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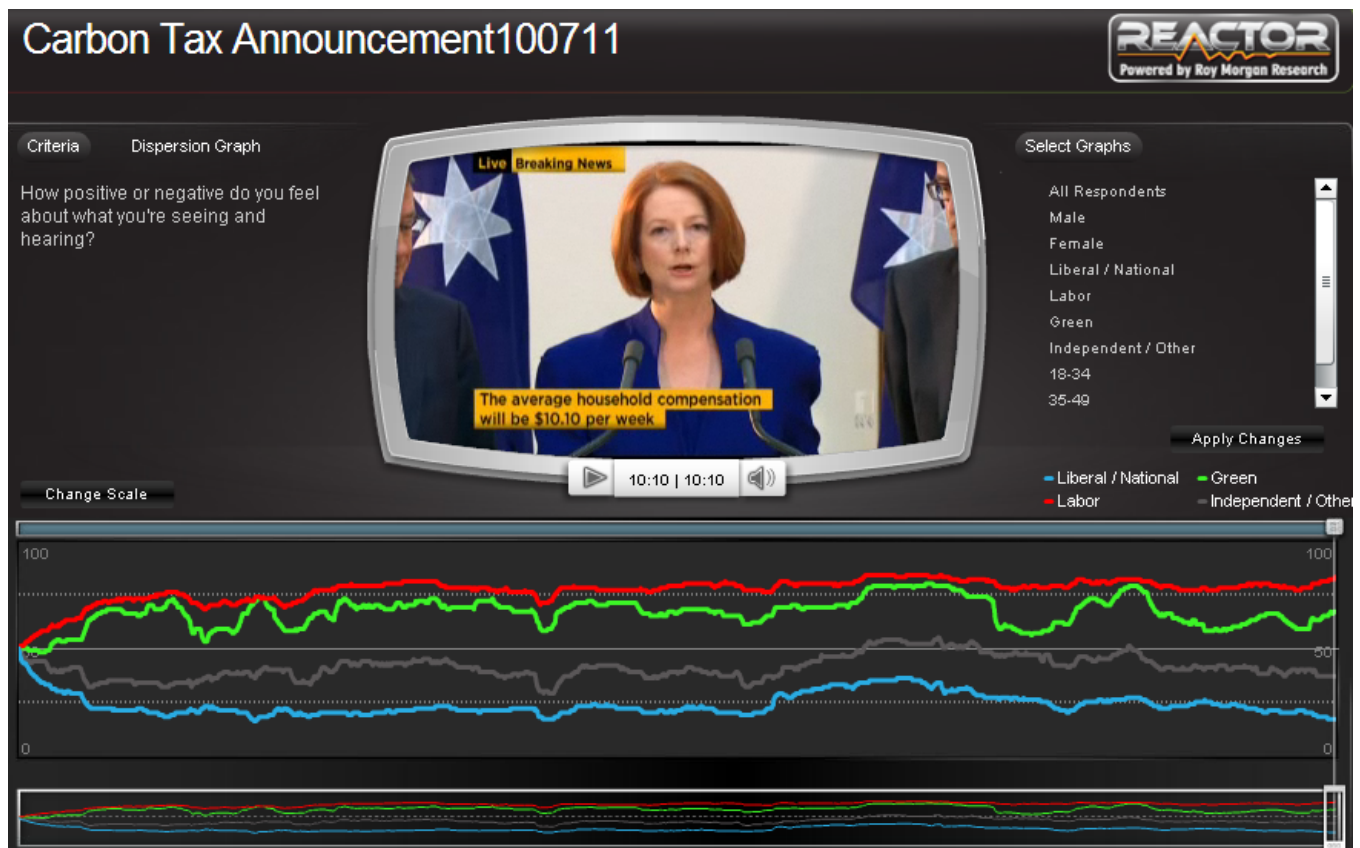
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Gillard's Tax Announcement Splits the Nation

Prime Minister Julia Gillard's announcement of the details of Labor's Carbon Tax yesterday did little to sway opinions of voters of any political persuasion, according to an analysis of the second-by-second reactions of over 300 typical Australians over the past 24 hours.

The dynamic, interactive *Reactor* report is available instantly (via a hyperlink) for television or the web by calling Marcus Tarrant on 0418 320 238. (A link to the *Reactor Recorder* can also be provided to film respondents *reacting*.)



By the time of today's announcement by Gillard, most of the details had been leaked to the media so there were no real surprises. While the reactions of the Greens bounced around, there was little movement among Labor and Liberal/National voters.

The Greens didn't seem to like Gillard mentioning that there has been a 'decade of debate' and their graph seemed to cringe at the mention of Margaret Thatcher. The mention of John Howard's attempt to put a price on carbon and Labor's plan to support the coal industry seemed to be Green 'lead balloons.'

Labor voters didn't react well to the 'fixed price mechanism for 3 years' and especially Gillard's admission that it 'effectively works like a tax,' but generally they were in positive territory all the way.

Nobody liked hearing that the costs to businesses will be passed on to households and were generally unimpressed that the ‘modelling was done by the people who modelled the GST.’

Predictably, the very mention of ‘tax cuts’ and ‘payment increases for households’ gave the graph a lift with everyone, along with increasing the tax threshold from \$6,000 to \$18,200 p.a. The only other significant rises were ‘I believe in creating jobs’ and the ‘Focus on renewable energy.’

Electors not committed to one of the major parties, Independent or Others voters *reacted* favourably to Gillard’s promise to require big polluters to pay per tonne of carbon and also favourably to Gillard’s commitment ‘to provide assistance to householders in the form of tax cuts and payment increases’ for ‘nine out of ten households.’

The only occasion when Independent or Others voters were consistently over 50 – a clear positive reaction to what Gillard was saying – was when Gillard began talking about the importance of jobs; ‘the dignity of work’ and the ‘sense of purpose that coming with having a job’ and the Government’s pledge to lift the tax threshold to \$18,200 p.a.

Michele Levine, Chief Executive Officer Roy Morgan Research says:

“This is about the most consistent split I can recall from the hundreds of Reactor tests we’ve conducted over several decades. What we usually look for are the claims or promises that seem to gain traction with the non-believers and sceptics. In her announcement today, Gillard didn’t even come close to lifting the Liberal voters over the (magical 50%) line.

“These seemingly entrenched positions may be due, to some extent, to the complexities of this debate, many of which were not addressed at all – such as the wisdom of ‘going it alone.’ If there’s any comfort in these Reactor results at all for Julia Gillard, it would be that there is still significant support for the Carbon Tax Package among traditional Labor voters.”

For comments or further detail, please contact:

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About Roy Morgan Research:

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States, United Kingdom, New Zealand and Indonesia. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has more than 65 years experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on print media measurement, financial behaviour, voting intention and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Carbon Tax Announcement100711



Criteria Dispersion Graph

How positive or negative do you feel about what you're seeing and hearing?



Select Graphs

- All Respondents
- Male
- Female
- Liberal / National
- Labor
- Green
- Independent / Other
- 18-34
- 35-49

Apply Changes

Change Scale

- Liberal / National
- Labor
- Green
- Independent / Other

