

DAVID UTTING  
COMMUNICATIONS



# David Utting Communications/UMR Australian Mining Monitor

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Findings from UMR Omnibus Survey

Late June 2011

# David Utting Communications/UMR

## Australian Mining Monitor – Late June 2011

### Key Findings

The June 2011 *David Utting Communications/UMR Australian Mining Monitor* confirms that mining perceived as a key element of the economy but also throws up a few surprises.

David Utting said: "At a time when taxes and royalties are key elements of national economic debate and mining and the environment are hot button issues, Australians are generally quite comfortable with the mining industry".

- Nearly half of all Australians believe that Australia's mining industry is a good corporate citizen, only one in three say it is not
  - "Nearly two in three Coalition voters say the mining industry is a good corporate citizen, but half of Greens voters say it isn't," Mr Utting said.
  - "In Australia's mining epicentre of West Australia, the mining industry is very well regarded with three in five Western Australians considering the mining industry a good corporate citizen, but only about two in five respondents in New South Wales".
- More than nine in ten Australians say that the mining industry makes an important contribution to the Australian economy
  - "Mining is unassailable in its contribution to the nation with 93% of Australians saying it makes an important contribution, indeed two in three consider the contribution very important," Mr Utting said.
- Coal, iron ore, gas, gold and uranium are all seen by at least two in three respondents to be making an important contribution to the Australian economy
  - More than half think that coal, iron ore and gas respectively are making a very important contribution
- Respondents are nearly evenly split between Australian mining companies paying too little or the right amount/too much to the state and Federal governments
  - Segments that are more likely to think that they pay too little are: Greens and Labor voters, university educated, low income earners (under \$40k), and respondents aged 30 or over

– Segments that are more likely to think that they pay too much/about right are: Coalition voters, young people and high income earners (over \$100k)

- **The Surprises**

– “Under 30s are big backers of the industry and the strength of their commitment to the industry is very strong,” Mr Utting said. “Their belief in the industry would be expected to be high given many young people can use the industry to crack good pay, but their level of support is even higher than what this would seem to indicate”.

– “Uranium has a small segment of strong naysayers but the industry, despite its very small size, is ranked up there with the big commodities in terms of importance,” Mr Utting said.

– “Surprisingly gold also has a small segment of strong naysayers at about the same level of uranium,” Mr Utting said.

## **About David Utting Communications/UMR Australian Mining Monitor:**

The attitudes of Australians will be regularly measured by David Utting Communications/UMR Australian Mining Monitor.

With the mining industry playing a key role in the national economy we will inform people of public attitudes to the issues that matter in the formulation of policy.

David Utting Communications is a specialist company advising in the minerals and renewable energy sectors.

### **Contact**

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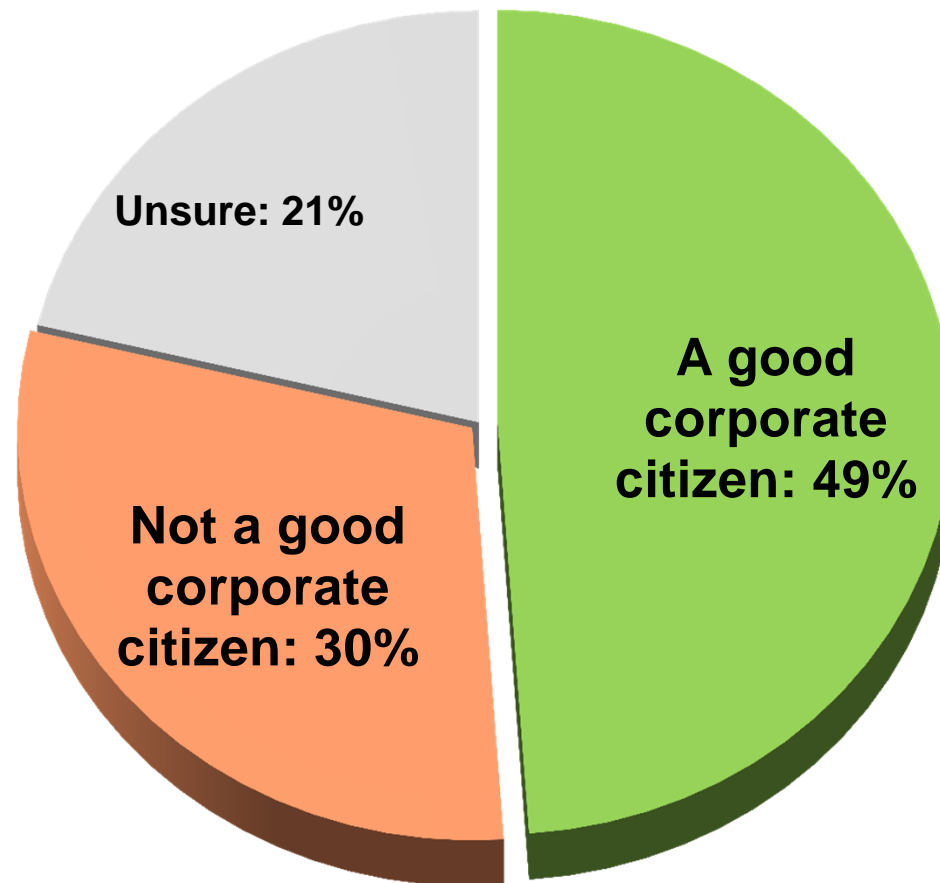
P Box 3047 Broadway Post Office, Crawley, 6009 West Australia

# Methodology

- 1,000 interviews ; nationally representative sample interviewed online
- Age: 18+
- Fieldwork: 16-21 June
- Soft voters are defined using an extended UMR definition:
  - Unsure who to vote for
  - Fair chance to change their mind and vote for another party
  - Excludes Greens voters
- Data is weighted and matched with ABS census data to ensure a nationally representative sample
- Online panel members are primarily recruited offline and by invitation only ruling out self-selection issues associated with online methodologies
- Maximum margin of error at 95% confidence level:  $\pm 3.1\%$  (n=1000)

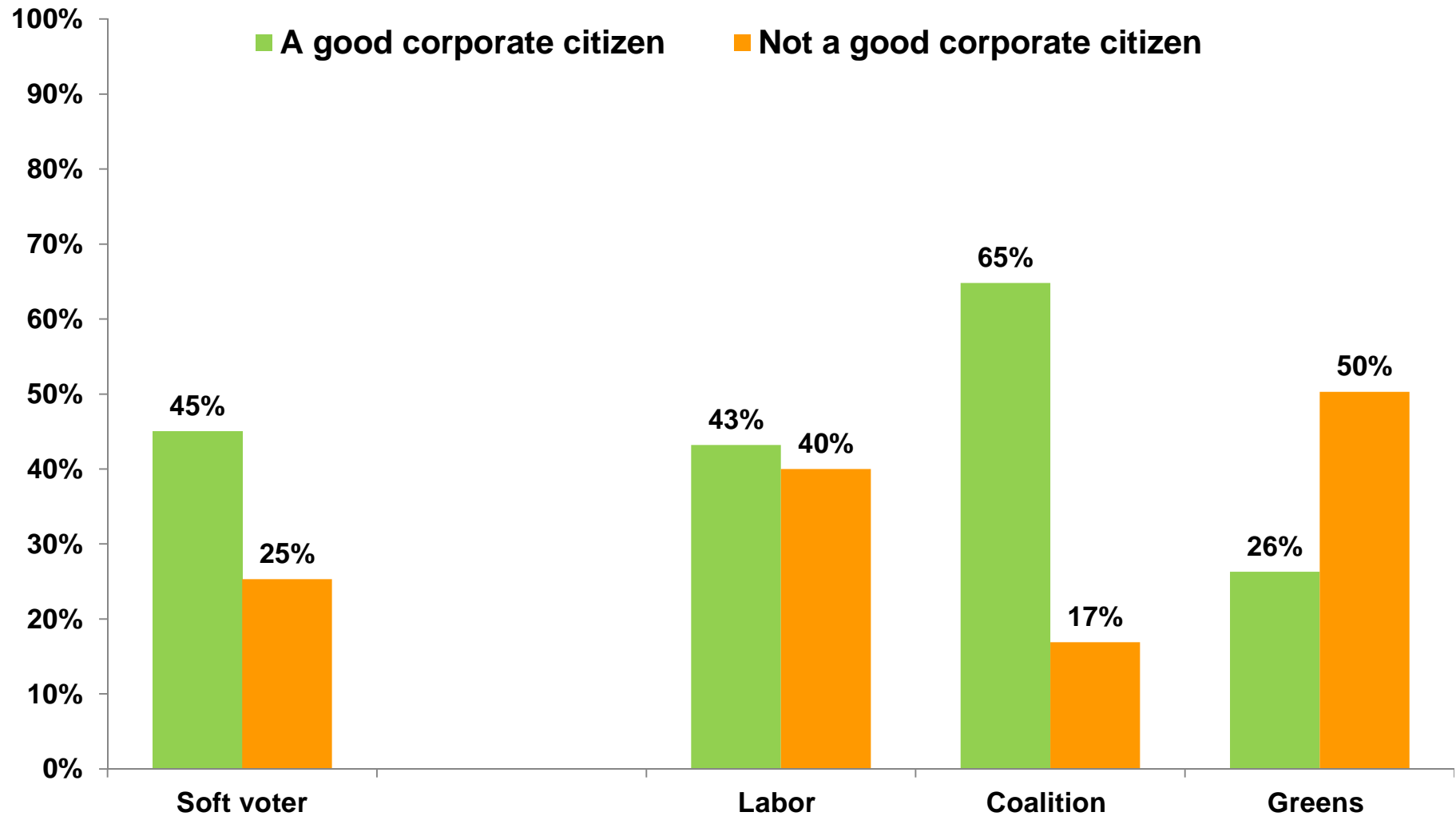
# The mining industry is a good corporate citizen

Do you think that Australia's mining industry is...



