

## SUMMARY: Six (6) Opinion Polls - What Australians think about Paid Parental Leave (21 May2010)

Prepared by Tempe Harvey, Kids First Parent Association of Australia, PO Box 5038 Kenmore East Q 4069

M: 0420 857 688 E: [tempeharvey@kidsfirstaustralia.com](mailto:tempeharvey@kidsfirstaustralia.com) W: [www.kidsfirstaustralia.com](http://www.kidsfirstaustralia.com)

Type	#	Poll date	Conducted by	No. voters	Method	Place	Question asked	Same all mums? 64% to 90% agree
Should all mums get the same parent leave pay?	1	Nov-Dec 2009	<b>Kids First Parent Association of Australia</b>  Kids First phoned a random sample from Ryan electoral roll E: <a href="mailto:info@kidsfirstaustralia.com">info@kidsfirstaustralia.com</a>	500 adult residents of Ryan	Phone	Brisbane, Ryan electorate, (marginal Lib)	"From next year, mothers in paid work will get around 50%*** more government-funded Paid Parental Leave than the equivalent funding for stay-home mums.  Do you think that <b>all mothers</b> should instead get the <b>same amount</b> from the government when they have a baby?"	Same all mums <b>77%</b>
	2	Feb 2010	<b>Market Facts (Qld)</b> Contact: (07) 3822 9588 E: <a href="mailto:marketfacts@ozemail.com.au">marketfacts@ozemail.com.au</a>	259 adult** residents of Griffith	Phone	Brisbane, Griffith electorate (safe ALP)	Ditto	Same all mums <b>68%</b>
	3	Mar 2010	<b>Galaxy Research</b> for Australian Family Association See results: <a href="http://www.family.org">http://www.family.org</a> David Briggs, Galaxy Research E: <a href="mailto:david@galaxyresearch.com.au">david@galaxyresearch.com.au</a>	1042 adults	Phone	National	"Thinking now about Paid Parental Leave. In your opinion, should the government's Paid Parental Leave plan give equal <b>funding to both mums in paid work and stay-home</b> mums to afford bonding time with their babies?"	Same all mums <b>64%</b> overall <b>71%</b> parents <b>79%</b> 18-34 aged
	4	29 Mar to 29 Apr 2010	<b>Queensland Central News (online)</b>  <a href="http://www.cqnews.com.au/story/2010/03/29/64-want-parental-pay-for-stay-home-mums/">http://www.cqnews.com.au/story/2010/03/29/64-want-parental-pay-for-stay-home-mums/</a>	unknown	Online, over 1 month period	Online	"Should stay-at-home mums get parental pay?"  Yes 90%, no 8%, undecided 1%	Same all mums <b>90%</b>
	5	20-21 May 2010	<b>Daily Telegraph (Online)</b>  <a href="http://www.dailytelegraph.com.au/news/national/paid-parent-leave-ignites-mums-war/story-e6freuzr-1225868877820">http://www.dailytelegraph.com.au/news/national/paid-parent-leave-ignites-mums-war/story-e6freuzr-1225868877820</a>	527 votes by early 21 May 2010	Online, 1 day so far (not then closed)	Online	"Should working mothers be paid more for having a baby than stay-at-home mums?"  Yes 33.02% (174 votes), No 66.98% (353 votes)	Same all mums <b>67%</b>
Rudd, Abbott or neither PPL plan?	6	May 2010	<b>Galaxy Research</b> "Mothers' Day Poll"  <a href="http://www.adelaidenow.com.au/nature-of-nurture-keeps-our-mums-happy/story-e6frea6u-1225864033548">http://www.adelaidenow.com.au/nature-of-nurture-keeps-our-mums-happy/story-e6frea6u-1225864033548</a>  David Briggs, Galaxy Research Ph: (02) 9406 5800 E: <a href="mailto:david@galaxyresearch.com.au">david@galaxyresearch.com.au</a>	1269 mothers	Phone	National	Which one of these two parental leave plans do you prefer?	<b>Which plan?</b>
							<b>Kevin Rudd's</b> plan is for mums to get 18 weeks paid leave at the federal minimum wage (about \$543 per week) - for mums earning less than \$150,000 – at a total annual cost of \$260m a year – funded from the federal budget.	<b>37%</b> Rudd
							<b>Tony Abbott's</b> plan is for mums to get 26 weeks of paid leave at their normal pay rate – for mums earning up to \$150,000 a year – at a total annual cost of \$2.7 billion raised through a tax on companies	<b>28%</b> Abbott
							<b>Neither plan</b>	<b>35%</b> Neither

\*\*Feb 2010 Poll - Due to time constraints, a total sample of n=259 respondents were interviewed. The quota aimed for was n=500, however, due to the aforementioned reason, results were then weighted for a sample of n=500. \*\*\* This 50% figure since revised to 37% to account for CPI increase to Baby Bonus.

