Beef Producer Intentions Survey

[BPIS PULSE: July 2025]

July 2025

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About the research

The survey, undertaken by MLA, is used to help industry determine grassfed beef cattle production forecasts and to understand the breed composition of the Australian herd on a national, state and regional basis. It is one of the inputs into the MLA beef industry forecasting models.

The research has three primary objectives, namely to:

- ✓ Measure and report on herd population, demographics, beef cattle supply information and producer production intentions.
- ✓ Ensure estimates are reliable and based on sufficiently large sample sizes to ensure the robustness and accuracy of estimates. The sample should be representative or weighted to be representative of the producer population structure.
- ✓ Provide capacity to explore and investigate results at a smaller area and segment level. This will include – among other things – across states and MLA reporting regions.

The following report provides an overview of results for the JULY 2025 – PULSE survey.

The July 2025 – PULSE survey

Feedback was the PULSE survey was sought from grassfed beef cattle producers over the period 1st July 2025 – 17th July 2025. Producers were invited to complete the online survey if they had completed the April 2025 survey.

A total of 1,295 producers from across Australia respond to the survey invitation. The feedback was then weighted, using the latest available data from the Levy Payer Register, to produce industry estimates. The weighting was also the same weighting used in the April 2025 survey to ensure consistency across the time periods. Please note that there were slightly fewer Northern producers in the April 2025 survey (and subsequently the July 2025 survey) because of the impact of weather events in the Queensland region.

A full breakdown of the sample make up, plus a description of the Levy Payer Register data used and the weighting approach is included as an attachment to this report. Details of the aims of the July PULSE survey are outlined next.

Please note that the current survey design (commencing with the November 2023 survey) was constructed to support the industry with reliable data because of the reduction in the scope of agricultural surveys being conducted by the ABS. There are number of new design elements and so some caution should be exercised when comparing these results with previously released data.

An overview of the research design

Three separate but integrated surveys will be conducted across the calendar year. Each survey will have a specific focus and purpose, as described below.

FULL SURVEY
Provides an estimate of herd sizes, a profile of the grassfed beef cattle herd and measures of producer intentions.

FULL SURVEY
Provides feedback on producers plans for the upcoming breeding program and other related issues.

PULSE SURVEY
Provides a quick update on results from the April survey.

More detail on the research design is included in the Attachments to this report.

A note on weighting and producer population estimates:

As detailed in the Appendices, the weighting structure was updated with the most recent available information and data on the estimated population of agricultural businesses with grassfed beef cattle across two factors: State and Levy Band. This change was required due to the cessation of the ABS Agricultural Census data.

With this update, the estimated population of businesses has increased from 77,407* to 81,910† (a 5.8% increase). Consideration of this increase in the estimated population of businesses should be taken when interpreting results in this report.

* Source: Levy Payer Register for the previous financial year (2022-23)
† Source: Levy Payer Register for the most recent financial year (2023-24)

A recap of the April 2025 intentions and estimates

The fifth wave of the Beef Producers Intentions Survey was launched in April 2025 to measure and report on estimates of herd size, sentiment and forward projections/intentions.

Data was collected across several topic areas, including the following (which are covered in the July 2025 PULSE Survey):

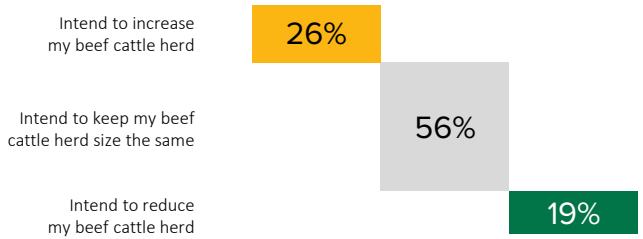
- 12-month intention: this was the producer's intention to increase, keep the same, or reduce their beef cattle herd over the next 12 months;
- Planned autumn calf drop: for producers who indicated they join cows/heifers to deliver calves in autumn, this was a producer forecast of the number of calves to be delivered up to 30 June 2025; and
- Forecast sales: this was a producer forecast of their produced cattle sales across the first half of 2025 (January to June).

These estimates derived from the producer feedback provided from the April 2025 research are shown on the right.

Clearly on-farm, market and climate factors may have impacted producers' behaviours since their participation in the April 2025 Survey.

The July 2025 PULSE Survey was designed to provide a quick update on these April intentions and estimates. An outline of the aims of the July 2025 PULSE Survey now follows.

