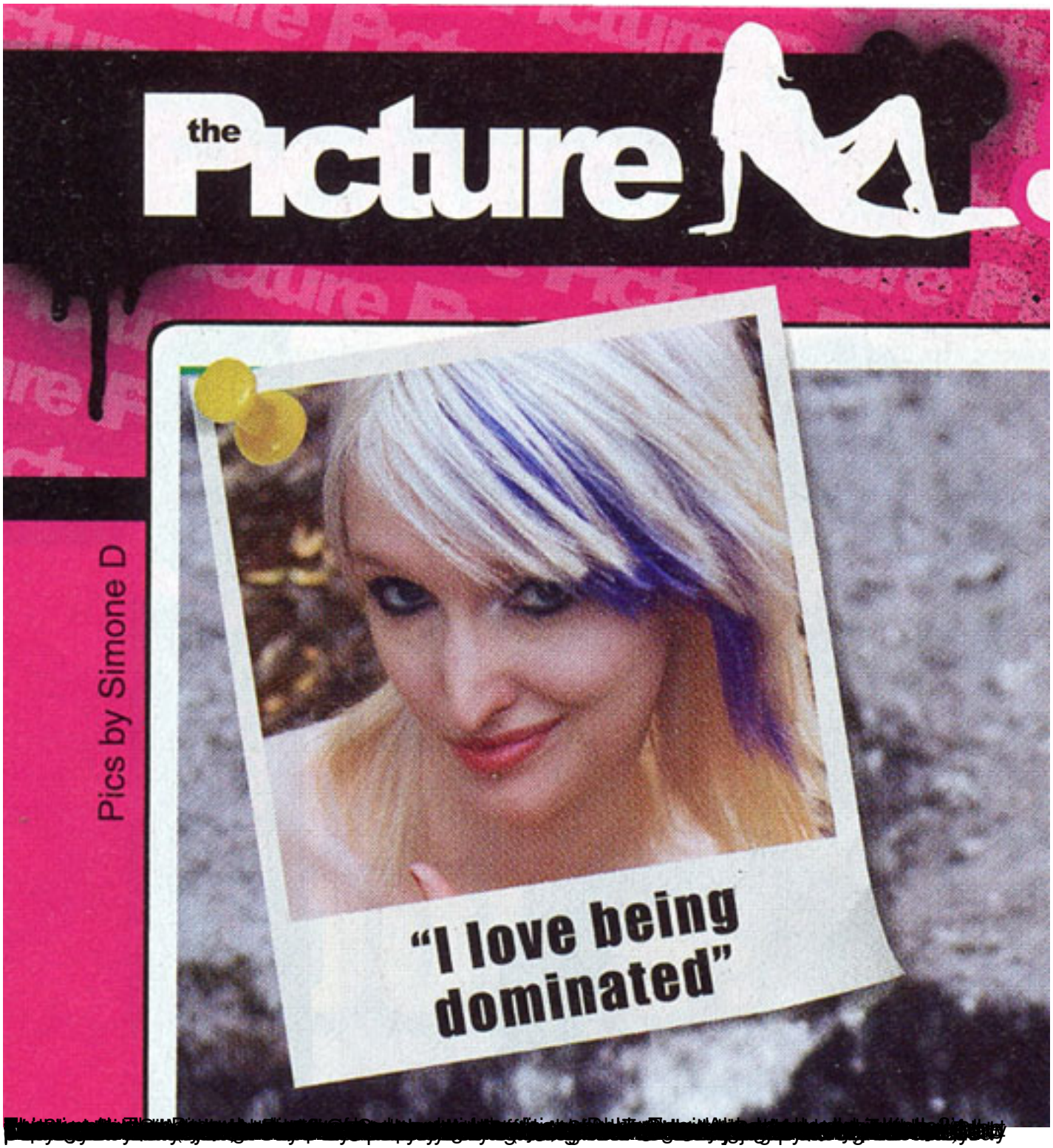
Opinion polls ain't cheap these days but at election time the major parties spend a motza on them. Party secs and faction leaders pore over them, searching for hidden trends and subtle messages from the electorate.

