 5.4%	12 2.0%	597
Being able to stay on the farm / in this place Count Row %	266 45.7%	218 37.5%	85 14.6%	10 1.7%	3 0.5%	582
Giving something back to the land / place Count Row %	193 32.1%	321 53.3%	78 13.0%	8 1.3%	2 0.3%	602
Creating high quality produce / products Count Row %	390 63.9%	202 33.1%	17 2.8%	1 0.2%	0 0.0%	610
Doing work I enjoy Count Row %	371 60.8%	220 36.1%	19 3.1%	0 0.0%	0 0.0%	610
Being my own boss Count Row %	199 34.3%	274 47.2%	88 15.1%	16 2.8%	4 0.7%	581

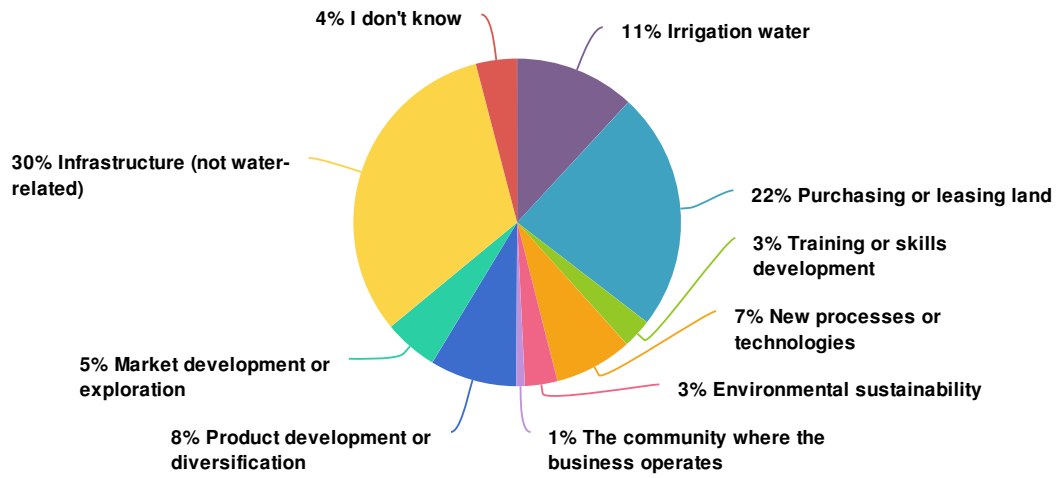
	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Responses
Working outdoors Count Row %	191 32.3%	274 46.4%	108 18.3%	12 2.0%	6 1.0%	591
Having a lifestyle I enjoy Count Row %	334 54.9%	244 40.1%	27 4.4%	1 0.2%	2 0.3%	608
Totals Total Responses						610

12. Reflect on your role in the business. Please indicate how strongly you agree or disagree with the following statements.

