

## Marginal Electorate Link to...

### **FEDERAL ELECTORATES**

- 1. Consumer Confidence – December 2009**
- 2. Education – December 2009**
- 3. Health – December 2009**
- 4. Law and Order – December 2009**
- 5. Self -Employed – December 2009**
- 6. Women's Magazine Readership – March 2010**
- 7. Cash for Clunkers – June 2010**
- 8. Fair Workplace and Employment Regulations  
– June 2010**

### **VICTORIAN ELECTORATES**

- 9. Open and Honest Government – July 2010**
- 10. Global Warming and Climate Change  
– July 2010**

# BLACK HOLES IN CONSUMER CONFIDENCE IN SOME MARGINAL ALP SEATS

Around the world, Consumer Confidence below 100 is a 'danger signal' for the incumbent Federal Government approaching an election.

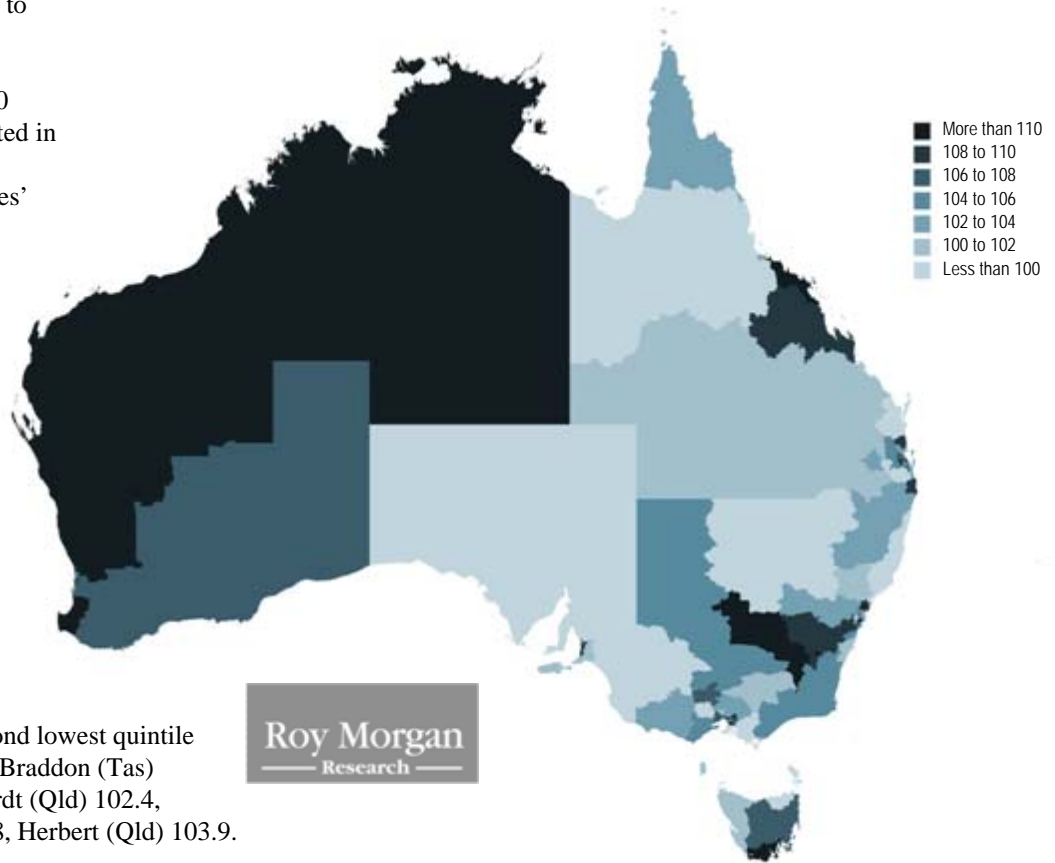
Roy Morgan Consumer Confidence Rating across Australia

This analysis has never before been taken to the level of individual electorates. Roy Morgan Research measures Consumer Confidence continuously. (Almost 90,000 electors surveyed since the ALP was elected in 2007.) For the first time it is possible to identify Consumer Confidence 'black holes' **on an electorate by electorate basis.**

Ranking electorates from highest to lowest according to their Consumer Confidence shows the crucial ALP marginal seats are generally over-represented in the 'top band'. Overall, people in ALP marginal seats are more confident than the average.

However, the marginal ALP seat of Bass in Tasmania has the second lowest level of Consumer Confidence (93.4) of any seat. And Gilmore (NSW) 100.1, Flynn (Qld) 101.0, and Petrie (Qld) 101.0 are all in the bottom confidence quintile.

A further seven electorates are in the second lowest quintile for confidence: Greenway (NSW) 101.2, Braddon (Tas) 101.6, Macquarie (NSW) 102.3, Leichhardt (Qld) 102.4, Longman (Qld) 102.8, Page (NSW) 102.8, Herbert (Qld) 103.9.



<b>Stirling WA</b>	<b>118.8</b>	<b>Macarthur NSW</b>	<b>109.6</b>	Gellibrand VIC	106.5	McPherson QLD	104.0	<b>Petrie QLD</b>	<b>101.0</b>
Moore WA	118.2	Adelaide SA	109.5	Banks NSW	106.5	<b>Herbert QLD</b>	<b>103.9</b>	<b>Flynn QLD</b>	<b>101.0</b>
Durack WA	117.9	<b>Hindmarsh SA</b>	<b>109.5</b>	Parramatta NSW	106.5	Bradfield NSW	103.6	Moreton QLD	100.9
Lingiari NT	116.7	<b>Ryan QLD</b>	<b>109.5</b>	<b>Canning WA</b>	<b>106.5</b>	Batman VIC	103.4	Mackellar NSW	100.8
Perth WA	115.3	Canberra ACT	109.3	Tangney WA	106.4	<b>McEwen VIC</b>	<b>103.4</b>	<b>Dunkley VIC</b>	<b>100.3</b>
<b>Forrest WA</b>	<b>113.8</b>	<b>Fisher QLD</b>	<b>109.3</b>	Lindsay NSW	106.2	Wannon VIC	103.3	<b>Gilmore NSW</b>	<b>100.1</b>
Fraser ACT	113.7	<b>Dobell NSW</b>	<b>108.8</b>	<b>Forde QLD</b>	<b>106.2</b>	Fadden QLD	103.0	Indi VIC	100.1
<b>Boothby SA</b>	<b>112.9</b>	Grayndler NSW	108.7	Lalor VIC	106.0	<b>Page NSW</b>	<b>102.8</b>	Lyne NSW	99.9
<b>Brisbane QLD</b>	<b>112.8</b>	<b>Cowan WA</b>	<b>108.7</b>	Griffith QLD	106.0	<b>Longman QLD</b>	<b>102.8</b>	Kingsford Smith NSW	99.5
Curtin WA	112.8	<b>Deakin VIC</b>	<b>108.4</b>	Corio VIC	105.9	Goldstein VIC	102.8	Ballarat VIC	99.4
Pearce WA	112.1	<b>Solomon NT</b>	<b>108.4</b>	Berowra NSW	105.9	Maribyrnong VIC	102.7	<b>Grey SA</b>	<b>99.3</b>
<b>Franklin TAS</b>	<b>111.9</b>	<b>Kingston SA</b>	<b>108.3</b>	Fowler NSW	105.6	<b>Wentworth NSW</b>	<b>102.7</b>	Barker SA	99.2
<b>Robertson NSW</b>	<b>111.8</b>	<b>Fairfax QLD</b>	<b>108.3</b>	Blair QLD	105.6	Calare NSW	102.7	Mallee VIC	99.0
Higgins VIC	111.8	<b>Casey VIC</b>	<b>108.3</b>	Cunningham NSW	105.4	Groom QLD	102.7	<b>Paterson NSW</b>	<b>98.8</b>
Oxley QLD	111.6	Capricornia QLD	108.2	<b>Corangamite VIC</b>	<b>105.4</b>	<b>Bowman QLD</b>	<b>102.6</b>	<b>McMillan VIC</b>	<b>98.7</b>
Makin SA	111.3	Holt VIC	108.2	Kooyong VIC	105.4	New England NSW	102.5	Hinkler QLD	98.6
Chisholm VIC	111.2	<b>Melbourne VIC</b>	<b>108.2</b>	Fremantle WA	105.3	Barton NSW	102.4	Parkes NSW	98.5
<b>Hasluck WA</b>	<b>111.0</b>	Lilley QLD	107.9	Bruce VIC	105.2	<b>Leichhardt QLD</b>	<b>102.4</b>	Charlton NSW	98.4
Watson NSW	110.8	Lyons TAS	107.8	Moncrieff QLD	105.2	<b>Macquarie NSW</b>	<b>102.3</b>	McMahon NSW	98.0
<b>Hughes NSW</b>	<b>110.7</b>	<b>Swan WA</b>	<b>107.8</b>	Throsby NSW	105.1	Scullin VIC	102.0	Chifley NSW	97.9
Reid NSW	110.6	Wills VIC	107.5	<b>Aston VIC</b>	<b>105.0</b>	<b>North Sydney NSW</b>	<b>102.0</b>	Newcastle NSW	97.8
Denison TAS	110.3	<b>Bonner QLD</b>	<b>107.5</b>	Rankin QLD	104.9	Werriwa NSW	101.9	Wide Bay QLD	97.6
Blaxland NSW	110.2	<b>Sturt SA</b>	<b>107.5</b>	Mitchell NSW	104.9	Jagajaga VIC	101.6	Shortland NSW	97.4
<b>Dawson QLD</b>	<b>110.2</b>	<b>La Trobe VIC</b>	<b>107.2</b>	Murray VIC	104.8	<b>Braddon TAS</b>	<b>101.6</b>	Cook NSW	96.9
Riverina NSW	110.2	Bendigo VIC	107.0	<b>Eden-Monaro NSW</b>	<b>104.7</b>	Maranoa QLD	101.6	Flinders VIC	96.3
Sydney NSW	110.0	Port Adelaide SA	106.9	<b>Benelong NSW</b>	<b>104.7</b>	Calwell VIC	101.5	Kennedy QLD	96.0
Brand WA	109.9	<b>Dickson QLD</b>	<b>106.9</b>	Farrer NSW	104.7	Mayo SA	101.4	Cowper NSW	95.9
<b>Hume NSW</b>	<b>109.8</b>	O'Connor WA	106.8	Menzies VIC	104.5	Hotham VIC	101.2	Wakefield SA	94.2
Isaacs VIC	109.7	Warringham NSW	106.7	Melbourne Ports VIC	104.4	<b>Greenway NSW</b>	<b>101.2</b>	<b>Bass TAS</b>	<b>93.4</b>
Richmond NSW	109.6	Gorton VIC	106.6	Gippsland VIC	104.3	Hunter NSW	101.0	<b>Wright QLD</b>	<b>90.9</b>

