

HERE ARE SOME WORDS OTHER PEOPLE HAVE USED TO DESCRIBE THE PRIME MINISTER, MR JOHN HOWARD, AND THE LEADER OF THE OPPOSITION, MR KEVIN RUDD. DO YOU STRONGLY AGREE, PARTLY AGREE OR DISAGREE THAT EACH OF THE FOLLOWING DESCRIBES MR JOHN HOWARD / MR KEVIN RUDD?

TOTAL AGREE

EXPERIENCED

	<u>MR HOWARD</u>	<u>MR RUDD</u>
	%	%
16-18 March 2007	93	61
20-22 July 2007	93	58

DECISIVE AND STRONG

	<u>MR HOWARD</u>	<u>MR BEAZLEY</u>
	%	%
10-12 March 2006	83	49
14-16 July 2006	80	57
10-12 November 2006	81	55
	<u>MR HOWARD</u>	<u>MR RUDD</u>
8-10 December 2006	80	65
16-18 March 2007	79	75
20-22 July 2007	80	74

HAS A VISION FOR AUSTRALIA

	<u>MR HOWARD</u>	<u>MR BEAZLEY</u>
10-12 March 2006	77	61
14-16 July 2006	77	69
10-12 November 2006	76	69
	<u>MR HOWARD</u>	<u>MR RUDD</u>
8-10 December 2006	73	68
16-18 March 2007	71	78
20-22 July 2007	74	78

UNDERSTANDS THE MAJOR ISSUES

	<u>MR HOWARD</u>	<u>MR BEAZLEY</u>
	%	%
10-12 March 2006	75	64
14-16 July 2006	75	70
10-12 November 2006	74	72
	<u>MR HOWARD</u>	<u>MR RUDD</u>
8-10 December 2006	71	69
16-18 March 2007	72	79
20-22 July 2007	73	79

© Copyright NEWSPOLL

Any reproduction of this material must credit both NEWSPOLL and THE AUSTRALIAN

CARES FOR PEOPLE

	<u>MR HOWARD</u>	<u>MR BEAZLEY</u>
10-12 March 2006	63	76
14-16 July 2006	62	82
10-12 November 2006	67	82
	<u>MR HOWARD</u>	<u>MR RUDD</u>
8-10 December 2006	64	69
16-18 March 2007	-	-
20-22 July 2007	67	82

TOTAL AGREE

ARROGANT

	<u>MR HOWARD</u>	<u>MR RUDD</u>
	%	%
16-18 March 2007	68	29
20-22 July 2007	63	37

LIKEABLE

	<u>MR HOWARD</u>	<u>MR BEAZLEY</u>
	%	%
10-12 March 2006	60	69
14-16 July 2006	61	73
10-12 November 2006	61	72
	<u>MR HOWARD</u>	<u>MR RUDD</u>
8-10 December 2006	60	72
16-18 March 2007	55	82
20-22 July 2007	60	81

IN TOUCH WITH THE VOTERS

	<u>MR HOWARD</u>	<u>MR BEAZLEY</u>
	%	%
10-12 March 2006	57	53
14-16 July 2006	58	64
10-12 November 2006	56	62
	<u>MR HOWARD</u>	<u>MR RUDD</u>
8-10 December 2006	54	61
16-18 March 2007	50	76
20-22 July 2007	55	77

© Copyright NEWSPOLL

Any reproduction of this material must credit both NEWSPOLL and THE AUSTRALIAN

TRUSTWORTHY

	<u>MR HOWARD</u>	<u>MR BEAZLEY</u>
	%	%
10-12 March 2006	53	59
14-16 July 2006	50	64
10-12 November 2006	53	62
	<u>MR HOWARD</u>	<u>MR RUDD</u>
8-10 December 2006	52	57
16-18 March 2007	49	67
20-22 July 2007	53	69

© Copyright NEWSPOLL

Any reproduction of this material must credit both NEWSPOLL and THE AUSTRALIAN

WHICH OF MR JOHN HOWARD OR MR KEVIN RUDD DO YOU THINK IS MORE CAPABLE OF HANDLING AUSTRALIA'S ECONOMY?