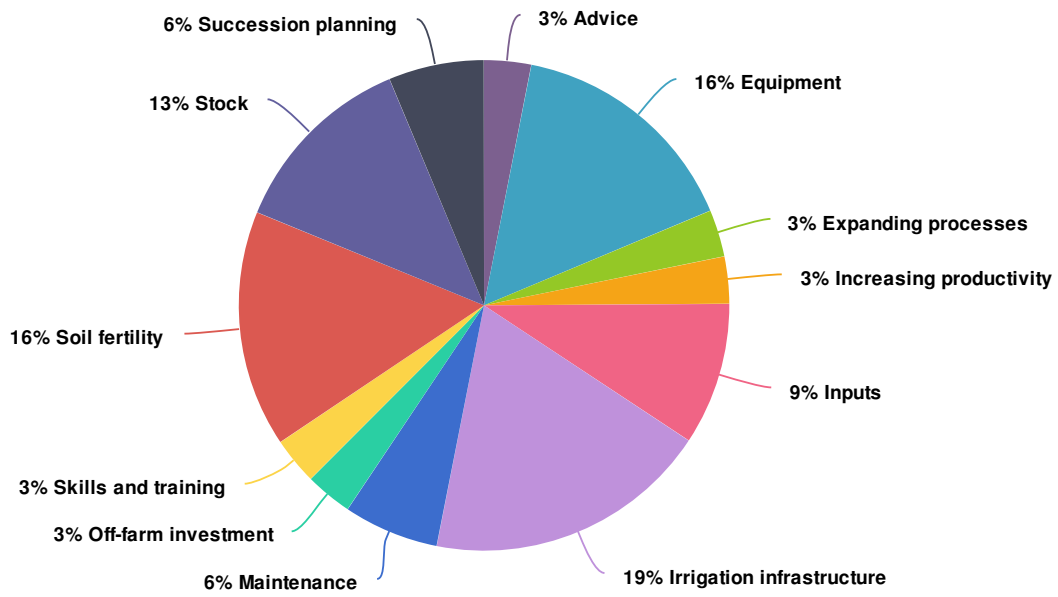
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	Responses
Most of my business activities are guided by the long-term objectives Count Row %	193 32.0%	317 52.5%	78 12.9%	14 2.3%	2 0.3%	604
I plan carefully before taking action Count Row %	193 31.6%	358 58.6%	51 8.3%	9 1.5%	0 0.0%	611
I spend time thinking about the future of the business Count Row %	285 46.8%	295 48.4%	24 3.9%	4 0.7%	1 0.2%	609
My actions are guided by what I've learnt from experience Count Row %	256 41.7%	319 52.0%	35 5.7%	4 0.7%	0 0.0%	614

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	Responses
I try to follow industry best practice Count Row %	222 36.7%	308 50.9%	64 10.6%	8 1.3%	3 0.5%	605
I often go with my gut feeling when making big decisions Count Row %	101 16.7%	273 45.0%	147 24.3%	73 12.0%	12 2.0%	606
I try new ways of doing things Count Row %	200 32.8%	338 55.5%	65 10.7%	6 1.0%	0 0.0%	609
I take measured risks Count Row %	141 23.5%	371 61.7%	65 10.8%	22 3.7%	2 0.3%	601
I invest time to learn new things Count Row %	228 37.5%	328 53.9%	48 7.9%	3 0.5%	1 0.2%	608
Totals Total Responses						614

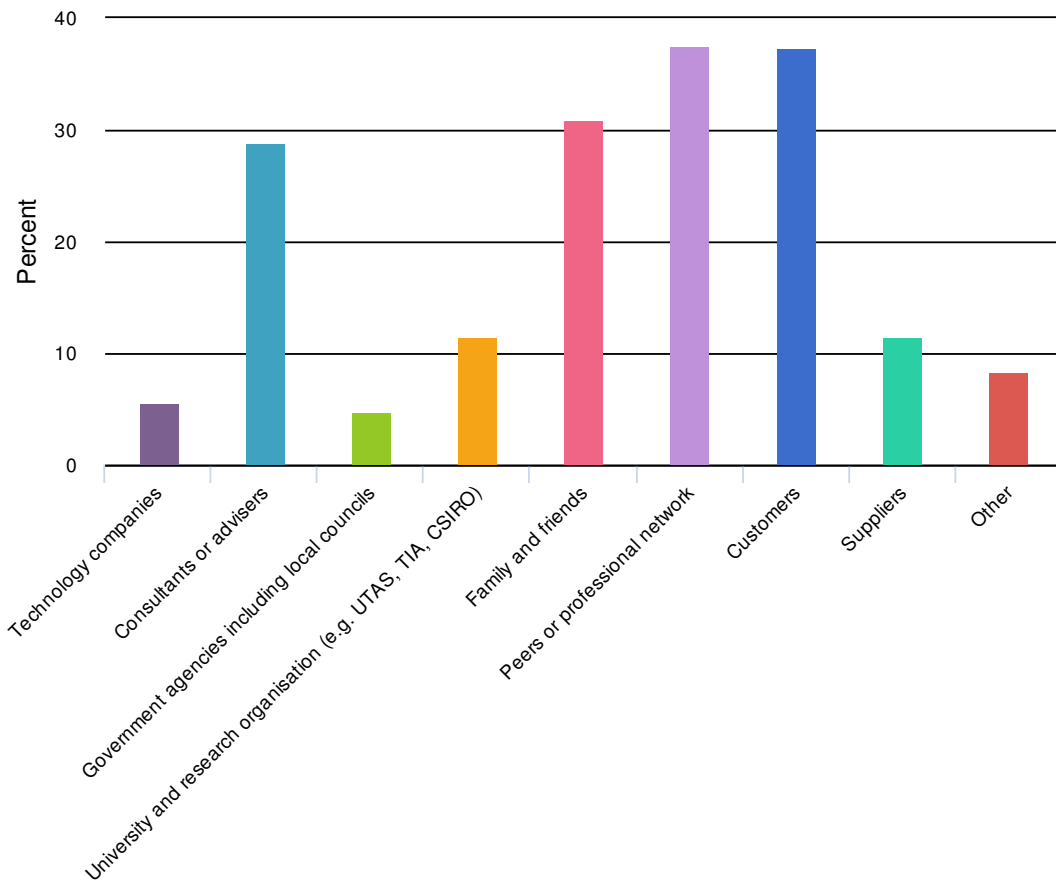
13. Over the last 5 years, in which one of the following did the business invest the MOST money? (select one)



