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Job No. 070608

## Paid Maternity Leave Study

Prepared for  
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## METHODOLOGY

### Sample

- Conducted nationally among 1202 respondents aged 18 years and over.
- Respondents were selected by means of a stratified random sample process which included:
  - a quota set for each capital city and non-capital city area. Within each of these areas a quota set for each telephone area code;
  - random selection of household telephone numbers drawn from current telephone listings for each area code;
  - random selection of an individual in each household by a "last birthday" screening question.

### Interviewing

- Conducted by telephone over the period of 29 June - 1 July 2007 by fully trained and personally briefed interviewers.
- To ensure the sample included those people who tend to spend a lot of time away from home, a system of call backs and appointments was incorporated.

### Weighting

- To reflect the population distribution, results were post-weighted to Australian Bureau of Statistics data on age, highest level of schooling completed, sex and area.



**SECTION D - PROG NOTE: ASK ALL RESPONDENTS**

D1 Now a question about paid maternity leave. It has been suggested that **all** working women in Australia who take time off from their job to have a baby should continue to be paid for at least **part** of the time they are away from work (**PAUSE**). In principle, are you personally in **favour** or **against all** working women in Australia having access to some type of paid maternity leave?

**PROG NOTE:**  
- **SINGLE RESPONSE**

1	In favour
2	Against
3	Neither \ don't know

**PROG NOTE: ASK IF IN FAVOUR OF PAID MATERNITY LEAVE OR NEITHER\DON'T KNOW IE CODE 1 OR 3 IN D1. CODE 2 GO TO D3**

D2 A national paid maternity leave scheme of this type could be funded in a number of different ways. For each of the following, please tell me if you personally would be in **favour** or **against** this way of funding a paid maternity leave scheme. Firstly...

**PROG NOTE:**  
- **SINGLE RESPONSE REQUIRED PER ROW**  
- **RANDOMISE A-B, THEN C-D LAST**

		In favour	Against	Neither \ don't know
A	It being funded by <b>all</b> Australian <b>employers</b>	1	2	3
B	It being funded by <b>all</b> Australian <b>workers</b>	1	2	3
C	Funding being <b>shared</b> between Australian employers <b>and</b> workers	1	2	3
D	Funding being <b>shared</b> between Australian employers, workers, and the Federal government	1	2	3

**PROG NOTE: ASK ALL RESPONDENTS**

D3 Thinking now about women with newborn babies. Do you personally **agree** or **disagree** with each of the following statements?

**IF AGREE** Is that strongly agree or somewhat agree?  
**IF DISAGREE** Is that strongly disagree or somewhat disagree?

**PROG NOTE:**  
- **SINGLE RESPONSE REQUIRED PER ROW**  
- **RANDOMISE A-C**

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
A	The most <b>important</b> thing for a baby in its first year of life is to have the <b>full-time</b> care of at least one parent	1	2	3	4	5
B	<b>More</b> needs to be done in Australia so that mothers can spend more time with their newborn babies	1	2	3	4	5
C	Financial pressure means that many new mothers have to return to work <b>too soon</b> after having a baby	1	2	3	4	5



**DEMOGRAPHICS**

1	To make sure we're speaking to a cross-section of people, please tell me if you are aged...? <b>READ OUT 01-04 IF AGED 18-34 OR 05-11 IF AGED 35 AND OVER</b>	18-19..... <b>01</b> 20-24..... 02 25-29..... 03 30-34..... 04 35-39..... 05	40-44..... 06 45-49..... 07 50-54..... 08 55-59..... 09 60-64..... 10 65+..... 11 REFUSED..... 12
2	<b>RECORD SEX</b>	→	
			MALE..... 1 FEMALE..... 2
3	Are you the person who is <b>most</b> responsible for doing the household grocery shopping? <b>IF UNSURE / SHARED EQUALLY WITH SOMEONE ELSE CODE AS "YES" IE CODE 1</b>		YES..... 1 NO..... 2
4(a)	How many people aged 18 years or over live in your household, including yourself?		---4(a)---      ---4(b)--- <b>ADULTS      CHILDREN</b>
		ONE ..... 1 TWO..... 2 THREE ..... 3 FOUR ..... 4 FIVE ..... 5 SIX+ ..... 6 NONE..... 7 DON'T KNOW / REFUSED..... 8	1 2 3 4 5 6 7 8
4(b)	And how many children aged 17 years or younger live in your household?		
5	Are you in paid employment full time, part time or not at all? <b>IF UNSURE / CASUAL / SELF EMPLOYED</b> Is that closer to full time or part time hours?		FULL TIME..... 1 PART TIME..... 2 NOT AT ALL..... 3 DON'T KNOW / REFUSED..... 4
6	To help us ensure we have a representative sample could you please tell me the highest level of primary or secondary school you personally have completed? Was it...? <b>READ OUT 1-3</b>		YEAR 9 OR BELOW ..... 1 YEAR 10..... 2 OR, YEAR 11 OR 12..... 3 DON'T KNOW / REFUSED..... 4
7	And <b>apart</b> from primary and secondary school, what is the highest level of education you personally have <b>completed</b> ? Was it...? <b>READ OUT 1-3</b>		<b>SR</b>
		A DIPLOMA OR CERTIFICATE FROM A COLLEGE OR TAFE, INCLUDING AN APPRENTICESHIP ..... 1 A DEGREE OR DIPLOMA FROM A UNIVERSITY ..... 2 OR, NONE OF THESE ..... 3 REFUSED / DON'T KNOW..... 4	
8	Which <b>one</b> of the following best describes your present marital status? <b>READ OUT 1-6</b>		<b>SR</b>
		NEVER MARRIED ..... 1 DEFACTO OR LIVE TOGETHER ..... 2 MARRIED ..... 3 SEPARATED BUT NOT DIVORCED ..... 4 DIVORCED ..... 5 WIDOWED ..... 6 REFUSED ..... 7	
9	Could I please have the occupation of the main income earner of your household? <b>IF NECESSARY</b> Could I also have the position or job title of the main income earner of your household?		_____
10	Is your household's combined annual income from all sources, before tax... <b>READ OUT A-D.</b> Would that be...? <b>READ OUT 02-04 IF 30 TO 59, 06-08 IF 60 TO 89 OR 10-11 IF 90 THOUSAND OR MORE</b>		<b>A) UNDER 30 THOUSAND DOLLARS ..... 01</b> <b>B) 30 TO 59</b> \$30,000-\$39,999 ..... 02 \$40,000-\$49,999 ..... 03 OR, \$50,000-\$59,999 ..... 04 REFUSED / DON'T KNOW ..... 05 <b>C) 60 TO 89</b> \$60,000-\$69,999 ..... 06 \$70,000-\$79,999 ..... 07 OR, \$80,000-\$89,999 ..... 08 REFUSED / DON'T KNOW ..... 09 <b>D) OR, 90 THOUSAND OR MORE</b> \$90,000-\$99,999 ..... 10 OR, \$100,000 OR MORE ..... 11 REFUSED / DON'T KNOW ..... 12 <b>REFUSED ..... 13</b> <b>DON'T KNOW ..... 14</b>
	<b>INTERVIEWER INFORMATION</b>	<b>UNDER \$30,000 PA IS UNDER \$577 PER WEEK</b> ----- <b>\$30,000-\$39,999 PA IS \$577-\$769 PER WEEK</b> <b>\$40,000-\$49,999 PA IS \$770-\$962 PER WEEK</b> <b>\$50,000-\$59,999 PA IS \$963-\$1,154 PER WEEK</b> ----- <b>\$60,000-\$69,999 PA IS \$1,155-\$1,346 PER WEEK</b> <b>\$70,000-\$79,999 PA IS \$1,347-\$1,538 PER WEEK</b> <b>\$80,000-\$89,999 PA IS \$1,539-\$1,731 PER WEEK</b> ----- <b>\$90,000-\$99,999 PA IS \$1,732-\$1,923 PER WEEK</b> <b>OVER \$100,000 PA IS OVER \$1,923 PER WEEK</b>	



## COMPUTER TABLES

### Base and filters

- BASE - 'Weighted respondents' (WTD RESP) - the total number of completed interviews weighted to reflect the latest Australian Bureau of Statistics population estimates. Expressed in thousands (000's).
- FILTERS - Screen the questionnaires so that only certain types of respondents will be represented in the table.