**Kids First Parent Association of Australia**

PO Box 5038 Kenmore East (Brisbane) Q 4069 Ph: (07) 3878 7929  
 Email: [info@kidsfirstaustralia.com](mailto:info@kidsfirstaustralia.com) Website: [www.kidsfirstaustralia.com](http://www.kidsfirstaustralia.com)

**Ryan electorate**  
**“Children’s Funding” Survey**

(Conducted by Kids First Parent Association of Australia)

Report: Compiled by Tempe Harvey, 20 January 2010

Method: Survey results compiled from 500 responses to a phone survey of residents of all ages randomly selected from the federal electoral roll in Ryan (Brisbane), conducted by Kids First volunteers between 21 November and 12 December 2009. Only respondents that confirmed they were eligible to vote in Ryan were included. Around 80% of calls were made on Saturday afternoons with the remainder made at other times of the week.

Question 1	Children’s care funding: Daycare & Parent care										
Should government funding for the costs of children's care be the same amount per child, whether the child is being cared for at home or in a daycare centre? Yes or No? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unsure  If “no”, then which funding should be higher? <input type="checkbox"/> Daycare <input type="checkbox"/> Parent care	<b>Ryan voters</b>	<b>Same for both care</b>		<b>Parent care more</b>		<b>Daycare more</b>		<b>Unsure</b>		<b>Total surveyed</b>	
	Number	356		16		101		27		500	
	% of total	71%		3%		20%		6%		100%	
		<b>Men</b>	<b>Women</b>	<b>Men</b>	<b>Women</b>	<b>Men</b>	<b>Women</b>	<b>Men</b>	<b>Women</b>	<b>Men</b>	<b>Women</b>
	Number	170	186	7	9	46	55	8	19	231	269
	% of gender	74%	69%	3%	3%	20%	21%	3%	7%	46%	54%

Question 2	Birth funding: Paid work mums & Family work mums									
“From 2011, mums in paid work will get around 50% more government-funded Paid Parental Leave than the equivalent funding for stay-home mums.  Should all mums instead get the same amount from the government when they have a baby? Yes or No?”  <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unsure	<b>Ryan voters</b>	<b>Same to all mums</b>		More to Family work mums (aka “stay-home”)  Question not asked, although some voters volunteered this was their preference.	<b>50% more to Paid work mums</b>		<b>Unsure</b>		<b>Total surveyed</b>	
	Number	387			94		19		500	
	% of total	77%			19%		4%		100%	
		<b>Men</b>	<b>Women</b>		<b>Men</b>	<b>Women</b>	<b>Men</b>	<b>Women</b>	<b>Men</b>	<b>Women</b>
	Number	182	205		42	52	4	15	228	272
	% of gender	80%	75%		18%	19%	2%	6%	%	%



# **Market Facts (Qld.) Pty. Ltd.**

**Market Research Consultants** ABN 40 009 940 265

60-68 Byng Road Birkdale Q 4159 Telephone (07) 3822-9588  
PO Box 3196 Birkdale Q 4159 Facsimile (07) 3822-9577  
Email: marketfacts@ozemail.com.au



## **RESEARCH REPORT**

**for**

## **KIDS FIRST**

## **TELEPHONE SURVEY**

**FEBRUARY 2010**

**J2265**

# INTRODUCTION

*Market Facts was been commissioned by 'Kids First' who are a non-profit, non-political organisation, based in Brisbane, run by volunteers, to undertake market research to determine community opinion on government funding for children's care.*

## **Research Methodology**

Market Facts (Qld), in conjunction with Kids First jointly developed the survey instrument used for the research. A copy of the questionnaire used for this research is contained in the Appendix of this report.

For the survey, the sample group comprised respondents from Federal Electorate of Griffith in Queensland.

Random telephone numbers were drawn from the following suburbs:

- Bulimba
- Norman Park
- Carina
- Holland Park
- Coorparoo
- Woolloongabba
- Kangaroo Point
- South Brisbane
- West End
- Dutton Park
- Greenslopes

Due to time constraints, a total sample of n=259 respondents were interviewed. The quota aimed for was n=500, however, due to the aforementioned reason, results were then weighted for a sample of n=500. The resulting weighted tables were weighted on the gender factor, being equal males and females, therefore the resulting presented percentages varied very little from the unweighted base of n=259.

This sample size is sufficient to provide a statistically reliable result, as it is based on the 90% confidence level, so that the results presented in this report are within a maximum Probable Error of between  $\pm 3.82$  and  $\pm 4.95\%$ .

Survey fieldwork was undertaken from 19 – 22 February 2010.

### *Data Processing and Analysis*

As a matter of course the data, after input, was cleaned and logic-checked to ensure error-free detailed tables. All percentages in the tabular output have been rounded to one decimal point. Significance tests have been applied to identify those differences in response among the various subgroups, which were highly unlikely to have occurred due to chance.