Marginal ALP Federal Electorate Seats      Marginal LNP Federal Electorate Seats

Source: Roy Morgan Research January 2008 – December 2009  
Australian Electors n = 88,852

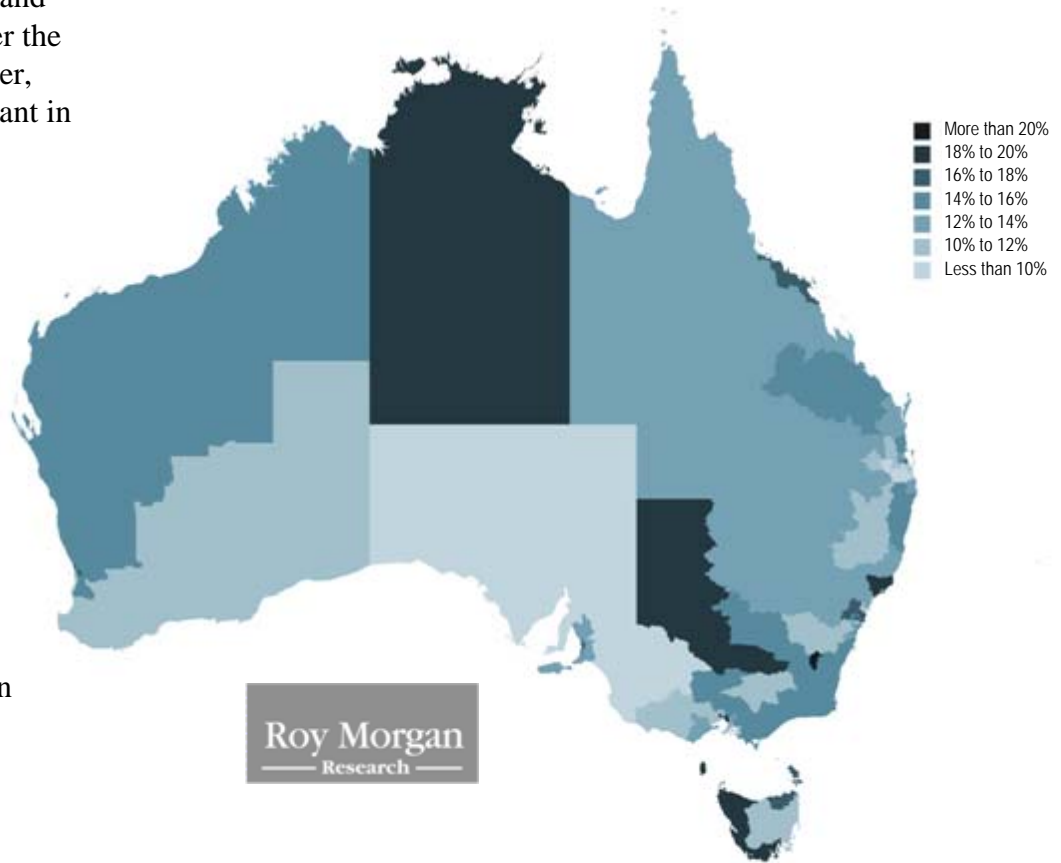
# EDUCATION - BACK ON THE AGENDA FOR THE NEXT ELECTION

As a national issue, 'Education' may have taken a 'back seat' to economic issues during the Global Financial Crisis and again with much public debate over the controversial Mining Tax. However, clearly 'Education' is more important in certain areas than others.

The Roy Morgan electoral profile data shows clearly – electors' concerns about 'Education' ranges from as low as 6.4% to as high as 24%.

Electorates with greatest concern about 'Education' include the key ALP marginal seats of Melbourne (Vic) – where one in five electors rate education as one of the three issues that are of most importance to them; Franklin (Tas) 19.6%; Bennelong (NSW) 19.2%; Braddon (Tas) 19.2%; Bass (Tas) 18%; Swan (WA) 18%; and Hasluck (WA) 17.8%.

Is Improving Education an Issue of Importance?



Fraser ACT	24.0%	Blaxland NSW	17.8%	Eden-Monaro NSW	15.4%	Dickson QLD	13.1%	Hughes NSW	11.4%
Newcastle NSW	23.0%	Greenway NSW	17.4%	Ryan QLD	15.3%	Lyne NSW	13.1%	Wannon VIC	11.3%
Sydney NSW	22.8%	Bradfield NSW	17.4%	Fairfax QLD	15.2%	Reid NSW	13.1%	Fadden QLD	11.3%
Goldstein VIC	21.6%	Watson NSW	17.3%	Solomon NT	15.0%	Fremantle WA	13.1%	Hume NSW	11.3%
Canberra ACT	20.9%	Adelaide SA	17.3%	McEwen VIC	14.9%	Calare NSW	13.0%	Lalor VIC	11.2%
North Sydney NSW	20.4%	Banks NSW	17.0%	Lilley QLD	14.8%	Maranoa QLD	13.0%	Corio VIC	11.1%
Kooyong VIC	20.4%	Boothby SA	16.9%	Durack WA	14.7%	Richmond NSW	12.9%	Groom QLD	11.1%
Wentworth NSW	20.3%	Port Adelaide SA	16.7%	Bendigo VIC	14.7%	Hinkler QLD	12.9%	Shortland NSW	11.1%
Melbourne VIC	20.0%	Parramatta NSW	16.6%	Longman QLD	14.7%	Gellibrand VIC	12.8%	Hindmarsh SA	11.0%
Moore WA	19.9%	Perth WA	16.5%	Stirling WA	14.7%	Scullin VIC	12.8%	Cook NSW	10.9%
Grayndler NSW	19.9%	Herbert QLD	16.5%	Lindsay NSW	14.7%	Macarthur NSW	12.7%	Lyons TAS	10.8%
Franklin TAS	19.6%	Dawson QLD	16.4%	Murray VIC	14.6%	Casey VIC	12.6%	Blair QLD	10.7%
Higgins VIC	19.6%	Berowra NSW	16.3%	Page NSW	14.5%	Tangney WA	12.6%	Robertson NSW	10.6%
Mackellar NSW	19.4%	Jagajaga VIC	16.3%	Riverina NSW	14.4%	Throsby NSW	12.4%	Werriwa NSW	10.6%
Bennelong NSW	19.2%	Sturt SA	16.1%	Gippsland VIC	14.4%	Wakefield SA	12.4%	Ballarat VIC	10.3%
Braddon TAS	19.2%	Macquarie NSW	16.1%	Deakin VIC	14.3%	Moreton QLD	12.4%	O'Connor WA	10.3%
Barton NSW	19.2%	Melbourne Ports VIC	16.1%	Brisbane QLD	14.3%	Hunter NSW	12.2%	Forde QLD	10.3%
Farrer NSW	19.1%	Bonner QLD	16.0%	La Trobe VIC	14.2%	Wide Bay QLD	12.2%	Holt VIC	10.3%
Denison TAS	18.7%	Pearce WA	16.0%	Cunningham NSW	14.2%	Corangamite VIC	12.2%	McPherson QLD	10.2%
Hotham VIC	18.6%	Kingsford Smith NSW	15.9%	Gilmore NSW	14.2%	Isaacs VIC	12.1%	Calwell VIC	10.2%
Lingiari NT	18.6%	Bruce VIC	15.9%	Capricornia QLD	13.9%	Dobell NSW	12.1%	Mallee VIC	9.9%
Batman VIC	18.6%	Curtin WA	15.8%	Leichhardt QLD	13.8%	Menzies VIC	12.1%	Fowler NSW	9.8%
Gorton VIC	18.5%	Fisher QLD	15.6%	Kennedy QLD	13.7%	Mayo SA	12.0%	Oxley QLD	9.7%
Griffith QLD	18.4%	Flynn QLD	15.5%	Parkes NSW	13.5%	Petrie QLD	12.0%	Barker SA	9.4%
Chisholm VIC	18.3%	Cowper NSW	15.5%	Wills VIC	13.5%	Maribyrnong VIC	11.9%	Brand WA	9.2%
McMahon NSW	18.1%	Chifley NSW	15.4%	Warringah NSW	13.4%	Indi VIC	11.9%	Rankin QLD	9.1%
Paterson NSW	18.0%	Cowan WA	15.4%	Mitchell NSW	13.4%	Forrest WA	11.7%	Bowman QLD	8.7%
Bass TAS	18.0%	Canning WA	15.4%	Charlton NSW	13.4%	Flinders VIC	11.7%	Grey SA	7.8%
Swan WA	18.0%	McMillan VIC	15.4%	Dunkley VIC	13.3%	New England NSW	11.6%	Wright QLD	7.0%
Hasluck WA	17.8%	Kingston SA	15.4%	Makin SA	13.2%	Aston VIC	11.5%	Moncrieff QLD	6.4%

