

Media release  
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### **Gillard not resonating with women any more**

A recent poll conducted by leading marketers to women, The Heat Group, has shown that the majority of Australian women are disappointed with Prime Minister Julia Gillard.

Almost 800 women from across Australia completed the poll and the majority voiced their disapproval of Prime Gillard's behavior in calling Tony Abbott a misogynist. 72% of women polled said they did not agree it was appropriate behavior for a Prime Minister to call the Leader of the Opposition a woman-hater.

Julia Gillard was celebrated as the first Australian female Prime Minister but she has now fallen out of favour with women. 63% felt that Gillard has not done a good job as Prime Minister so far and 58% stated her behavior is not a good role model for women, which should be a concern for the Prime Minister as this has increased from 47% in the February 2012 Heat eat poll.

The Leader of the Opposition has not fared particularly well either. Whilst 71% of women polled felt Abbott is not a misogynist, 53% did feel that Abbott is sexist.

Not surprisingly given the responses above, when asked if they felt that the current Australian politicians were "embarrassing", 90% of respondents answered "yes".

Managing Director of The Heat Group Gillian Franklin has said that "our politicians' behaviour would not pass the Corporate Governance framework that Australian CEO's are expected to adhere to". She added "I am sure that if a CEO behaved in this manner they would be quickly moved on or at the very least reprimanded by their Board. It would not be tolerated". This poll confirms the women of Australia agree with this sentiment.

Perhaps the most important question in the poll, "who will get your vote at the next election" was not particularly good news for either camp with Abbott a slight lead at 34% vs. Gillard at 25%, but 47% saying they would vote for neither the Coalition or Labor camps. Franklin said "hopefully this will motivate our politicians to get their focus back on policy and developing ways to improve the quality of life for Australians".

For more information or an interview with Gillian Franklin please contact:

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*The Heat Group distributes leading cosmetic and personal care brands Max Factor, COVERGIRL, Bourjois, Ulta3, essence, Billie Goat Soap, Warner Bros. and is recognised as one of Australia's most successful emerging companies. Founded in 2000, Heat prides itself on its unique company culture and sums this up in four words given to it by the Heat team: creative, dynamic, passionate, smart. To learn more about Heat go to [www.heatgroup.com.au](http://www.heatgroup.com.au)*