

13. BUSINESS GROUP – SELECTION AND CHARACTERISTICS

13.1 SELECTION OF BUSINESS GROUP

Figure 13.1A Summary of how respondents selected for Business group

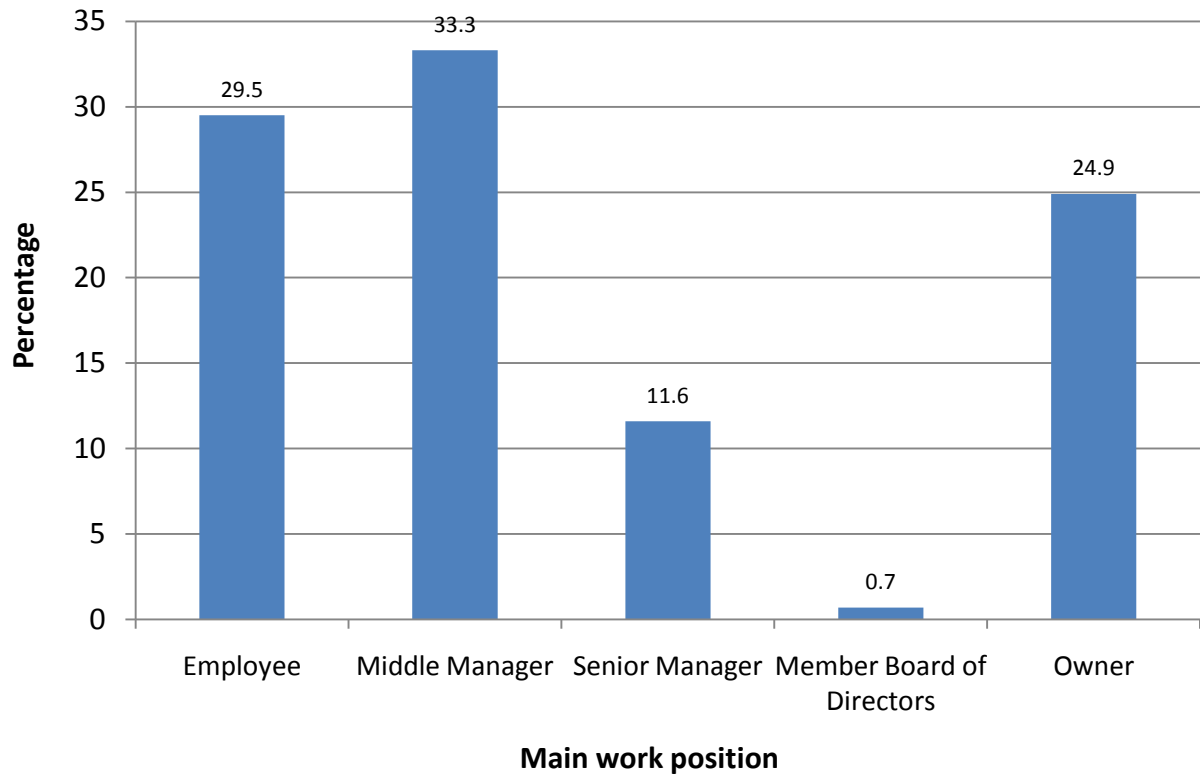
Basis for selection into Business group:	Number selected into Business group:
Main job you held last week = owner, member of board of directors, senior manager or middle manager (Question A9)	400
Main job you held last week = employee without managerial responsibility (Question A10) AND role included aspect for which anti-cartel laws are relevant (Question A9)	167
Total Business group	567

Comments

The Figure above summarises how respondents were selected into the Business group (explained in section 2.5.1.2 above) and how many were selected into each category. Most were selected into the Business group because of their managerial position in business (400). Some employees without managerial responsibility (167) were also selected in the Business group because their role included aspects (eg setting of prices or production levels – see Figure 13.1C) which might put them in a position to comply or not comply with the anti-cartel laws.

A9. Which of the following best describes the main position that you held in your job last week?