Marginal ALP Federal Electorate Seats

Marginal LNP Federal Electorate Seats

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Australian Electors n = 35,915



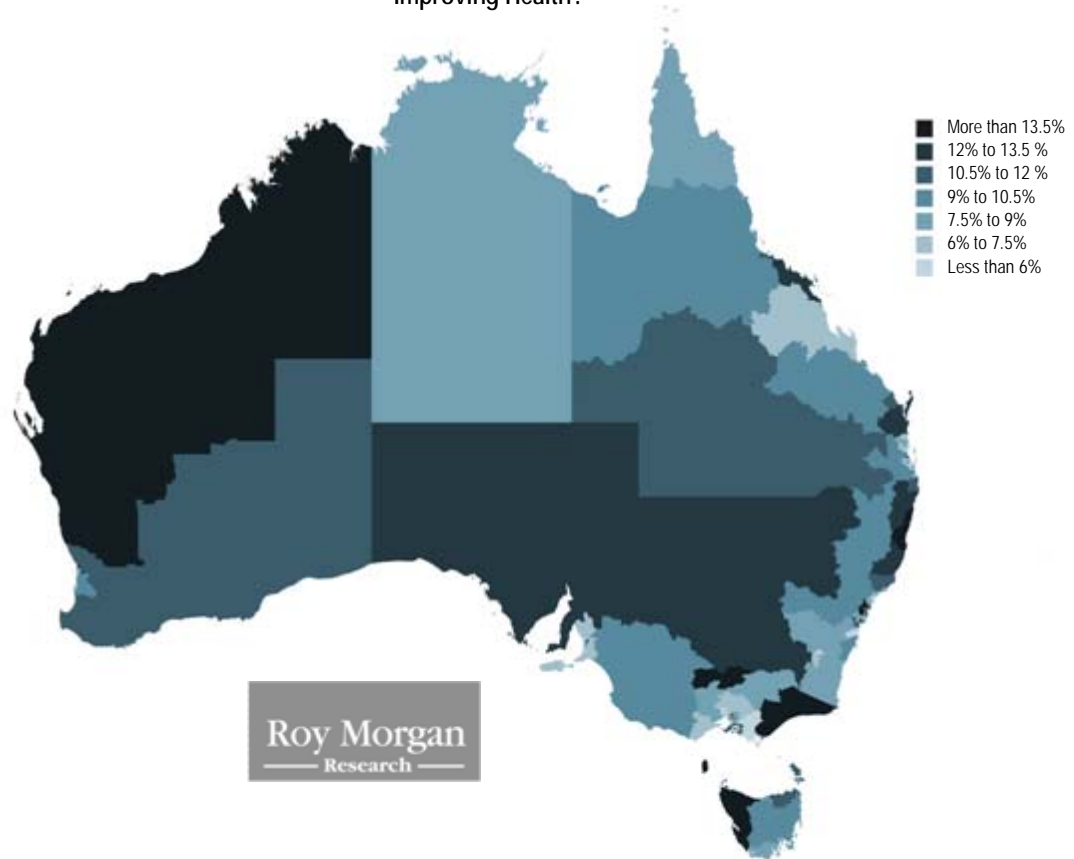
# MARGINAL ELECTORATE LINK TO HEALTH

Who believes Health and Hospitals are an important issue and LNP Better on Improving Health?

## Is the state of our health system considered an important issue in your electorate?

An estimated 1.23 million electors say improving health and hospitals is an important issue and that the L-NP would be better for managing the issue.

While this represents around 8.9% of all electors nationwide, there is enormous variation – and is much higher in some important marginal ALP seats, like Robertson, NSW (14.7%); Braddon, Tas (14.0%); Dawson, QLD (13.0%); Hasluck, WA (12.6%); and Page, NSW (12.3%) and Bass, Tas (11.7%).



Berowra NSW	17.1%	<b>Macarthur NSW</b>	<b>11.7%</b>	Newcastle NSW	9.2%	Sydney NSW	7.7%	Port Adelaide SA	6.5%
<b>Hughes NSW</b>	<b>15.7%</b>	Hinkler QLD	11.7%	Tangney WA	9.2%	<b>Bennelong NSW</b>	<b>7.7%</b>	Charlton NSW	6.5%
Cowper NSW	15.4%	Pearce WA	11.7%	<b>Flynn QLD</b>	<b>9.1%</b>	Ballarat VIC	7.7%	Wakefield SA	6.4%
Mitchell NSW	15.1%	Mackellar NSW	11.6%	<b>Wright QLD</b>	<b>9.1%</b>	Lingiari NT	7.7%	<b>Wentworth NSW</b>	<b>6.1%</b>
<b>Robertson NSW</b>	<b>14.7%</b>	<b>Paterson NSW</b>	<b>11.4%</b>	Calare NSW	9.1%	Bradfield NSW	7.7%	<b>Solomon NT</b>	<b>6.1%</b>
Murray VIC	14.5%	Richmond NSW	11.4%	Denison TAS	9.0%	<b>Boothby SA</b>	<b>7.6%</b>	Capricornia QLD	6.1%
Durack WA	14.3%	Moncrieff QLD	11.2%	<b>Dobell NSW</b>	<b>8.9%</b>	<b>Franklin TAS</b>	<b>7.6%</b>	<b>Longman QLD</b>	<b>6.1%</b>
Gippsland VIC	14.2%	<b>Stirling WA</b>	<b>11.1%</b>	Lindsay NSW	8.8%	McMahon NSW	7.6%	Jagajaga VIC	6.0%
<b>Braddon TAS</b>	<b>14.0%</b>	<b>North Sydney NSW</b>	<b>10.8%</b>	Reid NSW	8.8%	<b>Bonner QLD</b>	<b>7.6%</b>	Adelaide SA	5.9%
Cook NSW	13.7%	Flinders VIC	10.6%	Rankin QLD	8.8%	Perth WA	7.5%	<b>Bowman QLD</b>	<b>5.6%</b>
Warringah NSW	13.7%	<b>Herbert QLD</b>	<b>10.6%</b>	<b>Casey VIC</b>	<b>8.8%</b>	Indi VIC	7.5%	Blaxland NSW	5.4%
Wide Bay QLD	13.3%	<b>Sturt SA</b>	<b>10.5%</b>	Fremantle WA	8.8%	<b>Fairfax QLD</b>	<b>7.5%</b>	Throsby NSW	5.4%
<b>Cowan WA</b>	<b>13.1%</b>	<b>Forrest WA</b>	<b>10.5%</b>	Chiffley NSW	8.8%	McPherson QLD	7.5%	<b>Forde QLD</b>	<b>5.4%</b>
<b>Dawson QLD</b>	<b>13.0%</b>	Wannon VIC	10.5%	<b>La Trobe VIC</b>	<b>8.8%</b>	Shortland NSW	7.5%	<b>Brisbane QLD</b>	<b>5.3%</b>
Riverina NSW	12.9%	New England NSW	10.3%	<b>Hume NSW</b>	<b>8.7%</b>	Canberra ACT	7.4%	Batman VIC	5.3%
<b>Aston VIC</b>	<b>12.9%</b>	<b>Swan WA</b>	<b>10.3%</b>	<b>Eden-Monaro NSW</b>	<b>8.7%</b>	Mayo SA	7.4%	Gorton VIC	5.0%
Hotham VIC	12.8%	Hunter NSW	10.2%	Lalor VIC	8.7%	Moore WA	7.3%	<b>McMillan VIC</b>	<b>4.9%</b>
Lyne NSW	12.7%	<b>Gilmore NSW</b>	<b>10.2%</b>	<b>Fisher QLD</b>	<b>8.6%</b>	Werriwa NSW	7.3%	Fraser ACT	4.9%
<b>Hasluck WA</b>	<b>12.6%</b>	<b>Canning WA</b>	<b>10.0%</b>	Corio VIC	8.4%	Isaacs VIC	7.1%	Goldstein VIC	4.9%
Menzies VIC	12.5%	Blair QLD	9.8%	Higgins VIC	8.4%	Chisholm VIC	7.1%	<b>Hindmarsh SA</b>	<b>4.6%</b>
Lilley QLD	12.4%	Brand WA	9.8%	Kooyong VIC	8.3%	<b>Dunkley VIC</b>	<b>7.1%</b>	Bruce VIC	4.6%
<b>Grey SA</b>	<b>12.4%</b>	Kennedy QLD	9.8%	Curtin WA	8.2%	Melbourne Ports VIC	7.0%	<b>Kingston SA</b>	<b>4.5%</b>
<b>Page NSW</b>	<b>12.3%</b>	Barton NSW	9.6%	<b>Ryan QLD</b>	<b>8.1%</b>	<b>McEwen VIC</b>	<b>6.9%</b>	Cunningham NSW	4.4%
Makin SA	12.1%	Barker SA	9.6%	Parramatta NSW	8.0%	<b>Greenway NSW</b>	<b>6.9%</b>	Oxley QLD	4.2%
Banks NSW	12.1%	<b>Dickson QLD</b>	<b>9.5%</b>	<b>Leichhardt QLD</b>	<b>8.0%</b>	<b>Deakin VIC</b>	<b>6.8%</b>	Grayndler NSW	4.2%
Farrer NSW	12.1%	<b>Petrie QLD</b>	<b>9.5%</b>	Moreton QLD	7.9%	Scullin VIC	6.8%	Calwell VIC	4.0%
Parkes NSW	12.0%	Groom QLD	9.4%	Holt VIC	7.8%	Watson NSW	6.8%	Kingsford Smith NSW	3.7%
O'Connor WA	11.8%	<b>Macquarie NSW</b>	<b>9.3%</b>	Fowler NSW	7.8%	Maribyrnong VIC	6.6%	Griffith QLD	3.6%
<b>Bass TAS</b>	<b>11.7%</b>	Lyons TAS	9.3%	Fadden QLD	7.8%	<b>Corangamite VIC</b>	<b>6.5%</b>	Wills VIC	3.5%
Maranoa QLD	11.7%	Mallee VIC	9.3%	Bendigo VIC	7.7%	Gellibrand VIC	6.5%	<b>Melbourne VIC</b>	<b>2.3%</b>