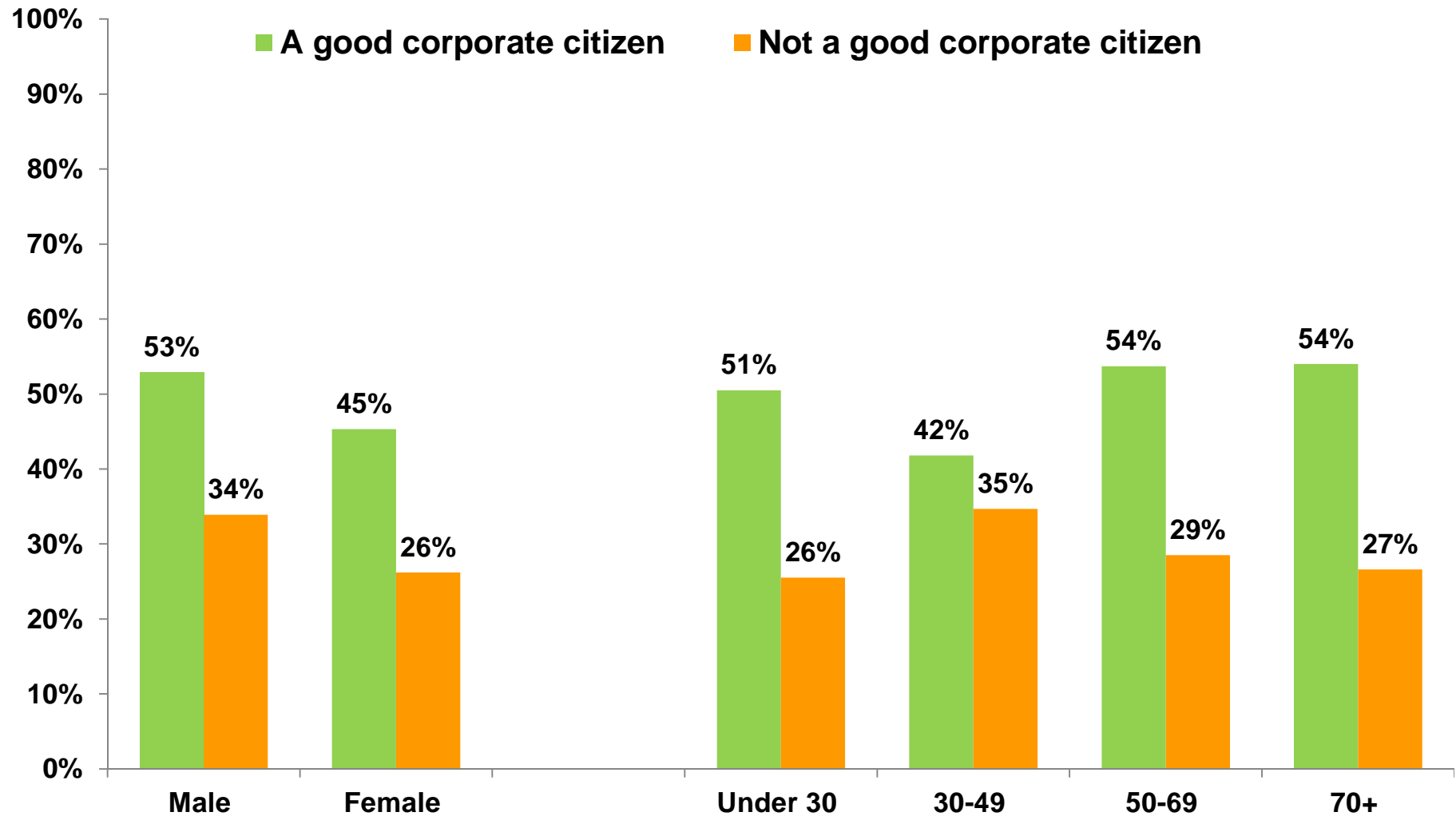
# Good corporate citizen – by vote

Do you think that Australia's mining industry is...



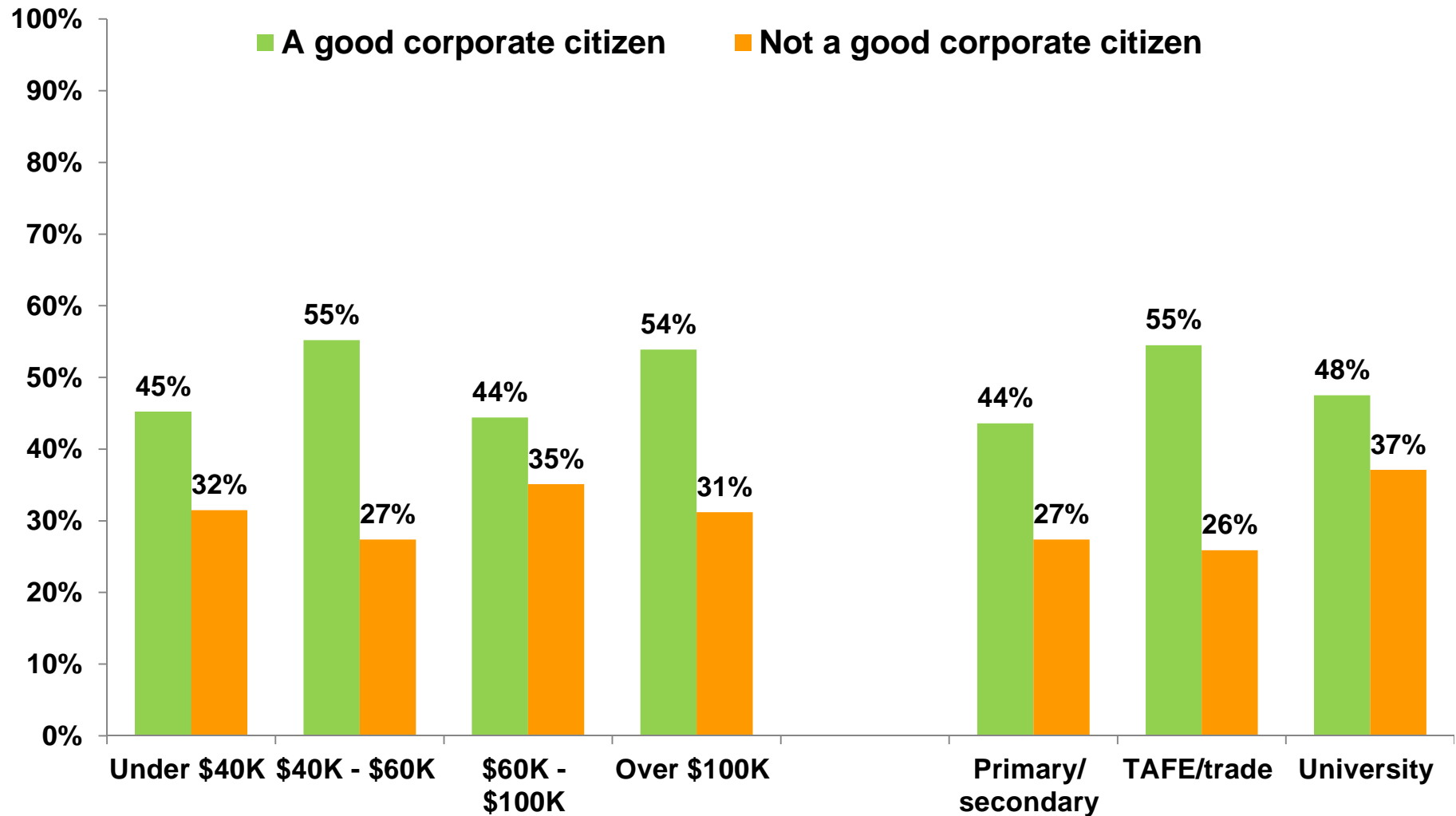
# Good corporate citizen – by gender and age

Do you think that Australia's mining industry is...