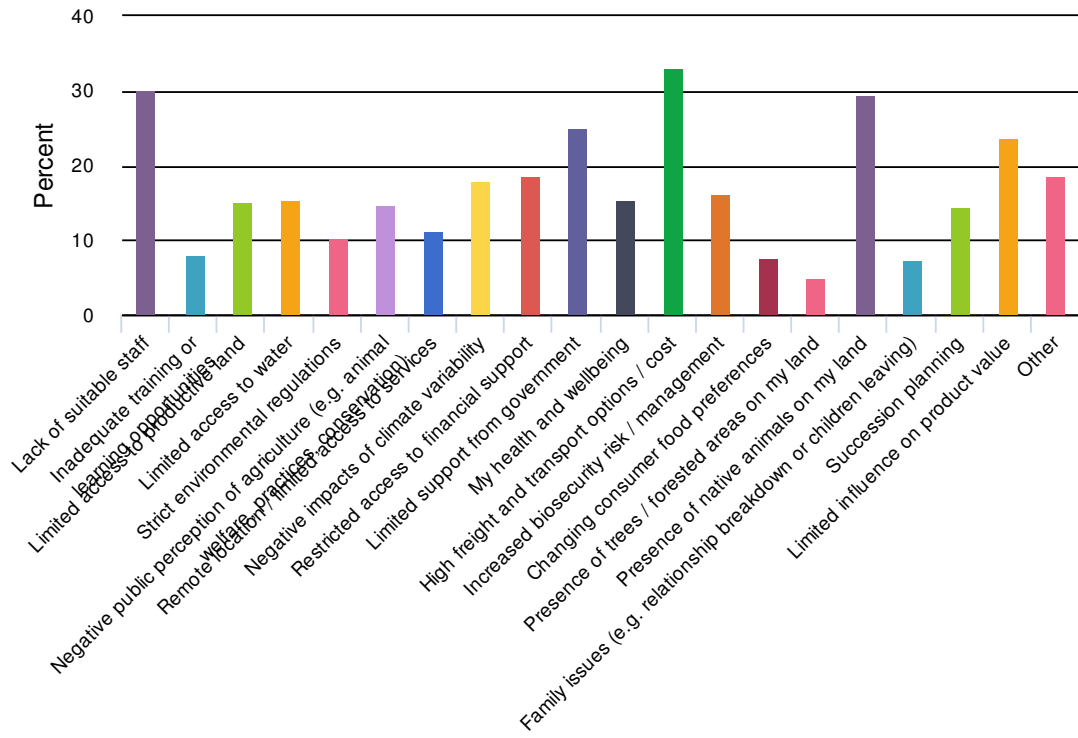
14. **Other areas of major business investment specified



15. Over the last 5 years, which of the following have influenced the business most positively? (select up to three options)



16. Please select the factors that are currently constraining the business from achieving its goals. (select as many as relevant)



