

# CEO Salaries

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Australians want regulation

November 2008

# Methodology

- 1000 online interviews
- Age: 18+
- Fieldwork: 21-26 November 2008
- Data is weighted and matched with ABS census data to ensure a nationally representative sample
- Online panel members are primarily recruited offline and by invitation only ruling out self-selection issues associated with online methodologies
- Maximum margin of error at 95% confidence level:  $\pm 3.1\%$

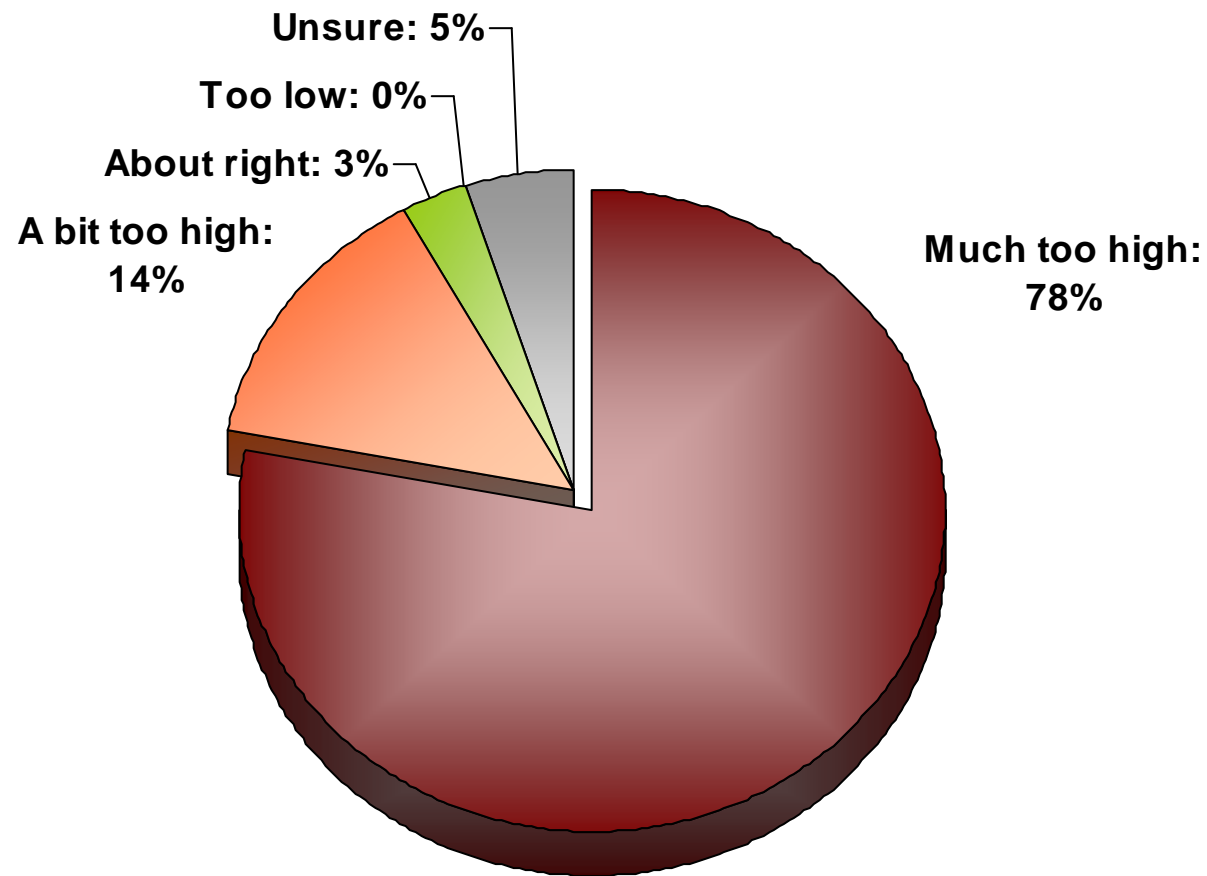
## Key findings

- 92% of Australians believe that CEO salaries in Australia are too high, 78% even think they are much too high.
- 72% of Australians support government regulation of CEO salaries whilst only 14% oppose this.
- 80% of Labor voters, as well as 63% of Coalition voters think the government should regulate CEO salaries.