# Good corporate citizen – by income and education

Do you think that Australia's mining industry is...



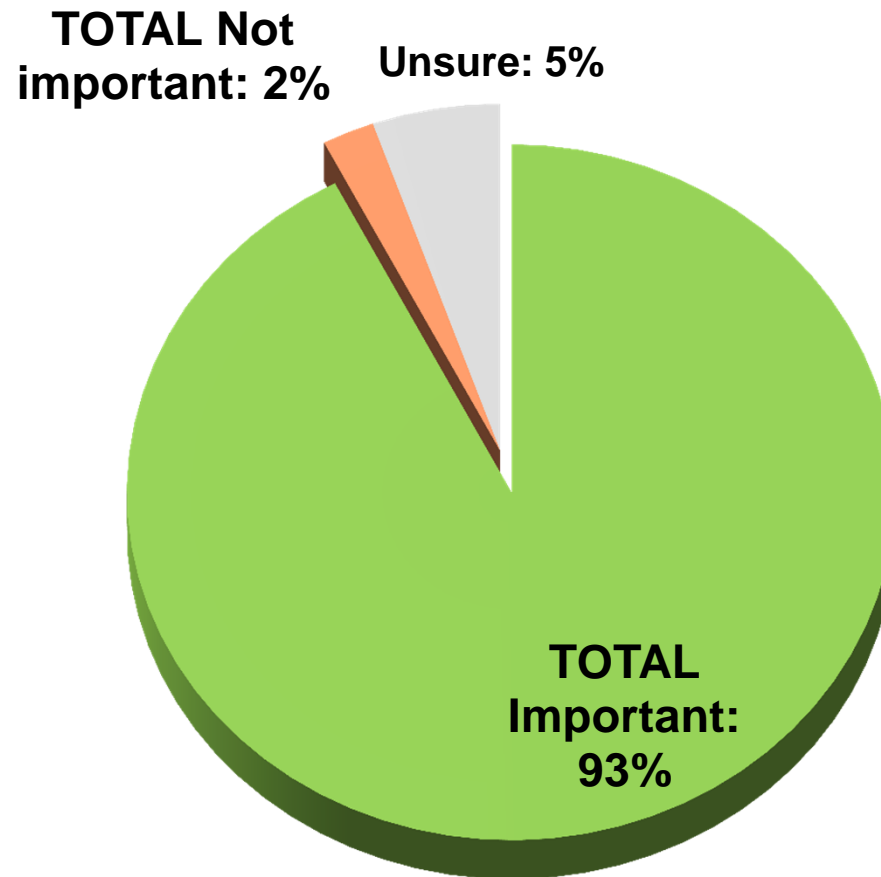
# Good corporate citizen – by state and area

Do you think that Australia's mining industry is...



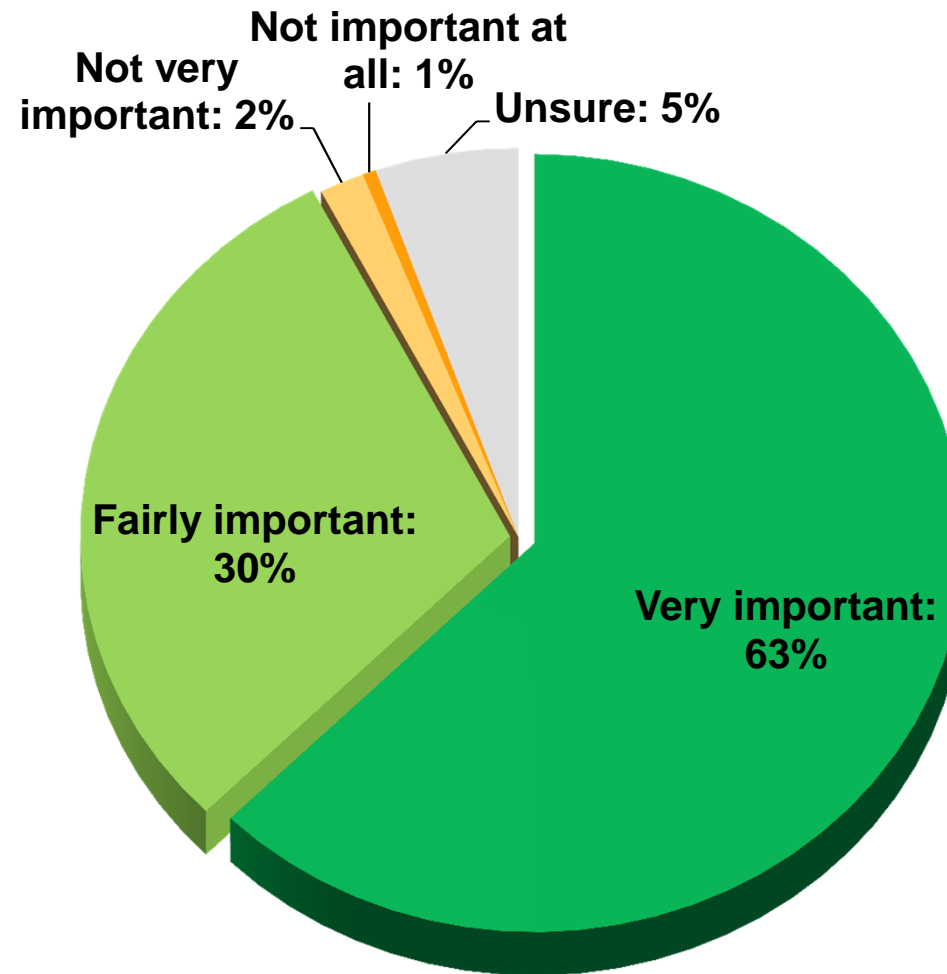
# The mining industry makes an important contribution to the Australian economy

How important a contribution does the mining industry make to the Australian economy?



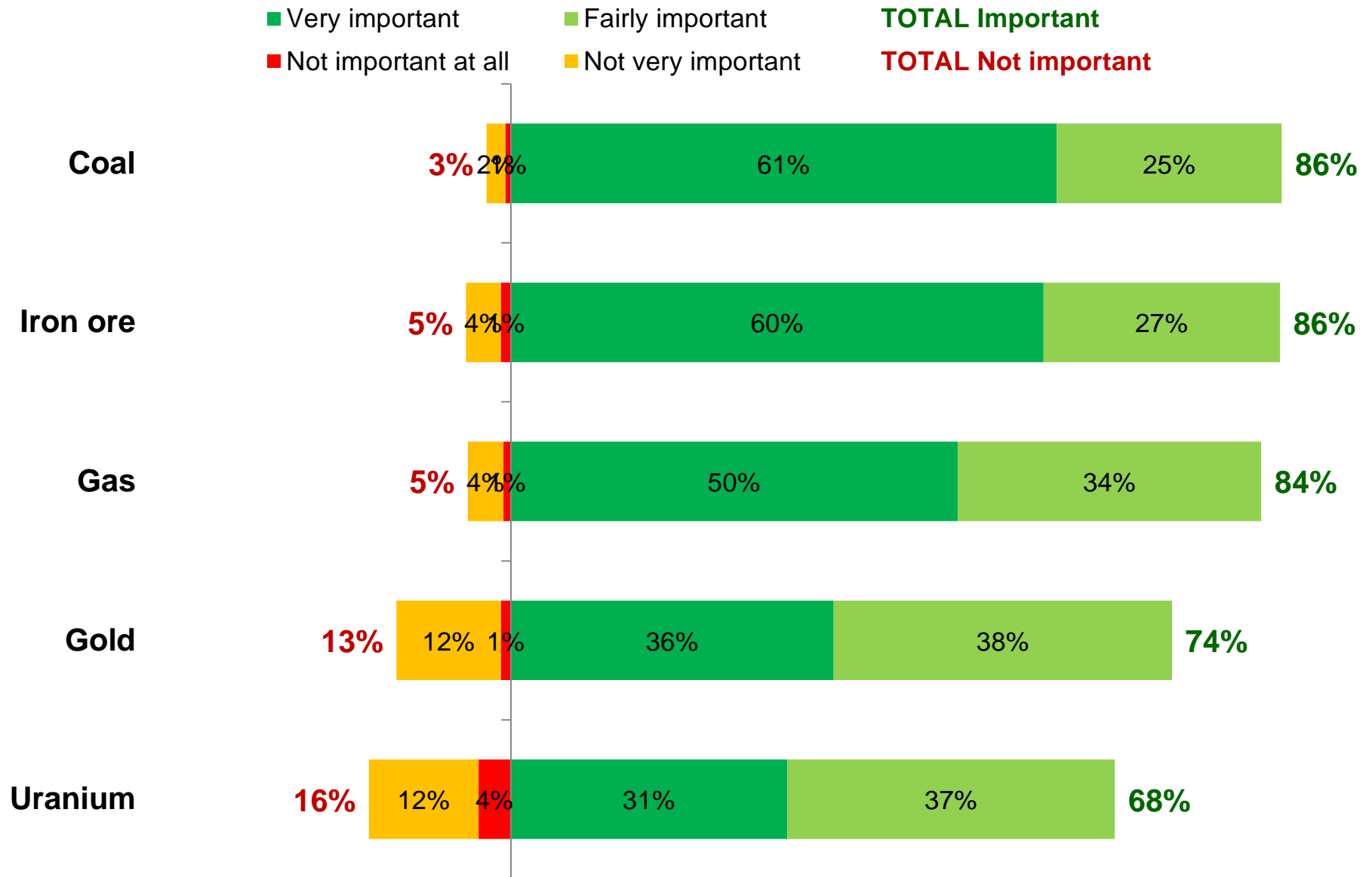
# Majority thinks the mining industry makes a very important contribution