Marginal ALP Federal Electorate Seats

Marginal LNP Federal Electorate Seats

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Australian Electors n = 35,915

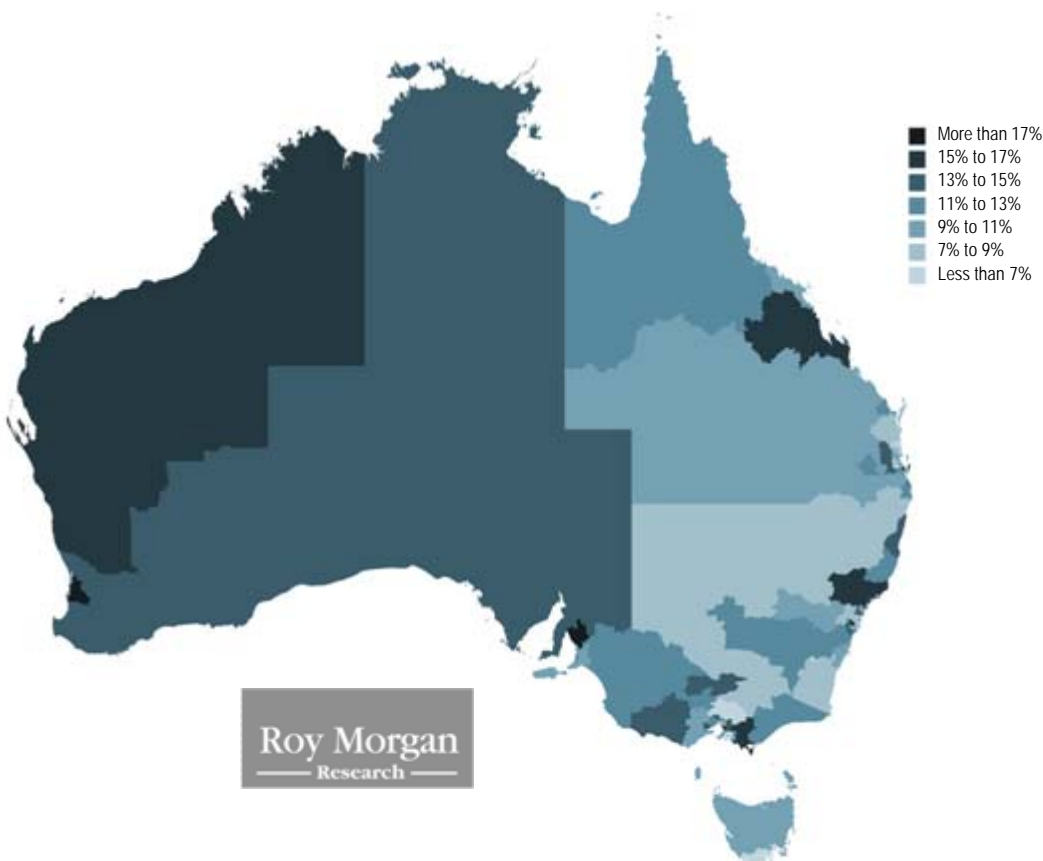
# REDUCING CRIME - LAW & ORDER A SLEEPER FOR THE NEXT ELECTION

As a national issue, 'Crime and Law & Order' has taken a 'back seat' to economic issues during the Global Financial Crisis and again with much public debate over the controversial Mining Tax. However, clearly 'Crime and Law & Order' is more important in certain areas than others.

The Roy Morgan electoral profile data shows clearly – electors' concerns about 'Crime and Law & Order' ranges from as low as 3.8% to as high as 21.9%.

Electorates with greatest concern about 'Crime and Law & Order' include the key ALP marginal seats of Swan (WA) 20.2%, Hasluck (WA) 17.7%, Greenway (NSW) 15.3%, Robertson (NSW) 14.6%, MacArthur (NSW) 14.0% and Leichhardt (Qld) 12.6%.

Is Reducing Crime and Maintaining Law and Order an Issue of Importance?



Wakefield SA	21.9%	Murray VIC	14.1%	Gippsland VIC	12.0%	Banks NSW	10.2%	Hughes NSW	8.2%
<b>Swan WA</b>	<b>20.2%</b>	Cowper NSW	14.1%	Lyne NSW	12.0%	<b>Stirling WA</b>	<b>10.1%</b>	Mitchell NSW	8.1%
Makin SA	19.0%	<b>Casey VIC</b>	<b>14.0%</b>	Oxley QLD	11.9%	Mackellar NSW	10.1%	Batman VIC	8.0%
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Charlton NSW	16.4%	Scullin VIC	13.3%	Kingsford Smith NSW	11.6%	<b>Dawson QLD</b>	<b>9.8%</b>	Kooyong VIC	7.3%
Capricornia QLD	16.3%	McPherson QLD	13.3%	Bendigo VIC	11.5%	Denison TAS	9.8%	<b>Fisher QLD</b>	<b>7.2%</b>
<b>McMillan VIC</b>	<b>15.9%</b>	<b>Aston VIC</b>	<b>13.3%</b>	Groom QLD	11.5%	Ballarat VIC	9.7%	Griffith QLD	6.9%
Hunter NSW	15.8%	Cook NSW	13.2%	Hinkler QLD	11.5%	<b>Hindmarsh SA</b>	<b>9.7%</b>	<b>McEwen VIC</b>	<b>6.7%</b>
Durack WA	15.7%	Corio VIC	13.1%	<b>Kingston SA</b>	<b>11.4%</b>	Lyons TAS	9.6%	Fadden QLD	6.7%
Brand WA	15.6%	Curtin WA	12.9%	<b>Sturt SA</b>	<b>11.3%</b>	<b>Dobell NSW</b>	<b>9.5%</b>	<b>Deakin VIC</b>	<b>6.6%</b>
Hotham VIC	15.5%	Riverina NSW	12.8%	Port Adelaide SA	11.1%	<b>Corangamite VIC</b>	<b>9.4%</b>	Watson NSW	6.6%
Parramatta NSW	15.3%	Perth WA	12.7%	Barker SA	11.1%	<b>Gilmore NSW</b>	<b>9.4%</b>	<b>Fairfax QLD</b>	<b>6.6%</b>
<b>Greenway NSW</b>	<b>15.3%</b>	Lilley QLD	12.6%	Kennedy QLD	11.1%	<b>Herbert QLD</b>	<b>9.3%</b>	Sydney NSW	6.5%
<b>Bowman QLD</b>	<b>15.3%</b>	<b>Leichhardt QLD</b>	<b>12.6%</b>	Calare NSW	10.9%	<b>Bass TAS</b>	<b>9.3%</b>	Higgins VIC	6.5%
<b>Paterson NSW</b>	<b>15.1%</b>	Lalor VIC	12.5%	Flinders VIC	10.8%	Bruce VIC	9.0%	<b>Franklin TAS</b>	<b>6.1%</b>
Tangney WA	15.1%	Moreton QLD	12.5%	Warringah NSW	10.7%	Maribyrnong VIC	8.9%	<b>Bennelong NSW</b>	<b>6.1%</b>
Calwell VIC	15.0%	Rankin QLD	12.5%	Reid NSW	10.7%	Adelaide SA	8.8%	Grayndler NSW	5.9%
<b>Robertson NSW</b>	<b>14.6%</b>	<b>Petrie QLD</b>	<b>12.3%</b>	<b>Braddon TAS</b>	<b>10.7%</b>	<b>Page NSW</b>	<b>8.7%</b>	<b>North Sydney NSW</b>	<b>5.9%</b>
Wannon VIC	14.5%	Gorton VIC	12.3%	<b>Cowan WA</b>	<b>10.5%</b>	Parkes NSW	8.7%	<b>Ryan QLD</b>	<b>5.9%</b>
O'Connor WA	14.3%	Menzies VIC	12.3%	Melbourne Ports VIC	10.5%	New England NSW	8.6%	Fraser ACT	5.2%
Pearce WA	14.2%	Throsby NSW	12.3%	Mayo SA	10.4%	Indi VIC	8.5%	<b>Brisbane QLD</b>	<b>5.2%</b>
Lingiari NT	14.2%	<b>Mallee VIC</b>	<b>12.2%</b>	Moncrieff QLD	10.3%	Farrer NSW	8.4%	<b>Melbourne VIC</b>	<b>4.9%</b>
Shortland NSW	14.2%	<b>Hume NSW</b>	<b>12.1%</b>	Maranoa QLD	10.3%	Wide Bay QLD	8.4%	Goldstein VIC	4.0%
<b>Forrest WA</b>	<b>14.2%</b>	Jagajaga VIC	12.1%	<b>Dunkley VIC</b>	<b>10.3%</b>	Barton NSW	8.2%	Chisholm VIC	3.8%

