



AUSPOLL

Campaign. Intelligently



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ACTU omnibus report

REPORT PREPARED FOR:

ACTU

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Introduction



This report presents the results of a survey among Australians to determine their perceptions of Tony Abbott and his impact on Australia's IR laws, should he become Prime Minister.

The survey was undertaken online and conducted between the 20th and 22nd of July, 2010.

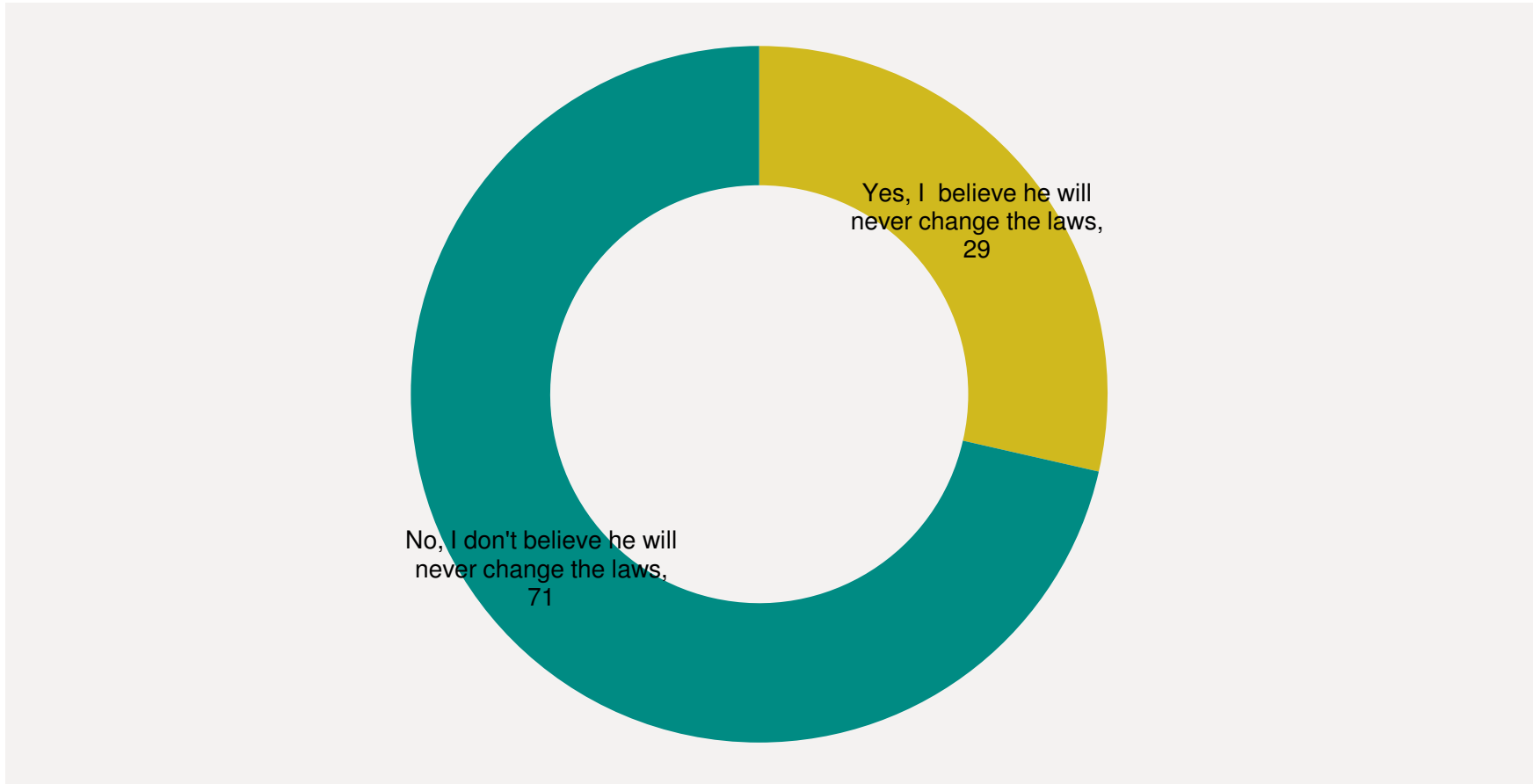
The overall sample size was 1515, segmented and weighted to be nationally representative of Australia's population by gender, age and residential location.

The accuracy of the results at an overall level (after weighting) is +/-2.5% at the 95% confidence interval. This means, for example, that if the survey returns a result of 50%, there is 95% probability that the actual result will be between 47.5% and 52.5%.

Note: All percentage figures in this report are rounded. Accordingly, totals may not add up to 100%.