### Analysis panel

- Comprises demographic or other discriminators, sub-divided into standard groups.
  - 1 SEX - Male, Female
  - 2 AGE - 18-24 years, 25-34 years, 35-49 years, 50+ years
  - 3 GROCERY BUYER - Whether the respondent is the person in the household most responsible for doing the weekly grocery shopping  
Yes, No
  - 4 CHILDREN - Whether there are children under the age of 18 currently living in the household.  
Yes, No
  - 5 MARITAL STATUS  
Married - married, defacto or living together  
Not married - never married, divorced, separated or widowed



- 6 WORK STATUS - Whether the respondent is in paid employment:  
Full time, Part time, Not at all
  
- 7 AREA  
'5 cap city' - the Statistical divisions of Sydney, Melbourne, Brisbane, Adelaide and Perth as defined by the Australian Bureau of Statistics  
'X-city' - the rest of Australia including ACT and Tasmania, but excluding the Northern Territory
  
- 8 SOCIO ECONOMIC STATUS (SES) - Based on the occupation of the main income earner of the household, using the ABS ASCO statistical classification. Subdivided into:  
  
White collar - professional, para-professional, manager, administrator, clerk, salesperson or other white collar worker.  
  
Blue collar - tradesperson, plant and machine operator, labourer, retired with previous occupation unknown, other blue collar workers, student, home duties or unemployed.
  
- 9 HIGHEST EDUCATION COMPLETED - Primary / secondary school, College / apprenticeship, University degree
  
- 10 HOUSEHOLD INCOME - Household's combined annual income from all sources before tax (for respondents specifying household income)  
Less than \$30,000, \$30,000 - \$69,999, \$70,000+



## **Respondents and weighted respondents**

- **RESPONDENTS** - The total number of completed interviews before weighting has been applied. The figure directly below the 'Total' is the number of respondents included in that table. The number of respondents included in any particular column appears at the top of the column.
- **WTD RESP (000's)** - The population estimates represented by the respondents, expressed in thousands. The percentages in the main body of the table are based on these weighted figures.

## **Questions**

- Down the left side of the page is a question description and response frame.

## **Totals**

- Column totals appear across the bottom of the table. These will be greater than 100 percent if there have been multiple responses by individuals.

## **FORMAT OF RESULTS**

- Data also available on disc in Surveycraft, TABGEN, SPSS, SYSTAT or ASCII formats.



PAID MATERNITY LEAVE - 29 JUN/1 JUL 07

NEWSPOLL  
TABLE 1

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STANDARD ANALYSIS PANEL I \*BY\* QD1.IN FAVOUR \ AGAINST PAID MATERNITY LEAVE

BASE: WTD. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

	TOTAL	SEX		AGE					GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL -TIME	PART -TIME	NOT AT ALL
RESPONDENTS	1202	601	601	77	140	217	297	688	847	355	367	835	720	482	458	239	505
WTD. RESP.(000's)	15810	7761	8049	1809	2846	4655	4660	6494	10545	5265	6054	9756	9077	6733	6342	3419	6049
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD1.IN FAVOUR \ AGAINST PAID MATERNITY LEAVE																	
In favour	12081	6054	6028	1654	2498	4152	3608	4322	7839	4242	4957	7124	6711	5371	5060	2669	4352
	76.4%	78.0%	74.9%	91.4%	87.8%	89.2%	77.4%	66.5%	74.3%	80.6%	81.9%	73.0%	73.9%	79.8%	79.8%	78.1%	71.9%
Against	2750	1196	1553	78	163	241	785	1724	2062	688	656	2094	1763	987	909	561	1280
	17.4%	15.4%	19.3%	4.3%	5.7%	5.2%	16.8%	26.5%	19.6%	13.1%	10.8%	21.5%	19.4%	14.7%	14.3%	16.4%	21.2%
Neither \ don't know	979	511	468	77	185	262	268	449	644	335	442	537	604	375	373	189	417
	6.2%	6.6%	5.8%	4.3%	6.5%	5.6%	5.7%	6.9%	6.1%	6.4%	7.3%	5.5%	6.7%	5.6%	5.9%	5.5%	6.9%
TOTALS	15810	7761	8049	1809	2846	4655	4660	6494	10545	5265	6054	9756	9077	6733	6342	3419	6049
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL II \*BY\* QD1.IN FAVOUR \ AGAINST PAID MATERNITY LEAVE  
BASE: WTD. RESP.(000's)  
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY /SECONDARY SCHOOL	COLLEGE /APPRENTICESHIP	UNIVERSITY DEGREE	LESS THAN \$30000	\$30000 TO \$69999	\$70000 PLUS
RESPONDENTS	1202	701	501	350	301	200	150	151	50	652	550	441	417	344	288	336	363
WTD. RESP.(000's)	15810	9794	6016	5597	3966	3094	1212	1576	365	8453	7357	6417	5602	3791	3577	4378	4802
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD1.IN FAVOUR \ AGAINST PAID MATERNITY LEAVE																	
In favour	12081	7729	4353	4360	3291	2173	902	1051	304	6812	5269	4717	4018	3347	2513	3394	3999
	76.4%	78.9%	72.4%	77.9%	83.0%	70.2%	74.4%	66.7%	83.2%	80.6%	71.6%	73.5%	71.7%	88.3%	70.3%	77.5%	83.3%
Against	2750	1534	1215	1009	415	697	272	336	20	1287	1463	1213	1241	295	873	591	682
	17.4%	15.7%	20.2%	18.0%	10.5%	22.5%	22.4%	21.3%	5.6%	15.2%	19.9%	18.9%	22.2%	7.8%	24.4%	13.5%	14.2%
Neither \ don't know	979	531	448	228	260	224	38	188	41	353	625	487	343	149	190	393	121
	6.2%	5.4%	7.4%	4.1%	6.6%	7.2%	3.2%	11.9%	11.2%	4.2%	8.5%	7.6%	6.1%	3.9%	5.3%	9.0%	2.5%
TOTALS	15810	9794	6016	5597	3966	3094	1212	1576	365	8453	7357	6417	5602	3791	3577	4378	4802
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



