

EMBARGOED UNTIL SUNDAY, 17TH JULY 2011

NOT HAPPY, JULIA

Voters have declared Julia Gillard and Labor's focus on a carbon tax as a low priority for Government and most are unhappy about the prospect of a carbon tax being introduced in Australia in a JWS Research key and marginal seats poll of 3,122 voters.

Just 34% of voters rate introducing a carbon tax as important, only slightly ahead of building the lowly rated National Broad Band Network (at 30%). Far more important to voters are:

- Improving hospitals and the health system (rated important by 75% of voters);
- Keeping the economy strong (72%);
- Improving education standards and outcomes (68%); and
- Keeping the cost of living down (66%).

56% of voters say they are unhappy about a carbon tax being introduced and less than one in three (30%) say they are happy, with the remaining 14% saying they don't really care. This is consistent with the finding that 55% of voters oppose Labor's carbon tax package and only 31% support it.

The JWS Research poll of a representative sample of 3,122 voters in 59 key and marginal seats was conducted by automated polling technology on Wednesday, 13th July. The seats surveyed were the 54 Federal electorates requiring a Two Party Preferred (TPP) swing to lose of less than 6.0% (27 Labor and 27 Coalition seats) plus the Greens-held seat of Melbourne and the Independent-held seats of Denison, New England, Kennedy and Lyne.

In other poll findings, noting it was conducted after several days of concentrated media attention on the details of Labor's carbon tax package announcement on Sunday:

- 62% of voters said they now have a good understanding of Labor's carbon tax package;
- Sunday's announcement was more likely to change voters view of a carbon tax for the worse (34%) than for the better (23%);
- Taking into consideration everything they have read, seen and heard about the carbon tax package most (54%) voters say they expect it will be bad for them personally and most (51%) say it will be bad for Australia as a whole.
- There is not much additional support for introducing an emissions trading scheme (34%) than for introducing Labor's carbon tax package (31%).

John Scales of JWS Research says, *“Most voters now say they have a good understanding of Labor’s carbon tax package and yet most still don’t like it, so these poll results are devastating for the Government. Voters have had several days to digest the details of the Government’s carbon tax package and on average the announcement has only worsened their attitudes. A critical point is that most voters think Labor’s carbon tax will be both bad for them and bad for Australia.”*

“Voters have reached saturation point on the carbon tax. They have heard enough about it and are becoming very frustrated with the continued attention to a policy which they rate as a very low Government priority, well below health, the economy, education and cost of living.”

Analysis shows that a majority of voters oppose Labor’s carbon tax policy across a range of key groups, including:

- In ALP seats (55%);
- In Coalition seats (55%);
- In the five key Greens and Independent seats (56%);
- Amongst men (60%) and women (51%), across all age groups and in all mainland States.

There is further bad news in the poll for the Government and the Greens:

- Most voters (55%) now support holding an early election as soon as possible rather than wait another two years until the next election is due in late 2013 (42%).
- 54% rate their thoughts on the Greens holding the balance of power in the Senate from the 1st of July as poor, including 41% who rate it as very poor.
- 52% rate Julia Gillard’s first 12 months as Prime Minister as poor, including 36% who rate it as very poor;
- The majority (51%) of voters have an unfavourable view of Julia Gillard as Prime Minister and only 29% have a favourable opinion, compared to 39% favourable and 44% unfavourable opinion for Tony Abbott as Opposition Leader;
- Tony Abbott is the preferred Prime Minister over Julia Gillard by 51% to 40% – views which are very polarised by party support.

The voting intention results on this poll also indicate an electoral disaster for the Government. Labor’s primary vote in all 59 key and +/-6% marginal seats for an election held now is at a low 31% (down 7 points in the same seats since the last election) compared to 52% (up 11.2 points) support for the Coalition, with the Greens holding steady at 11%.

On Two Party Preferred vote in the 54 +/-6% Labor and Coalition marginals, support for Labor is at 42% and support for the Coalition is 58%. This represents a swing of -8.2 points against Labor since the last election, including a swing of -11.5 points in its own seats, i.e. beyond the range of seats polled in this survey.