Marginal ALP Federal Electorate Seats

Marginal LNP Federal Electorate Seats

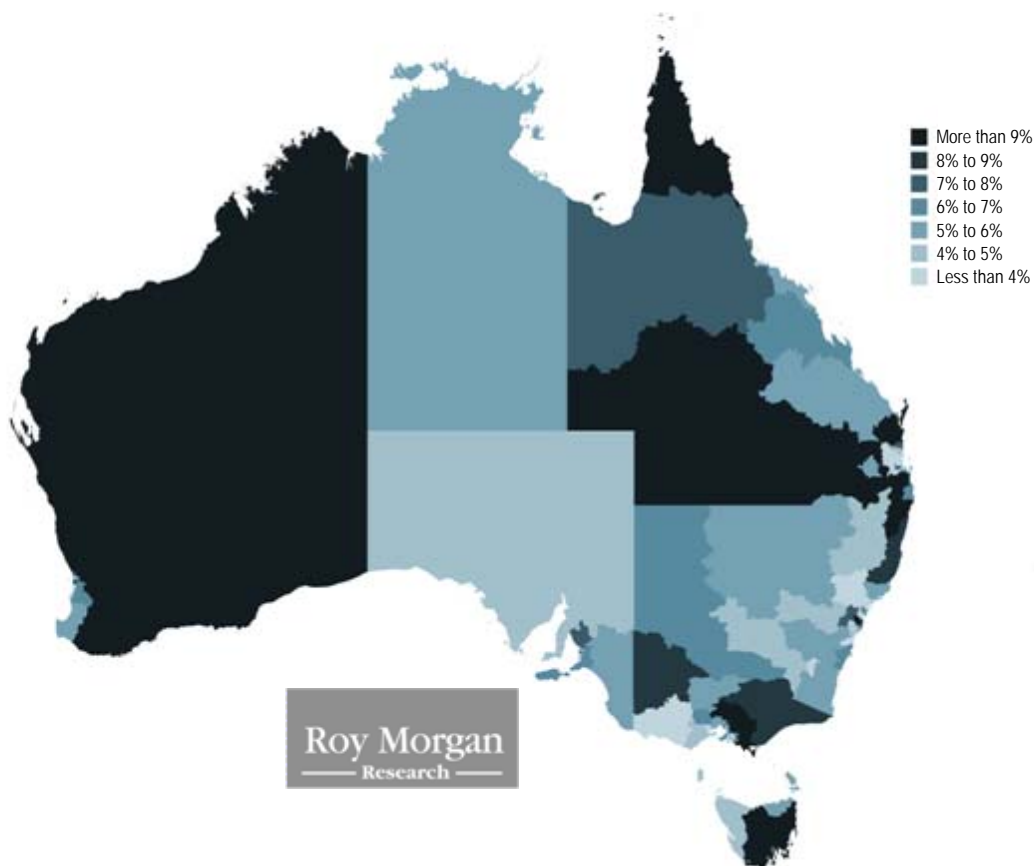
Source: Roy Morgan Research January 2008 – December 2009  
Australian Electors n = 35,915

# AUSTRALIA'S SELF-EMPLOYED NOW SUPPORT THE L-NP

Approximately 5.6% of all Australians classify themselves as Self-Employed according to Roy Morgan Research. A close analysis of Roy Morgan voting intention figures for the past three months (April – June 2010) shows the Self-Employed now heavily in favour of the L-NP (58%) ahead of the ALP (42%) on a Two-Party Preferred basis – during the two years since the ALP was elected the 2PP vote was L-NP (53%) to ALP (47%).

Electorates with a much higher proportion of Self-Employed than the national average include the ALP marginal seats of Franklin (Tas) 10.8%, Forde (Qld) 10.6%, Page (NSW) 10.4%, Leichhardt (Qld) 9.7%, Bennelong (NSW) 9.7% and Deakin (Vic) 7.6%.

Which Electorates have the highest proportion of Self-employed workers?



<b>Wentworth NSW</b>	15.0%	Adelaide SA	8.3%	Ballarat VIC	6.5%	Higgins VIC	5.3%	Riverina NSW	4.0%
<b>McEwen VIC</b>	14.0%	Cowper NSW	8.3%	Mayo SA	6.5%	<b>Aston VIC</b>	5.2%	<b>Bonner QLD</b>	3.9%
O'Connor WA	13.8%	Mitchell NSW	8.3%	Farrer NSW	6.5%	Parke NSW	5.2%	<b>Dickson QLD</b>	3.9%
<b>North Sydney NSW</b>	12.4%	Fremantle WA	8.1%	Watson NSW	6.3%	<b>Sturt SA</b>	5.1%	Wannon VIC	3.9%
Durack WA	11.8%	Mallee VIC	8.1%	<b>Dobell NSW</b>	6.2%	<b>Hume NSW</b>	5.1%	Werriwa NSW	3.8%
Bradfield NSW	11.6%	Moore WA	7.8%	<b>Brisbane QLD</b>	6.2%	<b>Dawson QLD</b>	5.0%	Griffith QLD	3.8%
Berowra NSW	11.0%	Holt VIC	7.7%	<b>Canning WA</b>	6.2%	<b>Flynn QLD</b>	5.0%	Canberra ACT	3.8%
<b>Franklin TAS</b>	10.8%	<b>Deakin VIC</b>	7.6%	Flinders VIC	6.2%	Barker SA	5.0%	<b>Greenway NSW</b>	3.8%
Warringah NSW	10.7%	McPherson QLD	7.6%	Grayndler NSW	6.1%	Wills VIC	4.9%	<b>Robertson NSW</b>	3.8%
<b>Forde QLD</b>	10.6%	Kennedy QLD	7.6%	Maribyrnong VIC	6.1%	<b>Petrie QLD</b>	4.8%	<b>Dunkley VIC</b>	3.8%
<b>McMillan VIC</b>	10.5%	Rankin QLD	7.5%	<b>Hasluck WA</b>	6.1%	<b>Herbert QLD</b>	4.8%	Lilley QLD	3.7%
Pearce WA	10.5%	Wakefield SA	7.5%	<b>Gilmore NSW</b>	6.1%	<b>Hughes NSW</b>	4.8%	Blair QLD	3.7%
<b>Page NSW</b>	10.4%	<b>Macquarie NSW</b>	7.4%	Hotham VIC	6.0%	<b>Corangamite VIC</b>	4.7%	<b>Boothby SA</b>	3.7%
Lyons TAS	10.0%	Goldstein VIC	7.4%	Capricornia QLD	6.0%	<b>Solomon NT</b>	4.7%	Banks NSW	3.6%
Wide Bay QLD	10.0%	<b>Swan WA</b>	7.3%	<b>Hindmarsh SA</b>	5.9%	<b>Macarthur NSW</b>	4.7%	Cunningham NSW	3.5%
Maranoa QLD	9.9%	Melbourne Ports VIC	7.2%	Bendigo VIC	5.8%	<b>Grey SA</b>	4.7%	Chifley NSW	3.2%
<b>Leichhardt QLD</b>	9.7%	<b>Ryan QLD</b>	7.2%	<b>Bass TAS</b>	5.8%	New England NSW	4.7%	Throsby NSW	3.2%
<b>Bennelong NSW</b>	9.7%	<b>Fairfax QLD</b>	7.2%	Murray VIC	5.8%	Bruce VIC	4.6%	Perth WA	3.2%
<b>Casey VIC</b>	9.7%	Moncrieff QLD	7.2%	Scullin VIC	5.7%	Calare NSW	4.5%	Charlton NSW	3.1%
Cook NSW	9.4%	Donson TAS	7.1%	Lalor VIC	5.7%	Isaacs VIC	4.4%	Brand WA	3.1%
<b>La Trobe VIC</b>	9.2%	<b>Cowan WA</b>	7.1%	Gorton VIC	5.6%	<b>Fisher QLD</b>	4.4%	<b>Kingston SA</b>	3.1%
<b>Wright QLD</b>	9.0%	Batman VIC	6.9%	<b>Paterson NSW</b>	5.6%	Port Adelaide SA	4.3%	Gellibrand VIC	2.9%
Fadden QLD	9.0%	Barton NSW	6.9%	Lingiari NT	5.5%	Newcastle NSW	4.3%	Oxley QLD	2.9%
Gippsland VIC	8.8%	Moreton QLD	6.9%	<b>Bowman QLD</b>	5.5%	McMahon NSW	4.3%	Corio VIC	2.9%
Menzies VIC	8.7%	Kingsford Smith NSW	6.8%	<b>Forrest WA</b>	5.5%	Jagajaga VIC	4.2%	<b>Longman QLD</b>	2.9%
Lyne NSW	8.7%	Richmond NSW	6.8%	Groom QLD	5.5%	Makin SA	4.2%	Lindsay NSW	2.8%
Tangney WA	8.6%	<b>Melbourne VIC</b>	6.8%	Kooyong VIC	5.5%	Shortland NSW	4.1%	Hunter NSW	2.6%
Sydney NSW	8.5%	Curtin WA	6.8%	Calwell VIC	5.4%	Blaxland NSW	4.0%	<b>Stirling WA</b>	2.6%
Indi VIC	8.5%	Reid NSW	6.7%	<b>Eden-Monaro NSW</b>	5.3%	Chisholm VIC	4.0%	Fowler NSW	1.7%
Mackellar NSW	8.4%	Parramatta NSW	6.5%	Hinkler QLD	5.3%	<b>Braddon TAS</b>	4.0%	Fraser ACT	1.7%