## PAID MATERNITY LEAVE - 29 JUN/1 JUL 07

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STATEMENTS \*BY\* QD2.IN FAVOUR \ AGAINST STATEMENTS  
 BASE: WTD. RESP.(000's)  
 WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA  
 FILTERS: QD1.IN FAVOUR \ AGAINST PAID MATERNITY LEAVE(In favour \*OR\* Neither \ don't know)

	STATEMENTS			
	It being funded by all Australian employers	It being funded by all Australian workers	Funding being shared between Australian employers and workers	Funding being shared between Australian employers, workers, and the Federal government
RESPONDENTS	969	969	969	969
WTD. RESP.(000's)	13060	13060	13060	13060
	100.0%	100.0%	100.0%	100.0%
QD2.IN FAVOUR \ AGAINST STATEMENTS				
In favour	9628 73.7%	7344 56.2%	9325 71.4%	10147 77.7%
Against	2413 18.5%	4547 34.8%	2844 21.8%	2103 16.1%
Neither \ don't know	1019 7.8%	1169 9.0%	891 6.8%	811 6.2%
TOTALS	13060 100.0%	13060 100.0%	13060 100.0%	13060 100.0%



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STANDARD ANALYSIS PANEL I \*BY\* QD2.IN FAVOUR \ AGAINST STATEMENTS

BASE: WTD. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS(It being funded by all Australian employers)

	TOTAL	SEX		AGE					GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL -TIME	PART -TIME	NOT AT ALL
RESPONDENTS	969	491	478	74	131	205	248	516	674	295	322	647	576	393	386	199	384
WTD. RESP.(000's)	13060	6565	6496	1731	2683	4414	3876	4770	8483	4578	5398	7662	7315	5745	5433	2858	4769
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD2.IN FAVOUR \ AGAINST STATEMENTS																	
In favour	9628	4924	4704	1430	2139	3569	2761	3298	6176	3452	3914	5714	5306	4321	4082	2213	3333
	73.7%	75.0%	72.4%	82.6%	79.7%	80.8%	71.2%	69.1%	72.8%	75.4%	72.5%	74.6%	72.5%	75.2%	75.1%	77.4%	69.9%
Against	2413	1252	1161	74	465	539	926	948	1678	735	1097	1316	1556	857	1114	348	951
	18.5%	19.1%	17.9%	4.3%	17.3%	12.2%	23.9%	19.9%	19.8%	16.1%	20.3%	17.2%	21.3%	14.9%	20.5%	12.2%	19.9%
Neither \ don't know	1019	389	631	227	80	307	188	524	629	391	387	632	452	567	237	297	485
	7.8%	5.9%	9.7%	13.1%	3.0%	7.0%	4.9%	11.0%	7.4%	8.5%	7.2%	8.2%	6.2%	9.9%	4.4%	10.4%	10.2%
TOTALS	13060	6565	6496	1731	2683	4414	3876	4770	8483	4578	5398	7662	7315	5745	5433	2858	4769
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL II \*BY\* QD2.IN FAVOUR \ AGAINST STATEMENTS

BASE: WTD. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS(It being funded by all Australian employers)

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY /SECOND -ARY SCHOOL	COLLEGE /APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$30000	\$30000 TO \$69999	\$70000 PLUS
RESPONDENTS	969	578	391	274	264	158	116	111	46	546	423	345	315	309	210	279	308
WTD. RESP.(000's)	13060	8259	4801	4588	3551	2397	940	1240	345	7166	5894	5203	4361	3496	2704	3787	4120
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD2.IN FAVOUR \ AGAINST STATEMENTS																	
In favour	9628	6409	3218	3530	2672	1658	662	880	227	5471	4157	3916	3190	2523	2153	2612	3189
	73.7%	77.6%	67.0%	76.9%	75.3%	69.2%	70.4%	71.0%	65.9%	76.3%	70.5%	75.3%	73.1%	72.2%	79.6%	69.0%	77.4%
Against	2413	1281	1132	636	718	504	214	241	101	1194	1220	823	898	693	360	942	786
	18.5%	15.5%	23.6%	13.9%	20.2%	21.0%	22.7%	19.5%	29.2%	16.7%	20.7%	15.8%	20.6%	19.8%	13.3%	24.9%	19.1%
Neither \ don't know	1019	569	451	423	161	235	64	119	17	502	518	465	273	281	191	233	145
	7.8%	6.9%	9.4%	9.2%	4.5%	9.8%	6.9%	9.6%	4.9%	7.0%	8.8%	8.9%	6.3%	8.0%	7.0%	6.2%	3.5%
TOTALS	13060	8259	4801	4588	3551	2397	940	1240	345	7166	5894	5203	4361	3496	2704	3787	4120
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL I \*BY\* QD2.IN FAVOUR \ AGAINST STATEMENTS

BASE: WTD. RESP. (000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS (It being funded by all Australian workers)

	TOTAL	SEX		AGE					GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL -TIME	PART -TIME	NOT AT ALL
RESPONDENTS	969	491	478	74	131	205	248	516	674	295	322	647	576	393	386	199	384
WTD. RESP. (000's)	13060	6565	6496	1731	2683	4414	3876	4770	8483	4578	5398	7662	7315	5745	5433	2858	4769
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD2.IN FAVOUR \ AGAINST STATEMENTS																	
In favour	7344	4044	3300	1083	1526	2608	2205	2530	4591	2753	2888	4456	4049	3295	2941	1650	2752
	56.2%	61.6%	50.8%	62.5%	56.9%	59.1%	56.9%	53.0%	54.1%	60.1%	53.5%	58.2%	55.3%	57.4%	54.1%	57.7%	57.7%
Against	4547	1900	2647	535	909	1445	1395	1708	3100	1447	1905	2642	2593	1954	2095	975	1478
	34.8%	28.9%	40.8%	30.9%	33.9%	32.7%	36.0%	35.8%	36.5%	31.6%	35.3%	34.5%	35.5%	34.0%	38.6%	34.1%	31.0%
Neither \ don't know	1169	621	548	113	248	362	275	532	791	378	606	563	673	496	397	234	539
	9.0%	9.5%	8.4%	6.6%	9.2%	8.2%	7.1%	11.2%	9.3%	8.3%	11.2%	7.4%	9.2%	8.6%	7.3%	8.2%	11.3%
TOTALS	13060	6565	6496	1731	2683	4414	3876	4770	8483	4578	5398	7662	7315	5745	5433	2858	4769
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL II \*BY\* QD2.IN FAVOUR \ AGAINST STATEMENTS

BASE: WTD. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS(It being funded by all Australian workers)