Figure 13.1B The main work position held by members of the Business group¹



¹ n=567

A10. In the main job you held last week, did your role include any aspect of:

Please mark all that apply

Figure 13.1C Relevant role – employees, managers and total Business group

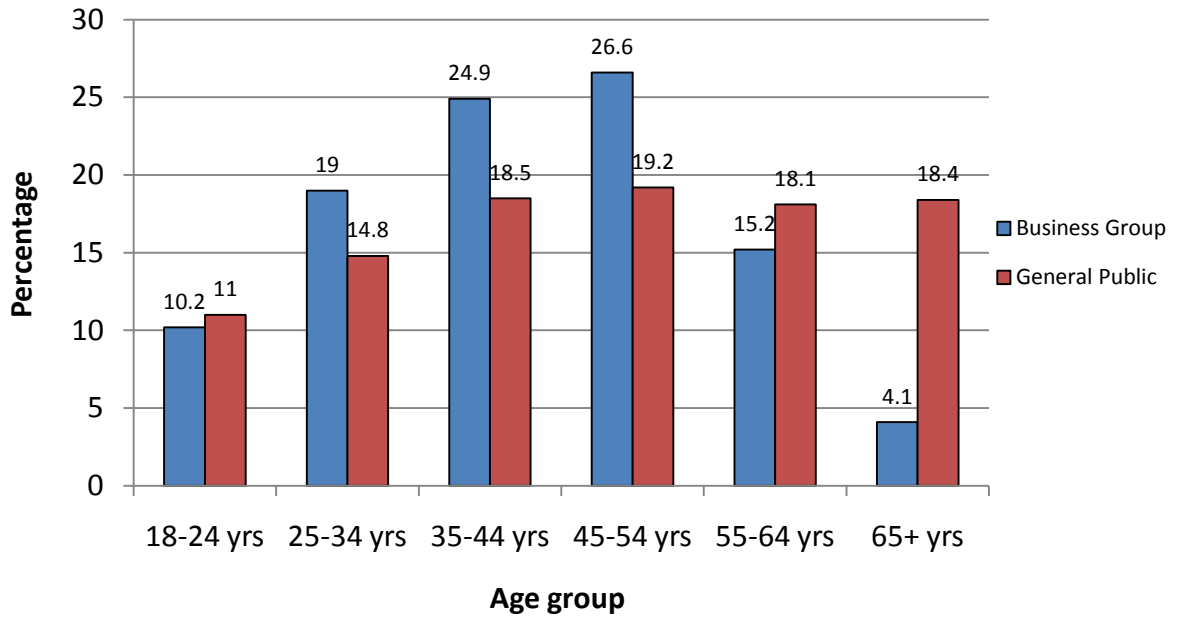
	Employees n=167	Managers n=400	Total n=567
Deciding, revising or negotiating prices for goods or services	21.6%	42.3%	36.2%
Deciding, revising or negotiating the cost of producing goods or supplying services	7.2%	29%	22.6%
Marketing or promoting goods or services	37.7%	37.8%	37.7%
Setting production, capacity or supply levels	17.4%	19.3%	18.7%
Tendering for contracts	6.0%	19.0%	15.2%
Dealing with customers in any capacity (<i>note that employees were excluded if they only ticked this role and no other role²</i>)	79.0%	73.8%	75.3%
Dealing with suppliers in any capacity	59.9%	53.5%	55.4%
Dealing with competitors in any capacity	15.6%	21.0%	19.4%

Comments

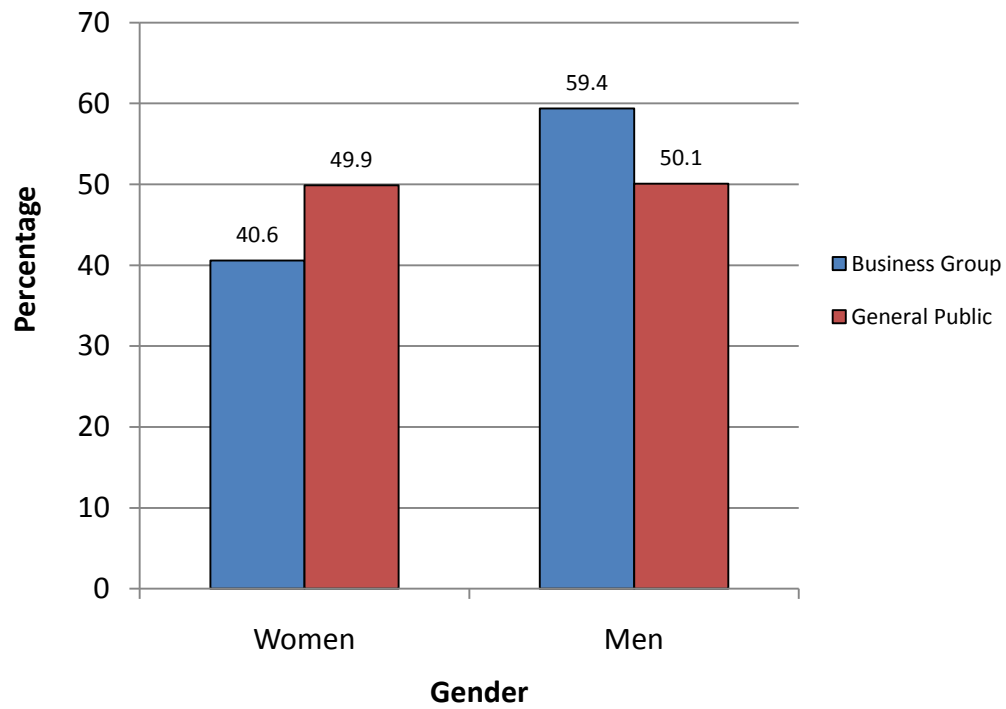
The figures above show the breakdown of how members of the Business group were selected into the Business group. As shown in Figure 13.1B, a total of 70% of the Business group were senior managers, owners or members of boards of directors and were chosen on that basis. The other 30% of the Business group were employees. These were only included in the Business group if they ticked one of the roles in Question A10 that would put them in position where they might have the opportunity to breach or comply with the anti-cartel laws. Figure 13.1C shows the breakdown of how many employees and how many managers responded that they performed each role that would be relevant to anti-cartel law compliance.

