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Kevin Rudd & Tony Abbott dissect the Rudd Government's Handling of the Henry Tax Review

The **Roy Morgan PollieGraph** used last night by Channel 7 on 'Sunday Night' showed Prime Minister Kevin Rudd again performed well with electors, however Opposition Leader Tony Abbott did much better last night than in the Health Debate when answering questions on Rudd's new tax reforms by referring to any tax increases and in particular a **40% 'super profit' tax on mining companies**.

Politicians can learn a lot from close analysis of the 'second-by-second' **Roy Morgan PollieGraph** shown on Channel 7 - Sunday Night. The studio audience was a balanced sample of Sydney electors, approximately half ALP and half L-NP, who had previously been interviewed by Roy Morgan Research as part of a statistically representative sample. Detailed analysis of how ALP and L-NP voters reacted to the two leaders as well as analysis by male versus female and older versus younger electors.

Over many years Roy Morgan surveys have consistently shown **electors want lower taxes and generally believe the L-NP is better for providing lower taxes**. If 'lowering' taxes becomes a key Federal Election issue, the Morgan Poll will show the 'gap' closing between the ALP and L-NP – it will then be a close Federal Election.

Gary Morgan says:

“Any tax increase must have a reason and be fair – Kevin Rudd and Treasurer Wayne Swan will divide WA from the rest of Australia with their proposed 40% 'super profit' tax on mining companies.

“Any tax changes, and Henry has suggested many, must start this year - 2010/2011 - every other suggested tax change is speculative. No Government can guarantee what will actually happen in two or three year's time.

“Surely Rudd and Swan don't believe their own 'rhetoric' about the tax changes three years away will be a 'win-win' for both taxpayers and the mining industry - increasing superannuation costs for all companies and increasing mining company tax to 40% is not a 'win-win'!

“The simplest and easiest way to save taxpayers' money is to cut Government spending and begin with 'closing Canberra' (moving Federal Government Departments to major cities) - it would save \$billions and enable real tax cuts.”

[Full Details & Reactor Video available on Roy Morgan website here.](http://www.roymorgan.com)

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