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY /SECOND -ARY SCHOOL	COLLEGE /APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$30000	\$30000 TO \$69999	\$70000 PLUS
RESPONDENTS	969	578	391	274	264	158	116	111	46	546	423	345	315	309	210	279	308
WTD. RESP.(000's)	13060	8259	4801	4588	3551	2397	940	1240	345	7166	5894	5203	4361	3496	2704	3787	4120
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD2.IN FAVOUR \ AGAINST STATEMENTS																	
In favour	7344	4818	2525	2697	2100	1286	441	648	171	3960	3384	3092	2312	1940	1523	2017	2489
	56.2%	58.3%	52.6%	58.8%	59.2%	53.7%	47.0%	52.3%	49.5%	55.3%	57.4%	59.4%	53.0%	55.5%	56.3%	53.3%	60.4%
Against	4547	2724	1823	1523	1168	928	399	383	146	2643	1904	1583	1672	1292	965	1394	1474
	34.8%	33.0%	38.0%	33.2%	32.9%	38.7%	42.5%	30.9%	42.3%	36.9%	32.3%	30.4%	38.3%	36.9%	35.7%	36.8%	35.8%
Neither \ don't know	1169	717	452	368	282	183	100	208	28	563	606	528	377	265	216	376	156
	9.0%	8.7%	9.4%	8.0%	7.9%	7.6%	10.6%	16.8%	8.2%	7.9%	10.3%	10.1%	8.6%	7.6%	8.0%	9.9%	3.8%
TOTALS	13060	8259	4801	4588	3551	2397	940	1240	345	7166	5894	5203	4361	3496	2704	3787	4120
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL I \*BY\* QD2.IN FAVOUR \ AGAINST STATEMENTS

BASE: WTD. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS (Funding being shared between Australian employers and workers)

	TOTAL	SEX		AGE					GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL -TIME	PART -TIME	NOT AT ALL
RESPONDENTS	969	491	478	74	131	205	248	516	674	295	322	647	576	393	386	199	384
WTD. RESP.(000's)	13060	6565	6496	1731	2683	4414	3876	4770	8483	4578	5398	7662	7315	5745	5433	2858	4769
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD2.IN FAVOUR \ AGAINST STATEMENTS																	
In favour	9325	4972	4353	1281	1996	3277	2945	3103	6064	3261	3679	5646	5159	4166	4079	2024	3222
	71.4%	75.7%	67.0%	74.0%	74.4%	74.2%	76.0%	65.0%	71.5%	71.2%	68.1%	73.7%	70.5%	72.5%	75.1%	70.8%	67.6%
Against	2844	1196	1648	372	528	900	762	1182	1819	1025	1340	1504	1675	1169	1142	615	1087
	21.8%	18.2%	25.4%	21.5%	19.7%	20.4%	19.7%	24.8%	21.4%	22.4%	24.8%	19.6%	22.9%	20.4%	21.0%	21.5%	22.8%
Neither \ don't know	891	397	495	78	159	237	168	486	600	291	380	512	481	410	212	219	460
	6.8%	6.0%	7.6%	4.5%	5.9%	5.4%	4.3%	10.2%	7.1%	6.4%	7.0%	6.7%	6.6%	7.1%	3.9%	7.7%	9.6%
TOTALS	13060	6565	6496	1731	2683	4414	3876	4770	8483	4578	5398	7662	7315	5745	5433	2858	4769
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL II \*BY\* QD2.IN FAVOUR \ AGAINST STATEMENTS

BASE: WTD. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS (Funding being shared between Australian employers and workers)

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY /SECOND -ARY SCHOOL	COLLEGE /APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$30000	\$30000 TO \$69999	\$70000 PLUS
RESPONDENTS	969	578	391	274	264	158	116	111	46	546	423	345	315	309	210	279	308
WTD. RESP.(000's)	13060	8259	4801	4588	3551	2397	940	1240	345	7166	5894	5203	4361	3496	2704	3787	4120
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD2.IN FAVOUR \ AGAINST STATEMENTS																	
In favour	9325	5983	3342	3202	2639	1718	677	816	272	5291	4034	3678	3079	2568	1876	2750	3071
	71.4%	72.4%	69.6%	69.8%	74.3%	71.7%	72.0%	65.8%	79.0%	73.8%	68.4%	70.7%	70.6%	73.5%	69.4%	72.6%	74.5%
Against	2844	1819	1025	1068	797	462	230	222	64	1456	1388	1069	1044	730	664	774	938
	21.8%	22.0%	21.3%	23.3%	22.4%	19.3%	24.5%	17.9%	18.7%	20.3%	23.6%	20.5%	23.9%	20.9%	24.6%	20.4%	22.8%
Neither \ don't know	891	457	434	317	115	217	33	201	8	419	472	456	238	197	163	263	110
	6.8%	5.5%	9.0%	6.9%	3.2%	9.0%	3.5%	16.2%	2.4%	5.9%	8.0%	8.8%	5.5%	5.6%	6.0%	6.9%	2.7%
TOTALS	13060	8259	4801	4588	3551	2397	940	1240	345	7166	5894	5203	4361	3496	2704	3787	4120
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL I \*BY\* QD2.IN FAVOUR \ AGAINST STATEMENTS

BASE: WTD. RESP. (000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS (Funding being shared between Australian employers, workers, and the Federal government)

	TOTAL	SEX		AGE					GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL -TIME	PART -TIME	NOT AT ALL
RESPONDENTS	969	491	478	74	131	205	248	516	674	295	322	647	576	393	386	199	384
WTD. RESP. (000's)	13060	6565	6496	1731	2683	4414	3876	4770	8483	4578	5398	7662	7315	5745	5433	2858	4769
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD2.IN FAVOUR \ AGAINST STATEMENTS																	
In favour	10147	5231	4916	1388	2318	3706	2996	3444	6652	3495	3975	6171	5773	4374	4356	2066	3725
	77.7%	79.7%	75.7%	80.2%	86.4%	84.0%	77.3%	72.2%	78.4%	76.4%	73.6%	80.5%	78.9%	76.1%	80.2%	72.3%	78.1%
Against	2103	969	1134	211	240	451	784	868	1289	814	1113	990	1217	886	891	515	696
	16.1%	14.8%	17.5%	12.2%	8.9%	10.2%	20.2%	18.2%	15.2%	17.8%	20.6%	12.9%	16.6%	15.4%	16.4%	18.0%	14.6%
Neither \ don't know	811	365	446	132	125	257	95	458	543	268	310	500	326	485	185	277	348
	6.2%	5.6%	6.9%	7.6%	4.7%	5.8%	2.5%	9.6%	6.4%	5.9%	5.7%	6.5%	4.5%	8.4%	3.4%	9.7%	7.3%
TOTALS	13060	6565	6496	1731	2683	4414	3876	4770	8483	4578	5398	7662	7315	5745	5433	2858	4769
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL II \*BY\* QD2.IN FAVOUR \ AGAINST STATEMENTS

BASE: WTD. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS (Funding being shared between Australian employers, workers, and the Federal government)

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY /SECOND -ARY SCHOOL	COLLEGE /APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$30000	\$30000 TO \$69999	\$70000 PLUS
RESPONDENTS	969	578	391	274	264	158	116	111	46	546	423	345	315	309	210	279	308
WTD. RESP.(000's)	13060	8259	4801	4588	3551	2397	940	1240	345	7166	5894	5203	4361	3496	2704	3787	4120
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD2.IN FAVOUR \ AGAINST STATEMENTS																	
In favour	10147	6570	3577	3488	2814	1877	729	977	262	5572	4575	4086	3379	2682	2042	3033	3227
	77.7%	79.5%	74.5%	76.0%	79.3%	78.3%	77.6%	78.8%	76.0%	77.8%	77.6%	78.5%	77.5%	76.7%	75.5%	80.1%	78.3%
Against	2103	1318	784	803	606	326	168	125	74	1169	933	707	800	596	514	505	795
	16.1%	16.0%	16.3%	17.5%	17.1%	13.6%	17.9%	10.1%	21.6%	16.3%	15.8%	13.6%	18.4%	17.0%	19.0%	13.3%	19.3%
Neither \ don't know	811	371	440	298	130	194	43	138	8	424	387	410	181	219	148	249	99
	6.2%	4.5%	9.2%	6.5%	3.7%	8.1%	4.5%	11.1%	2.4%	5.9%	6.6%	7.9%	4.2%	6.3%	5.5%	6.6%	2.4%
TOTALS	13060	8259	4801	4588	3551	2397	940	1240	345	7166	5894	5203	4361	3496	2704	3787	4120
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