SURVEY METHODOLOGY AND SAMPLING

A total of n=3,122 completed interviews were conducted with eligible voters in key and marginal seats using IVR (automated) polling technology on 13th July 2011.

The key and marginal seats surveyed were the 54 Federal electorates requiring a Two Party Preferred (TPP) swing to lose of less than 6.0% (27 Labor and 27 Coalition seats) plus the Greens-held seat of Melbourne and the Independent-held seats of Denison, New England, Kennedy and Lyne. See Appendix I for full list of seats.

The maximum margin of error for a poll of 3,122 respondents with results at around 50% at the 95% confidence level is +/-1.8%.

The final sample has been weight to gender and age according to population proportions.

Variations of +/-1% between individual results and NETS is due to rounding.

In reporting, ‘-’ denotes not mentioned and ‘’ denotes mentioned by less than 0.5%.*

The survey was independently designed and conducted by JWS Research. This report is available for download at www.jwsresearch.com.

For further information please contact John Scales on 0409 244 412 or at jcales@jwsresearch.com.

Table 1a: Federal Government Priorities (% rated 4-5 on 1-5 importance scale)

Attitude to ETS	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
Improving hospitals and the health system	75%	73%	76%	76%	70%	77%	74%	69%	73%
Keeping the economy strong	72%	72%	70%	77%	66%	67%	77%	61%	72%
Improving education standards and outcomes	68%	69%	66%	71%	66%	70%	66%	63%	77%
Keeping the cost of living down	66%	67%	65%	66%	61%	61%	74%	38%	71%
Keeping interest rates low	55%	54%	54%	60%	53%	52%	61%	33%	55%
Being tough on border security and asylum seekers	50%	49%	51%	54%	41%	35%	66%	23%	45%
Lowering taxes	46%	47%	44%	50%	47%	39%	54%	21%	57%
Tackling climate change	44%	41%	45%	48%	42%	69%	22%	74%	47%
Introducing a mining tax	36%	38%	34%	35%	38%	60%	16%	65%	33%
Introducing a carbon tax	34%	34%	35%	32%	31%	60%	15%	58%	27%
Building the National Broadband Network	30%	28%	32%	31%	25%	45%	19%	44%	26%

Question: Thinking about Federal Government priorities. Please rate how important you think each of the following issues is as an important priority for the Federal Government. Use a 1 to 5 scale, where a 1 means the issue is not important at all up to a 5 means you think the issue should be an extremely important priority for the Federal Government.

Note: Important = rated 4-5 on the 1-5 importance scale.

Table 1b: Federal Government Priorities (% rated 4-5 on 1-5 importance scale) – by State

Attitude to ETS	Total	State				
		NSW	QLD	VIC	WA	SA
Sample	3,122	1,051	909	550	292	208
Improving hospitals and the health system	75%	75%	74%	77%	70%	70%
Keeping the economy strong	72%	70%	71%	75%	72%	74%
Improving education standards and outcomes	68%	69%	62%	74%	66%	66%
Keeping the cost of living down	66%	62%	72%	67%	58%	65%
Keeping interest rates low	55%	55%	55%	60%	50%	46%
Being tough on border security and asylum seekers	50%	51%	53%	50%	45%	36%
Lowering taxes	46%	43%	48%	50%	46%	45%
Tackling climate change	44%	46%	41%	45%	34%	47%
Introducing a mining tax	36%	41%	28%	42%	32%	39%
Introducing a carbon tax	34%	38%	31%	32%	28%	41%
Building the National Broadband Network	30%	34%	29%	30%	15%	31%

Question: Thinking about Federal Government priorities. Please rate how important you think each of the following issues is as an important priority for the Federal Government. Use a 1 to 5 scale, where a 1 means the issue is not important at all up to a 5 means you think the issue should be an extremely important priority for the Federal Government.

Note: Important = rated 4-5 on the 1-5 importance scale.

