

WOMEN'S MAGAZINE READERSHIP LINKED TO ELECTORATES

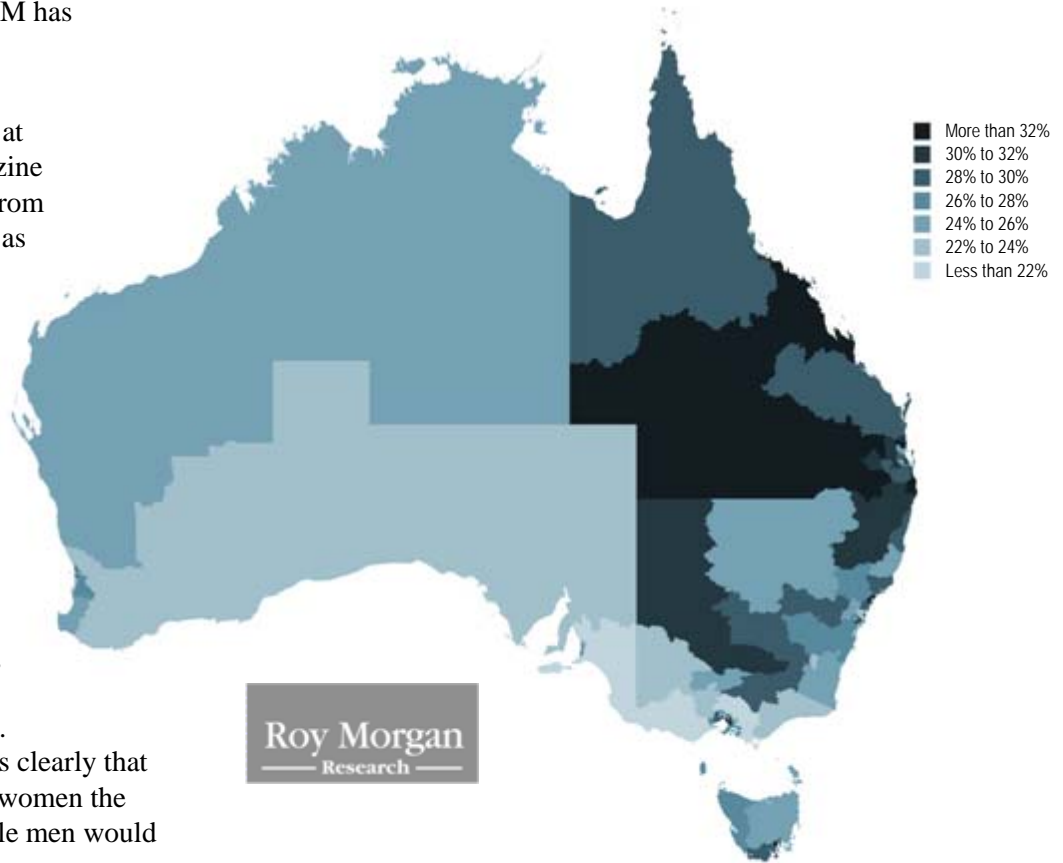
Since becoming Australia's first female Prime Minister Julia Gillard has enjoyed positive cover stories and picture spreads in major women's magazines - something no PM has ever been able to do before.

Roy Morgan Research shows approximately 27.5% of electors read at least one of the major women's magazine titles, but that the penetration ranges from as high as 40% in Richmond NSW to as little as 16% in Wakefield in SA.

Women's magazines have a bigger impact in the crucial Queensland ALP marginal seats of Bonner, Dawson and Herbert and the NSW ALP marginal seats of Page and Greenaway.

Up until Julia Gillard became Prime Minister readers of major women's magazines and celebrity magazines were a little more likely to vote L-NP, women in general were fairly evenly divided in their political party support. However the latest Morgan Poll shows clearly that if an election were held today among women the Julia Gillard led ALP would win, while men would elect a Tony Abbott led L-NP.

Will the readership of magazines have an influence on the Federal vote?