Producers provided their intention to increase, reduce or maintain their beef cattle herd over the next 12 months. Results (ignoring the size of the herd) were:



2.39 million Estimate of autumn calves to be delivered in the period up to 30 June 2025

4.82 million Estimate of produced cattle sales in the period 1 January to 30 June 2025

The aim of the July 2025 survey

The aim of the July 2025 PULSE Survey is to provide updated estimates on those provided in the April 2025 Survey. Specifically, the July 2025 PULSE Survey was designed to confirm:

- 12-month intention confirmation: this was whether the producer had confidence in their intention provided in April, or whether their intention had now changed;
- Estimate of autumn calf drop: for producers who indicated they join cows/heifers to deliver calves in autumn, this will confirm the forecast number of autumn calves provided in April for the period 1 April to 30 June 2025; and
- Estimate of sales: this will confirm the total produced cattle sales made in the first half of 2025 with analysis exploring if this revised figure was different to that planned and reported in April and the reasons behind any changes in produced cattle sales last year.

The July PULSE methodology for the re-estimate of the autumn calf drop and the produced cattle sales involved:

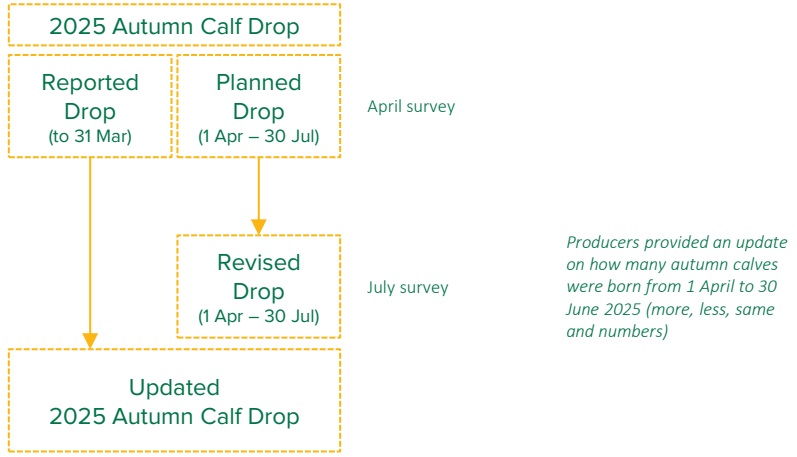
- With a new position now available, producers were asked to provide their estimate of their autumn calf drop (from 1 April to 30 June 2025) and also their produced cattle sales (from 1 January to 30 June 2025).
- Utilising their reported autumn calf drop from 1 January to 31 March 2025, the overall estimates of the autumn calf drop and the produced cattle sales were updated. Analysis will again focus on the differences in forecasts between the April 2025 Survey and the July 2025 PULSE Survey. Also as part of this analysis, the July 2025 PULSE survey explored what reasons were behind producers selling more or less produced cattle than they had planned in April.

The July 2025 PULSE survey will report on producer-level results (e.g. for sales, how many producers sold more, less or the same number of producer cattle as they indicated in April), and also an estimate of the revised totals (e.g. produced cattle sales), acknowledging producers are of varying sizes.

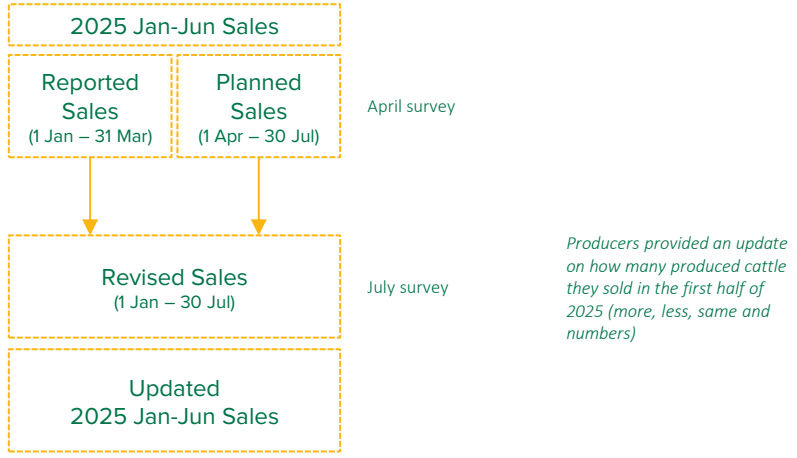
Of note is that there were outliers that needed to be considered, namely those who experienced a severe change in estimate upward (e.g. estimating very little or no calves dropped / sales in April 2025 and then a large amount of reported/expected calves dropped / sales in July 2025). These outliers were removed to ensure the average change within each cells remains within a reasonable limit.

Details of the July 2025 PULSE survey research design are described in the attachments.