Note: Sample sizes in Tasmania and Northern Territory not sufficient to report separately.

Table 2: Attitude to Emissions Trading Scheme

Attitude to ETS	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
Support	34%	34%	35%	32%	31%	72%	6%	74%	23%
Oppose	49%	50%	48%	50%	41%	13%	80%	13%	37%
Undecided	17%	17%	17%	18%	28%	16%	14%	13%	41%

Question: Do you support or oppose the introduction of a carbon emissions trading scheme in Australia?

Table 3a: Attitude to Labor's Carbon Tax Package

Attitude to Labor's Carbon Tax Package	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
Support	31%	31%	32%	29%	27%	71%	2%	63%	26%
Oppose	55%	55%	55%	56%	49%	13%	90%	20%	44%
Undecided	14%	14%	13%	15%	25%	17%	8%	17%	30%

Question: As you may be aware, last Sunday Julia Gillard announced Labor's carbon tax package. Do you support or oppose the introduction of Labor's carbon tax package?

Table 3b: Attitude to Labor's Carbon Tax Package – by Attitude and Understanding

Attitude to Labor's Carbon Tax Package	Total	Attitude to ETS			Understanding of Carbon Tax	
		Support	Oppose	Undecided	Good	Poor
Sample	3,122	1,059	1,564	499	1,980	973
Support	31%	84%	1%	12%	44%	7%
Oppose	55%	7%	98%	30%	49%	70%
Undecided	14%	9%	1%	58%	7%	23%

Question: As you may be aware, last Sunday Julia Gillard announced Labor's carbon tax package. Do you support or oppose the introduction of Labor's carbon tax package?

Table 3c: Attitude to Labor's Carbon Tax Package – by State

Attitude to Labor's Carbon Tax Package	Total	State				
		NSW	QLD	VIC	WA	SA
Sample	3,122	1,051	909	550	292	208
Support	31%	32%	29%	30%	33%	36%
Oppose	55%	55%	58%	54%	55%	54%
Undecided	14%	13%	13%	15%	12%	10%

Question: As you may be aware, last Sunday Julia Gillard announced Labor's carbon tax package. Do you support or oppose the introduction of Labor's carbon tax package?

Note: Sample sizes in Tasmania and Northern Territory not sufficient to report separately.

Table 4: Understanding of Labor’s Carbon Tax Package

Understanding of Carbon Tax Package	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
Very good	21%	24%	19%	18%	18%	24%	20%	25%	15%
Fairly good	41%	42%	40%	43%	35%	52%	36%	46%	33%
Fairly poor	18%	17%	19%	17%	24%	14%	18%	22%	24%
Very poor	14%	12%	16%	17%	12%	5%	22%	5%	15%
TOTAL GOOD	62%	66%	59%	61%	53%	76%	56%	70%	47%
TOTAL POOR	32%	30%	35%	34%	36%	19%	40%	28%	39%
Undecided	5%	5%	6%	6%	12%	6%	4%	2%	14%

Question: How would you rate your understanding of Labor’s proposed carbon tax package?

Table 5: Has View of Carbon Tax Changed for Better or Worse

Has View of Carbon Tax Changed	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
For Better	23%	22%	23%	25%	23%	48%	5%	42%	16%
For Worse	34%	34%	33%	34%	29%	8%	55%	8%	31%
Unchanged	37%	37%	38%	34%	38%	37%	36%	42%	42%
Undecided	6%	7%	5%	7%	10%	8%	4%	8%	11%

Question: Has your view about a carbon tax for Australia changed for the better or for the worse as a result of the announcement of Labor’s carbon tax package?

Table 6a: Carbon Tax Good or Bad For Australians

Carbon Tax Good or Bad for Australians	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
Good	26%	26%	26%	27%	23%	56%	4%	52%	21%
Bad	54%	54%	54%	53%	48%	19%	83%	16%	49%
Undecided	20%	20%	19%	20%	29%	24%	13%	32%	30%

Question: Thinking about yourself and taking into consideration everything you have read, seen and heard about the carbon tax package. Do you think the carbon tax package will be a good thing or a bad thing for you personally?