# Australians think that CEO salaries are much too high

There have been discussions recently about CEO salaries with Prime Minister Kevin Rudd saying that better rules are required to 'rein in any executive greed'.

Do you think that CEO salaries in Australia are...

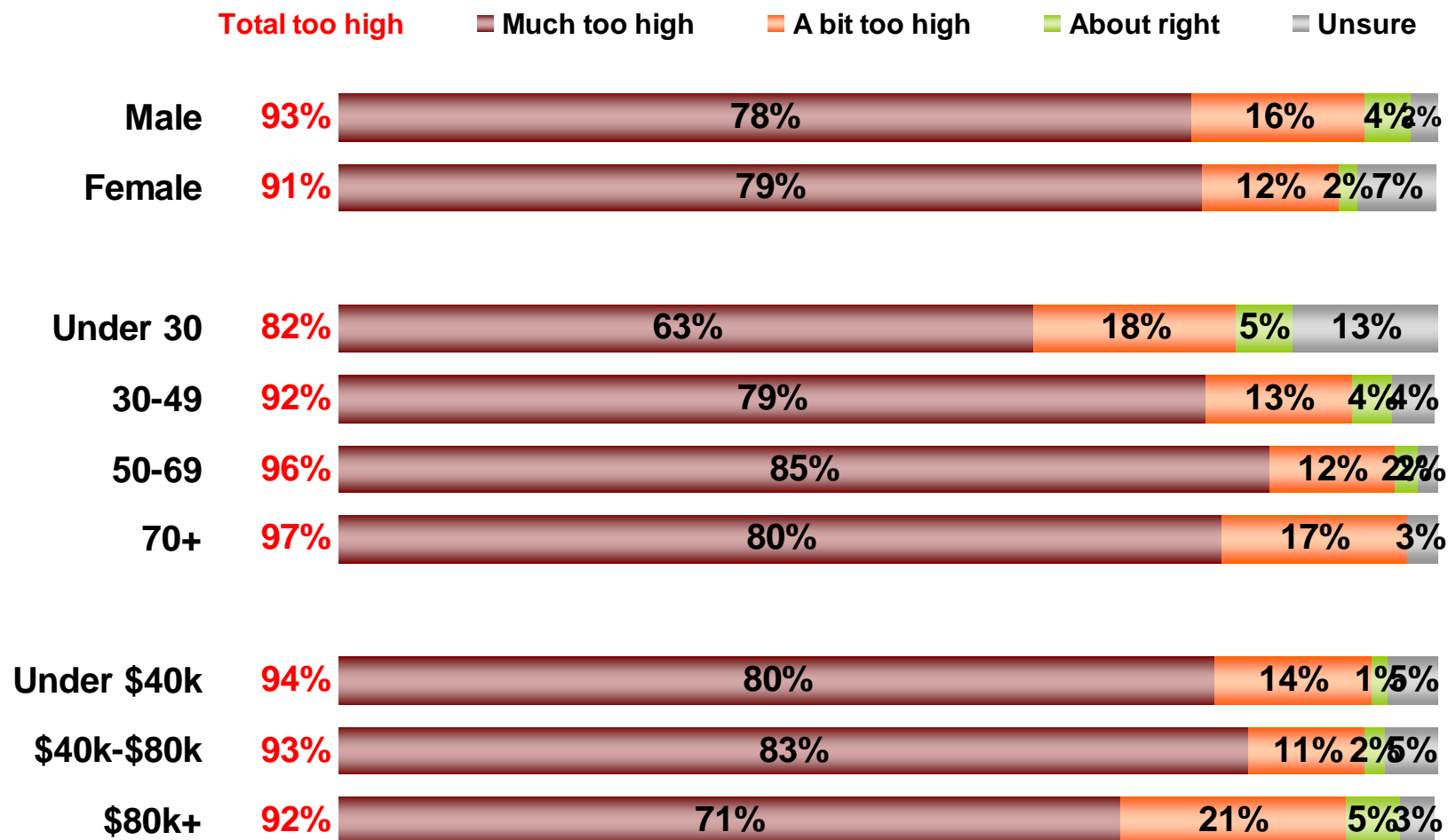


# CEO salaries: Demographic breakdowns

I / II

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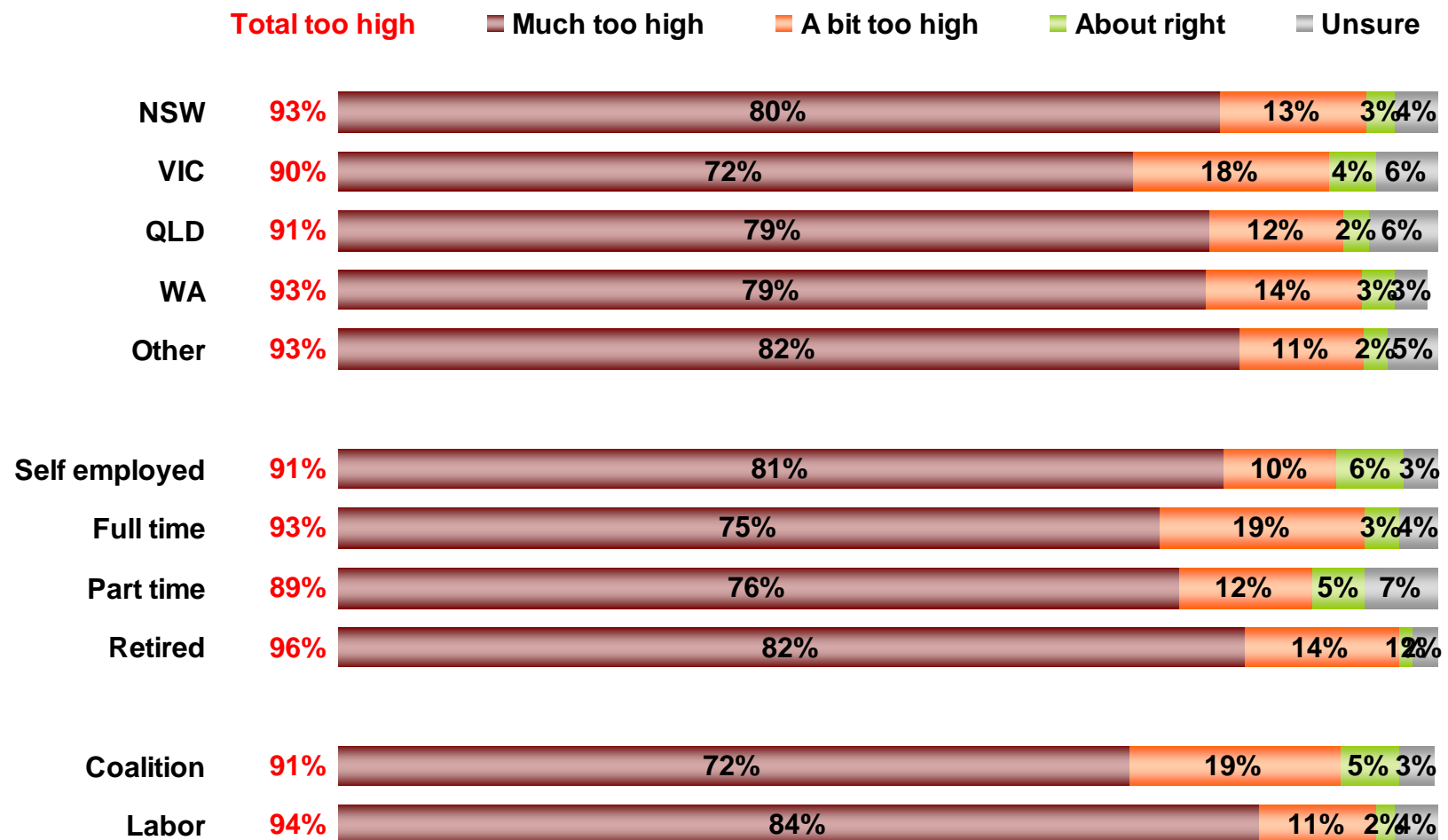