Methodology undertaken for the revision of the autumn calf drop estimate



Methodology undertaken for the revision of the produced cattle sales estimate



Insights and results

The feedback from producers in the July 2025 PULSE Survey has indicated that:

Herd intentions

The majority of producers have confirmed their intention as stated in April – specifically, 84% of producers indicated their intention remained to increase, keep the same, or reduce their beef cattle herd. Of the 16% who reported their intentions have changed:

- 3% now intend to increase their beef cattle herd; whilst
- 7% now intend to keep their beef cattle herd size the same; and
- the remaining 6% now intend to reduce their beef cattle herd.

2025 autumn calf drop

Most autumn calving producers reported a change to their forecast autumn calf drop:

- 38% delivered less calves than previously forecast in April 2025; whilst
- 32% delivered more calves than expected; and
- the remaining 29% reported their calf drop matched their forecast.

When then taking account of the sizes reported, the analysis indicates that the 2025 autumn calf drop was closer to 2.43M than the planned 2.39M (a 2% uplift).

2025 produced cattle sales

Almost half of producers reported they sold less than previously forecast in April 2025:

- 46% sold less produced cattle in the first half of 2025 than forecast; whilst
- 21% sold more produced cattle than expected; and
- the remaining 33% reported they met their forecast cattle sales.

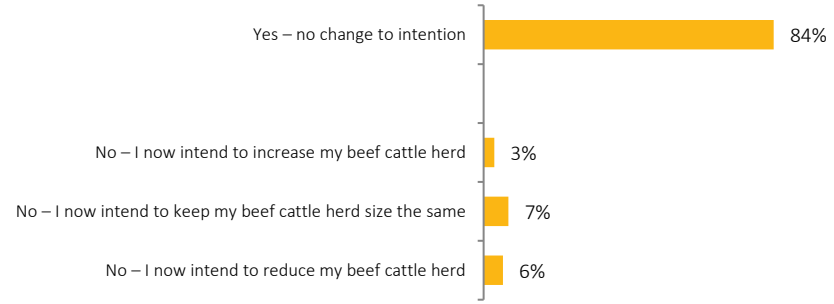
When then taking account of the number of cattle sales reported, the analysis indicates that the first half of 2025 sales was closer to 4.03M than the forecast 4.82M.

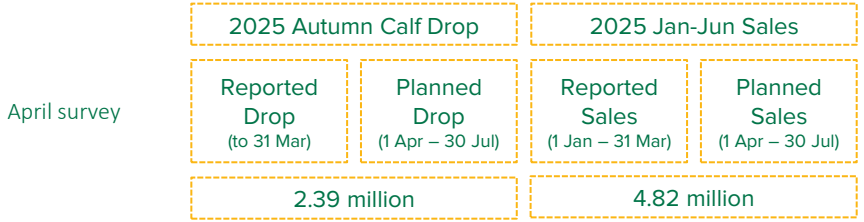
Behind the 46% of producers reporting they sold less cattle than expected, the reasons were varied but can be attributed to two key explanations:

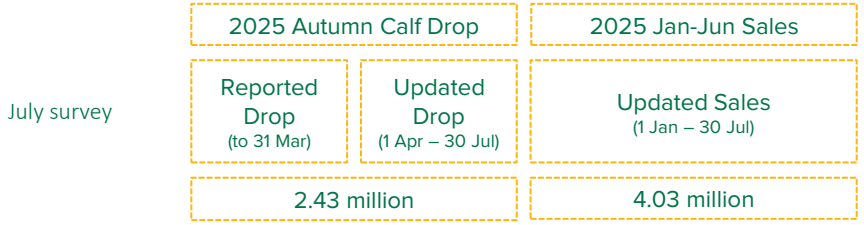
- Cattle did not make weight / were not ready (42% said this); and
- Retaining cattle due to forecast prices look to be stronger (21% said this).

The detailed results from the July 2025 PULSE Survey now follow.