NEWSPOLL  
TABLE 12JOB:D070608A  
PAGE 12STATEMENTS \*BY\* QD3.AGREE \ DISAGREE WITH STATEMENTS  
BASE: WTD. RESP.(000's)  
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

	STATEMENTS		
	The most important thing for a baby in its first year of life is to have the full-time care of at least one parent	More needs to be done in Australia so that mothers can spend more time with their newborn babies	Financial pressure means that many new mothers have to return to work too soon after having a baby
RESPONDENTS	1202	1202	1202
WTD. RESP.(000's)	15810	15810	15810
	100.0%	100.0%	100.0%
QD3.AGREE \ DISAGREE WITH STATEMENTS			
TOTAL AGREE			
Strongly agreee	13175 83.3%	10655 67.4%	9166 58.0%
Somewhat agree	1555 9.8%	2701 17.1%	3873 24.5%
**SUBTOTALS	14730 93.2%	13357 84.5%	13039 82.5%
TOTAL DISAGREE			
Somewhat disagree	675 4.3%	1202 7.6%	1067 6.8%
Strongly disagree	192 1.2%	518 3.3%	770 4.9%
**SUBTOTALS	866 5.5%	1720 10.9%	1838 11.6%



NEWSPOLL  
TABLE 12 (CONT.) STATEMENTS \*BY\* QD3.AGREE \ DISAGREE WITH STATEMENTS

	STATEMENTS		
	The most important thing for a baby in its first year of life is to have the full-time care of at least one parent	More needs to be done in Australia so that mothers can spend more time with their newborn babies	Financial pressure means that many new mothers have to return to work too soon after having a baby
RESPONDENTS	1202	1202	1202
WID. RESP. (000's)	15810	15810	15810
	100.0%	100.0%	100.0%
	QD3.AGREE \ DISAGREE WITH STATEMENTS		
Don't know	214	734	933
	1.4%	4.6%	5.9%
TOTALS	15810	15810	15810
	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL I \*BY\* QD3.AGREE \ DISAGREE WITH STATEMENTS

BASE: WTD. RESP. (000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS (The most important thing for a baby in its first year of life is to have the full-time care of at least one parent)

	TOTAL	SEX		AGE					GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL -TIME	PART -TIME	NOT AT ALL
RESPONDENTS	1202	601	601	77	140	217	297	688	847	355	367	835	720	482	458	239	505
WTD. RESP. (000's)	15810	7761	8049	1809	2846	4655	4660	6494	10545	5265	6054	9756	9077	6733	6342	3419	6049
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD3.AGREE \ DISAGREE WITH STATEMENTS																	
TOTAL AGREE																	
Strongly agreee	13175	6600	6574	1460	2256	3716	3766	5693	8661	4514	5010	8164	7553	5622	5123	2667	5385
	83.3%	85.0%	81.7%	80.7%	79.3%	79.8%	80.8%	87.7%	82.1%	85.7%	82.8%	83.7%	83.2%	83.5%	80.8%	78.0%	89.0%
Somewhat agree	1555	636	919	262	317	579	534	442	1106	449	582	973	849	706	691	506	358
	9.8%	8.2%	11.4%	14.5%	11.1%	12.4%	11.5%	6.8%	10.5%	8.5%	9.6%	10.0%	9.4%	10.5%	10.9%	14.8%	5.9%
**SUBTOTALS	14730	7236	7493	1721	2573	4295	4300	6135	9767	4962	5593	9137	8402	6328	5814	3173	5743
	93.2%	93.2%	93.1%	95.2%	90.4%	92.3%	92.3%	94.5%	92.6%	94.2%	92.4%	93.7%	92.6%	94.0%	91.7%	92.8%	94.9%
TOTAL DISAGREE																	
Somewhat disagree	675	258	416	27	232	260	206	209	481	193	284	391	427	248	354	189	132
	4.3%	3.3%	5.2%	1.5%	8.2%	5.6%	4.4%	3.2%	4.6%	3.7%	4.7%	4.0%	4.7%	3.7%	5.6%	5.5%	2.2%
Strongly disagree	192	97	95				67	124	175	16	75	117	107	84	55	23	114
	1.2%	1.2%	1.2%				1.4%	1.9%	1.7%	0.3%	1.2%	1.2%	1.2%	1.2%	0.9%	0.7%	1.9%
**SUBTOTALS	866	355	511	27	232	260	274	333	657	210	359	507	534	332	409	212	246
	5.5%	4.6%	6.4%	1.5%	8.2%	5.6%	5.9%	5.1%	6.2%	4.0%	5.9%	5.2%	5.9%	4.9%	6.4%	6.2%	4.1%
Don't know	214	170	45	60	41	101	87	27	120	94	102	112	141	73	120	35	60
	1.4%	2.2%	0.6%	3.3%	1.4%	2.2%	1.9%	0.4%	1.1%	1.8%	1.7%	1.1%	1.6%	1.1%	1.9%	1.0%	1.0%
TOTALS	15810	7761	8049	1809	2846	4655	4660	6494	10545	5265	6054	9756	9077	6733	6342	3419	6049
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL II \*BY\* QD3.AGREE \ DISAGREE WITH STATEMENTS

BASE: WTD. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS(The most important thing for a baby in its first year of life is to have the full-time care of at least one parent)

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY /SECOND -ARY SCHOOL	COLLEGE /APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$30000	\$30000 TO \$69999	\$70000 PLUS
RESPONDENTS	1202	701	501	350	301	200	150	151	50	652	550	441	417	344	288	336	363
WTD. RESP.(000's)	15810	9794	6016	5597	3966	3094	1212	1576	365	8453	7357	6417	5602	3791	3577	4378	4802
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD3.AGREE \ DISAGREE WITH STATEMENTS																	
TOTAL AGREE																	
Strongly agreee	13175	7945	5230	4664	3102	2642	1042	1421	305	6713	6462	5423	4952	2800	3246	3598	3934
	83.3%	81.1%	86.9%	83.3%	78.2%	85.4%	85.9%	90.2%	83.5%	79.4%	87.8%	84.5%	88.4%	73.8%	90.7%	82.2%	81.9%
Somewhat agreee	1555	1107	448	565	505	297	110	52	25	1058	497	649	387	520	179	511	471
	9.8%	11.3%	7.4%	10.1%	12.7%	9.6%	9.1%	3.3%	7.0%	12.5%	6.8%	10.1%	6.9%	13.7%	5.0%	11.7%	9.8%
**SUBTOTALS	14730	9052	5678	5230	3607	2939	1152	1473	330	7771	6958	6071	5339	3319	3425	4109	4405
	93.2%	92.4%	94.4%	93.4%	90.9%	95.0%	95.0%	93.5%	90.5%	91.9%	94.6%	94.6%	95.3%	87.6%	95.8%	93.9%	91.7%
TOTAL DISAGREE																	
Somewhat disagree	675	407	268	270	207	66	40	62	29	538	137	132	198	345	68	167	322
	4.3%	4.2%	4.5%	4.8%	5.2%	2.1%	3.3%	3.9%	8.1%	6.4%	1.9%	2.1%	3.5%	9.1%	1.9%	3.8%	6.7%
Strongly disagree	192	173	19	16	99	60	16			50	141	94	53	45	84	16	22
	1.2%	1.8%	0.3%	0.3%	2.5%	1.9%	1.4%			0.6%	1.9%	1.5%	0.9%	1.2%	2.4%	0.4%	0.5%
**SUBTOTALS	866	580	287	287	306	126	57	62	29	588	279	226	251	390	152	183	344
	5.5%	5.9%	4.8%	5.1%	7.7%	4.1%	4.7%	3.9%	8.1%	7.0%	3.8%	3.5%	4.5%	10.3%	4.2%	4.2%	7.2%
Don't know	214	162	52	81	53	30	4	41	5	94	120	120	12	82		85	53
	1.4%	1.7%	0.9%	1.4%	1.3%	1.0%	0.3%	2.6%	1.5%	1.1%	1.6%	1.9%	0.2%	2.2%		1.9%	1.1%



