

EMBARGOED UNTIL SUNDAY, 24TH JULY 2011

Gillard home seat vote collapse in face of carbon tax opposition

Julia Gillard and Labor have experienced a primary vote collapse in the PM's home seat of Lalor in outer west Melbourne as more declare they oppose Labor's carbon tax plan (43%) than support it (33%).

Julia Gillard was elected on first preferences at the August 2010 Federal election with 64.3% of the primary vote. Her seat would now likely go to preferences as just 46% of Lalor voters say they would vote for Gillard and Labor at an election held now.

This represents a massive primary vote swing of 18.3 points against the PM, which transfers to the Liberals (at 31%, up 7.9 points since the 2010 election), the Greens (at 10%, up 3.2 points) and Independents and others (at 13%, up 7.1 points). The majority (54%) of Lalor voters who opposed Labor's carbon tax package say they will vote for the Liberals.

On preferential or two party preferred (TPP) vote the outcome is 58% Labor to 42% Liberal, a swing of fully 14.2 points against Labor since the 2010 Federal election. Calculated based on historical preferences from the 2010 election the swing is still a huge 12.2 points, producing a 60% TPP result for Labor.

These are the key findings of a special poll of 625 voters in Julia Gillard's home electorate of Lalor in Victoria commissioned by the Sunday Herald-Sun and conducted by JWS Research by automated polling technology on Thursday, 21st July 2011.

In other findings:

- 57% of Lalor voters say Julia Gillard is honest and trustworthy, but only 20% say she is very honest and trustworthy. 34% of Lalor voters say Gillard is not honest or trustworthy, including 8% of Labor voters, 22% of Greens voters, 28% of soft voters, 73% of Liberal voters and 67% of those opposed to Labor's carbon tax package.
- The 33% support for Labor's carbon tax package amongst Lalor voters is consistent with the low 31% who supported it in a JWS Research poll of 3,122 voters conducted in key and marginal seats on 13th July 2011.
- 44% of Lalor voters have a favourable opinion of their local member Julia Gillard and 40% have an unfavourable opinion of her, including 66% of those opposed to Labor's carbon tax plan.

John Scales of JWS Research says, “The crash in Julia Gillard’s primary vote is consistent with what we are seeing nationally and so in some ways comes as no great surprise. However, it should obviously be of serious concern to Labor that a very safe seat such as Lalor will potentially be going to preferences.”

Scales also says, “Another concern for Labor is Julia Gillard’s net favourability rating of just +4 points, which is very low for an incumbent member in a safe seat, especially when that local member is the Prime Minister. Coupled with this is the fact that only one in three voters in Lalor support Labor’s carbon tax plan. If voters in her own safe seat aren’t convinced about it then how does Julia Gillard expect Labor members in marginal seats across the country to sell the carbon tax?”

SURVEY METHODOLOGY AND SAMPLING

A total of n=625 completed interviews were conducted with eligible voters in the Federal electorate of Lalor* using IVR (automated) polling technology on Thursday, 21st July 2011.

The maximum margin of error for a poll of 625 respondents with results at around 50% at the 95% confidence level is +/-4.0%.

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

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 commissioned by the Sunday Herald-Sun and designed and conducted by JWS Research. This report is available for download at www.jwsresearch.com.

Detailed cross tabulations of the survey results, including analysis by gender, age and suburb groupings, are available for a fee upon request.

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

* This survey was conducted on the new boundaries for Lalor taking into account the 2010 redistribution conducted by the Australian Electoral Commission, where parts of Melton in the north went to the seat of Gorton and there were gains in parts of Seabrook and Altona Meadows from the seat of Gellibrand. The estimated two party preferred vote outcome for Lalor based on the redistributed boundaries remains unchanged.