Table 6b: Carbon Tax Good or Bad For Australians – by State

Carbon Tax Good or Bad for Australians	Total	State				
		NSW	QLD	VIC	WA	SA
Sample	3,122	1,051	909	550	292	208
Good	26%	28%	23%	30%	20%	25%
Bad	54%	52%	58%	52%	56%	53%
Undecided	20%	20%	19%	19%	24%	21%

Question: Thinking about yourself and taking into consideration everything you have read, seen and heard about the carbon tax package. Do you think the carbon tax package will be a good thing or a bad thing for you personally?

Note: Sample sizes in Tasmania and Northern Territory not sufficient to report separately.

Table 7a: Carbon Tax Good or Bad for Australia

Carbon Tax Good or Bad for Australia	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
Good	34%	34%	34%	31%	32%	74%	5%	74%	23%
Bad	51%	51%	49%	52%	40%	11%	82%	10%	49%
Undecided	15%	15%	16%	16%	29%	15%	13%	16%	29%

Question: Thinking about Australia as a whole and taking into consideration everything you have read, seen and heard about the carbon tax package. Do you think the carbon tax package will be a good thing or a bad thing for Australia as a whole?

Table 7b: Carbon Tax Good or Bad for Australia – by State

Carbon Tax Good or Bad for Australia	Total	State				
		NSW	QLD	VIC	WA	SA
Sample	3,122	1,051	909	550	292	208
Good	34%	36%	30%	36%	32%	39%
Bad	51%	50%	53%	51%	48%	48%
Undecided	15%	14%	16%	13%	20%	13%

Question: Thinking about Australia as a whole and taking into consideration everything you have read, seen and heard about the carbon tax package. Do you think the carbon tax package will be a good thing or a bad thing for Australia as a whole?

Note: Sample sizes in Tasmania and Northern Territory not sufficient to report separately.

Table 8a: Feelings if Carbon Tax is Introduced

Feelings if Carbon Tax is Introduced	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
Happy	30%	30%	31%	28%	25%	68%	4%	60%	19%
Unhappy	56%	57%	56%	57%	51%	14%	89%	16%	55%
Don't really care	14%	14%	14%	15%	24%	18%	7%	24%	25%

Question: How will you feel if a carbon tax is introduced in Australia?

Table 8b: Feelings if Carbon Tax is Introduced – by Attitude and Understanding

Feelings if Carbon Tax is Introduced	Total	Attitude to Labor's Carbon Tax			Understanding of Carbon Tax	
		Support	Oppose	Undecided	Good	Poor
Sample	3,122	990	1,747	385	1,980	973
Happy	30%	85%	1%	22%	41%	11%
Unhappy	56%	4%	93%	28%	50%	69%
Don't really care	14%	12%	6%	50%	9%	19%

Question: How will you feel if a carbon tax is introduced in Australia?

Table 8c: Feelings if Carbon Tax is Introduced – by State

Feelings if Carbon Tax is Introduced	Total	State				
		NSW	QLD	VIC	WA	SA
Sample	3,122	1,051	909	550	292	208
Happy	30%	33%	24%	33%	30%	36%
Unhappy	56%	56%	59%	56%	58%	48%
Don't really care	14%	11%	17%	11%	12%	16%

Question: How will you feel if a carbon tax is introduced in Australia?

Note: Sample sizes in Tasmania and Northern Territory not sufficient to report separately.

Table 9: View of Gillard's First Year as PM

Gillard's First Year as PM	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
Very good	7%	8%	7%	7%	5%	21%	*	8%	1%
Fairly good	22%	22%	22%	18%	22%	46%	4%	45%	13%
Neutral	18%	18%	17%	24%	30%	23%	9%	30%	37%
Fairly Poor	16%	16%	17%	14%	18%	8%	22%	9%	20%
Very Poor	36%	35%	36%	37%	23%	2%	63%	5%	26%
TOTAL GOOD	29%	30%	29%	25%	27%	66%	5%	54%	14%
TOTAL POOR	52%	52%	54%	51%	40%	11%	86%	15%	46%
Undecided	1%	*	1%	-	2%	-	*	1%	3%

Question: Julia Gillard has now been Prime Minister for 12 months. How would you rate her first 12 months as PM?

