



G'day, this is Sydney calling...




Newspoll is committed to conducting the highest quality research. A key component of our service is the interviewers that administer our surveys.

Newspoll's large phone room is located at our head office in Surry Hills, Sydney. This central location allows us to tap into a wide range of talented interviewing staff, who undergo a comprehensive training program before they "go live".

Newspoll CEO, Martin O'Shannessy, said "we see it as an essential part of the Newspoll offer to provide the best quality fieldwork. Our survey data is heavily reliant upon having an interviewing team that works to

the highest standards. Having the phone room located with our data analysis and Sydney client service departments facilitates this process.

It also relieves respondent concern about just where calls are coming from these days as, unlike some other research agencies, we do not use overseas phone rooms to call Australia." 

Featured are interviewers Angela Nash, Simon Pettit, Ben Stevenson and Khadijah Syarief.

Online or Telephone - just ask Newspoll

We have received a lot of feedback on our recent paper on making the choice between online and telephone. Given the level of interest in the topic we have decided to reproduce some of the main points here:

Not all research projects are created equal - some are better suited to telephone than online and vice-versa.

For example, online lends itself strongly to testing advertising as respondents can view it - TVCs, magazine ads, pack shots and audio can be used to get a direct read on how consumers react to them. The ability to

show visuals online adds significantly to the respondent's experience of the survey and knowing exactly what the respondent sees also adds to our confidence in the validity of the survey process.

However, the relatively limited reach of online panels and the absence of large slices of some groups from the internet community can hamper the usefulness of online when you need to project your results to the population. For example, 1 in 4 adults have never used the internet, and among the 65+ age group this increases to more than 1 in 2! This is significant when users differ from non-users in their attitudes or behaviour.

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Also read about...

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- Stop Press - baby Emily
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- Calendar - March-May



Colin Hangs Up His Questionnaires

After nearly 20 years as a senior executive at Newspoll Colin Russell completed his last questionnaire and retired at the end of last year.

Colin joined Newspoll in June 1987 after returning from Canada with his wife Julie and two daughters Amelia and Alice.

When he joined, Newspoll was just getting established and had few staff. Colin was a key figure in helping Newspoll grow from this small beginning to become the leading company in its field.

At a farewell in December, Chairman, Sol Lebovic, thanked and praised Colin for his significant contribution over the many years.

"What a great nineteen and a half years" said Sol. "It is a sad but joyous day to celebrate Newspoll's longest serving employee. Colin has made an enormous contribution to Newspoll."

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Newspoll in the media

Newspoll gives Labor 12 point lead
The Sydney Morning Herald February 5, 2007

ALP in strongest position since '01
The Australian Feb 6, 2007

No worries tops Australian slang
The Sydney Morning Herald January 16, 2007

AUSTRALIA BACKS PM ON CITIZENSHIP TESTS
Angus Reid Global Monitor: Polls & Research January 15, 2007

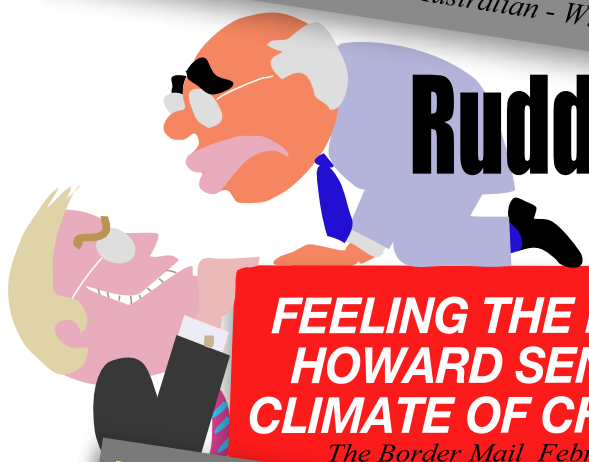
Fun in the sun punishing on the eyes
The Weekend Australian January 27-28, 2007

The time has come to ban plastic bags
www.theage.com.au January 8, 2007

Rates doubt spur home fears
NEWS.com.au January 14, 2007

CHANGING PLACES
The Australian - Wish Magazine February, 2007

85% support English test
The Australian January 1, 2007



Rudd gains ground on Howard
The Australian January 23, 2007

Rann moves further ahead
The Australian January 9, 2007

FEELING THE HEAT, HOWARD SENSES CLIMATE OF CHANGE
The Border Mail February 9, 2007

Labor was right on Rudd
The Australian January 8, 2007

70% would drink recycled sewage
The Australian December 26, 2006

Support for N-power plant falls
The Weekend Australian December 30-31, 2006

Most want Hicks to return - poll
The Sydney Morning Herald December 14, 2006

Republican cause needs King Charles
The Weekend Australian January 27-28, 2007

Australia wants U.S.-held captive charged soon
The Miami Herald January 23, 2007

Newspoll weighs up the nation's views

Almost half of women admit to having actively tried to lose weight at least once during the last 12 months, with more than 1 in 10 overall having tried three or more times.

