

Heat Poll results

February 2012

Participants - 465

1. How satisfied are you with how Prime Minister Julia Gillard supports the needs of Australian women?

Very unsatisfied	22%
Somewhat unsatisfied	15%
Neither satisfied or unsatisfied	25%
Somewhat satisfied	20%
Very satisfied	9%
Not sure/don't know	8%

2. Do you think Prime Minister Julia Gillard is a role model to women in Australia?

Yes	43%
No	47%
Not sure/don't know	10%

3. Do you think Prime Minister Julia Gillard has blown her chances to be a mentor or role model to women in Australia?

Yes	46%
No	42%
Not sure/don't know	13%

4. Do you feel that, as a woman, Prime Minister Julia Gillard is treated differently as Prime Minister than other and/or past leaders?

Yes	60%
No	33%
Not sure/don't know	7%

5. Do you feel that, as a woman, Prime Minister Julia Gillard SHOULD BE treated differently as Prime Minister than other and/or past leaders?

Yes	3%
No	94%
Not sure/don't know	2%

About The Heat Group

A distributor for leading personal care brands, The Heat Group is one of Australia's successful entrepreneurial companies and Gillian Franklin, Founder and Manager Director, is one of Australia's innovative marketers with a passion and commitment to supporting women.

The Heat Group is proud to recognise and respect the needs of Australian women and regularly engages with women via the Heat Poll, a research initiative that provides insight into the needs and opinions of women. www.heatgroup.com.au