19. Please indicate how much you agree / disagree with the following statements.

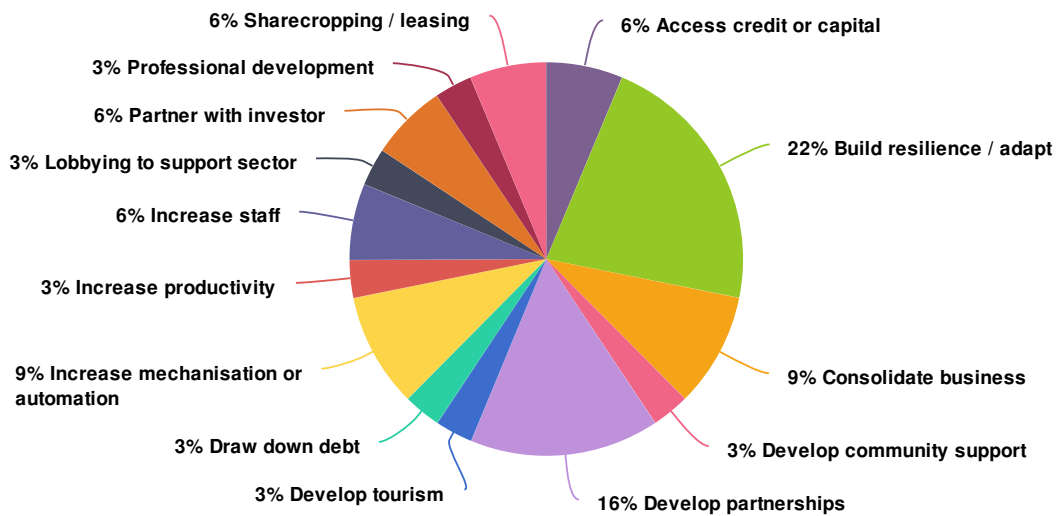
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	Not applicable	Responses
My family and/or local community provide me with support during hard times Count Row %	198 31.9%	274 44.2%	99 16.0%	17 2.7%	10 1.6%	22 3.5%	620
I often work alongside my neighbours or peers without expecting any financial return Count Row %	141 23.6%	252 42.2%	134 22.4%	29 4.9%	4 0.7%	37 6.2%	597
My social connections enable me to influence decisions in my region Count Row %	70 11.7%	192 32.1%	207 34.6%	79 13.2%	19 3.2%	32 5.3%	599
I am actively involved in local community groups (e.g. fire brigade, school, landcare, associations, clubs) Count Row %	147 24.6%	171 28.6%	125 20.9%	93 15.6%	27 4.5%	35 5.9%	598
Totals Total Responses							620

