

Press Release

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Fess Up: Those involved in the Cronulla Sharks Sex Scandal should come forward and admit their involvement

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A recent study by Toluna, a leading global online panel and survey technology provider to the market research industry, has found that almost two thirds of 18-39 year olds (65%) who are aware of the recent Cronulla Sharks Sex Scandal feel that all those involved in the incident should come forward and admit to their involvement. While females are slightly more likely to feel this way (68%), a significant majority of males in this age group (62%) also agree.

The above views are generally very firmly held with 43% "strongly" agreeing with the statement that "all those involved should come forward and admit to their involvement" and a further 22% "somewhat" agreeing. On the other hand, only approximately 1 in 8 (13%) disagreed, either strongly or somewhat, with the statement.

Toluna found that the Australian population is slightly more divided about whether or not Cronulla Sharks management should name the individuals involved. A lesser but still significant amount of people (49%) agreed with the statement that "Cronulla Sharks management should name and shame those involved", while some 28% disagreed.

Hugh Bloch, Toluna's Asia Pacific Managing Director suggested that "there appears to be a very strong feeling among younger Australian adults, at least, that those involved in the scandal should not leave Mathew John's on his own to take the rap for the incident. On the other hand, while a significant proportion of this group still feels that Cronulla Sharks management should name those involved, they are slightly more divided on this issue".

About the study:

The study was conducted online among a sample of 330 18-39 year old males and females in all states across Australia. Fieldwork took place from 21-26 May utilising Toluna's Australian panel of some 50,000 double opt-in respondents.

About Toluna:

Toluna is a global independent online panel and survey technology provider to the marketing research industry. The company provides sample and custom panel building expertise to over 650 of the world's leading market research agencies from offices across Asia Pacific, Europe and North America. Toluna has built and manages a panel community of over 2.5 million active members across 30 countries. This has been extensively profiled into 16 specialist panels, reaching niche segments to provide premium quality survey research data.

In addition, PanelPortal, a highly robust and scalable hosted technology platform enables research professionals and end-users to easily build, manage and run their own online panels and surveys.

Toluna is listed on the AIM market of the London Stock Exchange and was recently recognized by the French Chamber of Commerce in Great Britain as Exporter of the Year. It was also named France's fastest growing company in the four years to 2007 by the magazine l'Entreprise.