These are the findings from the most recent wave of a tracking survey which Newspoll has been running on behalf of WeightWatchers over the past 3 years.

The latest survey showed that women aged 18-49 are significantly more likely to have

attempted to lose weight than those in older age groups. Further, those aged 18-34 are twice as likely to have attempted to lose weight on multiple occasions than their older counterparts. Despite this, it is actually those in the 35 plus age group who are more likely to consider that they are at least a little overweight.

The survey has also shown that many women have a somewhat distorted view of their own weight. For example, around 1 in 4 women who have a Body Mass Index

(calculated by taking into account a person's height and weight) which is in the high to very high range describe themselves as "being about the right weight".

These findings, together with a selection of brand measures form part of a range of both ongoing and topical measures which WeightWatchers have used to help guide and monitor their marketing activities and communications.

Latest survey conducted among a representative sample of 600 females aged 18+ using the Newspoll Telephone Omnibus.



Colin Hangs Up His Questionnaires *cont'd*

"He was there from the early days when each of us had to do everything ourselves from getting the business, designing the study, writing the questions then printing, rotating and collating the questionnaires. On many occasions Colin even hand delivered the report to the client. No-one more than Colin was prepared to chip in and do whatever it took to get the job done and satisfy our clients.

"He was the greatest revenue generator in Newspoll's history. Colin was great at client service and over the years I often received glowing praises from his many happy clients.

"As well as client service Colin was a mentor to many of our younger researchers. He was a jack of all trades and managed to ensure the office amenities all functioned smoothly as well as performing his client service duties.

"I know he will be greatly missed at Newspoll but I'm sure Colin's legacies will continue for a long time. We wish Colin all the best for the future and hope he and his wife Julie share many decades of great times together."

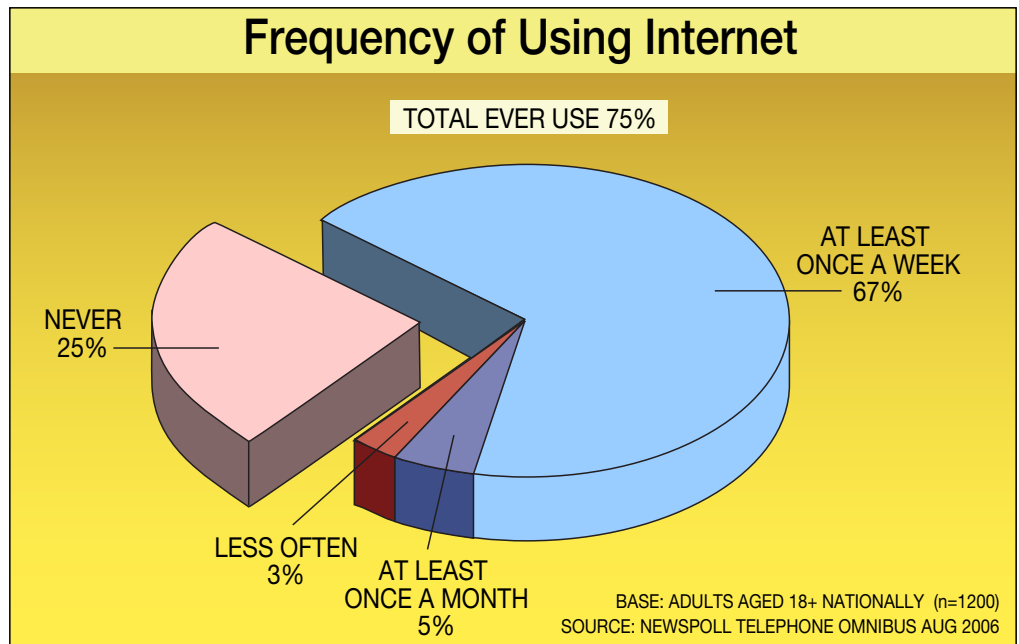
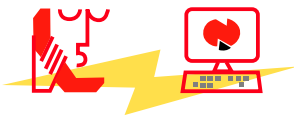


Online or telephone - just ask Newspoll *cont'd*

For this reason, telephone remains the 'gold standard' for estimating market size, measuring the overall impact of marketing campaigns or getting any accurate read on the whole population.

