

Kyle and Jackie O Controversy

Most think they should have been sacked

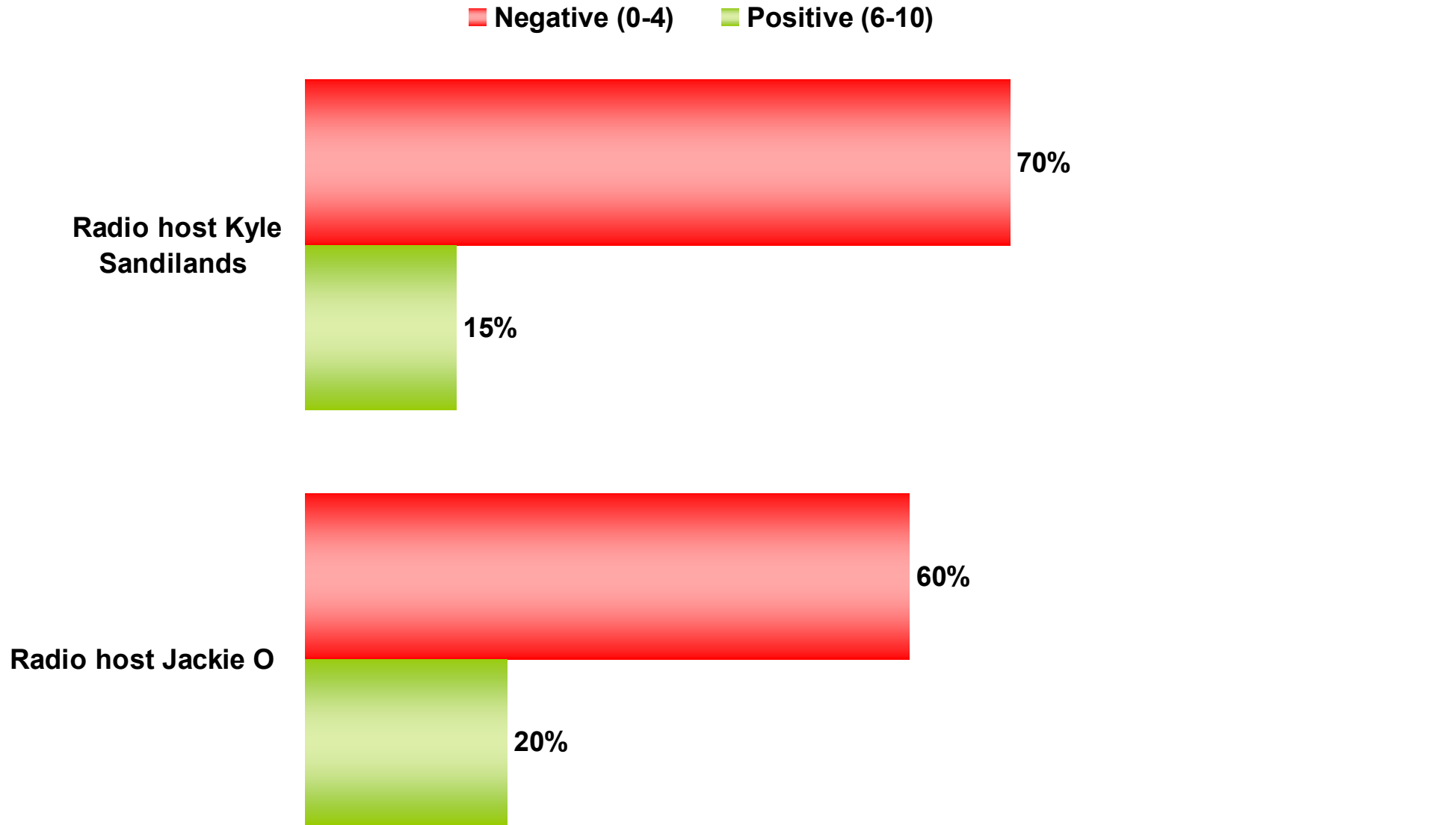
August 2009 - UMR Research

Methodology

- 1,000 online interviews
- Nationally representative survey of Australians aged 18 years or over
- Fieldwork: 21-27 August 2009
- Data is weighted and matched with ABS census data to ensure a nationally representative sample
- Maximum margin of error for $n=1,000$ at 95% confidence level: $\pm 3.1\%$