Change in beef cattle herd intention over the next 12 months





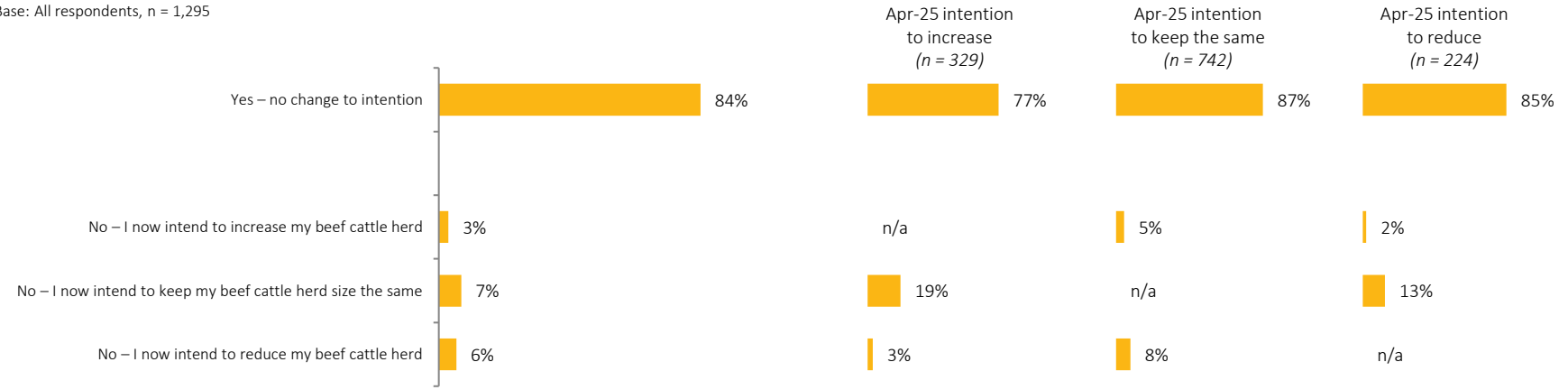


results from the
July PULSE survey

Change in intentions on herd size over the next 12 months

Q1. When we spoke to you in April, you indicated that you intended to ["increase your" / "keep the same size" / "reduce your" Q8 ANSWER FROM APR 2025 SURVEY] beef cattle herd over the next 12 months. Is this still your intention?

Base: All respondents, n = 1,295



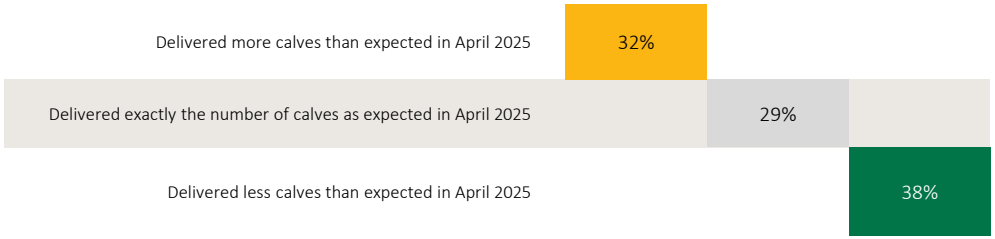
	State						Levy Band					
	NSW	QLD	SA	TAS	VIC	WA	Category 1 (lowest band)	Category 2	Category 3	Category 4	Category 5	Category 6+ (highest bands)
Base:	*459*	*249*	*71*	*63*	*353*	*95*	*687*	*253*	*148*	*128*	*52*	*27*
No change to intention	85%	89%	71%	90%	80%	87%	83%	85%	87%	83%	79%	85%
Now intend to increase	3%	3%	6%	0%	3%	3%	3%	3%	3%	6%	5%	8%
Now intend to keep the same	7%	6%	13%	3%	10%	2%	8%	6%	5%	5%	8%	7%
Now intent to reduce	5%	3%	11%	6%	8%	7%	6%	5%	4%	6%	8%	0%

Autumn calving – change in expected calves from April 2025

Q2. When we spoke to you in April, you indicated that you expected [Q15 ANSWER FROM APR 2025 SURVEY] calves to be delivered from your autumn breeding program between 1 April 2025 to 30 June 2025.

How many autumn calves did you actually end up delivering in April-June 2025?

Base: All respondents categorised or self-identified as a Southern Australian producer AND who reported being a cow / calf producer AND joined their breeding herd for autumn breeding, n = 519



Note: these results are producer level results and do not reflect the total number of autumn calves delivered across April-June 2025.

The results provide an indication of the producer experience.

	State						Levy Band					
	NSW	QLD	SA	TAS	VIC	WA	Category 1 (lowest band)	Category 2	Category 3	Category 4	Category 5	Category 6+ (highest bands)
Base:	*192*	*40*	*55*	*16*	*149*	*67*	*277*	*113*	*62*	*55*	*8*	*4*
Delivered more calves than expected in April 2025	33%	32%	22%	38%	34%	36%	30%	37%	35%	43%	20%	31%
Delivered exactly the number of calves as expected in April 2025	24%	28%	30%	33%	38%	23%	30%	31%	22%	24%	30%	52%
Delivered less calves than expected in April 2025	43%	40%	48%	30%	27%	41%	40%	31%	43%	34%	50%	17%

Autumn calving – update of actual calves delivered to 30 June 2025

Q2. When we spoke to you in April, you indicated that you expected [Q15 ANSWER FROM APR 2025 SURVEY] calves to be delivered from your autumn breeding program between 1 April 2025 to 30 June 2025.