All responses were coded and computer-analysed using the following breaks of:

- Age
- Gender
- Current work status
- Occupation on main income earner

These breaks were established to enable the identification of significant differences in response patterns among the various community sectors represented by the sub-samples. For all analysis of these standard demographic breaks, we have applied significance tests to the differences between the sub-samples and the total sample. These appear in the tables as:

- +++ significantly greater than the sample result at the 99% level of confidence
- ++ significantly greater than the sample result at the 95% level of confidence
- + significantly greater than the sample result at the 90% level of confidence
- - - significantly lower than the sample result at the 99% level of confidence
- - significantly lower than the sample result at the 95% level of confidence
- significantly lower than the sample result at the 90% level of confidence

Tables included in this Report only show results for the Total Sample. However, a comprehensive printout of all analyses has been closely examined in compiling the commentary in the 'detailed findings' section of this report.

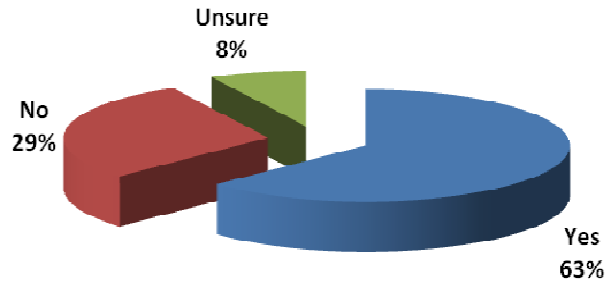
### *Data Tables*

A full set of data tables for each question is included in the Appendix to this report.

## RESEARCH FINDINGS

**Question 1. Should government funding for the cost of children's care be the same per child, whether the child is being cared for at home by a parent or in a daycare centre?**

### Should Government funding be the same per child...



	Gender			Age Group					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Base	500 100.0	250 50.0	250 50.0	27 5.4	95 18.9	148 29.6	112 22.5	62 12.4	48 9.6
Yes	62.9	61.4	64.4	64.1	61.0	58.5	72.4 +	65.6	64.1
No	29.4	30.7	28.0	29.0	37.0	35.0	17.3 --	25.2	27.7
Unsure	7.7	7.9	7.6	7.0	2.0 -	6.5	10.4	9.2	8.2

- 63% of respondents agreed that government funding for the cost of children's care should be the same per child, whether the child is being cared for at home by a parent or in daycare.
- 29% disagreed that government funding should be the same.
- 8% were unsure.

*There were significant variances from the sample average by:*

*Age Group*

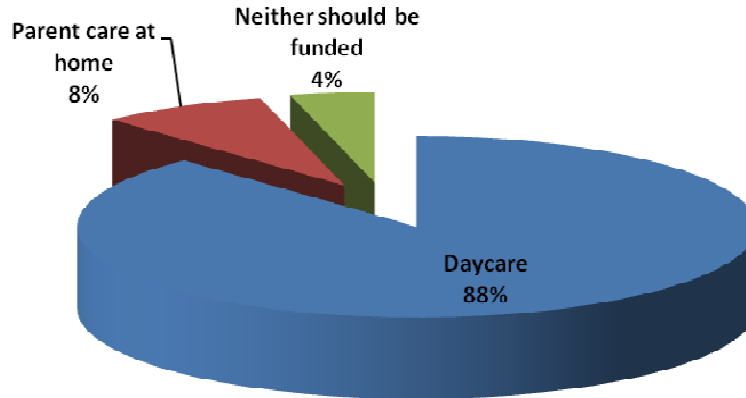
- 73% in 45-54 age group – agree funding should be the same

*Work Status*

- 42% in part-time work – do not agree funding should be the same

**Question 1.a IF No, Which funding should be higher, daycare or parent care at home?**

**If No to Question 1 - Which funding should be higher...?**

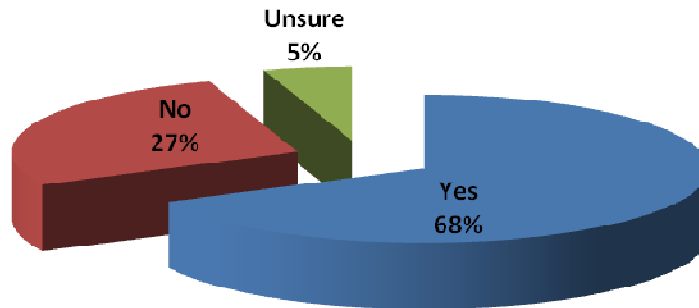


	Total	Gender		Age Group					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Base	147 100.0	79 53.6 100.0	68 46.4 100.0	8 5.4 100.0	35 23.9 100.0	52 35.3 100.0	19 13.2 100.0	18 12.0 100.0	11 7.8 100.0
Daycare	88.0	82.5	94.4	100.0	88.8	96.2	100.0	55.2	66.9
Parent care at home	8.0	12.5	2.8	-	11.2	-	-	33.6	16.6
Neither should be funded	4.0	5.0	2.8	-	-	3.8	-	11.2	16.6

- Of the 29% that disagreed (in Question 1) that government funding should be the same, 88% of these respondents said that daycare funding should be higher.
- Of the 29% that disagreed (in Question 1) that government funding should be the same, 8% of these respondents said that parent care at home funding should be higher.