Table 10a: View on Timing of Next Election

View on Timing of Next Election	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
Definitely support an early election	42%	43%	41%	40%	31%	7%	73%	6%	25%
Probably support an early election	13%	13%	14%	13%	17%	7%	18%	6%	16%
Probably wait another two years until next election is due	17%	15%	18%	22%	25%	31%	5%	30%	22%
Definitely wait another two years until next election is due	24%	26%	23%	22%	18%	53%	2%	53%	24%
SUPPORT AN EARLY ELECTION	55%	56%	56%	53%	48%	14%	91%	13%	41%
WAIT UNTIL ELECTION DUE	42%	41%	41%	44%	43%	84%	7%	83%	46%
Undecided	3%	3%	3%	3%	9%	2%	2%	4%	13%

Question: Thinking about the next Federal election for the House of Representatives, which is due in about two years in late 2013. Which of the following statements best describe your view:

- Press one if you definitely support holding an early election as soon as possible
- Press two if you probably support holding an early election as soon as possible
- Press three if you think we should probably wait another two years until the next election is due
- Press four if you think we should definitely wait another two years until the next election is due
- Press five if you are undecided

Table 10b: View on Timing of Next Election – by Attitudes and Feelings

View on Timing of Next Election	Total	Attitude to Labor's Carbon Tax			Feelings if Carbon Tax Introduced		
		Support	Oppose	Undecided	Happy	Unhappy	Don't care
Sample	3,122	1,059	1,564	499	959	1,757	406
Definitely support an early election	42%	6%	72%	26%	3%	69%	16%
Probably support an early election	13%	4%	16%	23%	5%	16%	21%
Probably wait another two years until next election is due	17%	30%	5%	28%	29%	7%	36%
Definitely wait another two years until next election is due	24%	59%	3%	16%	62%	4%	25%
SUPPORT AN EARLY ELECTION	55%	10%	89%	50%	7%	86%	36%
WAIT UNTIL ELECTION DUE	42%	88%	8%	43%	91%	11%	61%
Undecided	3%	2%	3%	7%	2%	4%	3%

See Table 10a above for full question text.

Table 11: View of Greens Holding Balance of Power in the Senate

View of Greens Holding Balance of Power	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
Very good	16%	16%	15%	21%	18%	24%	2%	68%	8%
Fairly good	13%	14%	13%	10%	19%	22%	5%	28%	14%
Neutral	15%	16%	15%	10%	19%	29%	7%	4%	24%
Fairly Poor	13%	13%	13%	11%	13%	13%	15%	-	17%
Very Poor	41%	39%	43%	47%	29%	9%	70%	*	33%
TOTAL GOOD	29%	30%	28%	31%	37%	46%	7%	96%	23%
TOTAL POOR	54%	52%	56%	59%	41%	23%	85%	*	50%
Undecided	2%	2%	2%	*	3%	2%	1%	-	4%

Question: As you may be aware, from the first of July the Greens now hold the balance of power in the Senate. Please rate your thoughts on the Greens holding the balance of power in the Senate?

Table 12: Julia Gillard Favourability

Julia Gillard Favourability	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
Favourable	29%	30%	28%	27%	25%	70%	3%	48%	16%
Unfavourable	51%	50%	54%	48%	47%	12%	84%	17%	39%
No opinion	18%	19%	17%	20%	26%	16%	12%	35%	43%
Never heard of	1%	1%	1%	4%	2%	1%	2%	-	2%

Question: Please rate your view of Julia Gillard as Prime Minister.