How important a contribution does the mining industry make to the Australian economy?



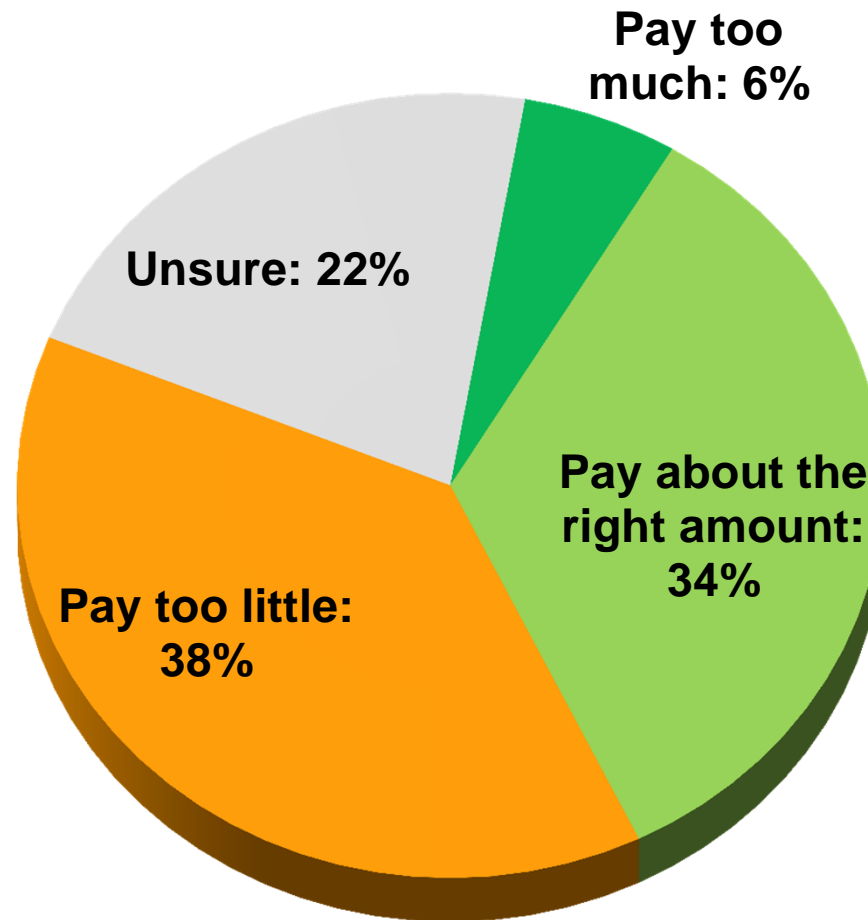
# Coal, iron ore and gas very important to Australian economy

How important a contribution do the following commodities make to the Australian economy?



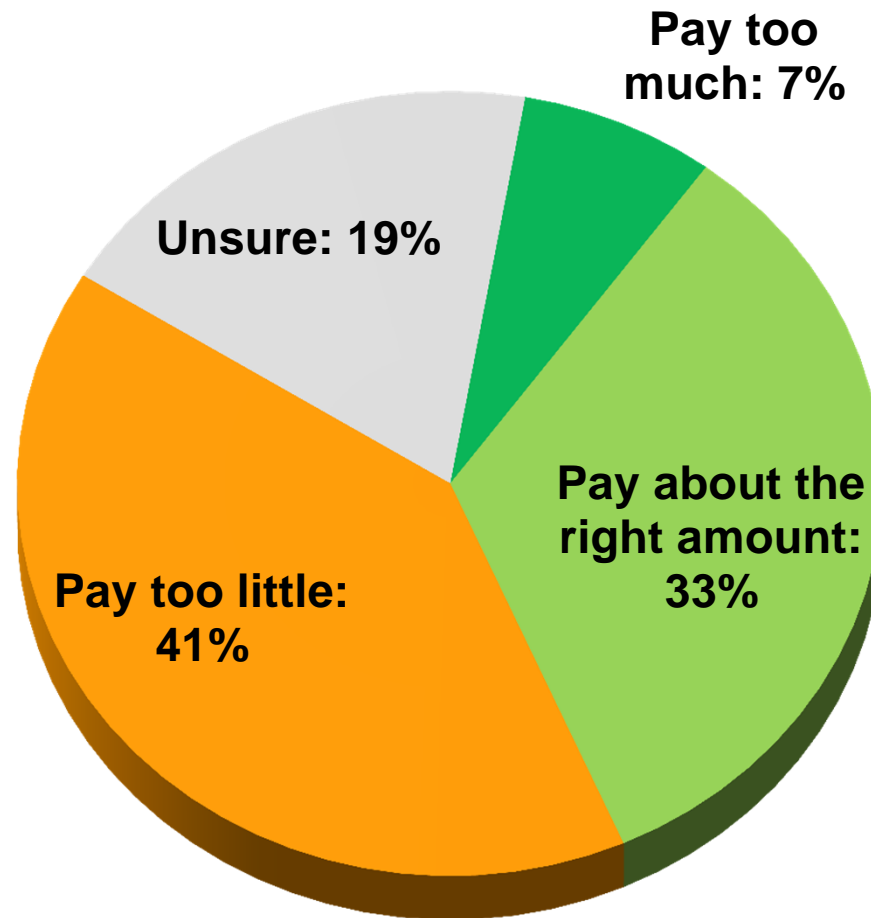
# Royalties to state government

Do you think Australian mining companies pay too much, too little or about the right amount in royalties to their state government?