20. To prepare for the future, how likely is the business to adopt each of these strategies?

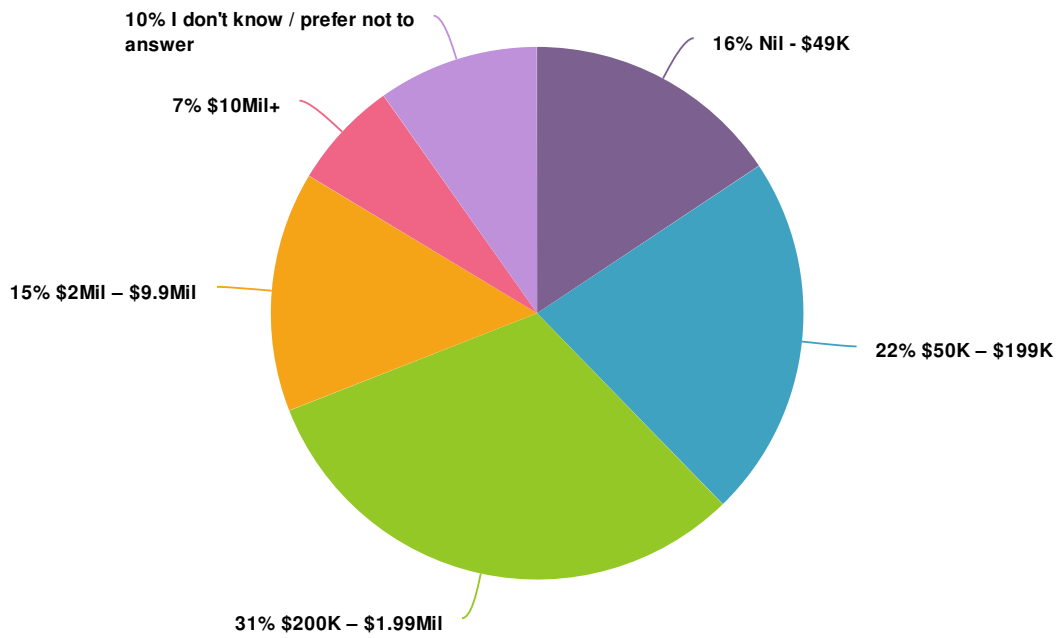
	Highly likely	Likely	Unsure	Unlikely	Highly unlikely	Responses
Invest in research and development						
Count	88	188	164	101	35	576
Row %	15.3%	32.6%	28.5%	17.5%	6.1%	
Expand current operations						
Count	151	224	114	77	26	592
Row %	25.5%	37.8%	19.3%	13.0%	4.4%	
Develop new products						
Count	99	187	114	124	49	573
Row %	17.3%	32.6%	19.9%	21.6%	8.6%	
Increase liquid assets						
Count	45	161	203	114	34	557
Row %	8.1%	28.9%	36.4%	20.5%	6.1%	
Sell the business						
Count	26	43	104	172	222	567
Row %	4.6%	7.6%	18.3%	30.3%	39.2%	
Integrate vertically (business spans more than one step of production, processing, marketing and retail)						
Count	91	130	145	125	75	566
Row %	16.1%	23.0%	25.6%	22.1%	13.3%	
Explore new markets for products						
Count	149	230	92	79	33	583
Row %	25.6%	39.5%	15.8%	13.6%	5.7%	
Invest in new technologies						
Count	138	246	113	67	20	584
Row %	23.6%	42.1%	19.3%	11.5%	3.4%	
Owners to retire soon						
Count	39	84	90	171	151	535
Row %	7.3%	15.7%	16.8%	32.0%	28.2%	
Diversify the business						
Count	83	209	137	115	38	582
Row %	14.3%	35.9%	23.5%	19.8%	6.5%	
Keep the business as it is now						
Count	49	186	115	181	60	591
Row %	8.3%	31.5%	19.5%	30.6%	10.2%	

	Highly likely	Likely	Unsure	Unlikely	Highly unlikely	Responses
Increase off-farm income (any income earned from work not related to the farm)	73	161	111	137	55	537
Count	13.6%	30.0%	20.7%	25.5%	10.2%	
Row %						
Totals						
Total Responses						592

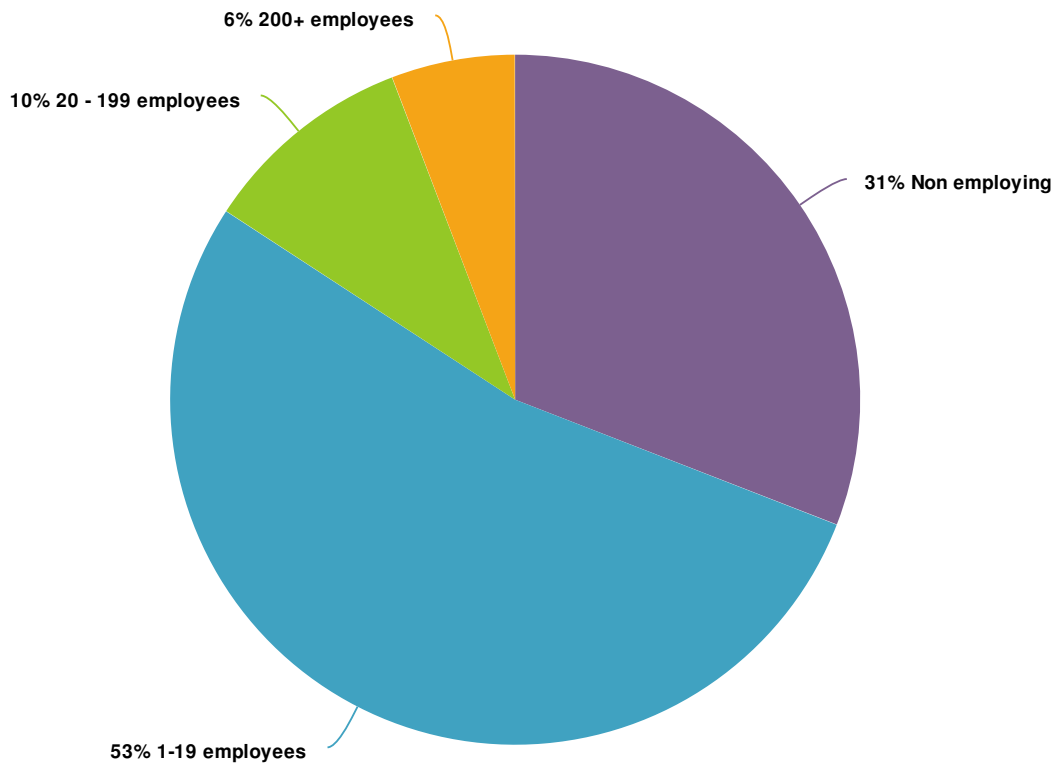
23. **Other strategies you are likely to adopt