How many autumn calves did you actually end up delivering in April-June 2025?

Base: All respondents categorised or self-identified as a Southern Australian producer AND who reported being a cow / calf producer AND joined their breeding herd for autumn breeding, n = 519

April 2025 estimate of autumn calves up to 30 June 2025

2.39 million

1.22 million

Reported calves born to 31 March 2025

1.16 million

Expected calves to be born between 1 April to 30 June 2025

This estimate is then updated using the producer-reported calves born from 1 April to 30 June 2025 from the Jul-25 PULSE survey

July 2025 estimate of autumn calves to 30 June 2025

2.43 million

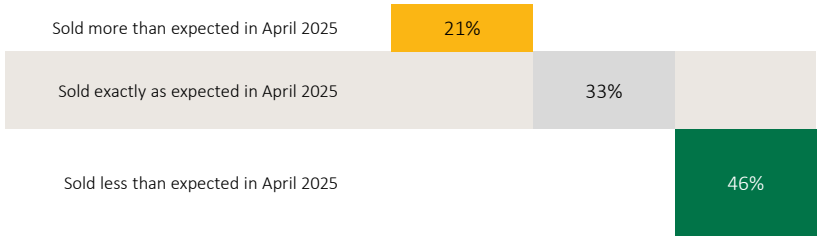
	State						Levy Band					
	NSW	QLD	SA	TAS	VIC	WA	Category 1 (lowest band)	Category 2	Category 3	Category 4	Category 5	Category 6+ (highest bands)
Base of Apr-25 estimate:	*535*	*127*	*103*	*31*	*367*	*187*	*749*	*262*	*162*	*136*	*29*	*13*
April 2025 estimate	0.79M	0.21M	0.28M	0.03M	0.64M	0.44M	0.69M	0.34M	0.40M	0.53M	0.16M	0.28M
Base of Jul-25 estimate of change:	*192*	*40*	*55*	*16*	*149*	*67*	*277*	*113*	*62*	*55*	*8*	*4*
July 2025 estimate	0.74M	0.20M	0.24M	0.03M	0.67M	0.55M	0.59M	0.35M	0.38M	0.53M	0.13M	0.46M

Producer sales – change in reported/planned sales from April 2025

Q3. When we spoke to you in April, you indicated that you sold or were planning to sell a total of [SALES FIGURE FROM APR 2025 SURVEY] [“weaners” / “feeder steers” / “grassfed bullocks” / “live export cattle from your production” / “cattle from your production”] across the period 1 January – 30 June 2025.

How many [“weaners” / “feeder steers” / “grassfed bullocks” / “live export cattle from your production” / “cattle from your production”] did you actually end up selling through January-June 2025?

Base: All respondents, n = 1,057



Note: these results are producer level results and do not reflect the total number of producer sales across January-June 2025.

The results provide an indication of the producer experience.

	State						Levy Band					
	NSW	QLD	SA	TAS	VIC	WA	Category 1 (lowest band)	Category 2	Category 3	Category 4	Category 5	Category 6+ (highest bands)
Base:	*401*	*205*	*63*	*43*	*260*	*80*	*550*	*214*	*111*	*117*	*42*	*23*
Sold more than expected in April 2025	24%	18%	16%	18%	20%	13%	19%	23%	19%	23%	42%	15%
Sold exactly as expected in April 2025	27%	29%	46%	36%	42%	49%	36%	33%	27%	29%	15%	25%
Sold less than expected in April 2025	49%	52%	38%	45%	38%	37%	45%	43%	53%	48%	43%	61%

Producer sales – update of actual sales through Jan-Jun 2025

Q3. When we spoke to you in April, you indicated that you sold or were planning to sell a total of [SALES FIGURE FROM APR 2025 SURVEY] [“weaners” / “feeder steers” / “grassfed bullocks” / “live export cattle from your production” / “cattle from your production”] across the period 1 January – 30 June 2025.

How many [“weaners” / “feeder steers” / “grassfed bullocks” / “live export cattle from your production” / “cattle from your production”] did you actually end up selling through January-June 2025?