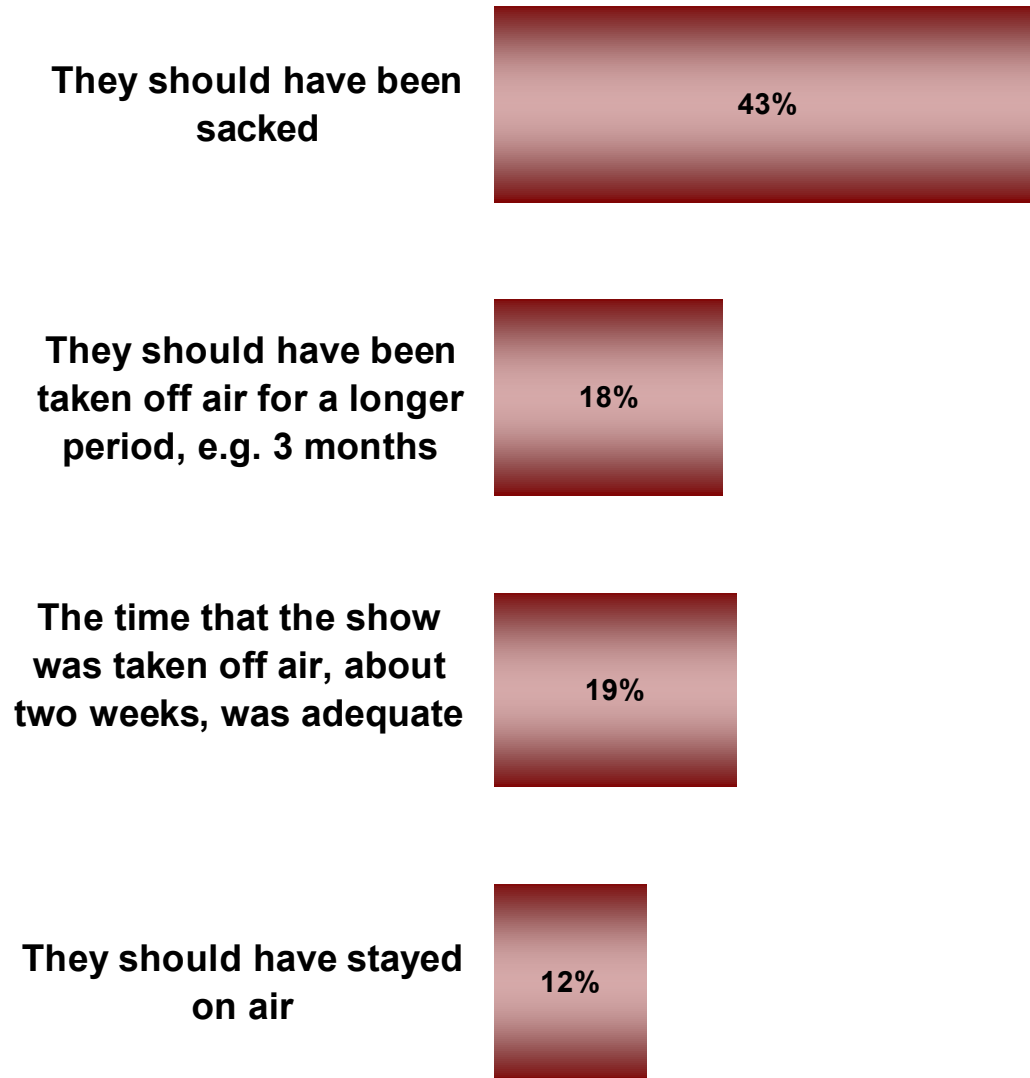
Most have a negative opinion of Kyle and Jackie O

On a scale of 0 to 10, where 0 is strongly negative and 10 is strongly positive, please indicate how you feel about each of the following people.



Most think they should have been sacked

Thinking of the recent controversy with the radio show hosts Kyle and Jackie O and their show taken off air, which of these is closest to your view:



About UMR

Australia's Leading Research and Issues Management Company

UMR is the company of choice for leaders and decision-makers, because we turn high quality research into useful hard-headed strategic advice. UMR Research has provided significant insights, advice and campaign management to decision-makers who have brought about major change in Australia and New Zealand for Governments and business.

UMR is a full-service opinion research, issues management and campaign company, based in Australia and Zealand, working across the Asia Pacific region. We specialise in political research and campaigns, corporate reputation, issues management and social marketing.

We have over 20 years experience developing a deep understanding of the views and opinions of Australians and New Zealanders. Our team of expert researchers are seasoned professionals who combine extensive experience with a deep understanding of the public mindset.

Contact:

Level 1, Suite 105 • 332-342 Oxford Street • Sydney NSW 2022 • AUSTRALIA
Tel: +61 2 9386 1622 • Fax: +61 2 9386 1633 • Email: office@umr.com.au