² This resulted in 117 employees (or 40% of those who chose this role) being excluded from the analysis. See further explanation at 2.5.1.2 above.

13.2 BUSINESS GROUP VS GENERAL PUBLIC SAMPLE - CHARACTERISTICS

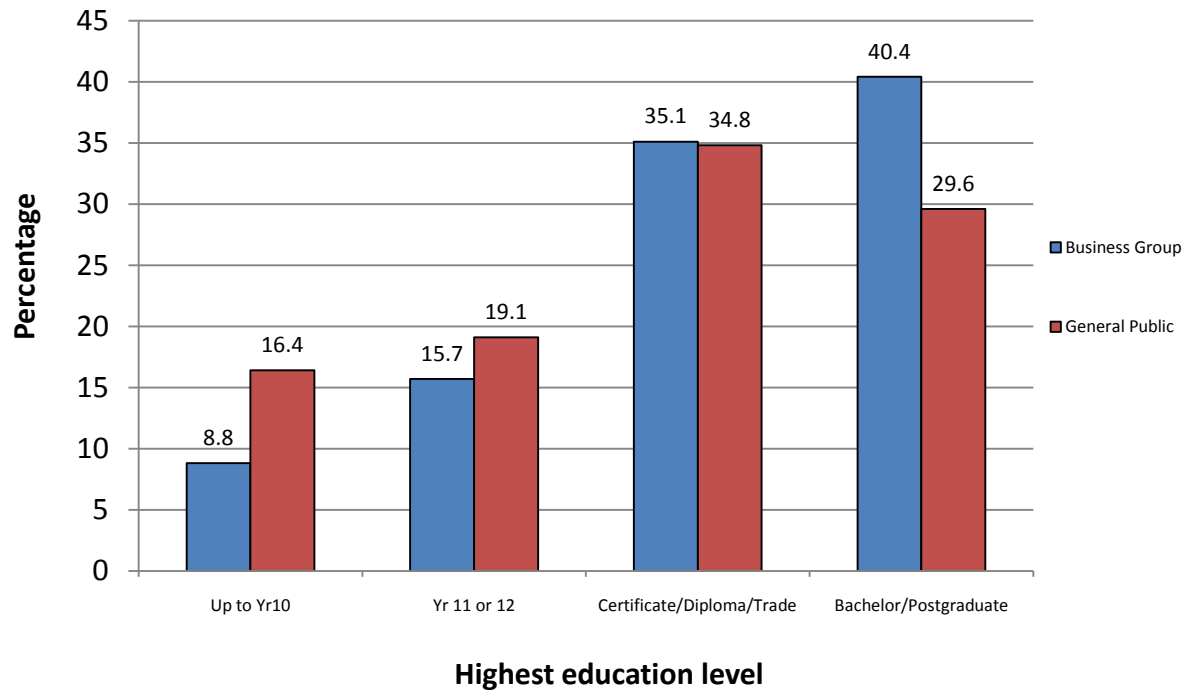
Figure 13.2A Age of Business group compared with general public³

³ Business group (n=567), General public (n=1296).