**Question 2. From next year mother in paid work will get around 50% more government-funded Paid Parental Leave than the equivalent funding for stay-home mums. Do you think that all mothers should instead get the same amount from the government when they have a baby?**

**Do you think all mothers should get the same amount from Government when they have a baby?**



	Gender			Age Group					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Base	500 100.0	250 50.0 100.0	250 50.0 100.0	27 5.4 100.0	95 18.9 100.0	148 29.6 100.0	112 22.5 100.0	62 12.4 100.0	48 9.6 100.0
Yes	67.6	68.5	66.7	71.3	75.1	64.9	69.2	65.8	64.2
No	27.4	26.8	28.0	21.7	22.8	29.8	29.1	21.9	31.7
Unsure	5.0	4.7	5.3	7.0	2.1	5.3	1.8	12.2 ++	4.1

- 68% of respondents thought that all mothers should get the same amount from the government when they have a baby.

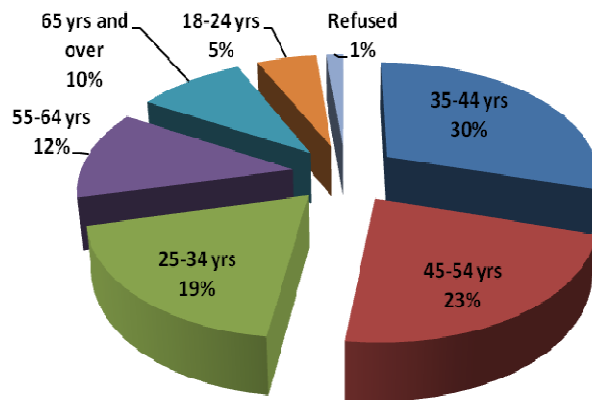


## RESPONDENT PROFILE

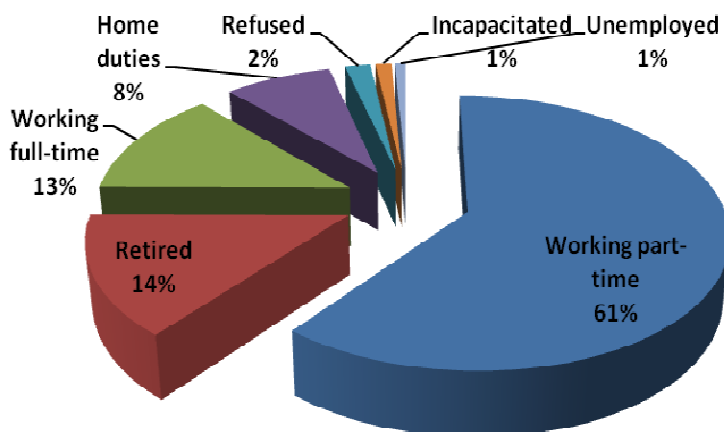
### Gender

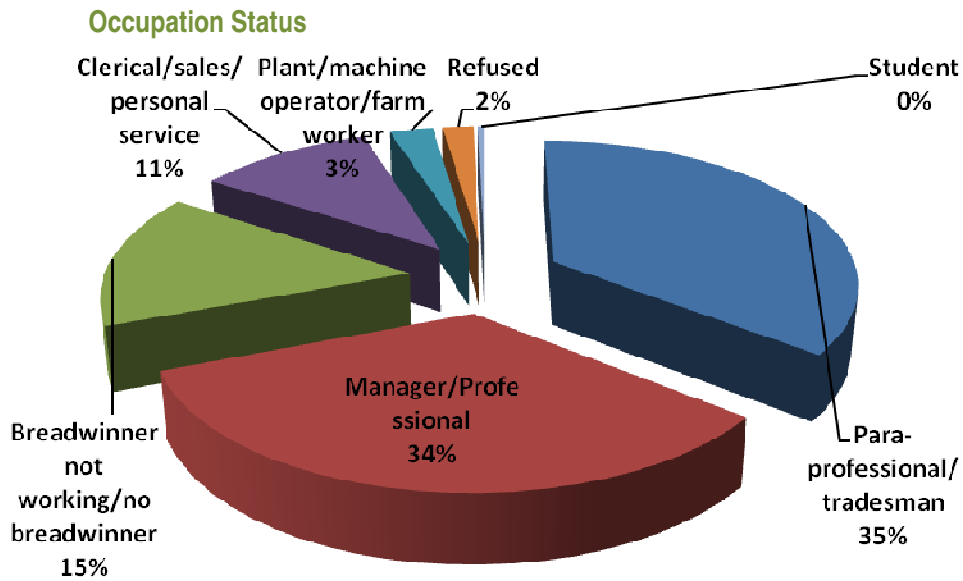
- 50% of the respondents were males and 50% were females.