Table 1: Julia Gillard Favourability

Julia Gillard Favourability	National Marginals 13 th July 2011	Lalor 21 st July 2011	Soft Voters	Primary Vote				Carbon Tax		
				ALP	Liberal	Greens	Other/ Undecided	Support	Oppose	Undecided
Sample	3,122	625	200	284	194	54	71	195	270	160
Favourable	29%	44%	39%	79%	6%	22%	30%	72%	20%	47%
Unfavourable	51%	40%	38%	8%	83%	51%	42%	20%	66%	22%
No opinion	18%	16%	23%	12%	12%	27%	27%	7%	14%	31%
Never heard of	1%	*	-	1%	-	-	-	1%	-	-

Question 21st July 2011: The sitting member in your electorate of Lalor is the Prime Minister Julia Gillard. Please rate your overall view of Julia Gillard.

Question: 13th July 2011: Please rate your view of Julia Gillard as Prime Minister.

Table 2: Attitude to Labor's Carbon Tax Package

Attitude to Labor's Carbon Tax Package	National Marginals 13 th July 2011	Lalor 21 st July 2011	Soft Voters	Primary Vote				Gillard Trustworthiness	
				ALP	Liberal	Greens	Other/ Undecided	Honest	Not honest
Sample	3,122	603	200	284	194	54	71	355	220
Support	31%	33%	30%	52%	8%	42%	20%	50%	8%
Oppose	55%	43%	43%	19%	76%	39%	52%	22%	85%
Undecided	14%	24%	27%	28%	16%	18%	28%	29%	7%

Question 21st July 2011: Do you support or oppose the introduction of Labor's carbon tax package?

Question: 13th July 2011: 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 3: Julia Gillard Trustworthiness

Julia Gillard Trustworthiness	Lalor 21 st July 2011	Soft Voters	Primary Vote				Carbon Tax		
			ALP	Liberal	Greens	Other/ Undecided	Support	Oppose	Undecided
Sample	625	200	284	194	54	71	195	270	160
Very honest and trustworthy	20%	16%	37%	3%	13%	6%	38%	2%	26%
Quite honest and trustworthy	37%	41%	52%	18%	46%	27%	49%	26%	41%
Not very honest or trustworthy	20%	24%	6%	37%	18%	31%	5%	38%	10%
Not at all honest or trustworthy	14%	4%	2%	36%	4%	11%	4%	29%	-
TOTAL HONEST AND TRUSWORTHY	57%	56%	89%	21%	59%	33%	86%	29%	68%
TOTAL <u>NOT</u> HONEST OR TRUSTWORTHY	34%	28%	8%	73%	22%	42%	9%	67%	10%
Undecided	9%	16%	3%	6%	19%	24%	5%	5%	22%

Question: How honest and trustworthy would you say Julia Gillard is?

Table 4: Lalor Primary Voting Intention

Lalor Primary Vote	Election August 2010	Lalor 21 st July 2011	Primary Swing (July 21 – Election)	Carbon Tax		
				Support	Oppose	Undecided
Sample		625		195	270	160
Julia Gillard and Labor	64.3%	46%	-18.3	71%	20%	58%
Liberal	23.1%	31%	+7.9	7%	54%	23%
Greens	6.8%	10%	+3.2	13%	9%	9%
Independent/ Other	5.9%	13%	+7.1	9%	16%	11%

Note: 4% undecided overall on primary vote redistributed.

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

Table 5: Lalor Two Party Preferred Voting Intention

Lalor TPP Vote	Election August 2010	Lalor 21 st July 2011		TPP Swing (21 st July – Election)	
		Survey Preferences	Historical Preferences	Survey Preferences	Historical Preferences
Julia Gillard and Labor	72.2%	58%	60%	-14.2	-12.2
Liberal	27.8%	42%	40%		

Note: 9% 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 in your local electorate of Lalor, who would you likely choose?

Note: The 'Survey Preferences' TPP calculation is based on applying preference distributions according to the respondent nominated preferences in this Lalor survey conducted 21st July 2011, whilst the 'Historical preferences' TPP calculation is based on applying preference distributions according to the results of the 2010 Federal election in Lalor.