Figure 13.2B Gender of Business group compared with general public⁴

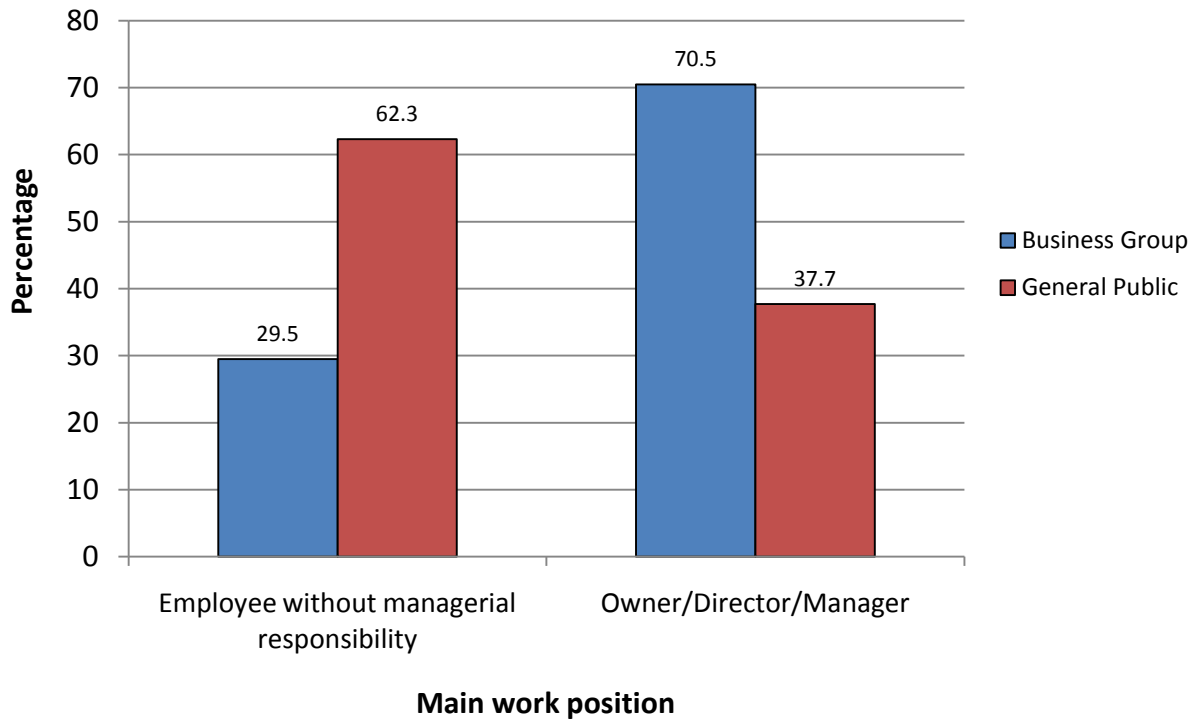
⁴ Business group (n=567), General public (n=1296).

Figure 13.2C Highest education level achieved by members of Business group compared with general public⁵



⁵ Business group (n=596), General public (n=1296)

Figure 13.2D Main work position (employee or manager) of Business group compared with general public⁶



Comments

To our knowledge there are no statistics available as to the demographic characteristics of people who work in business in Australia in general against which we can compare our Business group. Moreover there are no statistics available as to the characteristics of those business people who might be in a position to breach the anti-cartel laws. Therefore we compare the Business group with our random sample of the general public to give a sense of how representative the Business group might be. It is important to note that we expect the Business group to differ in systematic ways from the general public in relation to characteristics such as age, gender and education. The Business group had the profile with respect to age, gender and educational level that we would expect as compared with the general public sample. That is, members of the Business group cluster more around the middle ages (25-54) than the general public; there are slightly more men in the Business group than the general public, and members of the Business group are more likely to have university level education than our random sample from the general public.

Due to our selection process (explained above) there are also a greater proportion of senior managers, owners of businesses and members of boards of directors in the Business group than the random sample from the general public.

⁶ Business group (n=596), General public (n=1296)

Figure 13.2E Size of business in which members of Business group employed and proportion of businesses of each size in Australia

How many people are employed at your workplace?	Business group (n=567)	All Australian employing businesses ⁷
Micro (0-19)	52%	89%
SME (20-199)	27%	10%
Large (200 +)	22%	<1%

Comments

We also provide the proportions of members of the Business group employed in different size businesses to show the spread of business people included in the group. This is shown compared with the number of businesses that fall into each category according to Australian Bureau of Statistics (ABS) figures. Note that the ABS figures are for number of employing businesses (excluding solo operators), while the Business group figures are for individuals employed in the businesses. So we do not expect the proportions in each column to directly correspond to one another. We would expect many more individuals to be employed in the larger businesses. In that context our Business group appears to represent a reasonable representation of likely spread of employment in the business sector.

⁷ Based on information from the Australian Bureau of Statistics: Australian Bureau of Statistics, *Counts of Australian Businesses, Including Entries and Exits, 8165.0, June 2007 to June 2009, 2010* at p8.