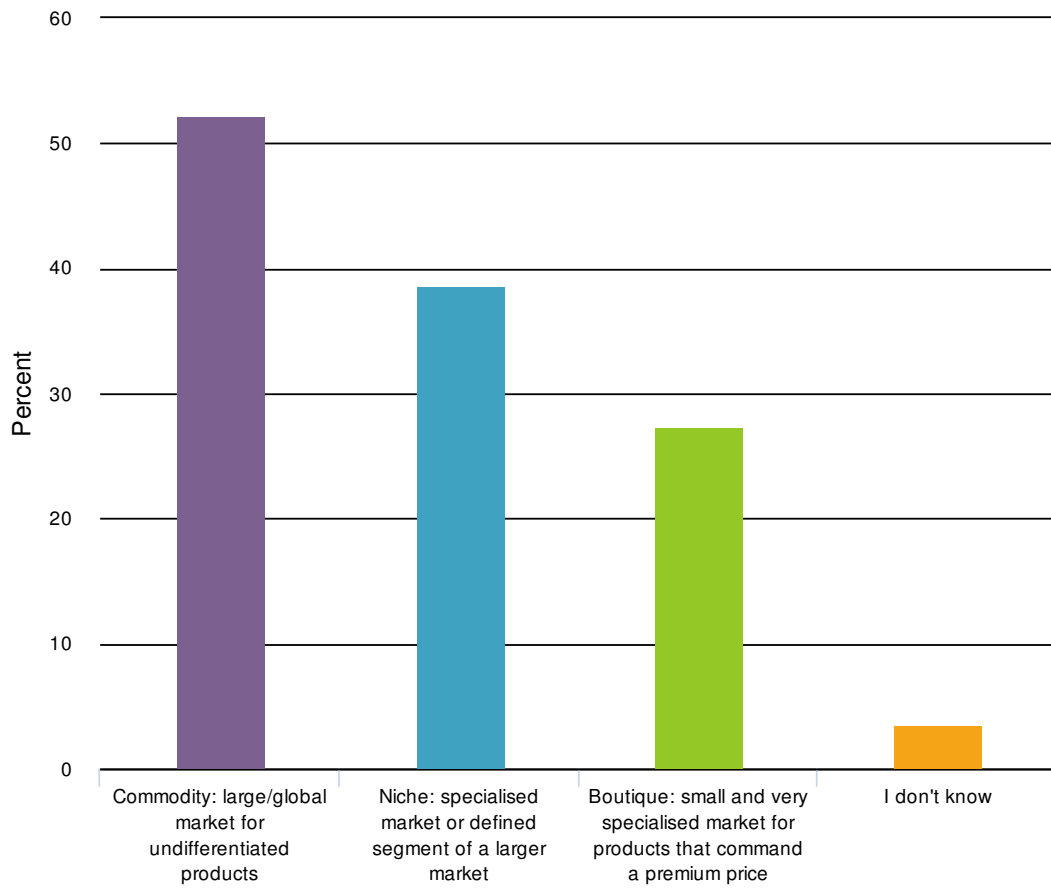
24. What was the average annual turnover of the main business you have worked at over the last 3 years?