# CEO salaries: Demographic breakdowns

II / II

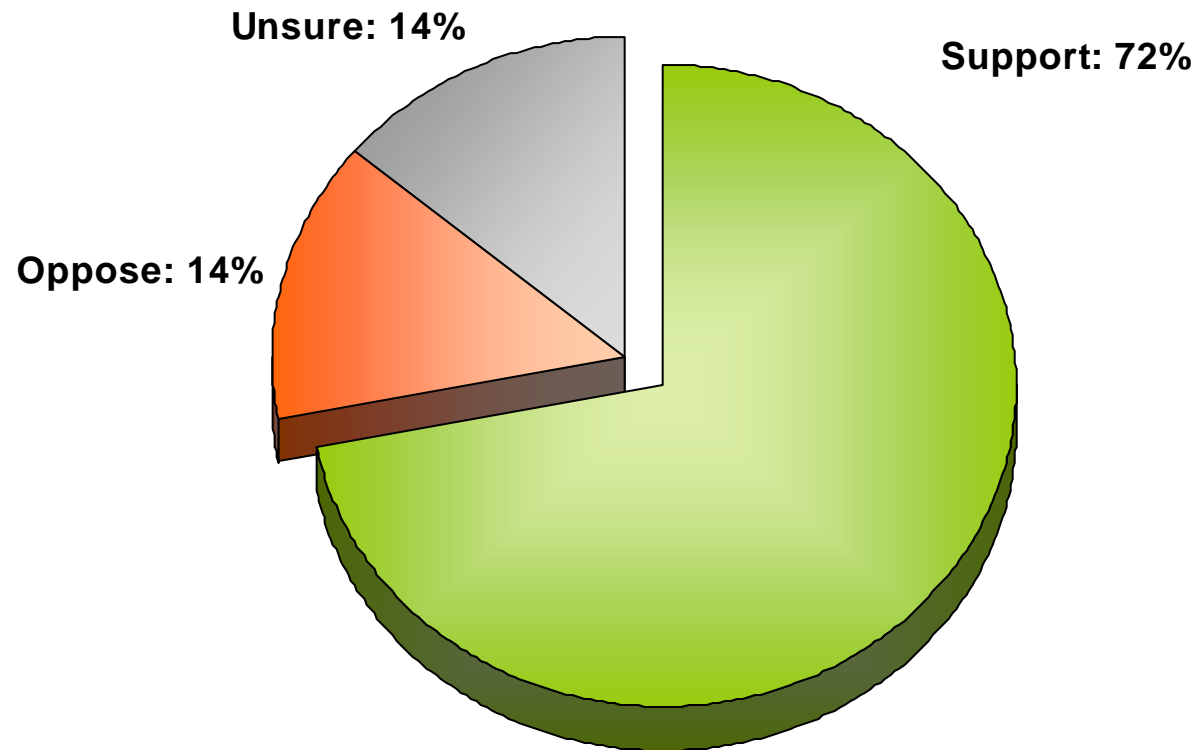
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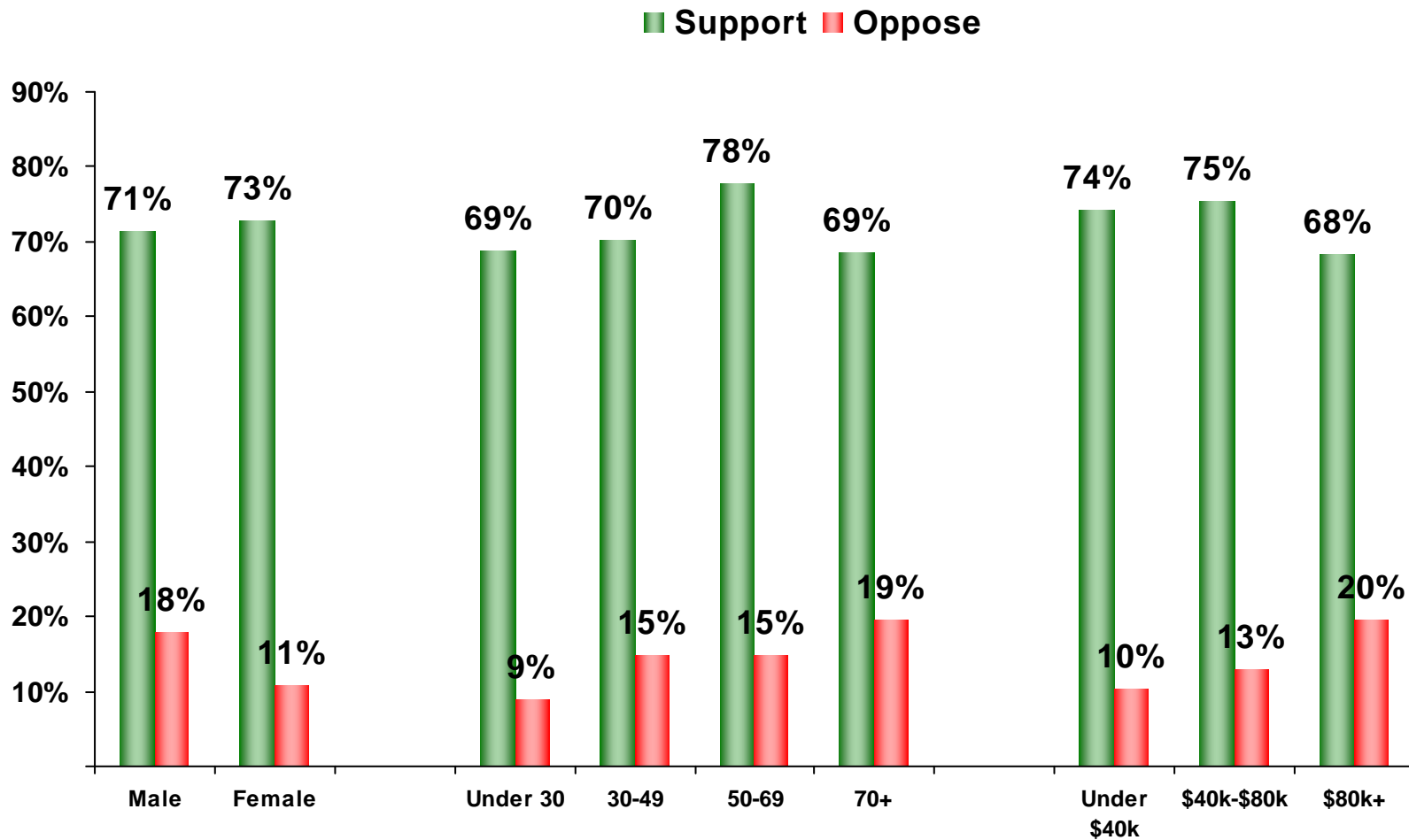
# Australians want government regulation of CEO salaries

Generally, do you support or oppose government regulation of CEO salaries?