### Age Group



### Work Status







## **SURVEY QUESTIONNAIRE:**

'Kids First' Telephone Survey

Sample size: n=500 Random telephone numbers to be drawn from the Federal Electorate of Griffith

Introduction: Good morning/afternoon/evening my name is \_\_\_\_\_ from Market Facts, a Queensland Market Research company. We are doing a brief survey in your area on behalf 'Kids First' who are a non-profit, non-political organisation, based in Brisbane, run by volunteers. One of their aims is to give every parent a fair share of children's funding, so they can choose the care they want.

1. Should government funding for the costs of children's care be the same amount per child, whether the child is being cared for at home by a parent or in a daycare centre?

Yes 1 No 2 Unsure 3

- 1.a If No, then which funding should be higher, daycare or parent care at home?

Daycare 1 Neither should be funded 3  
Parent care at home 2 Unsure 4

2. From next year, mothers in paid work will get around 50% more government-funded Paid Parental Leave than the equivalent funding for stay-home mums. Do you think that all mothers should instead get the same amount from the government when they have a baby?

Yes 1 No 2 Unsure 3

3. **Just to make sure we are speaking to a good cross-section of the community, could I have your age group?**

18-24 yrs 1 35-44 yrs 3 55-64 yrs 5 Refused 7  
25-34 yrs 2 45-54 yrs 4 65+ yrs 6

4. **GENDER: Male 1 Female 2**

5. What is your current work status?

Part-time 1 Unemployed 3 Retired 5 Other 7  
Full-time 2 Home duties 4 Student 6

6. What is the present occupation of the main income-earner of your household?

Manager/Administrator/Professional 1  
Para-professional/Trades person 2  
Clerical worker/ Sales or Personal Service worker 3  
Plant or machine operator/ Driver/ Labourer/ Farm worker 4  
Main income-earner not working / No breadwinner 5

**My supervisor may need to validate my work – for that reason may I have your first name please, and just confirming the telephone number I dialed was**

Respondent's name: \_\_\_\_\_

Telephone number: \_\_\_\_\_

Thank you for your time.

**Record Suburb from Call Sheet:**

Bulimba 01	Holland Park 04	Kangaroo Point 07	Dutton Park 10
Norman Park 02	Coorparoo 05	South Brisbane 08	Greenslopes 11
Carina 03	Woolloongabba 06	West End 09	

## DATA TABLES:

**QUESTION 1. Should government funding for the cost of children's care be the same per child, whether the child is being cared for at home by a parent or in a daycare centre?**

	Total	Gender		Age Group					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Base	500 100.0	250 50.0 100.0	250 50.0 100.0	27 5.4 100.0	95 18.9 100.0	148 29.6 100.0	112 22.5 100.0	62 12.4 100.0	48 9.6 100.0
Yes	62.9	61.4	64.4	64.1	61.0	58.5	72.4 +	65.6	64.1
No	29.4	30.7	28.0	29.0	37.0	35.0	17.3 --	25.2	27.7
Unsure	7.7	7.9	7.6	7.0	2.0 -	6.5	10.4	9.2	8.2

	Total	What is current work status							
		Part-time	Full-time	Unemployed	Home duties	Retired	Student	Other	Refused
Base	500 100.0	65 13.0 100.0	304 60.8 100.0	4 0.8 100.0	40 8.0 100.0	71 14.3 100.0	6 1.2 100.0	0 0.0 100.0	10 1.9 100.0
Yes	62.9	52.7	61.1	100.0	81.1	70.5	100.0	-	20.3
No	29.4	41.5 +	30.6	-	18.9	21.4	-	-	39.1
Unsure	7.7	5.8	8.2	-	-	8.2	-	-	40.6

**QUESTION 1. Should government funding for the cost of children's care be the same per child, whether the child is being cared for at home by a parent or in a daycare centre?**

	Total	Occupation of the main income earner					Main income-earner	Refused
		Manager/ Admin/ Professional	Paraprofessional	Clerical/ worker/ sales/	Plant or machine operator			
Base	500 100.0	168 33.6 100.0	178 35.6 100.0	54 10.8 100.0	14 2.7 100.0	75 15.0 100.0	10 1.9 100.0	
Yes	62.9	62.0	64.1	57.0	56.4	74.5	20.5	
No	29.4	28.8	30.5	35.9	29.0	17.7	59.1	
Unsure	7.7	9.2	5.4	7.0	14.5	7.8	20.5	

**QUESTION 1.a IF NO, Which funding should be higher, daycare or parent care at home?**

	Total	Gender		Age Group					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Base	147 100.0	79 53.6 100.0	68 46.4 100.0	8 5.4 100.0	35 23.9 100.0	52 35.3 100.0	19 13.2 100.0	18 12.0 100.0	11 7.8 100.0
Daycare	88.0	82.5	94.4	100.0	88.8	96.2	100.0	55.2	66.9
Parent care at home	8.0	12.5	2.8	-	11.2	-	-	33.6	16.6
Neither should be funded	4.0	5.0	2.8	-	-	3.8	-	11.2	16.6