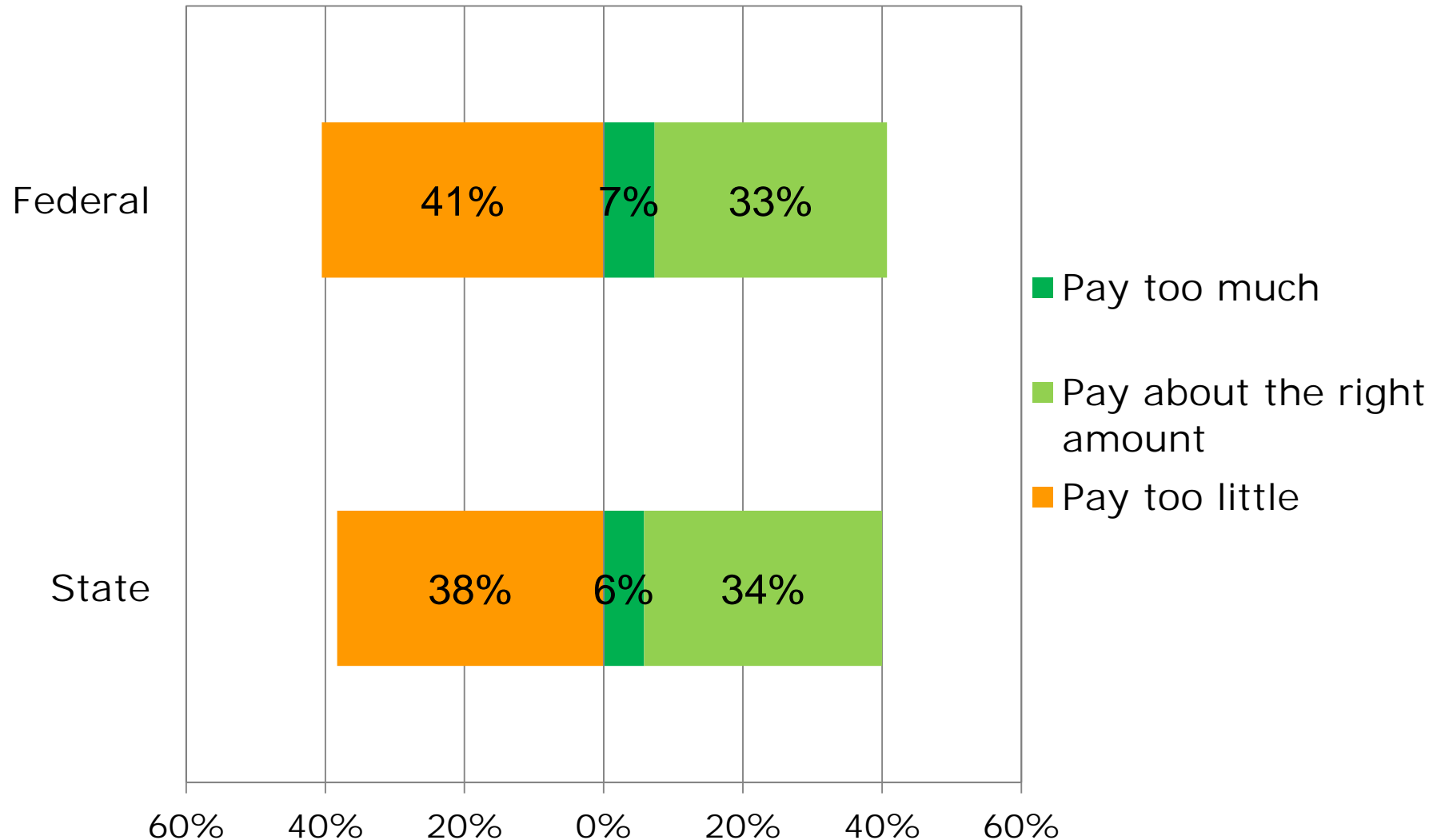
# Taxes to the Federal government

Do you think Australian mining companies pay too much, too little or about the right amount in Taxes to the Federal government?



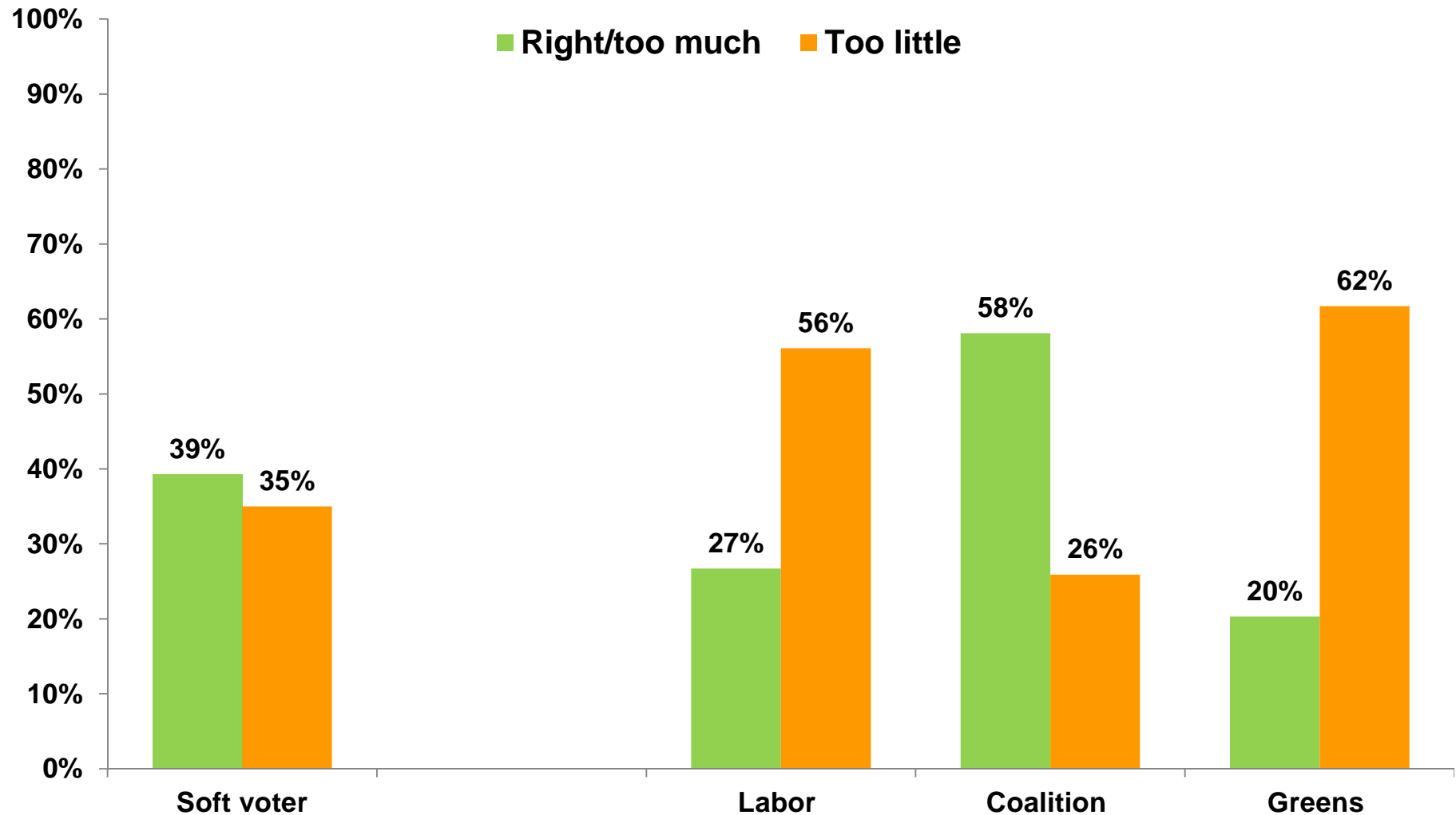
# Royalties/taxes to state and Federal government compared

Do you think Australian mining companies pay too much, too little or about the right amount in royalties/taxes to the state/Federal government?



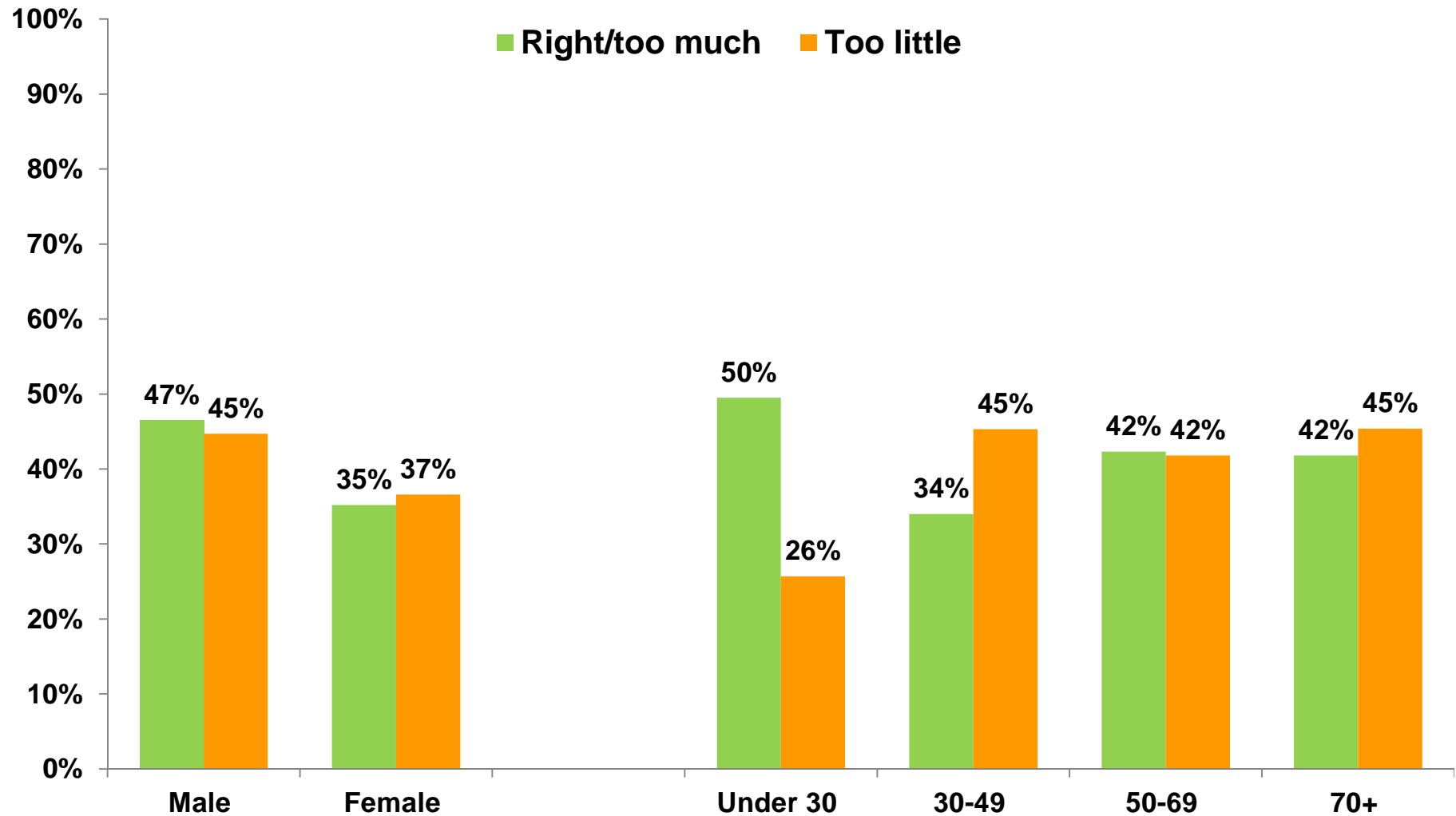
# Taxes to the Federal government – by vote