But reliable guides to popularity and perception are everywhere if you look hard enough. The latest issue of that beacon of Aussie bbq culture, The Picture magazine, has a big message for Tony Abbott and the Liberal Party if they are man enough to read it.



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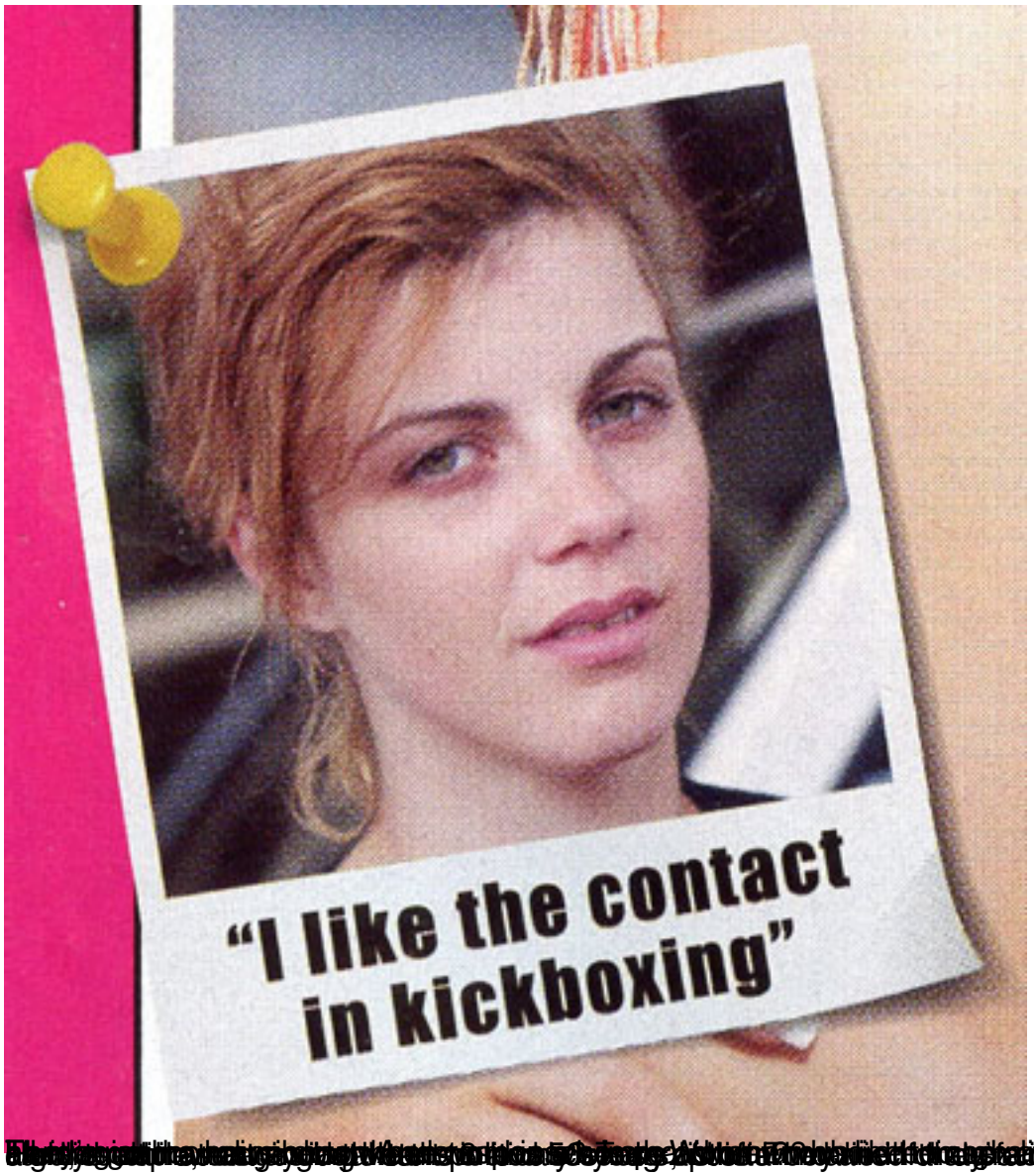
"I like the contact
in kickboxing"