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TABLE 14 (CONT.)

STANDARD ANALYSIS PANEL II \*BY\* QD3.AGREE \ DISAGREE WITH STATEMENTS

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TOTAL	AREA									S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
	5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY /SECOND -ARY SCHOOL	COLLEGE /APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$30000	\$30000 TO \$69999	\$70000 PLUS	
RESPONDENTS	1202	701	501	350	301	200	150	151	50	652	550	441	417	344	288	336	363
WTD. RESP. (000's)	15810	9794	6016	5597	3966	3094	1212	1576	365	8453	7357	6417	5602	3791	3577	4378	4802
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD3.AGREE \ DISAGREE WITH STATEMENTS																	
TOTALS	15810	9794	6016	5597	3966	3094	1212	1576	365	8453	7357	6417	5602	3791	3577	4378	4802
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL I \*BY\* QD3.AGREE \ DISAGREE WITH STATEMENTS

BASE: WTD. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS (More needs to be done in Australia so that mothers can spend more time with their newborn babies)

	TOTAL	SEX		AGE					GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL -TIME	PART -TIME	NOT AT ALL
RESPONDENTS	1202	601	601	77	140	217	297	688	847	355	367	835	720	482	458	239	505
WTD. RESP.(000's)	15810	7761	8049	1809	2846	4655	4660	6494	10545	5265	6054	9756	9077	6733	6342	3419	6049
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD3.AGREE \ DISAGREE WITH STATEMENTS																	
TOTAL AGREE																	
Strongly agreee	10655	5435	5220	1067	2055	3122	2867	4666	7098	3557	3936	6720	6340	4315	4270	2108	4277
	67.4%	70.0%	64.9%	59.0%	72.2%	67.1%	61.5%	71.9%	67.3%	67.6%	65.0%	68.9%	69.8%	64.1%	67.3%	61.7%	70.7%
Somewhat agreee	2701	1178	1523	504	466	970	785	946	1677	1024	1093	1608	1346	1355	1119	675	907
	17.1%	15.2%	18.9%	27.9%	16.4%	20.8%	16.9%	14.6%	15.9%	19.4%	18.1%	16.5%	14.8%	20.1%	17.6%	19.8%	15.0%
**SUBTOTALS	13357	6613	6743	1571	2521	4092	3652	5613	8776	4581	5029	8327	7687	5670	5389	2783	5184
	84.5%	85.2%	83.8%	86.8%	88.6%	87.9%	78.4%	86.4%	83.2%	87.0%	83.1%	85.4%	84.7%	84.2%	85.0%	81.4%	85.7%
TOTAL DISAGREE																	
Somewhat disagree	1202	499	702	68	229	297	599	305	954	247	621	581	727	474	540	405	257
	7.6%	6.4%	8.7%	3.8%	8.1%	6.4%	12.9%	4.7%	9.1%	4.7%	10.3%	6.0%	8.0%	7.0%	8.5%	11.9%	4.2%
Strongly disagree	518	225	293	46	12	59	179	280	366	152	138	380	315	203	175	128	215
	3.3%	2.9%	3.6%	2.6%	0.4%	1.3%	3.8%	4.3%	3.5%	2.9%	2.3%	3.9%	3.5%	3.0%	2.8%	3.7%	3.6%
**SUBTOTALS	1720	724	995	114	241	356	779	585	1321	399	759	961	1043	677	715	533	472
	10.9%	9.3%	12.4%	6.3%	8.5%	7.6%	16.7%	9.0%	12.5%	7.6%	12.5%	9.8%	11.5%	10.1%	11.3%	15.6%	7.8%
Don't know	734	424	310	124	84	208	230	296	448	286	266	468	348	386	239	102	393
	4.6%	5.5%	3.9%	6.8%	2.9%	4.5%	4.9%	4.6%	4.2%	5.4%	4.4%	4.8%	3.8%	5.7%	3.8%	3.0%	6.5%
TOTALS	15810	7761	8049	1809	2846	4655	4660	6494	10545	5265	6054	9756	9077	6733	6342	3419	6049
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL II \*BY\* QD3.AGREE \ DISAGREE WITH STATEMENTS

BASE: WTD. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS (More needs to be done in Australia so that mothers can spend more time with their newborn babies)

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY /SECOND -ARY SCHOOL	COLLEGE /APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$30000	\$30000 TO \$69999	\$70000 PLUS
RESPONDENTS	1202	701	501	350	301	200	150	151	50	652	550	441	417	344	288	336	363
WTD. RESP.(000's)	15810	9794	6016	5597	3966	3094	1212	1576	365	8453	7357	6417	5602	3791	3577	4378	4802
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD3.AGREE \ DISAGREE WITH STATEMENTS																	
TOTAL AGREE																	
Strongly agreee	10655 67.4%	6632 67.7%	4024 66.9%	3975 71.0%	2575 64.9%	2060 66.6%	810 66.8%	1018 64.6%	218 59.6%	5455 64.5%	5200 70.7%	4452 69.4%	3660 65.3%	2544 67.1%	2770 77.4%	3231 73.8%	3005 62.6%
Somewhat agree	2701 17.1%	1668 17.0%	1033 17.2%	834 14.9%	822 20.7%	476 15.4%	217 17.9%	289 18.3%	63 17.3%	1640 19.4%	1061 14.4%	1047 16.3%	1024 18.3%	629 16.6%	386 10.8%	534 12.2%	990 20.6%
**SUBTOTALS	13357 84.5%	8300 84.7%	5056 84.0%	4808 85.9%	3398 85.7%	2535 81.9%	1028 84.8%	1307 82.9%	281 76.9%	7096 83.9%	6261 85.1%	5499 85.7%	4684 83.6%	3174 83.7%	3156 88.2%	3765 86.0%	3995 83.2%
TOTAL DISAGREE																	
Somewhat disagree	1202 7.6%	719 7.3%	483 8.0%	320 5.7%	355 8.9%	253 8.2%	75 6.2%	155 9.9%	43 11.9%	802 9.5%	400 5.4%	310 4.8%	567 10.1%	325 8.6%	172 4.8%	346 7.9%	524 10.9%
Strongly disagree	518 3.3%	326 3.3%	192 3.2%	209 3.7%	45 1.1%	151 4.9%	55 4.5%	42 2.6%	16 4.4%	273 3.2%	245 3.3%	235 3.7%	219 3.9%	64 1.7%	124 3.5%	127 2.9%	150 3.1%
**SUBTOTALS	1720 10.9%	1045 10.7%	674 11.2%	530 9.5%	400 10.1%	404 13.1%	130 10.7%	197 12.5%	59 16.3%	1075 12.7%	645 8.8%	545 8.5%	786 14.0%	389 10.2%	296 8.3%	473 10.8%	673 14.0%
Don't know	734 4.6%	449 4.6%	285 4.7%	259 4.6%	168 4.2%	155 5.0%	55 4.5%	72 4.6%	25 6.8%	282 3.3%	452 6.1%	373 5.8%	132 2.4%	229 6.0%	124 3.5%	140 3.2%	134 2.8%