	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	----- 20-22 JULY 2007 -----		
	18-20 NOV 2005 %	10-12 MAR 2006 %	14-16 JUL 2006 %	10-12 NOV 2006 %	8-10 DEC 2006 %	16-18 MAR 2007 %	TOTAL	COALITION SUPPORTERS %	LABOR SUPPORTERS %
MR JOHN HOWARD	61	67	63	59	48	45	53	90	26
MR KEVIN RUDD	-	-	-	-	24	34	28	3	53
MR KIM BEAZLEY	22	15	21	20	-	-			
NEITHER	9	9	7	12	6	7	6	3	7
UNCOMMITTED	8	9	9	9	22	14	13	4	14

WHICH OF MR JOHN HOWARD OR MR KEVIN RUDD DO YOU THINK IS MORE CAPABLE OF HANDLING AUSTRALIA'S NATIONAL SECURITY?

	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	----- 20-22 JULY 2007 -----		
	18-20 NOV 2005 %	10-12 MAR 2006 %	14-16 JUL 2006 %	10-12 NOV 2006 %	8-10 DEC 2006 %	16-18 MAR 2007 %	TOTAL	COALITION SUPPORTERS %	LABOR SUPPORTERS %
MR JOHN HOWARD	57	58	56	55	49	44	50	86	25
MR KEVIN RUDD	-	-	-	-	26	36	30	5	56
MR KIM BEAZLEY	24	23	25	25	-	-			
NEITHER	7	7	8	9	5	6	5	3	4
UNCOMMITTED	12	12	11	11	20	14	15	6	15

© Copyright NEWSPOLL

Any reproduction of this material must credit both NEWSPOLL and THE AUSTRALIAN

WHICH OF MR JOHN HOWARD OR MR KEVIN RUDD DO YOU THINK IS MORE CAPABLE OF HANDLING EDUCATION?

	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	----- 20-22 JULY 2007 -----		
	18-20 NOV	10-12 MAR	14-16 JUL	10-12 NOV	8-10 DEC	16-18 MAR	TOTAL	COALITION	LABOR
	<u>2005</u>	<u>2006</u>	<u>2006</u>	<u>2006</u>	<u>2006</u>	<u>2007</u>	<u>SUPPORTERS</u>	<u>SUPPORTERS</u>	<u>SUPPORTERS</u>
	%	%	%	%	%	%	%	%	%
MR JOHN HOWARD	38	39	36	40	30	27	30	61	8
MR KEVIN RUDD	-	-	-	-	42	55	51	20	81
MR KIM BEAZLEY	42	38	44	40	-	-			
NEITHER	9	9	9	8	6	5	6	7	3
UNCOMMITTED	11	14	11	12	22	13	13	12	8

WHICH OF MR JOHN HOWARD OR MR KEVIN RUDD DO YOU THINK IS MORE CAPABLE OF HANDLING HEALTH AND MEDICARE?

	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	----- 20-22 JULY 2007 -----		
	18-20 NOV	10-12 MAR	14-16 JUL	10-12 NOV	8-10 DEC	16-18 MAR	TOTAL	COALITION	LABOR
	<u>2005</u>	<u>2006</u>	<u>2006</u>	<u>2006</u>	<u>2006</u>	<u>2007</u>	<u>SUPPORTERS</u>	<u>SUPPORTERS</u>	<u>SUPPORTERS</u>
	%	%	%	%	%	%	%	%	%
MR JOHN HOWARD	33	37	34	37	30	29	30	62	7
MR KEVIN RUDD	-	-	-	-	43	51	50	20	79
MR KIM BEAZLEY	46	40	44	42	-	-			
NEITHER	9	10	10	11	6	6	7	8	4
UNCOMMITTED	12	13	12	10	21	14	13	10	10

These surveys were conducted on the telephone by trained interviewers among adults in all states of Australia and in both city and country areas. Telephone numbers and the person within the household were selected at random. The data has been weighted to reflect the population distribution. The latest survey was conducted among 1,202 people aged 18 years and over. The maximum margin of sampling error is plus or minus 3 percentage points. Copyright at all times remains with NEWSPOLL. More poll information is available at www.newspoll.com.au