Do you think Australian mining companies pay too much, too little or about the right amount in taxes to the Federal government?



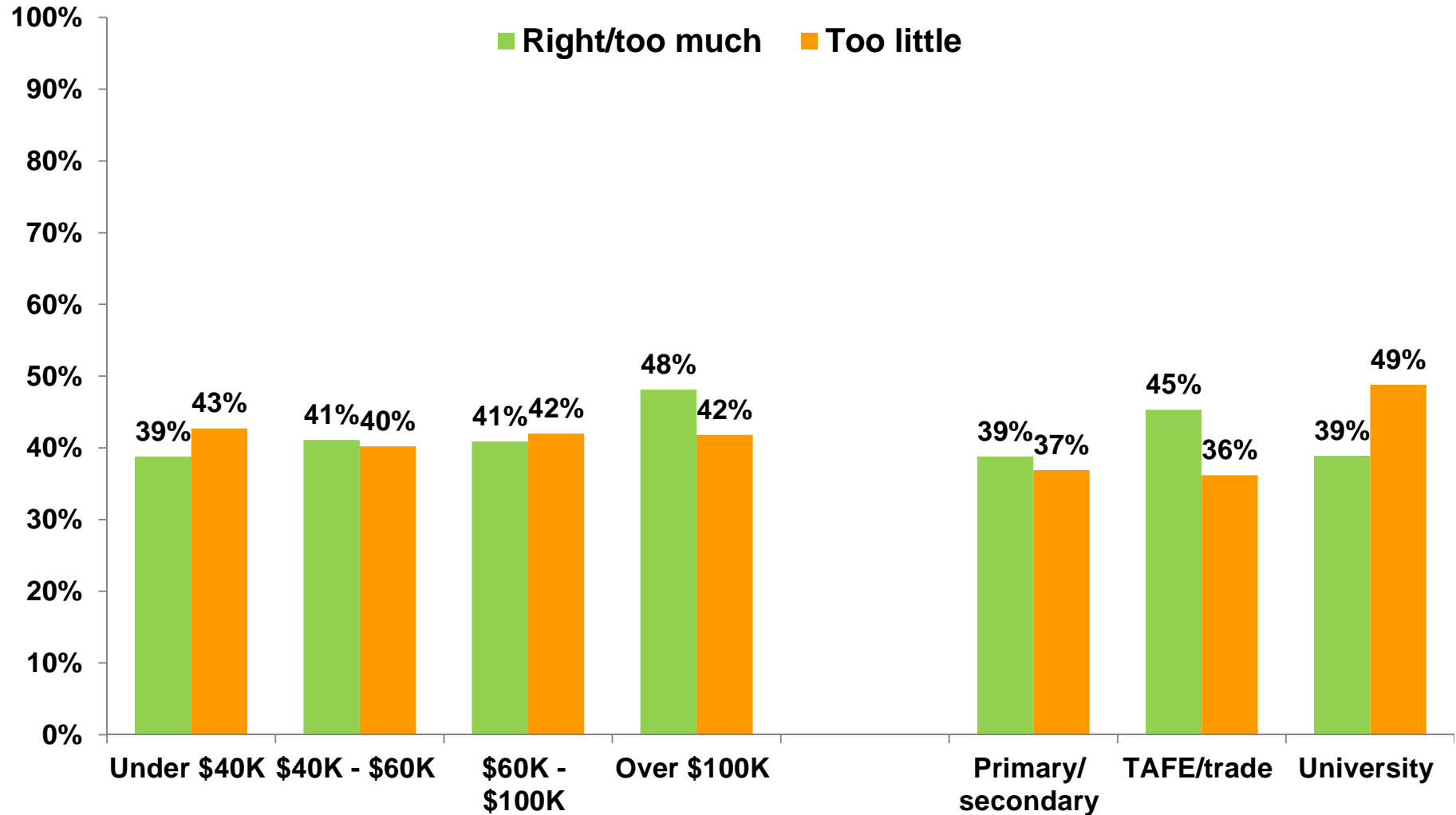
# Taxes to the Federal government – by gender and age

Do you think Australian mining companies pay too much, too little or about the right amount in taxes to the Federal government?



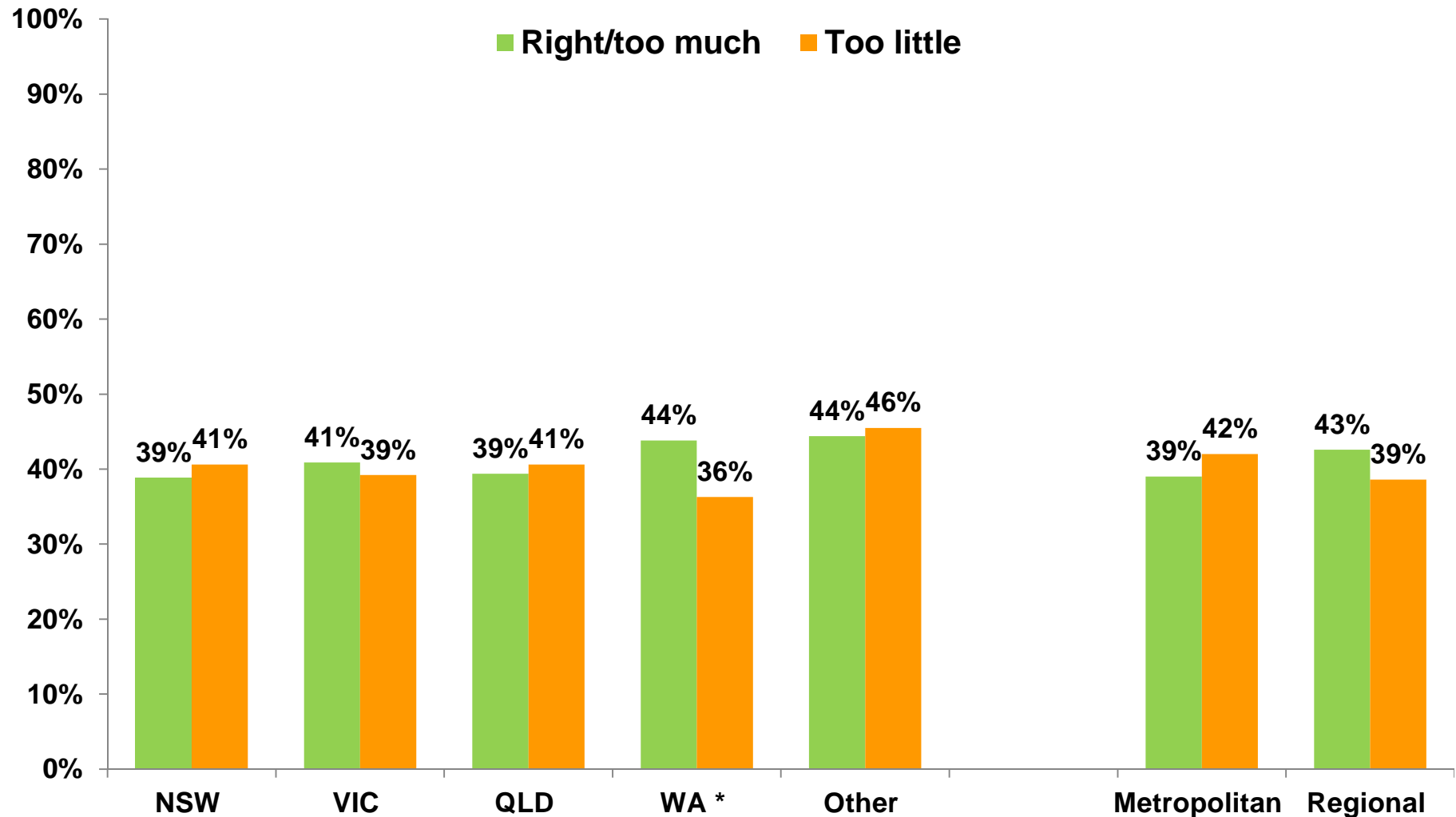
# Taxes to the Federal government – by income and education

Do you think Australian mining companies pay too much, too little or about the right amount in taxes to the Federal government?