Base: All respondents, n = 1,057

April 2025 estimate of producer sales from 1 January to 30 June 2025

4.82 million

2.45 million

Reported sales already made from 1 January to 31 March 2025

2.38 million

Expected sales to be made between 1 April to 30 June 2025

This estimate is then updated using the producer-reported actual sales from 1 January to 30 June 2025 from the Jul-25 PULSE survey

July 2025 estimate of producer sales from 1 January to 30 June 2025

4.03 million

	State						Levy Band					
	NSW	QLD	SA	TAS	VIC	WA	Category 1 (lowest band)	Category 2	Category 3	Category 4	Category 5	Category 6+ (highest bands)
Base of Apr-25 estimate:	*1,024*	*565*	*128*	*87*	*616*	*226*	*1,419*	*471*	*314*	*300*	*98*	*58*
April 2025 estimate	1.32M	1.73M	0.17M	0.28M	0.70M	0.27M	0.99M	0.51M	0.64M	0.67M	0.44M	1.57M
Base of Jul-25 estimate of change:	*401*	*205*	*63*	*43*	*260*	*80*	*550*	*214*	*111*	*117*	*42*	*23*
July 2025 estimate	1.19M	1.01M	0.10M	0.28M	0.70M	0.21M	0.67M	0.43M	0.47M	0.63M	0.41M	1.42M

Reasons for the decline in producer sales against expectation

46% of producers reported they sold **FEWER** of their produced cattle in the period 1 January – 30 June 2025 than planned

We asked these producers what were the reasons behind the difference between the expected sales and what actually happened…

Q4. Why did you end up selling fewer [“weaners” / “feeder steers” / “grassfed bullocks” / “live export cattle from your production” / “cattle from your production”] during January-June 2025 than you expected back in April? Please select all the reasons that explain why.

Base: All respondents who reported selling fewer produced cattle than expected, n = 477

* Response has been coded from open-ended feedback via “Other (please describe)”.

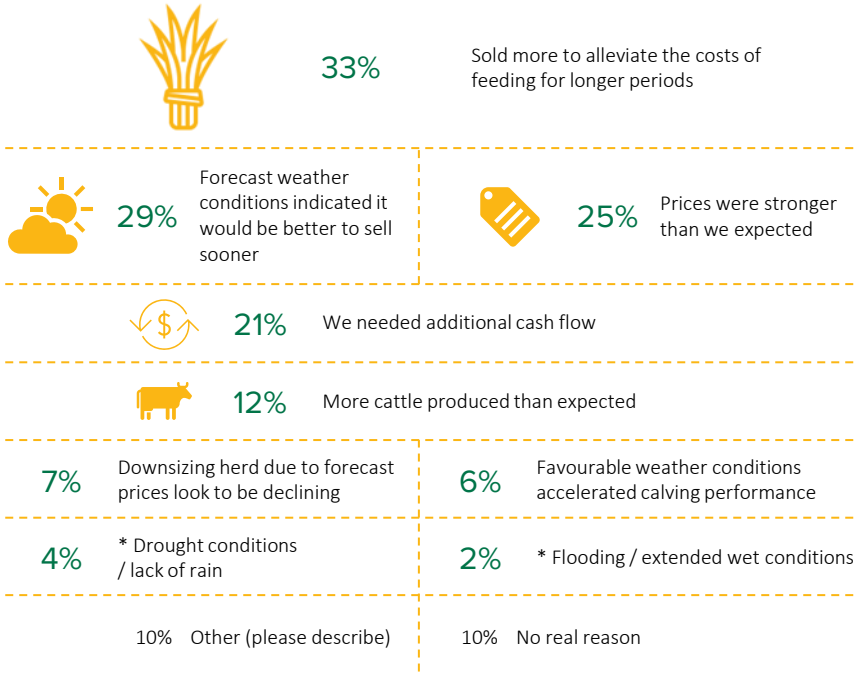
Reasons for the increase in producer sales against expectation

21% of producers reported they sold **MORE** of their produced cattle in the period 1 January – 30 June 2025 than planned

We asked these producers what were the reasons behind the difference between the expected sales and what actually happened…

Q5. Why did you end up selling more [“weaners” / “feeder steers” / “grassfed bullocks” / “live export cattle from your production” / “cattle from your production”] during January-June 2025 than you expected back in April? Please select all the reasons that explain why.

Base: All respondents who reported selling more produced cattle than expected, n = 216



* Response has been coded from open-ended feedback via “Other (please describe)”.

attachments

Comparison of April 2025 and July 2025 sample

April 2025 Survey completes (count)

	OVERALL	Category 1 (lowest band)	Category 2	Category 3	Category 4	Category 5	Category 6+ (highest bands)
AUSTRALIA	**3,116**	**1,690**	**547**	**375**	**325**	**109**	**70**
NSW	**1,145**	646	207	125	111	39	17
VIC	**771**	415	152	109	64	26	5
QLD	**659**	360	91	75	80	25	28
WA	**252**	116	51	33	39	7	6
SA	**153**	87	27	14	14	6	5
TAS	**121**	64	18	19	13	1	6
NT	**13**	1	0	0	4	5	3
ACT	**2**	1	1	0	0	0	0