Roy Morgan
Research

Richmond NSW	40.4%	Aston VIC	30.1%	Brisbane QLD	28.5%	Corio VIC	26.5%	Canberra ACT	23.8%
Goldstein VIC	39.8%	Stirling WA	30.1%	Paterson NSW	28.4%	Cowan WA	26.4%	Pearce WA	23.8%
Hotham VIC	38.7%	Groom QLD	30.1%	Dickson QLD	28.4%	Perth WA	26.3%	O'Connor WA	23.7%
Lilley QLD	38.1%	New England NSW	30.1%	Flynn QLD	28.4%	Maribyrnong VIC	26.3%	Gippsland VIC	23.5%
McPherson QLD	37.4%	Gellibrand VIC	30.0%	Indi VIC	28.4%	Adelaide SA	26.3%	Batman VIC	23.5%
Shortland NSW	36.8%	Bruce VIC	29.9%	Hinkler QLD	28.3%	Scullin VIC	26.2%	Bendigo VIC	23.4%
Capricornia QLD	36.4%	Dobell NSW	29.8%	Lalor VIC	28.2%	Longman QLD	25.9%	Bennelong NSW	23.4%
Isaacs VIC	34.4%	Petrie QLD	29.6%	Forde QLD	28.1%	La Trobe VIC	25.9%	Cunningham NSW	23.4%
Blaxland NSW	33.3%	Barton NSW	29.6%	Tangney WA	27.8%	Kooyong VIC	25.8%	Mallee VIC	23.1%
Moncrieff QLD	32.4%	Newcastle NSW	29.6%	Dunkley VIC	27.7%	Calwell VIC	25.7%	Makin SA	23.0%
Maranoa QLD	32.4%	Robertson NSW	29.5%	Moore WA	27.7%	Bass TAS	25.6%	Wills VIC	22.9%
Fisher QLD	32.3%	Holt VIC	29.5%	Bowman QLD	27.6%	Chisholm VIC	25.6%	Brand WA	22.7%
Bonner QLD	32.2%	Werriwa NSW	29.5%	Lindsay NSW	27.6%	Forrest WA	25.5%	Melbourne VIC	22.6%
Charlton NSW	32.1%	Riverina NSW	29.4%	Hunter NSW	27.6%	Oxley QLD	25.5%	Berowra NSW	22.5%
Dawson QLD	32.1%	Moreton QLD	29.4%	Gilmore NSW	27.5%	Parkes NSW	25.5%	Mitchell NSW	22.5%
Denison TAS	32.0%	Hughes NSW	29.3%	Kingston SA	27.5%	Lingiari NT	25.4%	Grey SA	22.4%
Page NSW	31.9%	Leichhardt QLD	29.3%	Braddon TAS	27.4%	Sturt SA	25.2%	McMahon NSW	22.4%
Reid NSW	31.8%	Wide Bay QLD	29.1%	Rankin QLD	27.4%	Murray VIC	25.2%	Ballarat VIC	22.0%
Herbert QLD	31.8%	Kennedy QLD	29.0%	Menzies VIC	27.3%	Macquarie NSW	25.1%	Wannon VIC	21.8%
Fowler NSW	31.8%	Jagajaga VIC	29.0%	Solomon NT	27.3%	Hasluck WA	25.1%	Bradfield NSW	21.7%
Fairfax QLD	31.7%	Kingsford Smith NSW	28.9%	Canning WA	27.2%	Lyne NSW	25.1%	Sydney NSW	21.6%
Watson NSW	31.7%	Franklin TAS	28.9%	Hume NSW	27.2%	Ryan QLD	25.1%	Corangamite VIC	21.4%
Parramatta NSW	31.6%	Wright QLD	28.9%	Throsby NSW	27.1%	Durack WA	25.0%	Grayndler NSW	21.3%
Fadden QLD	31.3%	Mackellar NSW	28.8%	Swan WA	27.1%	Eden-Monaro NSW	24.9%	North Sydney NSW	20.7%
Greenway NSW	31.3%	Calare NSW	28.8%	Macarthur NSW	27.0%	Lyons TAS	24.9%	McMillan VIC	20.6%
Melbourne Ports VIC	31.3%	Cook NSW	28.7%	Boothby SA	26.9%	Warringah NSW	24.8%	Casey VIC	20.6%
Farrer NSW	31.0%	Cowper NSW	28.7%	Hindmarsh SA	26.8%	Banks NSW	24.8%	McEwen VIC	20.2%
Wentworth NSW	30.8%	Fremantle WA	28.6%	Chifley NSW	26.8%	Port Adelaide SA	24.7%	Mayo SA	19.7%
Higgins VIC	30.6%	Deakin VIC	28.5%	Fraser ACT	26.7%	Curtin WA	24.4%	Barker SA	19.4%
Blair QLD	30.2%	Griffith QLD	28.5%	Flinders VIC	26.6%	Gorton VIC	24.4%	Wakefield SA	16.3%

Marginal ALP Federal Electorate Seats Marginal LNP Federal Electorate Seats

Source: Roy Morgan Research January 2008 – March 2010
Australian Electors n = 99,816