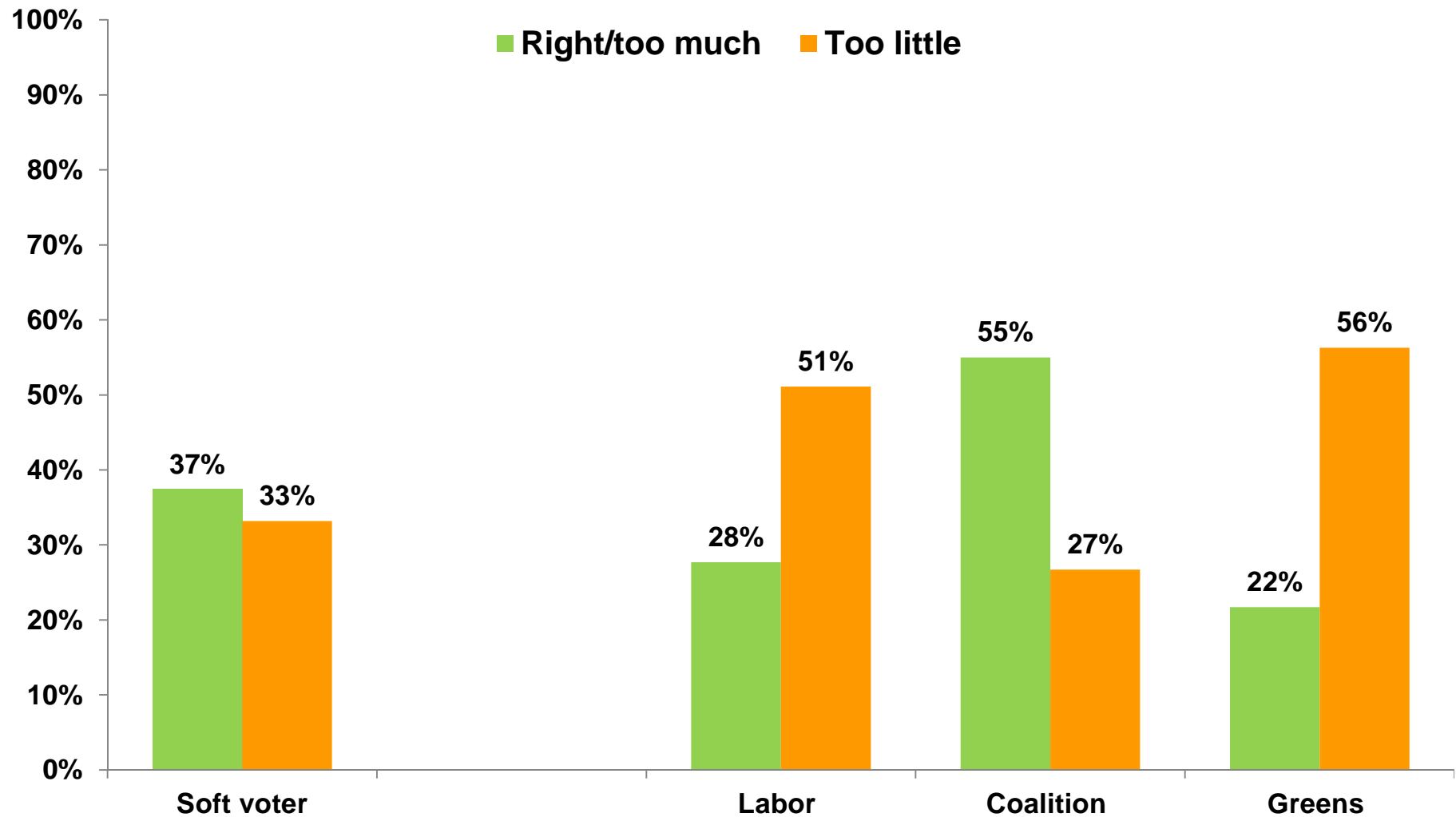
# Taxes to the Federal government – by state and area

Do you think Australian mining companies pay too much, too little or about the right amount in taxes to the Federal government?



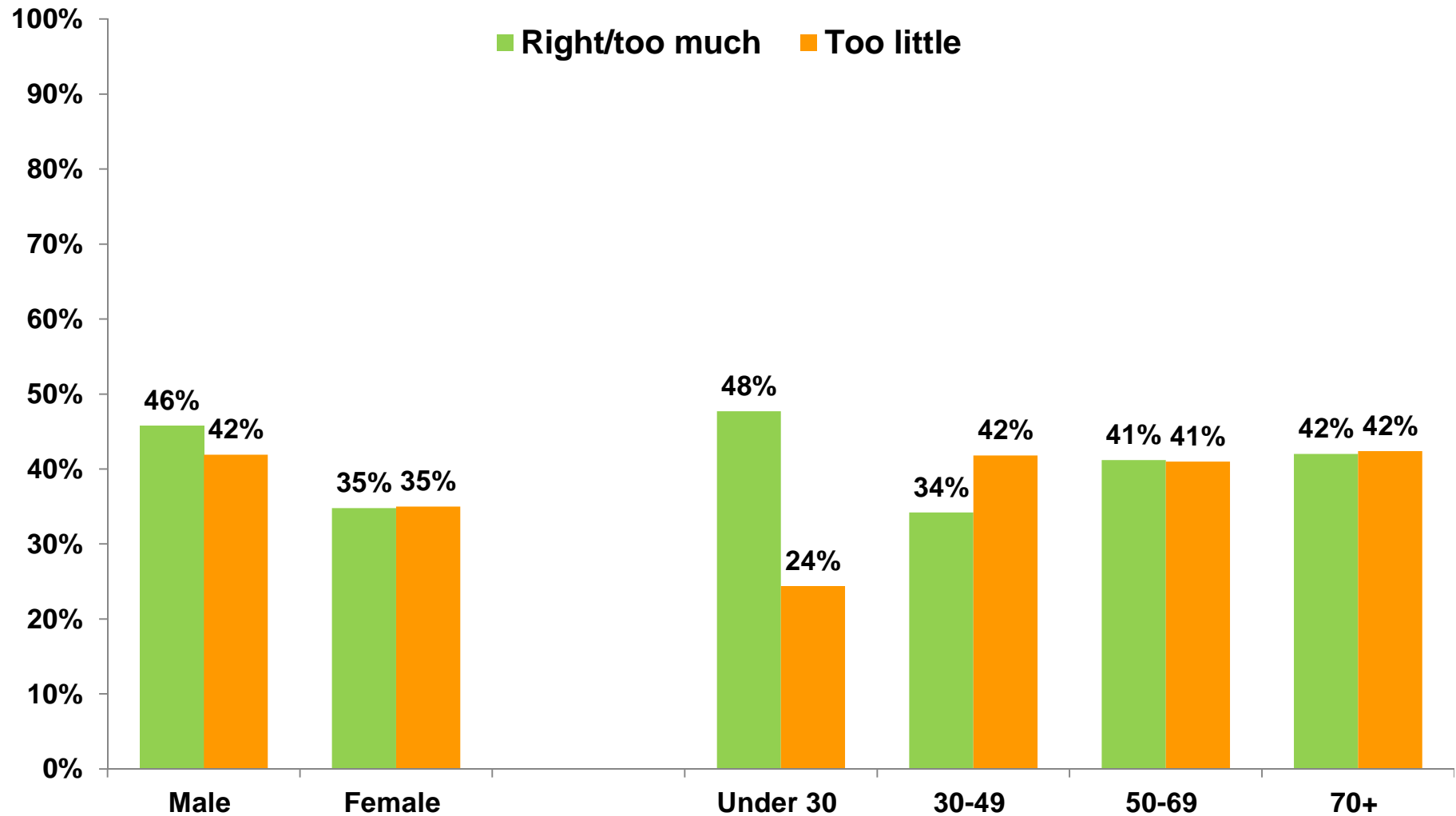
# Royalties to the State government – by vote

Do you think Australian mining companies pay too much, too little or about the right amount in royalties to their state government?