# WOMEN'S MAGAZINE READERSHIP LINKED TO ELECTORATES

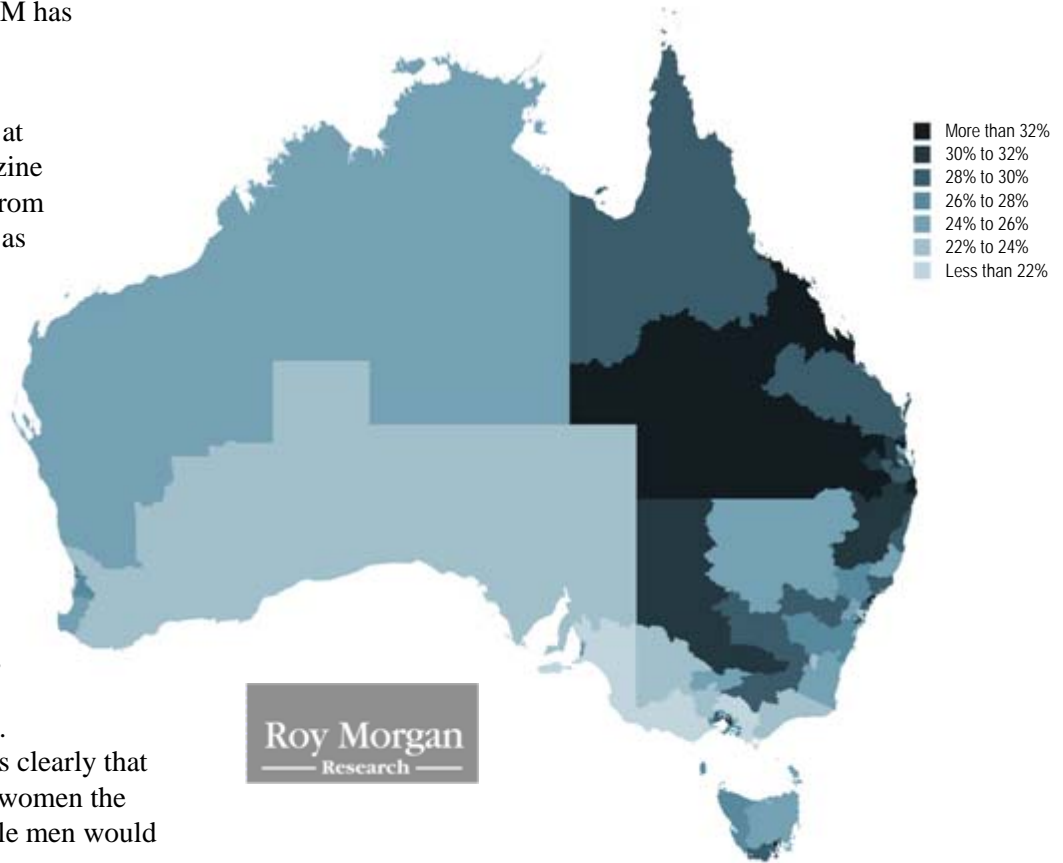
Since becoming Australia's first female Prime Minister Julia Gillard has enjoyed positive cover stories and picture spreads in major women's magazines - something no PM has ever been able to do before.

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%	<b>Aston VIC</b>	30.1%	<b>Brisbane QLD</b>	28.5%	Corio VIC	26.5%	Canberra ACT	23.8%
Goldstein VIC	39.8%	<b>Stirling WA</b>	<b>30.1%</b>	<b>Paterson NSW</b>	<b>28.4%</b>	<b>Cowan WA</b>	<b>26.4%</b>	Pearce WA	23.8%
Hotham VIC	38.7%	Groom QLD	30.1%	<b>Dickson QLD</b>	<b>28.4%</b>	Perth WA	26.3%	O'Connor WA	23.7%
Lilley QLD	38.1%	New England NSW	30.1%	<b>Flynn QLD</b>	<b>28.4%</b>	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%	<b>Dobell NSW</b>	<b>29.8%</b>	Lalor VIC	28.2%	<b>Longman QLD</b>	<b>25.9%</b>	<b>Bennelong NSW</b>	<b>23.4%</b>
Isaacs VIC	34.4%	<b>Petrie QLD</b>	<b>29.6%</b>	<b>Forde QLD</b>	<b>28.1%</b>	<b>La Trobe VIC</b>	<b>25.9%</b>	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%	<b>Dunkley VIC</b>	<b>27.7%</b>	Calwell VIC	25.7%	Makin SA	23.0%
Maranoa QLD	32.4%	<b>Robertson NSW</b>	<b>29.5%</b>	Moore WA	27.7%	<b>Bass TAS</b>	<b>25.6%</b>	Wills VIC	22.9%
<b>Fisher QLD</b>	<b>32.3%</b>	Holt VIC	29.5%	<b>Bowman QLD</b>	<b>27.6%</b>	Chisholm VIC	25.6%	Brand WA	22.7%
<b>Bonner QLD</b>	<b>32.2%</b>	Werriwa NSW	29.5%	Lindsay NSW	27.6%	<b>Forrest WA</b>	<b>25.5%</b>	<b>Melbourne VIC</b>	<b>22.6%</b>
Charlton NSW	32.1%	Riverina NSW	29.4%	Hunter NSW	27.6%	Oxley QLD	25.5%	Berowra NSW	22.5%
<b>Dawson QLD</b>	<b>32.1%</b>	Moreton QLD	29.4%	<b>Gilmore NSW</b>	<b>27.5%</b>	Parkes NSW	25.5%	Mitchell NSW	22.5%
Denison TAS	32.0%	<b>Hughes NSW</b>	<b>29.3%</b>	<b>Kingston SA</b>	<b>27.5%</b>	Lingiari NT	25.4%	<b>Grey SA</b>	<b>22.4%</b>
<b>Page NSW</b>	<b>31.9%</b>	<b>Leichhardt QLD</b>	<b>29.3%</b>	<b>Braddon TAS</b>	<b>27.4%</b>	<b>Sturt SA</b>	<b>25.2%</b>	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%
<b>Herbert QLD</b>	<b>31.8%</b>	Kennedy QLD	29.0%	Menzies VIC	27.3%	<b>Macquarie NSW</b>	<b>25.1%</b>	Wannon VIC	21.8%
Fowler NSW	31.8%	Jagajaga VIC	29.0%	<b>Solomon NT</b>	<b>27.3%</b>	<b>Hasluck WA</b>	<b>25.1%</b>	Bradfield NSW	21.7%
<b>Fairfax QLD</b>	<b>31.7%</b>	Kingsford Smith NSW	28.9%	<b>Canning WA</b>	<b>27.2%</b>	Lyne NSW	25.1%	Sydney NSW	21.6%
Watson NSW	31.7%	<b>Franklin TAS</b>	<b>28.9%</b>	<b>Hume NSW</b>	<b>27.2%</b>	<b>Ryan QLD</b>	<b>25.1%</b>	<b>Corangamite VIC</b>	<b>21.4%</b>
Parramatta NSW	31.6%	<b>Wright QLD</b>	<b>28.9%</b>	Throsby NSW	27.1%	Durack WA	25.0%	Grayndler NSW	21.3%
Fadden QLD	31.3%	Mackellar NSW	28.8%	<b>Swan WA</b>	<b>27.1%</b>	<b>Eden-Monaro NSW</b>	<b>24.9%</b>	<b>North Sydney NSW</b>	<b>20.7%</b>
<b>Greenway NSW</b>	<b>31.3%</b>	Calare NSW	28.8%	<b>Macarthur NSW</b>	<b>27.0%</b>	Lyons TAS	24.9%	<b>McMillan VIC</b>	<b>20.6%</b>
Melbourne Ports VIC	31.3%	Cook NSW	28.7%	<b>Boothby SA</b>	<b>26.9%</b>	Warringah NSW	24.8%	<b>Casey VIC</b>	<b>20.6%</b>
Farrer NSW	31.0%	Cowper NSW	28.7%	<b>Hindmarsh SA</b>	<b>26.8%</b>	Banks NSW	24.8%	<b>McEwen VIC</b>	<b>20.2%</b>
<b>Wentworth NSW</b>	<b>30.8%</b>	Fremantle WA	28.6%	Chifley NSW	26.8%	Port Adelaide SA	24.7%	Mayo SA	19.7%
Higgins VIC	30.6%	<b>Deakin VIC</b>	<b>28.5%</b>	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