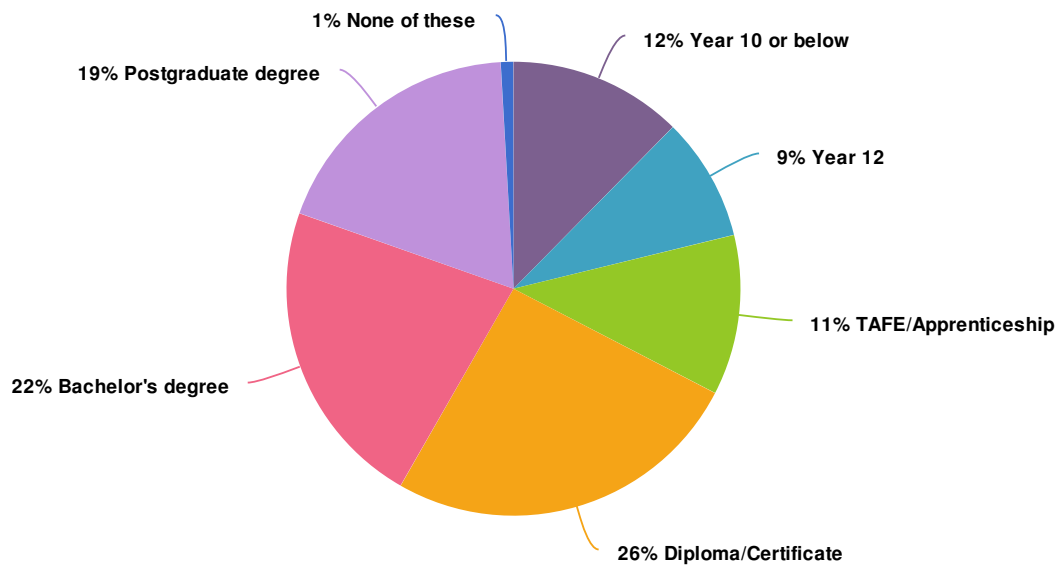
25. How many employees does the business have?



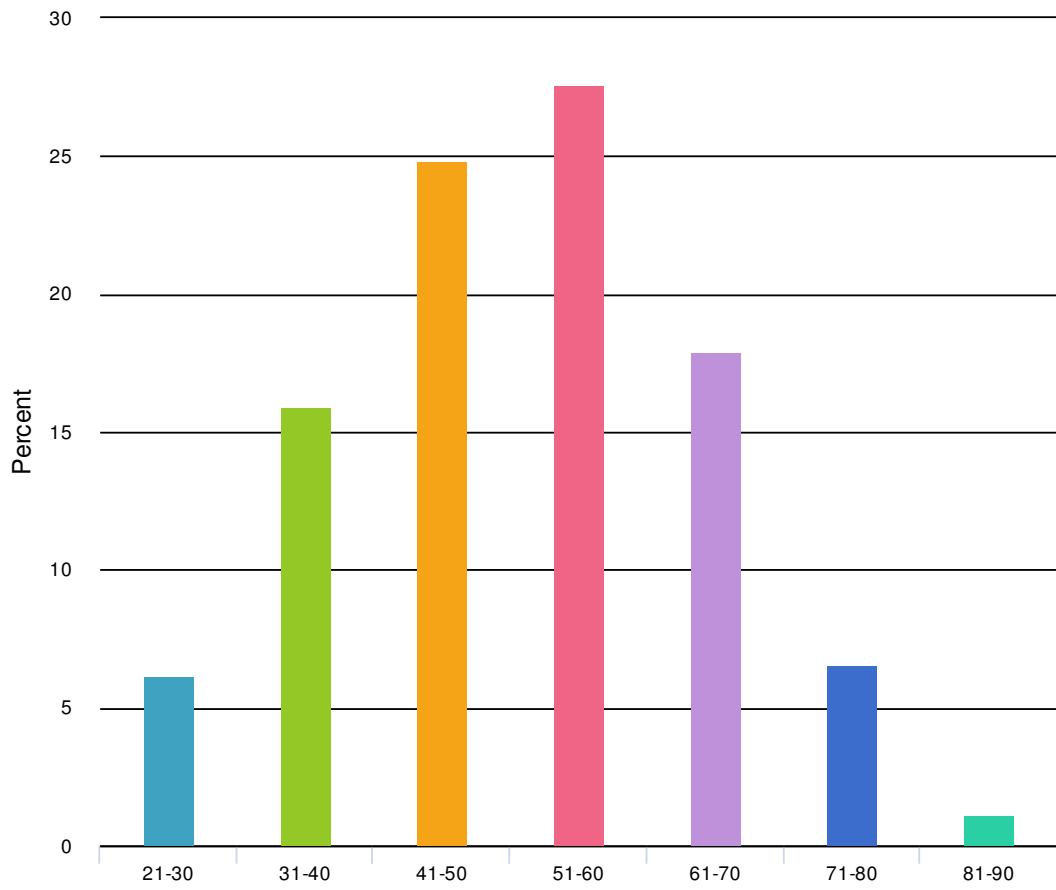
26. What sort of market do your products go into? (select all that are relevant)