	Total	What is current work status							
		Part-time	Full-time	Unemployed	Home duties	Retired	Student	Other	Refused
Base	147 100.0	27 18.4 100.0	95 64.8 100.0	0 0.0 100.0	8 5.2 100.0	13 9.1 100.0	0 0.0 100.0	0 0.0 100.0	4 2.6 100.0
Daycare	88.0	85.4	89.7	-	100.0	71.6	-	-	100.0
Parent care at home	8.0	-	10.3	-	-	14.2	-	-	-
Neither should be funded	4.0	14.6	-	-	-	14.2	-	-	-



**QUESTION 1.a IF NO, Which funding should be higher, daycare or parent care at home?**

	Occupation of the main income earner						
	Total	Manager/ Admin/ Professional	Paraprofessional	Clerical worker/ sales	Plant or machine operator	Main income- earner	Refused
Base	147 100.0	50 34.3 100.0	54 37.0 100.0	19 13.1 100.0	4 2.7 100.0	13 9.1 100.0	4 2.6 100.0
Daycare	88.0	84.4	89.1	100.0	100.0	71.6	100.0
Parent care at home	8.0	11.7	7.3	-	-	14.2	-
Neither should be funded	4.0	3.9	3.6	-	-	14.2	-

**QUESTION 2. From next year mother in paid work will get around 50% more government-funded Paid Parental Leave than the equivalent funding for stay-home mums. Do you think that all mothers should instead get the same amount from the government when they have a baby?**

	Total	Gender		Age Group					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Base	500 100.0	250 50.0 100.0	250 50.0 100.0	27 5.4 100.0	95 18.9 100.0	148 29.6 100.0	112 22.5 100.0	62 12.4 100.0	48 9.6 100.0
Yes	67.6	68.5	66.7	71.3	75.1	64.9	69.2	65.8	64.2
No	27.4	26.8	28.0	21.7	22.8	29.8	29.1	21.9	31.7
Unsure	5.0	4.7	5.3	7.0	2.1	5.3	1.8	12.2 ++	4.1

	Total	What is current work status							
		Part-time	Full-time	Unemployed	Home duties	Retired	Student	Other	Refused
Base	500 100.0	65 13.0 100.0	304 60.8 100.0	4 0.8 100.0	40 8.0 100.0	71 14.3 100.0	6 1.2 100.0	0 0.0 100.0	10 1.9 100.0
Yes	67.6	70.7	63.7	100.0	90.5	67.9	100.0	-	40.6
No	27.4	23.5	31.2	-	9.5	26.7	-	-	39.8
Unsure	5.0	5.8	5.1	-	-	5.4	-	-	19.5

**QUESTION 2. From next year mother in paid work will get around 50% more government-funded Paid Parental Leave than the equivalent funding for stay-home mums. Do you think that all mothers should instead get the same amount from the government when they have a baby?**

	Total	Occupation of the main income earner					Refused
		Manager/ Admin/ Professional	Paraprofessional	Clerical/ worker/ sales	Plant or machine operator	Main income- earner	
Base	500 100.0	168 33.6 100.0	178 35.6 100.0	54 10.8 100.0	14 2.7 100.0	75 15.0 100.0	10 1.9 100.0
Yes	67.6	67.8	69.5	67.7	42.5	74.6	20.5
No	27.4	24.2	28.3	32.3	43.0	20.2	59.8
Unsure	5.0	8.0	2.2	-	14.5	5.1	19.7

# Parental Leave Study

Prepared for:  
Australian Family Association  
March 2010





# 1. Methodology

---



# Methodology

- ▶ This study was conducted on the Galaxy Omnibus on the weekend of 19-21 March, 2010.
- ▶ The sample was 1,042 respondents aged 18 years and older distributed throughout Australia, as follows:
  - NSW/ACT 311
  - Victoria/Tasmania 294
  - Queensland 189
  - South Australia 127
  - Western Australia 121
- ▶ Interviews were conducted using CATI (computer assisted telephone interviewing) with telephone numbers randomly selected from electronic White Pages. All interviewers were personally trained and briefed on the requirements of the study.
- ▶ Age, gender and region quotas were applied to the sample.
- ▶ Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest Australian Bureau of Statistics (ABS) population estimates.

## 2. Main Findings

---



# Main Findings

- ▶ The majority of Australians believe that the government's paid parental leave plan should give equal funding to both mums in paid work and stay-home mums. Overall, 64% believe in equal funding, compared to just 30% that do not.
- ▶ Support for equal funding may be observed across all demographic groups but is especially popular among women (66%).
- ▶ Young people are also very supportive of equal funding with 79% of those aged 18-34 years in favour. As many as 71% of parents also favour equal funding.
- ▶ Most Australians do not believe that children being cared for at home should be treated any differently to children in daycare centres when it comes to government funding. Overall, 59% believe that where the child is being cared for should not affect the amount the parents receive from the government.
- ▶ As many as 67% of parents believe that children being cared for at home by a parent should receive equal government funding to those children in daycare centres.



