



**21 January 2013**  
**Offshoring questions**



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## **About the Poll**

This report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The survey was conducted online from the 16<sup>th</sup> and 20<sup>th</sup> January and is based on 1,007 respondents.

This report comprises results of questions on offshoring jobs and data.

The methodology used to carry out this research is described in the appendix on page 6.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

**Concern about Offshoring Jobs**

Q. A recent report found that office workers, bank workers, and other professional services workers are the most at-risk of job offshoring, with up to 20,000 jobs being offshored every year. Are you concerned that -

<b><i>Your job may be affected by offshoring/outsourcing</i></b>	<b>Total</b>	<b>Men</b>	<b>Women</b>	<b>Aged 18-34</b>	<b>Aged 35-54</b>	<b>Aged 55+</b>
Yes	19%	23%	15%	24%	20%	10%
No	46%	48%	44%	52%	51%	33%
Don't know/not applicable	35%	29%	41%	25%	28%	57%

<b><i>The job of a family member or friend may be affected by offshoring/outsourcing</i></b>	<b>Total</b>	<b>Men</b>	<b>Women</b>	<b>Aged 18-34</b>	<b>Aged 35-54</b>	<b>Aged 55+</b>
Yes	38%	38%	39%	42%	35%	40%
No	39%	42%	35%	40%	43%	30%
Don't know	23%	21%	26%	19%	22%	31%

<b><i>Total - own job or job of a family member <u>or</u> friend may be affected by offshoring/outsourcing</i></b>	<b>41%</b>	<b>42%</b>	<b>41%</b>	<b>45%</b>	<b>39%</b>	<b>41%</b>
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19% of respondents were concerned that their job may be affected by offshoring/outsourcing including 23% of men and 24% of those aged 18-34.

Overall, 41% are concerned that their own job or job of a family member or friend may be affected by offshoring/outsourcing.



**Whether Government Should Do More to Protect Services Jobs**

*Q. The services sector includes people working in customer service, office administration, finance and call centres, and employs more Australians than any other sector. Should governments do more to protect Australian jobs in the services sector or is offshoring jobs a decision for the companies alone?*

	<b>Total</b>	<b>Men</b>	<b>Women</b>	<b>Aged 18-34</b>	<b>Aged 35-54</b>	<b>Aged 55+</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Governments should do more to protect services jobs	73%	70%	76%	67%	76%	77%	76%	74%	75%
Offshoring jobs is a decision for the companies alone	17%	23%	12%	19%	14%	20%	14%	19%	17%
Don't know	10%	8%	12%	15%	10%	3%	10%	7%	9%

73% think that Governments should do more to protect services jobs and only 17% think that offshoring jobs is a decision for the companies alone.

There is little difference by voting intentions. More than 70% of both Labor and Liberal/National voters think Governments need to do more.



## Offshoring Data

*Q. Many banks and other businesses have their customer data stored and processed in other countries. Should banks or businesses have to ask your permission before they send your personal/financial data overseas?*

	<b>Total</b>	<b>Men</b>	<b>Women</b>	<b>Aged 18-34</b>	<b>Aged 35-54</b>	<b>Aged 55+</b>	<b>Vote Labor</b>	<b>Vote Lib/Nat</b>	<b>Vote Greens</b>
Yes	85%	81%	88%	81%	84%	89%	86%	85%	87%
No	9%	12%	6%	9%	9%	8%	7%	10%	8%
Don't know	6%	7%	6%	10%	6%	3%	7%	4%	5%

85% think banks or businesses should have to ask your permission before they send your personal/financial data overseas. Only 9% think they should not have to ask permission. These views are similar across all demographic and voter groups.

## **Appendix – Methodology**

The data gathered for this report is gathered from a weekly online omnibus conducted by Your Source. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. Your Source holds Interviewer Quality Control Australia (IQCA) accreditation, Association Market and Social Research Organisations (AMSRO) membership and World Association of Opinion and Marketing Research Professionals (ESOMAR) membership. Senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behavior.

Essential Research has been utilizing the Your Source online panel to conduct research on a week by week basis since November 2007. Each Monday, the team at Essential Media Communications discusses issues that are topical. From there a series of questions are devised to put to the Australian public. Some questions are repeated each week (such as political preference and social perspective), while others are unique to each week and reflect prominent media and social issues that are present at the time.

Your Source has a self-managed consumer online panel of over 100,000 members. The majority of panel members have been recruited using off line methodologies, effectively ruling out concerns associated with online self-selection. Your Source has validation methods in place that prevent panelist over use and ensure member authenticity. Your Source randomly selects 18+ males and females (with the aim of targeting 50/50 males/females) from its Australia wide panel. An invitation is sent out to approximately 7000 – 8000 of their panel members. The response rate varies each week, but usually delivers 1000+ responses. The Your Source online omnibus is live from the Wednesday night of each week and closed on the following Sunday. Incentives are offered to participants in the form of points.

EMC uses the Statistical Package for the Social Sciences (SPSS) software to analyse the data. The data is weighted against Australian Bureau of Statistics (ABS) data.