Results

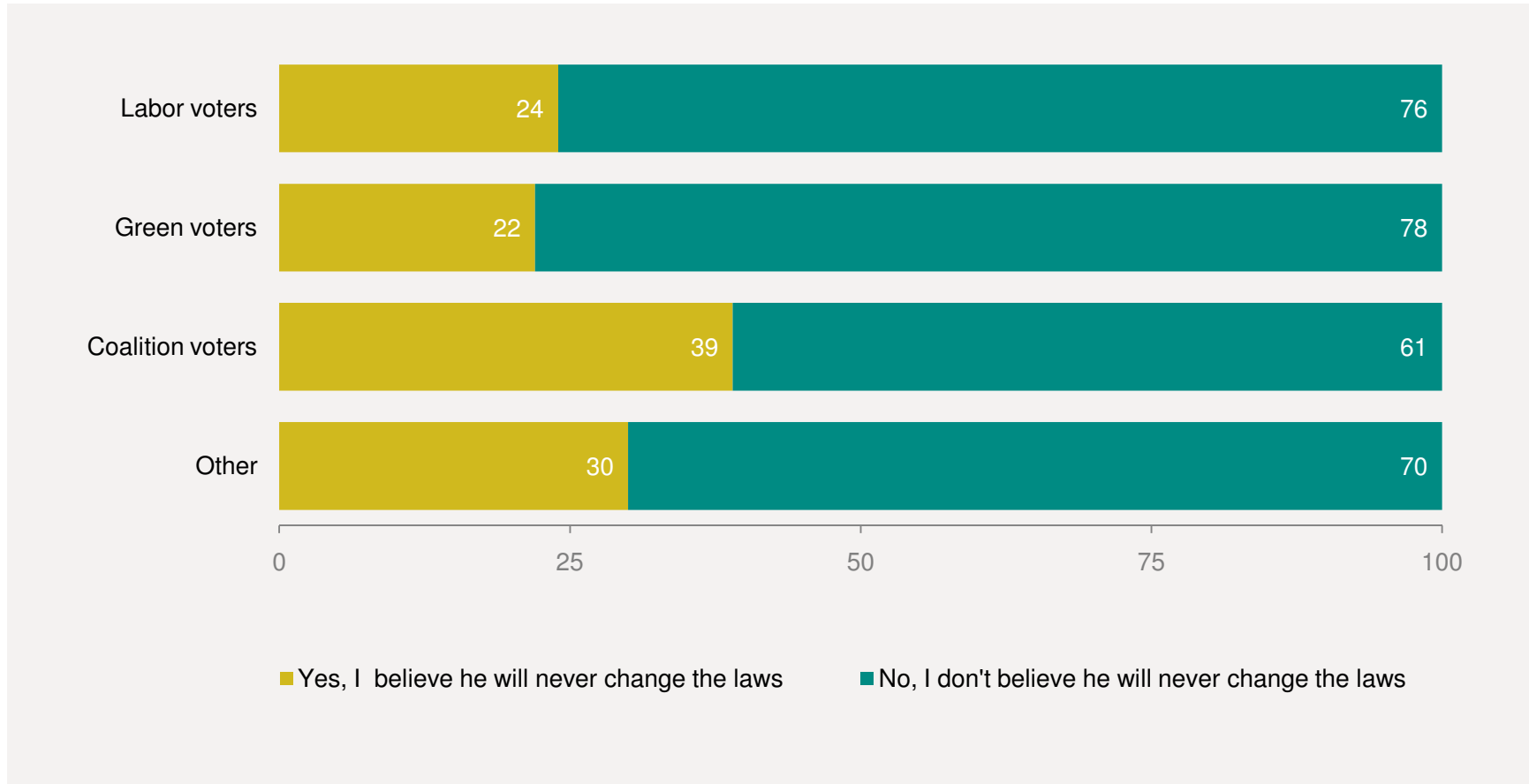
Most Australians doubt that Tony Abbott would never change the IR laws



Less than one third (29%) of Australians trust that Tony Abbott will never change the IR laws if he becomes Prime Minister.

7 Q2: Mr Abbott, when asked this week if he would change the industrial relations laws said “not now, not ever”. Do you believe that Mr Abbott, if he becomes Prime Minister, will never change the industrial relations laws?

Even most Coalition voters don't believe that Tony Abbott will never change the IR laws



Whilst Coalition supporters are more likely to trust Tony Abbott on this issue than supporters of other parties, most (61%) doubt that he will never change the IR laws.

8 Q2: Mr Abbott, when asked this week if he would change the industrial relations laws said “not now, not ever”. Do you believe that Mr Abbott, if he becomes Prime Minister, will never change the industrial relations laws?

Appendix

Sample Characteristics



| Sample sub-segment | % of sample | # in sample |
|--------------------|-------------|-------------|
| Male | 50 | 750 |
| Female | 50 | 765 |
| 18-29 years | 17 | 260 |
| 30-39 years | 21 | 324 |
| 40-49 years | 20 | 310 |
| 50-59 years | 21 | 319 |
| 60+ years | 20 | 302 |

Total sample = 1515. Please note that percentages have been rounded, and may not equal 100%.

Location



| Sample sub-segment | % of sample | # in sample |
|--------------------|-------------|-------------|
| NSW | 33 | 504 |
| VIC | 26 | 391 |
| QLD | 19 | 281 |
| SA | 8 | 124 |
| WA | 9 | 133 |
| Other | 5 | 82 |
| Metro | 69 | 1040 |
| Rural | 31 | 475 |

Total sample = 1515. Please note that percentages have been rounded, and may not equal 100%.

Household annual income



| Sample sub-segment | % of sample | # in sample |
|-----------------------|-------------|-------------|
| Less than \$20,000 | 6 | 92 |
| \$20,000 - \$39,999 | 18 | 277 |
| \$40,000 - \$59,999 | 15 | 229 |
| \$60,000 - \$79,999 | 14 | 214 |
| \$80,000 - \$99,999 | 14 | 205 |
| \$100,000 - \$149,999 | 14 | 210 |
| \$150,000 - \$249,999 | 4 | 65 |
| \$250,000 or more | 1 | 14 |
| Prefer not to say | 14 | 209 |

Total sample = 1515. Please note that percentages have been rounded, and may not equal 100%.

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