# 3. Questionnaire

---

**SECTION C – ASK RESPONDENTS AGED 18+. OTHERS GO TO NEXT SECTION**

- C1. Thinking now about Paid Parental Leave. In your opinion, should the government's Paid Parental Leave plan give equal funding to both mums in paid work and stay-home mums to afford bonding time with their babies? Yes..... 1  
No ..... 2  
Don't know ..... 3
- C2. In your opinion, should government funding for the cost of children's care be the same per child, whether the child is being cared for **at home by a parent** or **in a daycare centre**? Yes..... 1  
No ..... 2  
Don't know ..... 3



# 4. Detailed Tabular Findings

---



# Tables

▶ The tables of findings are set out such that they include the following details:

1 **BASE: Wght Sample (000's):**

The number of completed interviews has been weighted to reflect the latest ABS population estimates. These estimates are shown in thousands (000's). The percentages in the table are based on these weighted figures.

2 **WEIGHTS:**

This indicates that in order to reflect the latest ABS population estimates the data has been weighted by age, gender and area.

3 **FILTERS (Where applicable):**

If the table is based on a subset of respondents then this will be titled as a Filter and accompanied by a description of the sample upon which the table is based.

4 **RESPONDENTS:**

These figures show the actual sample size, indicating the total number of respondents who were asked the relevant question.



# Tables ... continued

▶ Each question has been analysed by a series of demographic variables as follows:

– **SEX:**

- Male
- Female

– **AGE:**

- 18-24 years
- 25-34 years
- 35-49 years
- 50 years or older

– **MARITAL STATUS:**

- Married (married/de facto/living together)
- Not married (never married/separated/divorced/widowed)

– **MAIN GROCERY BUYER:**

- Yes/Shared
- No

– **CHILDREN AT HOME:**

- Children under 18 living in the household
- No children under 18 living in the household



# Tables ... continued

- **WORK STATUS:**
  - Working full-time
  - Working part-time
  - Not working
  
- **SOCIO-ECONOMIC STATUS:**
  - *Occupation of the main income earner of the household:*
    - » White collar (professional/senior management, upper white collar, lower white collar)
    - » Blue collar (upper blue collar, lower blue collar)
  
- **LOCATION:**
  - NSW / ACT
  - Victoria / Tasmania
  - Queensland
  - South Australia
  - Western Australia
  
- **CAPITAL CITY:**
  - Sydney, Melbourne, Brisbane, Adelaide or Perth
  - Rest of Australia



# Tables ... continued

- **HOUSEHOLD INCOME:**
  - Under \$40,000
  - \$40,000 - \$69,999
  - \$70,000 plus
  
- **HIGHEST LEVEL OF SCHOOLING:**
  - Below Year 12
  - Year 12

GALAXY RESEARCH

TABLE 1 Standard Banner 1 \*BY\* C1 Paid parental leave give equal funding to working/ stay home mums  
BASE: WGHT SAMPLE (000s)  
WEIGHTS: Age/Sex/Area

	Total	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.	
		Male	Female	18-24	25-34	35-49	50+	Marr-ied	Not Marr-ied	Yes /Shared	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	1042	519	523	97	124	366	455	659	383	698	344	377	665	437	239	366	563	479
WGHT SAMPLE (000s)	16644	8105	8539	2001	2897	4940	6806	10189	6455	11078	5566	5929	10715	6983	3960	5701	9038	7606
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
C1 Paid parental leave give equal funding to working/ stay home mums																		
Yes	10602 64%	4983 61%	5620 66%	1619 81%	2248 78%	3335 68%	3400 50%	6370 63%	4232 66%	6978 63%	3624 65%	4239 71%	6363 59%	4331 62%	2909 73%	3363 59%	5804 64%	4798 63%
No	4921 30%	2644 33%	2276 27%	246 12%	461 16%	1368 28%	2846 42%	3263 32%	1657 26%	3390 31%	1531 28%	1405 24%	3515 33%	2178 31%	893 23%	1849 32%	2607 29%	2314 30%
Don't know	1121 7%	478 6%	643 8%	136 7%	188 7%	237 5%	560 8%	555 5%	566 9%	710 6%	411 7%	285 5%	836 8%	475 7%	158 4%	489 9%	627 7%	494 6%
TOTALS	16644 100%	8105 100%	8539 100%	2001 100%	2897 100%	4940 100%	6806 100%	10189 100%	6455 100%	11078 100%	5566 100%	5929 100%	10715 100%	6983 100%	3960 100%	5701 100%	9038 100%	7606 100%



GALAXY RESEARCH

TABLE 2 Standard Banner 2 \*BY\* C1 Paid parental leave give equal funding to working/ stay home mums  
 BASE: WGHT SAMPLE (000s)  
 WEIGHTS: Age/Sex/Area

