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Managing the Economy – Victorian State Electorates

One of the key issues for the Victorian Government is their management of the Victorian economy. Roy Morgan Research has looked very closely at this issue – and it is a big issue in many key marginal electorates.

Large numbers of electors in the ALP marginal electorates of Mordialloc (42.8%), Burwood (37.1%), Forest Hill (30.3%), Prahran (28.9%) and South Barwon (27.7%) regard Managing the Economy as an important issue.

It is also an important issue for electors in the Liberal marginal seats of Kilsyth (32.1%), Bayswater (31.5%), Bass (31.0%) and Evelyn (30.6%).

Electorate Profiles

In addition to Roy Morgan standard Profile contents, electorate profiles also include **the most important political issues rated by electors in each electorate** and which political party or parties' electors believe are better for the each of the issues.

Issues include:

1. Reducing taxes. 2. Reducing crime and maintaining law and order. 3. Improving business. 4. Reducing unemployment. 5. Looking after the environment. 6. Open and honest government. 7. The needs of people outside cities. 8. Managing the economy. 9. Improving education. 10. Improving health services and hospitals. 11. Defence and national security. 12. Australia's ageing population. 13. The needs of families. 14. Global warming. 15. Fair workplace and employment regulations.

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MARGINAL ELECTORATE LINK TO MANAGING THE ECONOMY

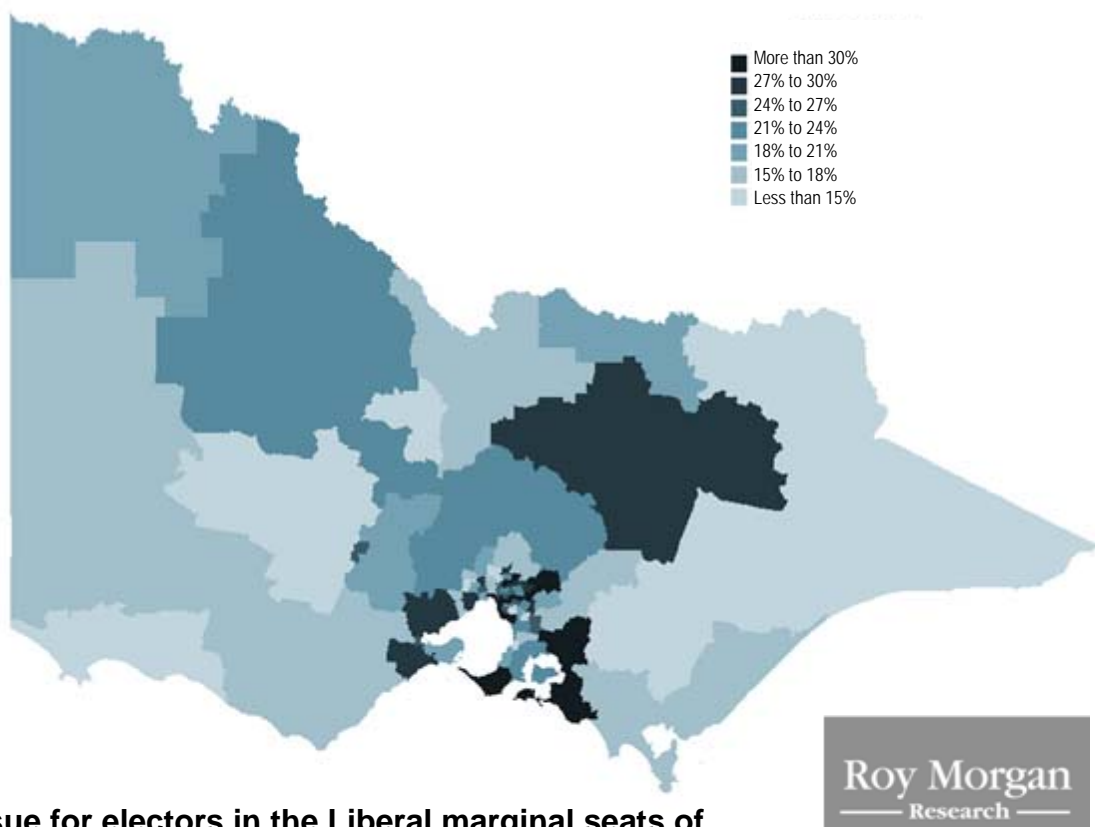
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Which areas of Victoria believe Managing the Economy is an important issue?



Roy Morgan
Research

Caulfield	43.0%	Bulleen	27.6%	Kew	22.6%	Polwarth	16.9%
Mordialloc	42.8%	Lara	27.6%	Melton	22.4%	Yan Yean	16.7%
Eltham	40.7%	Niddrie	27.5%	Doncaster	22.0%	Brunswick	16.3%
Sandringham	40.0%	Bentleigh	26.9%	Bendigo West	21.9%	Gippsland South	16.3%
Albert Park	37.7%	Box Hill	26.8%	Lyndhurst	21.7%	Essendon	15.9%
Burwood	37.1%	Ballarat West	26.5%	Macedon	21.7%	Cranbourne	15.5%
Nepean	36.9%	Richmond	25.9%	Mornington	20.8%	Pascoe Vale	15.4%
Brighton	33.0%	Narre Warren North	25.2%	Murray Valley	20.7%	Lowan	15.4%
Kilsyth	32.1%	Hawthorn	25.1%	Yuroke	20.6%	Morwell	14.8%
Bayswater	31.5%	Footscray	24.9%	Derrimut	20.5%	Gippsland East	14.1%
Bass	31.0%	Mount Waverley	24.9%	Monbulk	20.2%	Narracan	14.0%
Evelyn	30.6%	Northcote	24.6%	Williamstown	19.9%	Frankston	13.7%
Ivanhoe	30.6%	Narre Warren South	24.5%	Mildura	19.3%	Ripon	13.5%
Malvern	30.5%	Geelong	24.5%	Mulgrave	18.7%	Bendigo East	13.5%
Forest Hill	30.3%	Bundoora	23.9%	Ballarat East	18.2%	Thomastown	13.2%
Benalla	29.3%	Swan Hill	23.8%	Bellarine	18.1%	Benambra	13.1%
Ferntree Gully	29.0%	Scoresby	23.6%	Tarneit	17.8%	Dandenong	13.0%
Prahran	28.9%	Carrum	23.4%	Rodney	17.5%	Preston	12.8%
Mill Park	28.5%	Mitcham	23.2%	Keilor	17.4%	South-West Coast	11.6%
Warrandyte	28.4%	Seymour	23.2%	Gembrook	17.2%	Kororoit	10.9%
Altona	28.0%	Oakleigh	23.2%	Shepparton	17.2%	Broadmeadows	8.2%
South Barwon	27.7%	Hastings	22.9%	Melbourne	17.1%	Clayton	6.8%

Marginal ALP State Electorate Seats
Marginal LNP State Electorate Seats

Source: Roy Morgan Research July 2008 – July 2010
Victorian Electors n = 19,952