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TABLE 16 (CONT.)

STANDARD ANALYSIS PANEL II \*BY\* QD3.AGREE \ DISAGREE WITH STATEMENTS

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TOTAL	AREA									S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
	5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY /SECONDARY SCHOOL	COLLEGE /APPRENTICESHIP	UNIVER-SITY DEGREE	LESS THAN \$30000	\$30000 TO \$69999	\$70000 PLUS	
RESPONDENTS	1202	701	501	350	301	200	150	151	50	652	550	441	417	344	288	336	363
WTD. RESP. (000's)	15810	9794	6016	5597	3966	3094	1212	1576	365	8453	7357	6417	5602	3791	3577	4378	4802
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD3.AGREE \ DISAGREE WITH STATEMENTS																	
TOTALS	15810	9794	6016	5597	3966	3094	1212	1576	365	8453	7357	6417	5602	3791	3577	4378	4802
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL I \*BY\* QD3.AGREE \ DISAGREE WITH STATEMENTS

BASE: WTD. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS (Financial pressure means that many new mothers have to return to work too soon after having a baby)

	TOTAL	SEX		AGE					GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-24	25-34	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL -TIME	PART -TIME	NOT AT ALL
RESPONDENTS	1202	601	601	77	140	217	297	688	847	355	367	835	720	482	458	239	505
WTD. RESP.(000's)	15810	7761	8049	1809	2846	4655	4660	6494	10545	5265	6054	9756	9077	6733	6342	3419	6049
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD3.AGREE \ DISAGREE WITH STATEMENTS																	
TOTAL AGREE																	
Strongly agreee	9166	4498	4668	995	1757	2753	2786	3628	6145	3020	3668	5498	5517	3649	3758	1997	3411
	58.0%	58.0%	58.0%	55.0%	61.7%	59.1%	59.8%	55.9%	58.3%	57.4%	60.6%	56.4%	60.8%	54.2%	59.3%	58.4%	56.4%
Somewhat agree	3873	1747	2126	463	684	1147	1229	1497	2584	1289	1465	2408	2269	1605	1724	856	1293
	24.5%	22.5%	26.4%	25.6%	24.0%	24.6%	26.4%	23.1%	24.5%	24.5%	24.2%	24.7%	25.0%	23.8%	27.2%	25.0%	21.4%
**SUBTOTALS	13039	6245	6794	1458	2441	3899	4015	5125	8730	4310	5133	7906	7786	5254	5482	2853	4704
	82.5%	80.5%	84.4%	80.6%	85.8%	83.8%	86.1%	78.9%	82.8%	81.8%	84.8%	81.0%	85.8%	78.0%	86.4%	83.5%	77.8%
TOTAL DISAGREE																	
Somewhat disagree	1067	526	541	130	242	371	206	491	690	377	383	684	539	529	459	220	389
	6.8%	6.8%	6.7%	7.2%	8.5%	8.0%	4.4%	7.6%	6.5%	7.2%	6.3%	7.0%	5.9%	7.9%	7.2%	6.4%	6.4%
Strongly disagree	770	382	388	82	87	169	149	452	515	255	239	532	389	381	203	120	447
	4.9%	4.9%	4.8%	4.5%	3.1%	3.6%	3.2%	7.0%	4.9%	4.8%	3.9%	5.4%	4.3%	5.7%	3.2%	3.5%	7.4%
**SUBTOTALS	1838	908	929	212	329	540	355	942	1205	632	622	1216	928	910	662	340	836
	11.6%	11.7%	11.5%	11.7%	11.5%	11.6%	7.6%	14.5%	11.4%	12.0%	10.3%	12.5%	10.2%	13.5%	10.4%	9.9%	13.8%
Don't know	933	608	325	139	77	216	290	427	610	323	299	634	364	569	198	226	509
	5.9%	7.8%	4.0%	7.7%	2.7%	4.6%	6.2%	6.6%	5.8%	6.1%	4.9%	6.5%	4.0%	8.4%	3.1%	6.6%	8.4%
TOTALS	15810	7761	8049	1809	2846	4655	4660	6494	10545	5265	6054	9756	9077	6733	6342	3419	6049
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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STANDARD ANALYSIS PANEL II \*BY\* QD3.AGREE \ DISAGREE WITH STATEMENTS

BASE: WTD. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENTS (Financial pressure means that many new mothers have to return to work too soon after having a baby)

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY /SECOND -ARY SCHOOL	COLLEGE /APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$30000	\$30000 TO \$69999	\$70000 PLUS
RESPONDENTS	1202	701	501	350	301	200	150	151	50	652	550	441	417	344	288	336	363
WTD. RESP.(000's)	15810	9794	6016	5597	3966	3094	1212	1576	365	8453	7357	6417	5602	3791	3577	4378	4802
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD3.AGREE \ DISAGREE WITH STATEMENTS																	
TOTAL AGREE																	
Strongly agreee	9166 58.0%	5597 57.1%	3569 59.3%	3176 56.7%	2413 60.9%	1751 56.6%	743 61.3%	909 57.7%	174 47.7%	4924 58.3%	4242 57.7%	3508 54.7%	3395 60.6%	2262 59.7%	2223 62.2%	2581 59.0%	2921 60.8%
Somewhat agree	3873 24.5%	2396 24.5%	1478 24.6%	1398 25.0%	918 23.1%	764 24.7%	262 21.6%	425 26.9%	106 29.1%	2294 27.1%	1579 21.5%	1582 24.6%	1268 22.6%	1023 27.0%	588 16.4%	1202 27.5%	1315 27.4%
**SUBTOTALS	13039 82.5%	7993 81.6%	5047 83.9%	4575 81.7%	3331 84.0%	2515 81.3%	1004 82.9%	1334 84.6%	280 76.7%	7218 85.4%	5821 79.1%	5090 79.3%	4663 83.2%	3286 86.7%	2811 78.6%	3783 86.4%	4236 88.2%
TOTAL DISAGREE																	
Somewhat disagree	1067 6.8%	649 6.6%	418 7.0%	304 5.4%	267 6.7%	294 9.5%	61 5.1%	86 5.4%	56 15.4%	610 7.2%	458 6.2%	410 6.4%	423 7.6%	234 6.2%	274 7.7%	249 5.7%	312 6.5%
Strongly disagree	770 4.9%	509 5.2%	261 4.3%	444 7.9%	122 3.1%	85 2.7%	62 5.1%	56 3.5%	2 0.7%	238 2.8%	533 7.2%	445 6.9%	240 4.3%	85 2.2%	326 9.1%	174 4.0%	83 1.7%
**SUBTOTALS	1838 11.6%	1158 11.8%	680 11.3%	747 13.3%	389 9.8%	379 12.2%	123 10.1%	141 9.0%	59 16.1%	847 10.0%	991 13.5%	855 13.3%	664 11.8%	319 8.4%	600 16.8%	423 9.7%	396 8.2%
Don't know	933 5.9%	643 6.6%	290 4.8%	275 4.9%	245 6.2%	200 6.5%	85 7.0%	101 6.4%	26 7.2%	387 4.6%	546 7.4%	472 7.4%	275 4.9%	186 4.9%	166 4.6%	171 3.9%	170 3.5%