Table 13: Tony Abbott Favourability

Tony Abbott Favourability	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
Favourable	39%	40%	40%	34%	27%	6%	70%	3%	16%
Unfavourable	44%	44%	42%	53%	49%	82%	13%	78%	59%
No opinion	16%	15%	17%	12%	23%	11%	16%	19%	24%
Never heard of	1%	*	1%	2%	1%	1%	*	1%	1%

Question: Please rate your view of Tony Abbott as Opposition Leader.

Table 14: Preferred Prime Minister

Preferred PM	Total	Labor Seats	Liberal-National Seats	Green/Indep. Seats	Soft Voters	Primary Vote			
						ALP	L-NP	Greens	Other/CS
Sample	3,122	1,419	1,386	3,17	743	942	1,652	249	279
Julia Gillard	40%	40%	40%	43%	41%	89%	2%	81%	46%
Tony Abbott	51%	52%	50%	47%	36%	6%	90%	10%	25%
Undecided	9%	8%	10%	10%	23%	5%	8%	9%	29%

Question: Who is your preference for Prime Minister between Julia Gillard and Tony Abbott?

Table 15: Primary Voting Intention

Primary Voting Intention	ALP	L-NP	Greens	Ind / Other
59 key and +/-6% marginal seats				
Election, Aug 2010	38.0%	40.8%	11.3%	10.0%
13 July 2011 (n=3,122)	31%	52%	11%	6%
<i>D/S (13 July 2011 minus Election)</i>	-7.0	+11.2	-0.3	-4.0
54 +/-6% marginal ALP and L-NP seats				
Election, Aug 2010	39.3%	42.1%	11.0%	7.5%
13 July 2011 (n=2,805)	31%	53%	10%	6%
<i>D/S (13 July 2011 minus Election)</i>	-8.3	+10.9	-1.0	-1.5
27 +/-6% ALP seats				
Election, Aug 2010	42.4%	39.0%	11.5%	7.1%
13 July 2011 (n=1,419)	32%	52%	10%	6%
<i>D/S (13 July 2011 minus Election)</i>	-9.6	+13.0	-1.5	-1.1
27 +/-6% L-NP seats				
Election, Aug 2010	36.3%	45.3%	10.5%	7.9%
13 July 2011 (n=1,386)	30%	54%	11%	6%
<i>D/S (13 July 2011 minus Election)</i>	-6.3	+8.7	+0.5	-1.9
NSW +/-6% seats				
Election, Aug 2010	41.2%	43.5%	9.6%	5.7%
13 July 2011 (n=908)	30%	53%	12%	4%
<i>D/S (13 July 2011 minus Election)</i>	-11.2	+9.5	+2.4	-1.7
QLD +/-6% seats				
Election, Aug 2010	38.7%	43.5%	11.0%	6.8%
13 July 2011 (n=843)	32%	51%	9%	8%
<i>D/S (13 July 2011 minus Election)</i>	-6.7	+7.5	-2.0	+1.2
VIC +/-6% seats				
Election, Aug 2010	38.6%	45.3%	11.4%	4.7%
13 July 2011 (n=506)	30%	56%	10%	4%
<i>D/S (13 July 2011 minus Election)</i>	-8.6	+10.7	-1.4	-0.7

Note: 3% undecided overall on primary vote redistributed.

Question: If a Federal election for the House of Representatives was held today who would you vote for? IF UNDECIDED: Even though you are undecided, do you have a leaning towards any candidates or parties?

Table 16: Two Party Preferred Voting Intention

TPP Voting Intention	Survey Sample	Election, Aug 2010			13 July 2011			TPP Swing
		ALP	L-NP	Margin	ALP	L-NP	Margin	
59 key and +/-6% marginal seats	n=3,122	51.2%	48.8%	+1.2	42%	58%	-8	-9.2
54 +/-6% marginal ALP and L-NP seats	n=2,805	50.2%	49.8%	+0.2	42%	58%	-8	-8.2
27 +/-6% ALP seats	n=1,419	53.5%	46.5%	+3.5	42%	58%	-8	-11.5
27 +/-6% L-NP seats	n=1,386	47.0%	53.0%	-3.0	41%	59%	-9	-6.0
NSW +/-6% seats	n=908	50.7%	49.3%	+0.7	43%	57%	-7	-7.7
QLD +/-6% seats	n=843	49.8%	50.2%	-0.2	44%	56%	-6	-5.8
VIC +/-6% seats	n=506	49.7%	50.3%	-0.3	37%	63%	-13	-12.7

Note: 5% undecided overall on primary and preferential vote redistributed.