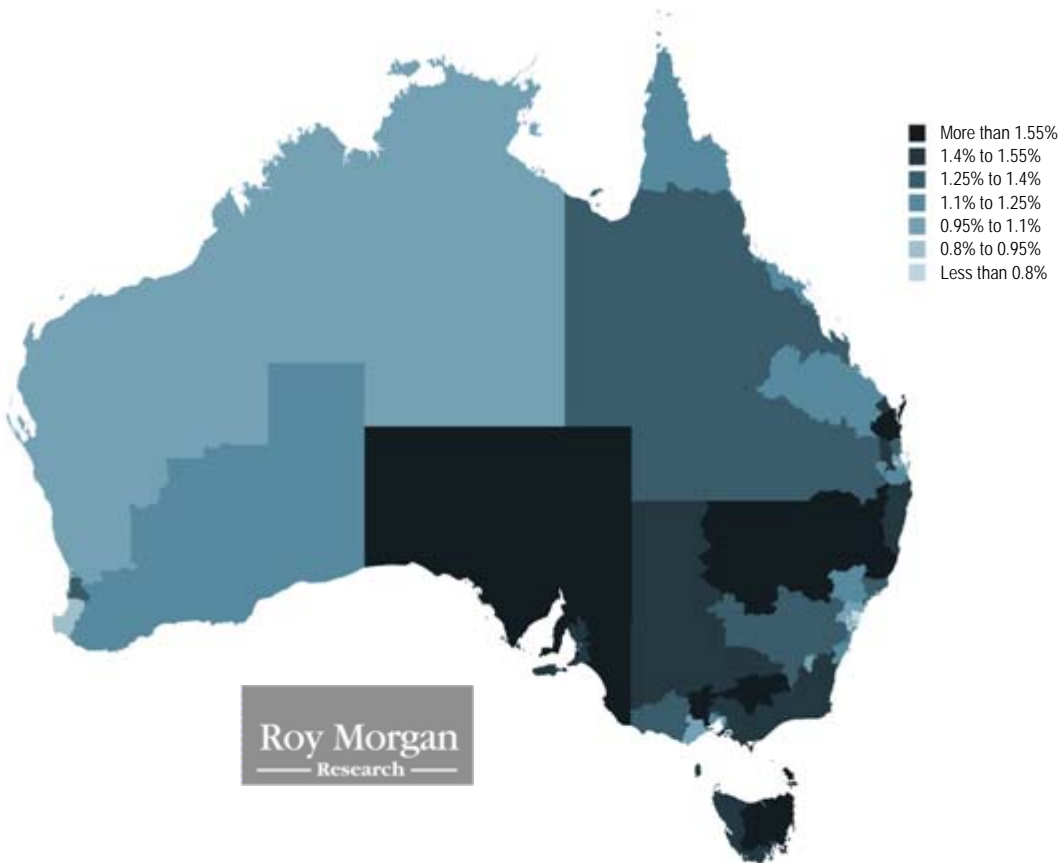
Source: Roy Morgan Research January 2008 – March 2010  
Australian Electors n = 99,816

# "CASH FOR CLUNKERS" LINK TO MARGINAL SEATS

Who might benefit from 'Cash For Clunkers' and where do they live?

The Australian Government's latest carbon reduction policy encouraging people to trade in their old (pre 1995) cars for a new, environmentally friendly option, is unlikely to have a big impact come election day.

According to Roy Morgan Research, there are 2.4 million electors in Australia who currently drive a car that was manufactured prior to 1995. Of these, approximately 165,000 drive a car valued at \$2,000 or less, equating to 1.2% of the voting population. However, in some marginal seats where every vote counts, like Bass that Labor holds by only 1.1%, the 'cash for clunkers' scheme can only do good for Labor.



Lyons TAS	1.9%	Richmond NSW	1.4%	Deakin VIC	1.3%	Oxley QLD	1.1%	Jagajaga VIC	0.9%
<b>Bass TAS</b>	<b>1.8%</b>	<b>La Trobe VIC</b>	<b>1.4%</b>	Charlton NSW	1.3%	<b>Dobell NSW</b>	<b>1.1%</b>	Gellibrand VIC	0.9%
Indi VIC	1.8%	<b>Cowper NSW</b>	<b>1.4%</b>	<b>Petrie QLD</b>	<b>1.2%</b>	Blaxland NSW	1.1%	Parramatta NSW	0.9%
Denison TAS	1.8%	Casey VIC	1.4%	<b>Aston VIC</b>	<b>1.2%</b>	Rankin QLD	1.1%	<b>Solomon NT</b>	<b>0.9%</b>
Bendigo VIC	1.8%	Farrer NSW	1.4%	<b>Dunkley VIC</b>	<b>1.2%</b>	Fadden QLD	1.1%	<b>Ryan QLD</b>	<b>0.9%</b>
Corio VIC	1.8%	Moncrieff QLD	1.4%	<b>Hasluck WA</b>	<b>1.2%</b>	Pearce WA	1.1%	<b>Macarthur NSW</b>	<b>0.9%</b>
<b>Kingston SA</b>	<b>1.8%</b>	<b>Calare NSW</b>	<b>1.4%</b>	O'Connor WA	1.2%	Werriwa NSW	1.1%	Melbourne VIC	0.9%
Ballarat VIC	1.7%	Maranoa QLD	1.4%	<b>Swan WA</b>	<b>1.2%</b>	Lingiari NT	1.0%	Tangney WA	0.9%
New England NSW	1.7%	Calwell VIC	1.4%	Batman VIC	1.2%	Durack WA	1.0%	Kooyong VIC	0.9%
Barker SA	1.6%	Groom QLD	1.4%	<b>Boothby SA</b>	<b>1.2%</b>	Canberra ACT	1.0%	<b>Benelong NSW</b>	<b>0.9%</b>
Wide Bay QLD	1.6%	<b>Longman QLD</b>	<b>1.3%</b>	Curtin WA	1.2%	Menzies VIC	1.0%	Goldstein VIC	0.9%
<b>Grey SA</b>	<b>1.6%</b>	<b>Sturt SA</b>	<b>1.3%</b>	Lilley QLD	1.2%	Maribyrnong VIC	1.0%	<b>Forrest WA</b>	<b>0.8%</b>
Lyne NSW	1.5%	Wannon VIC	1.3%	Lalor QLD	1.2%	<b>Dickson QLD</b>	<b>1.0%</b>	<b>Bonner QLD</b>	<b>0.8%</b>
Parke NSW	1.5%	Holt VIC	1.3%	<b>Stirling WA</b>	<b>1.2%</b>	<b>Corangamite VIC</b>	<b>1.0%</b>	Cook NSW	0.8%
Port Adelaide SA	1.5%	Scullin VIC	1.3%	<b>Leichhardt QLD</b>	<b>1.2%</b>	Hotham VIC	1.0%	Lindsay NSW	0.8%
<b>Page NSW</b>	<b>1.5%</b>	Kennedy QLD	1.3%	<b>Gilmore NSW</b>	<b>1.2%</b>	Chisholm VIC	1.0%	Higgins VIC	0.8%
Mallee VIC	1.5%	Throsby NSW	1.3%	<b>Wright QLD</b>	<b>1.2%</b>	Moreton QLD	1.0%	<b>Hughes NSW</b>	<b>0.8%</b>
Wakefield SA	1.5%	Riverina NSW	1.3%	<b>Bowman QLD</b>	<b>1.2%</b>	<b>Brisbane QLD</b>	<b>1.0%</b>	Grayndler NSW	0.8%
<b>Braddon TAS</b>	<b>1.5%</b>	<b>Fairfax QLD</b>	<b>1.3%</b>	Griffith QLD	1.2%	Barton NSW	1.0%	Berowra NSW	0.8%
Gippsland VIC	1.5%	<b>Hume NSW</b>	<b>1.3%</b>	Gorton VIC	1.1%	Wills VIC	1.0%	Reid NSW	0.7%
<b>McEwen VIC</b>	<b>1.5%</b>	Newcastle NSW	1.3%	Hunter NSW	1.1%	Bruce VIC	1.0%	Mackellar NSW	0.7%
<b>Franklin TAS</b>	<b>1.5%</b>	Isaacs VIC	1.3%	<b>Forde QLD</b>	<b>1.1%</b>	<b>Robertson NSW</b>	<b>1.0%</b>	<b>Greenway NSW</b>	<b>0.7%</b>
<b>Hinkler QLD</b>	<b>1.5%</b>	<b>Canning WA</b>	<b>1.3%</b>	Fraser ACT	1.1%	Chifley NSW	1.0%	Warringah NSW	0.7%
<b>McMillan VIC</b>	<b>1.5%</b>	Brand WA	1.3%	<b>Herbert QLD</b>	<b>1.1%</b>	Shortland NSW	1.0%	Banks NSW	0.7%
Adelaide SA	1.5%	Fremantle WA	1.3%	Lalor VIC	1.1%	Watson NSW	1.0%	<b>Wentworth NSW</b>	<b>0.7%</b>
Flinders VIC	1.5%	<b>Hindmarsh SA</b>	<b>1.3%</b>	Cunningham NSW	1.1%	<b>Macquarie NSW</b>	<b>1.0%</b>	Sydney NSW	0.6%
Blair QLD	1.4%	<b>Fisher QLD</b>	<b>1.3%</b>	Makin SA	1.1%	Moore WA	0.9%	Mitchell NSW	0.6%
<b>Eden-Monaro NSW</b>	<b>1.4%</b>	McPherson QLD	1.3%	<b>Flynn QLD</b>	<b>1.1%</b>	McMahon NSW	0.9%	Bradfield NSW	0.6%
Mayo SA	1.4%	<b>Paterson NSW</b>	<b>1.3%</b>	Perth WA	1.1%	Melbourne Ports VIC	0.9%	Kingsford Smith NSW	0.6%
<b>Murray VIC</b>	<b>1.4%</b>	Capricornia QLD	1.3%	<b>Dawson QLD</b>	<b>1.1%</b>	<b>Cowan WA</b>	<b>0.9%</b>	<b>North Sydney NSW</b>	<b>0.6%</b>