PAID MATERNITY LEAVE - 29 JUN/1 JUL 07

NEWSPOLL  
TABLE 18 (CONT.)

STANDARD ANALYSIS PANEL II \*BY\* QD3.AGREE \ DISAGREE WITH STATEMENTS

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TOTAL	AREA									S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
	5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY /SECOND -ARY SCHOOL	COLLEGE /APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$30000	\$30000 TO \$69999	\$70000 PLUS	
RESPONDENTS	1202	701	501	350	301	200	150	151	50	652	550	441	417	344	288	336	363
WTD. RESP. (000's)	15810	9794	6016	5597	3966	3094	1212	1576	365	8453	7357	6417	5602	3791	3577	4378	4802
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
QD3.AGREE \ DISAGREE WITH STATEMENTS																	
TOTALS	15810	9794	6016	5597	3966	3094	1212	1576	365	8453	7357	6417	5602	3791	3577	4378	4802
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



## NEWSPOLL TERMS AND CONDITIONS

### A) Professional behaviour and Privacy

NEWSPOLL is a member of the Association of Market and Social Research Organisations and is AS4752 quality accredited. Newspoll adheres to the Code of Professional Behaviour of the Australian Market and Social Research Society and the Market and Social Research Privacy Principles. The Code of Professional Behaviour includes the following key requirements:

#### 1. Confidentiality

Clients' identities will not be revealed to respondents nor to any third party without the client's consent or unless Newspoll becomes legally obliged to do so. Respondents' identities will not be revealed to clients without the respondent's consent and only in cases where the information is to be used for research purposes and the intended use has been explained to respondents.

#### 2. Ownership of information

Results to a research study commissioned by a client become the property of the client. Results to syndicated studies remain the property of NEWSPOLL.

All research proposals, research designs, questionnaires and processing techniques, including systems of weighting, remain the property of NEWSPOLL. All computer table reports provided by NEWSPOLL identify the variables used in the weighting process. Further details, if required, are available at an additional cost. Photocopies of individual questionnaires or a copy of the database, **excluding** respondents' identities, may be made available to a client at the client's expense.

Unless specified otherwise, any hard copy or electronic material provided by a client for the conduct of a project will be retained by Newspoll and stored in a secure location.

#### 3. Publication of results

Clients choosing to release the findings of a NEWSPOLL survey must ensure that the results are represented in an objective and non-misleading fashion.

NEWSPOLL advises that all questions must be objective and not intentionally misleading or attempting to elicit a desired response. NEWSPOLL must be consulted and agree in advance on the form and content of any intended release. NEWSPOLL must be provided with a copy of the proposed release and given 48 hours for its review. Up to two executive hours will be made available for this review process. Additional reviewing time, if required, will be charged at an hourly rate. NEWSPOLL is obliged to take action to correct any misleading statements about the research or its findings. **The NEWSPOLL name may be used only in cases where these conditions have been satisfied.**

### B) Conditions of agreement between NEWSPOLL and clients

#### 1. Reporting

Standard reporting format is a computer table report consisting of analysis of each client question by up to two standard panels of demographic discriminators. Reports are available either in electronic (PDF) format, or hard copy (A4 sized, two copies). Extra or non-standard analysis and optional reporting formats are available at additional cost and may require longer reporting time.

#### 2. Conduct of fieldwork

From time to time Newspoll employs the services of associated companies to assist with fieldwork related services. Newspoll reserves the right to do so when required.

### 3. Costs and confirmation of costs

Costs for a study can be confirmed only after agreement on questionnaire outline or on sighting a draft client questionnaire. Changes to agreed research specifications and/or questionnaire will result in a cost revision. Unless otherwise specified, all quoted costs refer to Australian dollars and reflect current year's rates, effective for the January - December period. Costs are quoted exclusive of GST. For Australian clients, GST will be shown separately on a tax invoice and must be paid for by the client.

### 4. Omnibus bookings, approvals and late changes

Space on NEWSPOLL's omnibuses is strictly limited to ensure high quality response. Early bookings, at least a week prior to fieldwork, are recommended and clients are advised to finalise and approve questionnaires as early as possible. Final approval of a questionnaire refers to approval, after all agreed changes, to a questionnaire developed or formatted by Newspoll and submitted to a client for review.

Questionnaires approved, or bookings made, after the following deadlines are subject to late surcharges as shown:

	Final Questionnaire Approval Deadline	Late approvals or changes	
<b>Telephone Omnibus</b>			
Fri - Sun	Thurs 11:00am	After 11:00am After 4:00pm	15% of study cost, min \$425 plus GST 20% of study cost plus one question unit cost per page
Mon - Wed or Mon - Thurs	Thurs 5:00pm	After 5:00pm After 1:00pm Fri	15% of study cost, min \$425 plus GST 20% of study cost plus one question unit cost per page
Tues - Thurs	Mon 11:00am	After 11:00am After 4:00pm	15% of study cost, min \$425 plus GST 20% of study cost plus one question unit cost per page
<b>Online Omnibus</b>			
Thurs-Sun	Tues 4:00pm	Questionnaires <b>must be</b> finalised and approved by specified deadline, otherwise they <b>cannot</b> be included in the Online Omnibus and cancellation charges (below) apply. Late provision or changes to visuals <b>may</b> be accommodated up to 1:00pm Wed, subject to late charge of \$600 + GST per visual.	

### 5. Cancellation or postponement charges

NEWSPOLL reserves the right to charge up to full quoted study cost where a confirmed booking is made and the study is subsequently cancelled or postponed within three working days prior to the commencement of fieldwork or after fieldwork has begun. Studies cancelled or postponed earlier than this are subject to a minimum 10 percent charge if questionnaire development has begun.

### 6. Invoicing and payment terms

Omnibus studies are invoiced in full at the time of provision of results or for multi-round studies 50 percent will be invoiced at the commencement of the study and 50 percent on provision of results. Custom studies are invoiced 50 percent upon commissioning and 50 percent upon provision of results.

Full payment of invoices is requested within seven days of invoice date. Newspoll reserves the right to impose a late payment surcharge of up to \$1,000 per month for invoices unpaid after 30 days. NEWSPOLL also reserves the right to delay the commencement of any study if there are overdue invoices from previous studies. Repeated late payment of invoices will result in the need for payment in full prior to the commencement of future studies.