April 2025 Survey completes (proportion of total)

	OVERALL	Category 1 (lowest band)	Category 2	Category 3	Category 4	Category 5	Category 6+ (highest bands)
AUSTRALIA	**100%**	**54%**	**18%**	**12%**	**10%**	**3%**	**2%**
NSW	**37%**	21%	7%	4%	4%	1%	1%
VIC	**25%**	13%	5%	3%	2%	1%	<1%
QLD	**21%**	12%	3%	2%	3%	1%	1%
WA	**8%**	4%	2%	1%	1%	<1%	<1%
SA	**5%**	3%	1%	<1%	<1%	<1%	<1%
TAS	**4%**	2%	1%	1%	<1%	<1%	<1%
NT	**<1%**	<1%	0%	0%	<1%	<1%	<1%
ACT	**<1%**	<1%	<1%	0%	0%	0%	0%

July 2025 Survey completes (count)

	OVERALL	Category 1 (lowest band)	Category 2	Category 3	Category 4	Category 5	Category 6+ (highest bands)
AUSTRALIA	**1,295**	**687**	**253**	**148**	**128**	**52**	**27**
NSW	**459**	254	85	46	50	18	6
VIC	**353**	186	81	46	25	12	3
QLD	**249**	133	43	27	22	16	8
WA	**95**	38	25	10	17	2	3
SA	**71**	42	9	11	6	2	1
TAS	**63**	33	9	8	8	1	4
NT	**3**	0	0	0	0	1	2
ACT	**2**	1	1	0	0	0	0

July 2025 Survey completes (proportion of total)

	OVERALL	Category 1 (lowest band)	Category 2	Category 3	Category 4	Category 5	Category 6+ (highest bands)
AUSTRALIA	**100%**	**53%**	**20%**	**11%**	**10%**	**4%**	**2%**
NSW	**35%**	20%	7%	4%	4%	1%	<1%
VIC	**27%**	14%	6%	4%	2%	1%	<1%
QLD	**19%**	10%	3%	2%	2%	1%	1%
WA	**7%**	3%	2%	1%	1%	<1%	<1%
SA	**5%**	3%	1%	1%	<1%	<1%	<1%
TAS	**5%**	3%	1%	1%	1%	<1%	<1%
NT	**<1%**	0%	0%	0%	0%	<1%	<1%
ACT	**<1%**	<1%	<1%	0%	0%	0%	0%

Research design

Survey Program

The Beef Producers Intentions Survey, undertaken by MLA, is used to help industry determine on-farm grassfed adult beef cattle production forecasts and to understand the breed composition of the herd on a national, state and regional basis. It is one of the inputs into the MLA beef industry forecasting models.

Methodology

The July 2025 survey utilised a wholly online methodology of producers who responded to the April 2025 survey. Producers were contacted up to three times via email invitation to complete the July 2025 PULSE survey.

Sample lists

The list utilised was the same list used for the April 2025 survey - approval was sought and received to use the Levy Payer Register as the sample. This data was cleaned for any duplicates by email and phone number before use in the research.

Questionnaire

A 3-4 minute questionnaire was used to collected the required information. The survey questionnaire covered the following topic areas:

- Has their intention to increase / keep the same / reduce their beef cattle herd over the next 12 months changed since last asked in April 2025;
- What was the actual reported autumn calves delivered through the period 1 April – 30 June 2025, and was this different to their expectation; and
- What was the actual reported sales through the period 1 January – 30 June 2025, and was this different to their expectation;
    - If different, what was the reason (or reasons) behind selling more or less of their produced cattle than they expected;.

Sample size

A total of n = 1,295 responses were provided by producers as follows:

	Overall	ACT	NSW	NT	QLD	SA	TAS	VIC	WA
# of surveys	**n = 1,421**	n = 2	n = 459	n = 3	n = 249	n = 71	n = 63	n = 353	n = 95

Timing

The interviewing was undertaken between 1st July 2025 – 17th July 2025.

Weighting

The survey results were weighted. A description of the weighting process used for the July 2025 Beef Producers Intentions Survey follows next.

Weighting of survey data

Survey data is often weighted to ensure estimates provide a representative match of the population being estimated and the estimates deliver statistical reliable measures.

For the Beef Producers Intentions Survey, data has been weighted to ensure the sample provides a strong representation of the population of producers as possible. For this survey, it was considered important to weight the survey data to ensure we have:

- Coverage across the various regions as producers will have different operating conditions. For our purposes, a region is a state – so we need to weight so that our final sample is representative of the distribution of producers across states.