Newspoll provides both online and telephone and, in fact, has a number of clients who are using both. We have considerable experience in each methodology enabling us to have a clear perspective on their relative strengths and weaknesses.

So feel free to contact us to discuss which approach is best suited to your research needs.



Wine Online

A leading Australian wine maker has made use of the Newspoll Online Omnibus to test the message take out on its latest ad campaign for its innovative varietals.

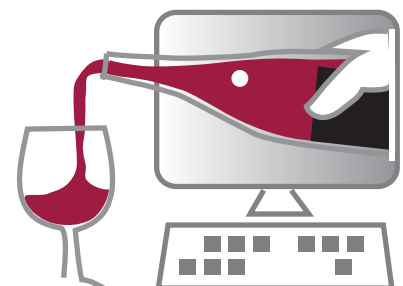
After seeing four different full screen print ads, regular drinkers of bottled wine aged between 18 and 64 were asked a series of questions to measure:

- ▶ image perceptions of the brand based on the set of ads
- ▶ the campaign's effectiveness in communicating specific messages.

Results, including analysis by frequency of drinking bottled wine and buying behaviour of the brand were provided, together with verbatim responses.

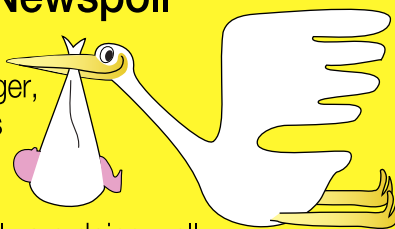
Of particular value was the richness of the open ended responses which will be used to assist in the ongoing development of the campaign.

If you would like to find out about how our Omnibuses can help measure the effectiveness of your advertising please contact a Newspoll representative.



Stop Press New arrival at Newspoll

Newspoll is thrilled to announce the safe arrival of baby Emily to Data Analysis Manager, Patricia McPhail and her husband Tim. As with many services provided by our Data Analysis department, Emily arrived a little earlier than expected! Mum, Dad and Emily are doing well.



Other Staff News



Peter Collingridge

Cid Bartolome

Mary Lentros

Elise Harrison

Renee Steward

New roles and promotions

After almost two years in Data Analysis, Peter Collingridge has joined Account Service as a Senior Research Analyst. In his new role Peter will continue developing his skills in the area of client service and project management.

Mary Lentros has been promoted from Field Supervisor to Research Trainee. Mary joined our Data Analysis department in January as part of our all-rounder training program.

Teaming up with Mary in Data Analysis is Renee Steward. Fresh from the University of Wollongong, where she completed her degree in Psychology, Renee has also signed up for Newspoll's all-rounder program.



We also welcome Anna Perry to the Melbourne office. Anna has a Bachelor of Arts/Commerce degree from Deakin University and has completed an Honours year in Commerce (Marketing).

Anna joins us in a multi-task role, contributing to the administrative and client service functions of the Melbourne office.

We are also pleased to announce Cid Bartolome's promotion to Field Supervisor. Cid has been working for Newspoll for a number of years, starting as an interviewer in 2001. He was most recently the voice of Newspoll as our Sydney office receptionist.

Elise Harrison has joined Newspoll's Sydney based secretarial team after returning to Australia from an extended European adventure. Elise also replaces Cid in the role of receptionist.

Along with their experience and education these talented youngsters have added to the considerable pool of staff interests at Newspoll such as swimming, golf, walking, water ski-ing, dancing, music, hanging out with friends, cooking, scrap booking and travelling.

A very warm welcome to Anna, Renee and Elise and our heartiest congratulations to Mary, Peter and Cid.

march

M	5	12	19	26	
T	6	13	20	27	
W	7	14	21	28	
T	1	8	15	22	29
F	2	9	16	23	30
S	3	10	17	24	31
S	4	11	18	25	

april

M	2	9	16	23	
T	3	10	17	24	
W	4	11	18	25	
T	5	12	19	26	
F	6	13	20	27	
S	7	14	21	28	
S	1	8	15	22	29

may

M	30 ^a	7	14	21	28
T	1	8	15	22	29
W	2	9	16	23	30
T	3	10	17	24	31
F	4	11	18	25	
S	5	12	19	26	
S	6	13	20	27	



ONLINE

National



TELEPHONE

National 5 Caps

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