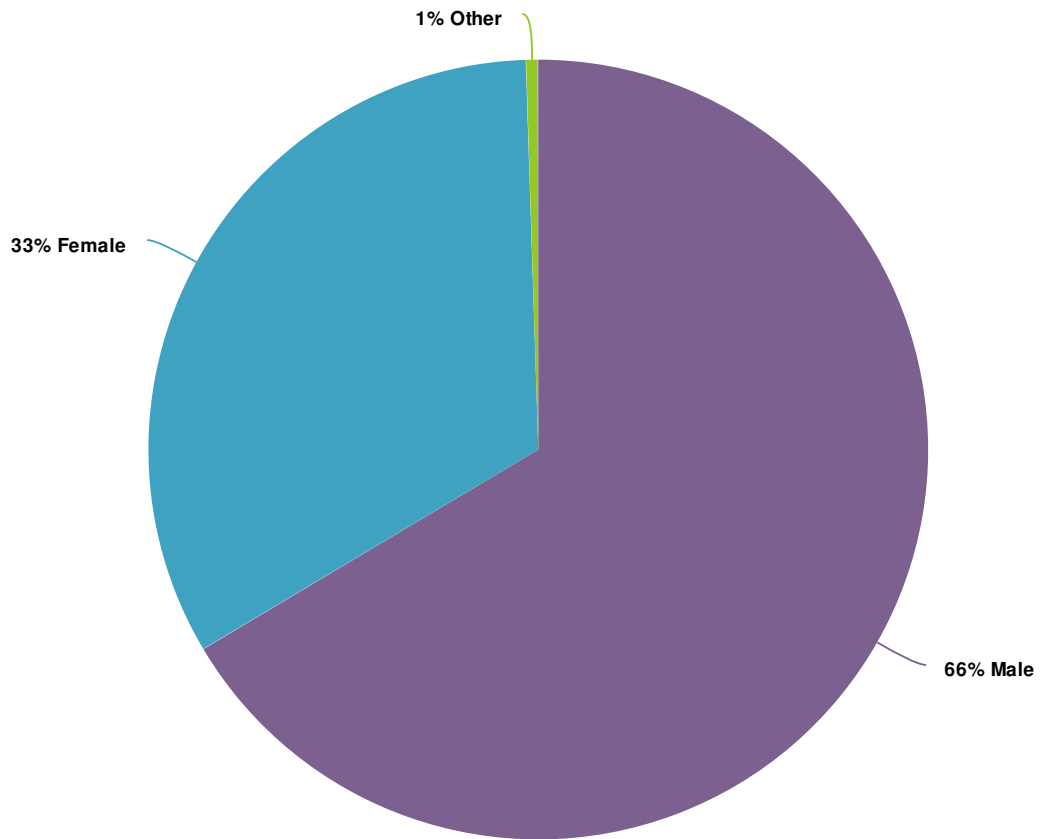
29. What is the highest level of education you have completed?



31. **What age cohort are you in? (reclassified from year of birth)



32. Your gender:



We hope you found this report informative. Additional reports summarising the data according to region and sector are available at utas.edu.au/tia/tasagfuture.