Question: Even though it is not your first choice, if a Federal election was held today and you must choose between Labor and Liberal or National, who would you likely choose?

Appendix I: Key and +/-6% Marginal Seats

ALP Seats				Coalition Seats			
Seat	State	Member	Margin	Seat	State	Member	Margin
Corangamite	Vic	Darren Cheeseman	0.4	Hasluck	WA	Ken Wyatt	0.6
Greenway	NSW	Michelle Rowland	0.9	Boothby	SA	Andrew Southcott	0.8
La Trobe	Vic	Laura Smyth	0.9	Dunkley	Vic	Bruce Billson	1.0
Robertson	NSW	Deborah O'Neill	1.0	Brisbane	Qld	Teresa Gambaro	1.1
Lindsay	NSW	David Bradbury	1.1	Macquarie	NSW	Louise Markus	1.3
Moreton	Qld	Graham Perrett	1.1	Forde	Qld	Bert Van Manen	1.6
Banks	NSW	Daryl Melham	1.5	Solomon	NT	Natasha Griggs	1.8
Deakin	Vic	Mike Symon	2.4	Aston	Vic	Alan Tudge	1.8
Petrie	Qld	Yvette D'Ath	2.5	Longman	Qld	Wyatt Roy	1.9
Reid	NSW	John Murphy	2.7	Canning	WA	Don Randall	2.2
Lilley	Qld	Wayne Swan	3.2	Herbert	Qld	Ewen Jones	2.2
Brand	WA	Gary Gray	3.3	Dawson	Qld	George Christensen	2.4
Capricornia	Qld	Kirsten Livermore	3.7	Swan	WA	Steve Irons	2.5
Lingiari	NT	Warren Snowdon	3.7	Bonner	Qld	Ross Vasta	2.8
Blair	Qld	Shayne Neumann	4.2	Macarthur	NSW	Russell Matheson	3.0
Eden-Monaro	NSW	Mike Kelly	4.2	Bennelong	NSW	John Alexander	3.1
Page	NSW	Janelle Saffin	4.2	Sturt	SA	Christopher Pyne	3.4
Grayndler	NSW	Anthony Albanese	4.2	Flynn	Qld	Ken O'Dowd	3.6
Parramatta	NSW	Julie Owens	4.4	Fisher	Qld	Peter Slipper	4.1
Dobell	NSW	Craig Thomson	5.1	Casey	Vic	Tony Smith	4.2
Kingsford Smith	NSW	Peter Garrett	5.2	McMillan	Vic	Russell Broadbent	4.4
McEwen	Vic	Rob Mitchell	5.3	Leichhardt	Qld	Warren Entsch	4.6
Rankin	Qld	Craig Emerson	5.4	Dickson	Qld	Peter Dutton	5.1
Fremantle	WA	Melissa Parke	5.7	Hughes	NSW	Craig Kelly	5.2
Hindmarsh	SA	Steve Georganas	5.7	Gilmore	NSW	Joanna Gash	5.3
Oxley	Qld	Bernie Ripoll	5.8	Paterson	NSW	Bob Baldwin	5.3
Perth	WA	Stephen Smith	5.9	Stirling	WA	Michael Keenan	5.6
Key Greens and Independent Seats							
Seat	State	Member	Margin	Note			
Denison	Tas	Andrew Wilkie	1.2	IND v ALP			
Melbourne	Vic	Adam Bandt	6.0	GRN v ALP			
Lyne	NSW	Rob Oakeshott	12.7	IND v NAT			
Kennedy	Qld	Bob Katter	18.3	IND v LNP			
New England	NSW	Tony Windsor	21.5	IND v NAT			