	Total	State				Capital City		Household Income			Schooling		
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12	
RESPONDENTS	1042	311	294	189	127	121	665	377	277	232	386	370	672
WGHT SAMPLE (000s)	16644	5821	4611	3263	1304	1645	10263	6381	4473	3692	6182	5628	11016
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
C1 Paid parental leave give equal funding to working/ stay home mums													
Yes	10602	3712	3014	2053	796	1027	6725	3877	2751	2517	4120	3178	7425
	64%	64%	65%	63%	61%	62%	66%	61%	61%	68%	67%	56%	67%
No	4921	1732	1363	938	414	473	2917	2003	1328	982	1722	2014	2907
	30%	30%	30%	29%	32%	29%	28%	31%	30%	27%	28%	36%	26%
Don't know	1121	377	234	272	93	145	621	501	394	193	339	436	685
	7%	6%	5%	8%	7%	9%	6%	8%	9%	5%	5%	8%	6%
TOTALS	16644	5821	4611	3263	1304	1645	10263	6381	4473	3692	6182	5628	11016
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 3

Standard Banner 1 \*BY\* C2 Government funding be the same

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	Male	Female	18-24	25-34	35-49	50+	Marr-ied	Not Marr-ied	Yes /Shared	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	1042	519	523	97	124	366	455	659	383	698	344	377	665	437	239	366	563	479
WGHT SAMPLE (000s)	16644	8105	8539	2001	2897	4940	6806	10189	6455	11078	5566	5929	10715	6983	3960	5701	9038	7606
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
C2 Government funding be the same																		
Yes	9890	5054	4836	1447	1983	3010	3449	6061	3828	6499	3391	3991	5899	4163	2429	3298	5404	4486
	59%	62%	57%	72%	68%	61%	51%	59%	59%	59%	61%	67%	55%	60%	61%	58%	60%	59%
No	5733	2627	3106	447	749	1736	2801	3619	2113	3947	1786	1713	4020	2545	1247	1941	3143	2590
	34%	32%	36%	22%	26%	35%	41%	36%	33%	36%	32%	29%	38%	36%	31%	34%	35%	34%
Don't know	1021	424	597	106	165	194	556	508	513	632	389	226	796	276	284	461	491	530
	6%	5%	7%	5%	6%	4%	8%	5%	8%	6%	7%	4%	7%	4%	7%	8%	5%	7%
TOTALS	16644	8105	8539	2001	2897	4940	6806	10189	6455	11078	5566	5929	10715	6983	3960	5701	9038	7606
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 4 Standard Banner 2 \*BY\* C2 Government funding be the same  
 BASE: WGHT SAMPLE (000s)  
 WEIGHTS: Age/Sex/Area

	Total	State				Capital City		Household Income			Schooling		
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12	
RESPONDENTS	1042	311	294	189	127	121	665	377	277	232	386	370	672
WGHT SAMPLE (000s)	16644	5821	4611	3263	1304	1645	10263	6381	4473	3692	6182	5628	11016
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
C2 Government funding be the same													
Yes	9890	3320	3027	1788	763	992	6391	3499	2796	2082	3928	3100	6790
	59%	57%	66%	55%	58%	60%	62%	55%	63%	56%	64%	55%	62%
No	5733	2054	1334	1282	487	575	3218	2514	1393	1445	1936	2077	3655
	34%	35%	29%	39%	37%	35%	31%	39%	31%	39%	31%	37%	33%
Don't know	1021	446	250	192	54	78	654	367	284	165	318	451	571
	6%	8%	5%	6%	4%	5%	6%	6%	6%	4%	5%	8%	5%
TOTALS	16644	5821	4611	3263	1304	1645	10263	6381	4473	3692	6182	5628	11016
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



**Intelligent**  
Research Solutions

For any questions  
or comments, please contact  
David Briggs at Galaxy Research.  
P + 61 2 9406 5800

Which one of these two parental leave plans do you prefer?

**Kevin Rudd's** plan is for mums to get 18 weeks paid leave at the federal minimum wage (about \$543 per week) - for mums earning less than \$150,000 – at a total annual cost of \$260m a year – funded from the federal budget.

**Tony Abbott's** plan is for mums to get 26 weeks of paid leave at their normal pay rate – for mums earning up to \$150,000 a year – at a total annual cost of \$2.7 billion raised through a tax on companies

	<u>%</u>
Kevin Rudd's Plan ....	37
Tony Abbott's Plan....	28
Neither .....	35

Which of these ever look after your children?

	<u>%</u>
Their Grandparents .....	64
Other family members .	33
Childcare facility .....	32
Friends .....	29
Babysitters.....	7
Nanny .....	1
None of the above .....	18

And which one of these would look after your children the most?

	<u>%</u>
Their Grandparents .....	41
Childcare facility .....	20
Other family members .	9
Friends .....	7
Babysitters.....	1
Nanny .....	1
None of the above .....	21

This survey was conducted online by Galaxy Research between 29 April and 3 May, 2010. The results are based on the opinions of 1,269 mothers with children aged up to 17 years. The data has been weighted and projected to reflect the population.