- Coverage across farm businesses of different sizes – larger businesses have larger herds so ensuring we have an appropriate mix of small, medium, large and very large producers is vital for the estimation process. As there is no up-to-date record of the herd sizes of producers nationally, we have used the Levy Band the producer is within (11 categories) as a proxy to this. For higher levy bands (categories 6 and above), a national representation was used as opposed to a state representation given the smaller number of producers in these levy bands.

There may be other variables that help describe the possible differences across producers, but these two variables (state and levy band) will more than likely account for the likely differences that exist in the population of all producers.

For this survey, the most recent Levy Payer Register (FY 2023-24) was used as the population structure that guided the weighting approach. Data at a state and levy band segment from the register was approved for use - this data is summarised opposite. The weighting approach involved using the estimate of the total number of agricultural businesses with grassfed beef cattle from the Levy Payer Register as the population estimates (after cleaning for possible duplicate businesses).

This final weighting matrix was then used to weight the April 2025 Beef Producers Intentions survey data. The same weighting matrix was also used to weight the July 2025 Beef Producers Intentions survey data to ensure consistency across the time periods.

Estimated number of agricultural businesses with grassfed beef cattle (Levy Payer Register)

	OVERALL	Category 1 (lowest band)	Category 2	Category 3	Category 4	Category 5	Category 6+ (highest bands)
AUSTRALIA	**81,910**	**51,926**	**12,636**	**8,460**	**5,815**	**1,823**	**1,251**
NSW	**29,211**	18,955	4,509	2,930	1,991	536	290
VIC	**21,026**	13,439	3,645	2,309	1,233	265	136
QLD	**20,151**	12,629	2,660	1,920	1,647	731	566
WA	**4,277**	2,454	728	520	380	92	104
SA	**4,126**	2,584	601	441	309	108	82
TAS	**2,718**	1,668	443	297	215	62	33
NT	**211**	67	20	22	34	29	40
ACT	**190**	130	30	23	6	1	1

Confidence intervals for survey estimates

Reliability of the estimates

The estimates in this report are based on information obtained from a sample survey. Any data collection may encounter factors, known as non-sampling error, which can impact on the reliability of the resulting statistics. In addition, the reliability of estimates based on sample surveys are also subject to sampling variability. That is, the estimates may differ from those that would have been produced had all persons in the population been included in the survey.

Non-sampling error

Non-sampling error may occur in any collection, whether it is based on a sample or a full count such as a census. Sources of non-sampling error include non-response, errors in reporting by respondents or recording of answers by interviewers and errors in coding and processing data. Every effort is made to reduce non-sampling error by careful design of survey questionnaires and quality control procedures at all stages of data processing.

Sampling error

One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of persons was included. There are about two chances in three (67%) that a sample estimate will differ by less than one SE from the number that would have been obtained if all persons had been surveyed, and about 19 chances in 20 (95%) that the difference will be less than two SEs.

Calculation of confidence interval

If 50% of all the people in a population of 20,000 people drink coffee in the morning, and if you were repeat the survey of 377 people ("Did you drink coffee this morning?") many times, then 95% of the time, your survey would find that between 45% and 55% of the people in your sample answered "Yes".

The remaining 5% of the time, or for 1 in 20 survey questions, you would expect the survey response to more than the margin of error away from the true answer.

When you survey a sample of the population, you don't know that you've found the correct answer, but you do know that there's a 95% chance that you're within the margin of error of the correct answer.

In terms of the numbers selected above, the margin of error *MoE* is given by:

$$MoE = z * \sqrt{\frac{\hat{p}(1-\hat{p})}{n}}$$

where n is the sample size, $\hat{p}$ is the fraction of responses that you are interested in, and z is the critical value for the 95% confidence level (in this case, 1.96).

This calculation is based on the Normal distribution and assumes you have more than about 30 samples.

Margin of Error for a given sample size and survey estimate		Sample Sizes by State							
	Australia	NSW	VIC	QLD	WA	SA	TAS	NT	ACT
	n = 1,295	n = 459	n = 353	n = 249	n = 95	n = 71	n = 63	n = 3	n = 2
Survey Estimate 50%	**± 2.72%**	± 4.57%	± 5.22%	± 6.21%	± 10.05%	± 11.63%	± 12.35%	n/a	n/a

Note. Margin of Errors are provided at the 95% confidence level on the assumption of a large population size (non-finite) and normally distributed.
Results labelled "n/a" are due to the assumption of the normal distribution not being upheld ($n\hat{p} < 10$ or $n(1-\hat{p}) < 10$).

Beef Producer Intentions Survey

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