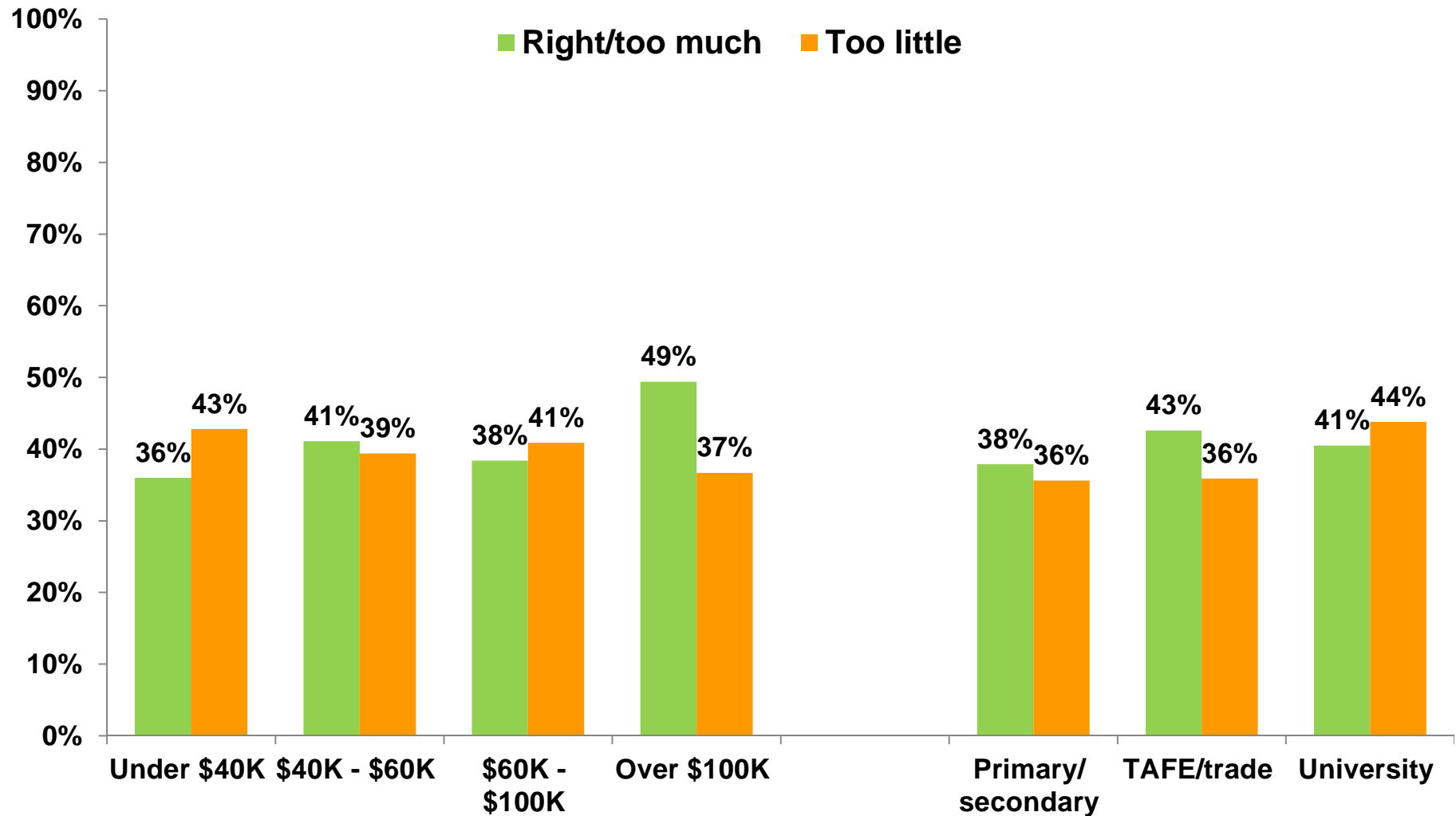
# Royalties to the State government – by gender and age

Do you think Australian mining companies pay too much, too little or about the right amount in royalties to their state government?



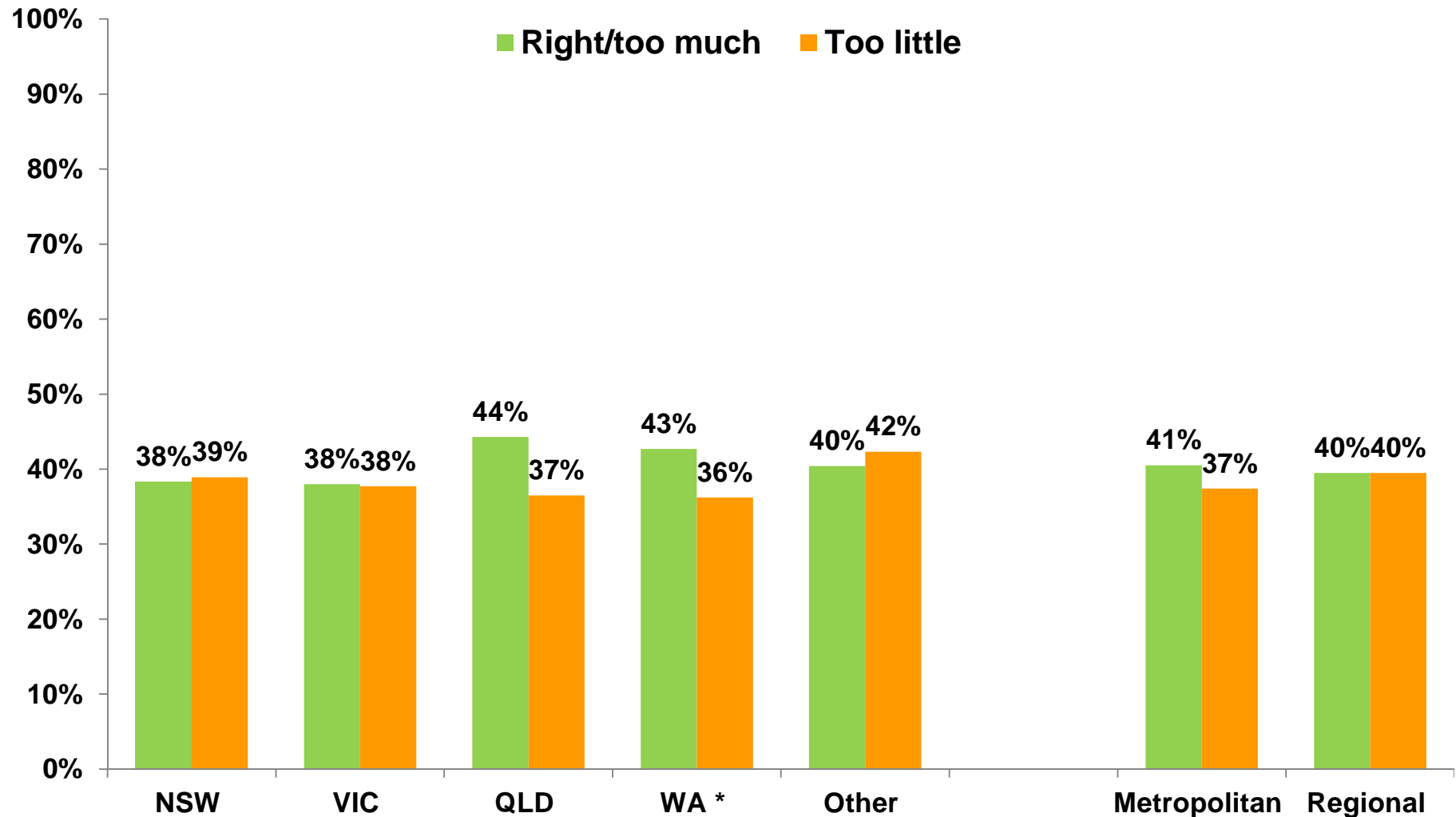
# Royalties to the State government – by income and education

Do you think Australian mining companies pay too much, too little or about the right amount in royalties to their state government?



# Royalties to the State government – by state and area

Do you think Australian mining companies pay too much, too little or about the right amount in royalties to their state government?



# About UMR

Australia's Leading Opinion and Issues Management Company

UMR is the company of choice for leaders and decision-makers, because we turn high quality information into useful hard-headed strategic advice. UMR has provided significant insights, advice and campaign management to decision-makers who have brought about major change in Australia and New Zealand for Governments and business.

UMR is a full-service opinion, issues management and campaign company, based in Australia and Zealand, working across the Asia Pacific region. We specialise in political campaigns, corporate reputation, issues management and social marketing.

We have over 20 years experience developing a deep understanding of the views and opinions of Australians and New Zealanders. Our team of experts are seasoned professionals who combine extensive experience with a deep understanding of the public mindset.

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