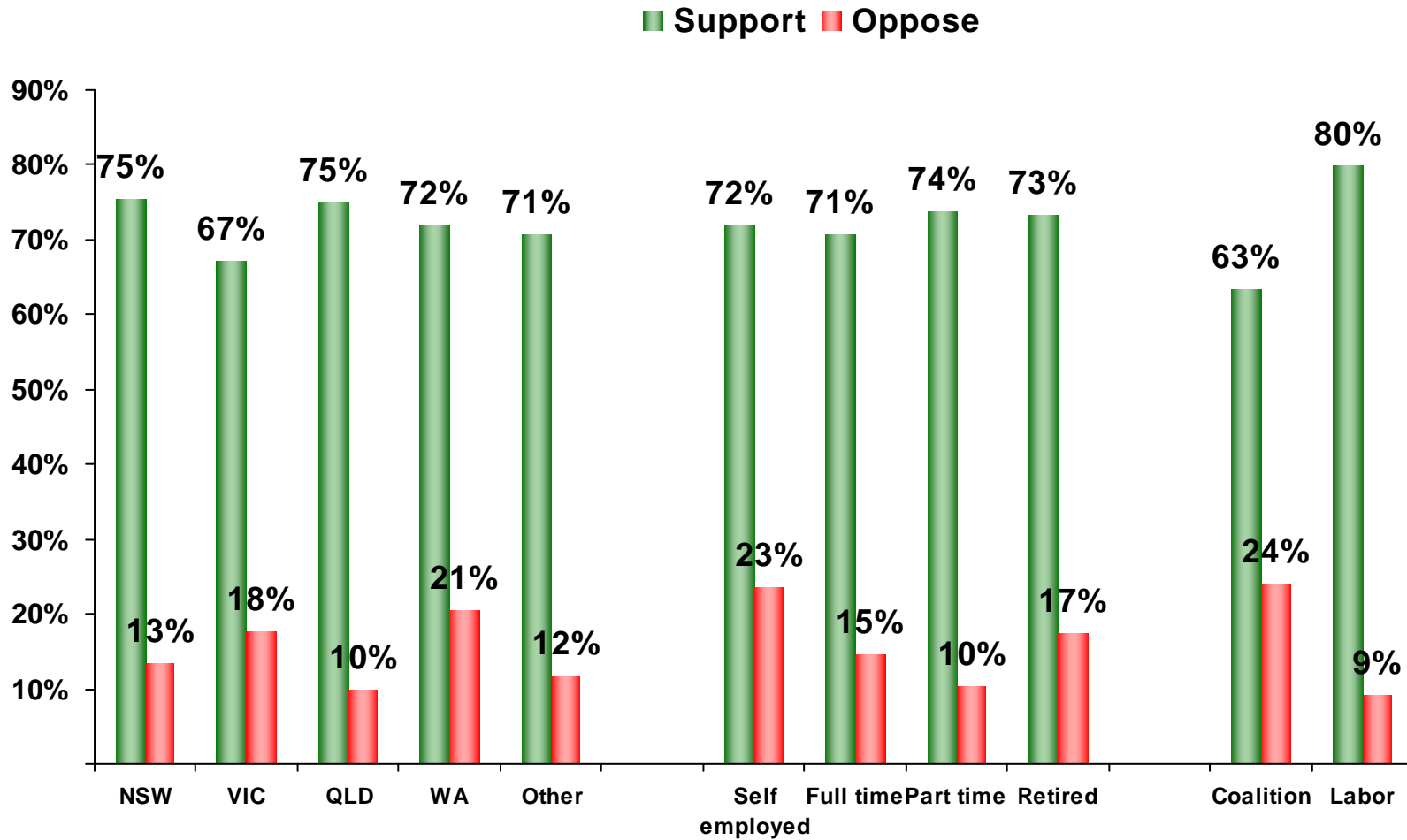
# Strong support for regulation across demographic segments

Generally, do you support or oppose government regulation of CEO salaries?



# Bi-partisan support for regulation

Generally, do you support or oppose government regulation of CEO salaries?



# About UMR

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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.

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