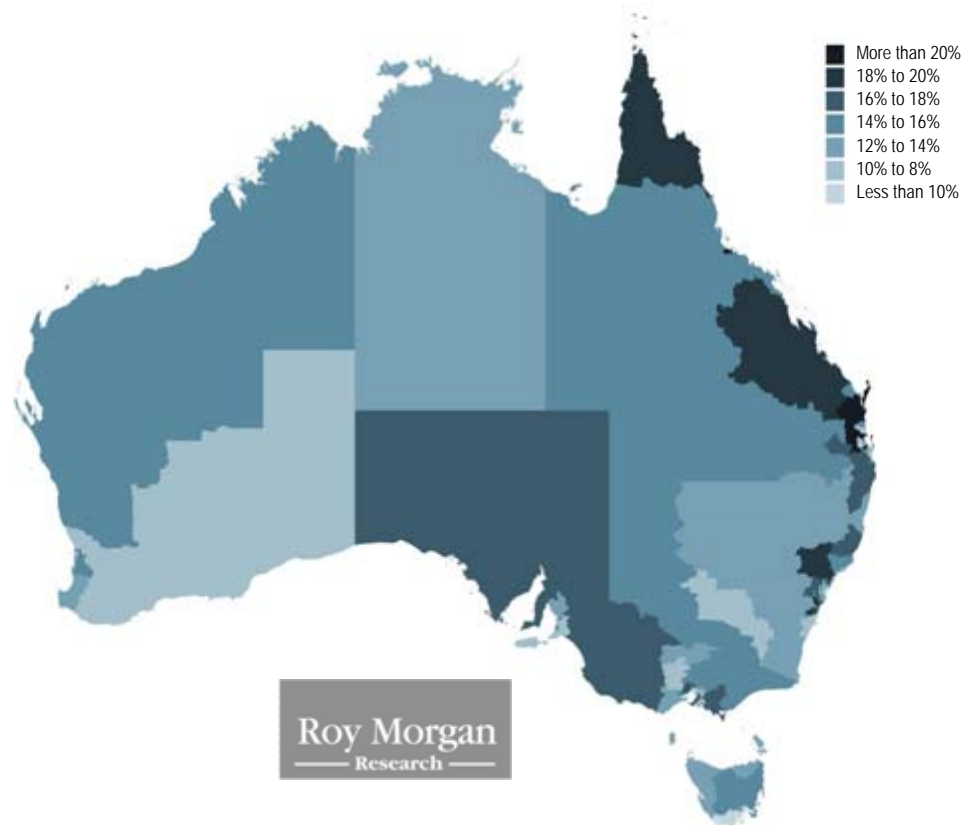
Marginal ALP Federal Electorate Seats      Marginal LNP Federal Electorate Seats

Source: Roy Morgan Research January 2008 – June 2010  
Australian Electors n = 110,630



# MARGINAL ELECTORATE LINK TO FAIR WORKPLACE AND EMPLOYMENT REGULATIONS

Who believes Fair Workplaces and employment regulation is an important issue?



Roy Morgan  
Research

Chifley NSW	23.6%	<b>Dunkley VIC</b>	16.9%	Fairfax QLD	14.5%	<b>Fremantle WA</b>	12.9%	O'Connor WA	10.9%
<b>Herbert QLD</b>	<b>23.5%</b>	Blaxland NSW	16.8%	Durack WA	14.5%	Berowra NSW	12.8%	<b>Fisher QLD</b>	<b>10.8%</b>
<b>Grayndler NSW</b>	<b>23.0%</b>	Cook NSW	16.8%	Shortland NSW	14.4%	New England NSW	12.8%	<b>Swan WA</b>	<b>10.8%</b>
Wide Bay QLD	21.5%	<b>Macquarie NSW</b>	<b>16.7%</b>	<b>Benelong NSW</b>	<b>14.3%</b>	<b>Corangamite VIC</b>	<b>12.8%</b>	<b>Gilmore NSW</b>	<b>10.6%</b>
<b>Blair QLD</b>	<b>20.8%</b>	Flinders VIC	16.7%	Bruce VIC	14.2%	Mitchell NSW	12.7%	Batman VIC	10.4%
Scullin VIC	20.7%	Cunningham NSW	16.6%	Gellibrand VIC	14.2%	Watson NSW	12.7%	Melbourne VIC	10.4%
<b>Longman QLD</b>	<b>20.4%</b>	Mallee VIC	16.5%	Gippsland VIC	14.2%	Wills VIC	12.7%	Melbourne Ports VIC	10.4%
<b>Bonner QLD</b>	<b>20.1%</b>	<b>Hasluck WA</b>	<b>16.4%</b>	Farrer NSW	14.1%	Denison TAS	12.7%	<b>Dickson QLD</b>	<b>10.3%</b>
Throsby NSW	19.6%	<b>Perth WA</b>	<b>16.4%</b>	<b>Parramatta NSW</b>	<b>14.1%</b>	Fraser ACT	12.7%	Cowan WA	10.2%
<b>Moreton QLD</b>	<b>19.6%</b>	<b>Petrie QLD</b>	<b>16.3%</b>	Bowman QLD	14.1%	<b>Hughes NSW</b>	<b>12.5%</b>	<b>La Trobe VIC</b>	<b>10.0%</b>
<b>Macarthur NSW</b>	<b>19.5%</b>	Wright QLD	16.3%	<b>Kingsford Smith NSW</b>	<b>14.0%</b>	Calare NSW	12.3%	Mayo SA	10.0%
Makin SA	18.7%	Curtin WA	16.3%	Indi VIC	14.0%	Hume NSW	12.3%	<b>Greenway NSW</b>	<b>9.9%</b>
Werriwa NSW	18.6%	Lyne NSW	16.2%	Isaacs VIC	14.0%	<b>Casey VIC</b>	<b>12.2%</b>	<b>Aston VIC</b>	<b>9.9%</b>
Hunter NSW	18.5%	<b>McMillan VIC</b>	<b>16.2%</b>	<b>Stirling WA</b>	<b>13.9%</b>	McPherson QLD	12.2%	Mackellar NSW	9.8%
Gorton VIC	18.5%	<b>Page NSW</b>	<b>16.1%</b>	Canberra ACT	13.9%	North Sydney NSW	12.1%	Jagajaga VIC	9.8%
<b>Leichhardt QLD</b>	<b>18.5%</b>	Hinkler QLD	15.7%	Braddon TAS	13.8%	<b>Deakin VIC</b>	<b>12.1%</b>	Chisholm VIC	9.7%
<b>Capricornia QLD</b>	<b>18.4%</b>	Kennedy QLD	15.7%	<b>Lingiari NT</b>	<b>13.8%</b>	Wakefield SA	12.1%	<b>Sturt SA</b>	<b>9.7%</b>
<b>Flynn QLD</b>	<b>18.4%</b>	Corio VIC	15.5%	Newcastle NSW	13.6%	Bass TAS	12.0%	Higgins VIC	9.1%
Charlton NSW	18.0%	Maranoa QLD	15.4%	<b>Robertson NSW</b>	<b>13.6%</b>	Moncrieff QLD	11.9%	Moore WA	8.8%
Wannon VIC	17.8%	Lyons TAS	15.4%	<b>Eden-Monaro NSW</b>	<b>13.5%</b>	<b>Hindmarsh SA</b>	<b>11.9%</b>	Franklin TAS	8.8%
McMahon NSW	17.7%	Fowler NSW	15.3%	Maribyrnong VIC	13.3%	Port Adelaide SA	11.7%	Tangney WA	8.6%
Lalor VIC	17.7%	Griffith QLD	15.3%	<b>Forde QLD</b>	<b>13.3%</b>	Ballarat VIC	11.6%	Sydney NSW	8.5%
Grey SA	17.3%	<b>Oxley QLD</b>	<b>15.3%</b>	Adelaide SA	13.3%	Pearce WA	11.6%	Hotham VIC	8.5%
<b>Dobell NSW</b>	<b>17.2%</b>	<b>McEwen VIC</b>	<b>15.2%</b>	Forrest WA	13.1%	Wentworth NSW	11.5%	Goldstein VIC	8.3%
Holt VIC	17.2%	<b>Banks NSW</b>	<b>15.1%</b>	Cowper NSW	13.0%	Fadden QLD	11.5%	Barton NSW	8.0%
Groom QLD	17.2%	<b>Canning WA</b>	<b>14.9%</b>	Menzies VIC	13.0%	Bendigo VIC	11.4%	Ryan QLD	7.1%
Barker SA	17.2%	Kingston SA	14.8%	<b>Lilley QLD</b>	<b>13.0%</b>	<b>Boothby SA</b>	<b>11.4%</b>	Kooyong VIC	6.8%
Richmond NSW	17.0%	<b>Lindsay NSW</b>	<b>14.7%</b>	Parkes NSW	12.9%	Riverina NSW	11.2%	<b>Solomon NT</b>	<b>6.4%</b>
Calwell VIC	17.0%	<b>Dawson QLD</b>	<b>14.6%</b>	Murray VIC	12.9%	<b>Brisbane QLD</b>	<b>11.2%</b>	Bradfield NSW	6.1%
<b>Rankin QLD</b>	<b>17.0%</b>	<b>Paterson NSW</b>	<b>14.5%</b>	<b>Brand WA</b>	<b>12.9%</b>	<b>Reid NSW</b>	<b>10.9%</b>	Warringah NSW	5.7%

Marginal ALP Federal Electorate Seats    Marginal LNP Federal Electorate Seats  
Marginal Seats based on results of August 2010 Federal Election

Source: Roy Morgan Research January 2008 – June 2010  
Australian Electors n = 110,630

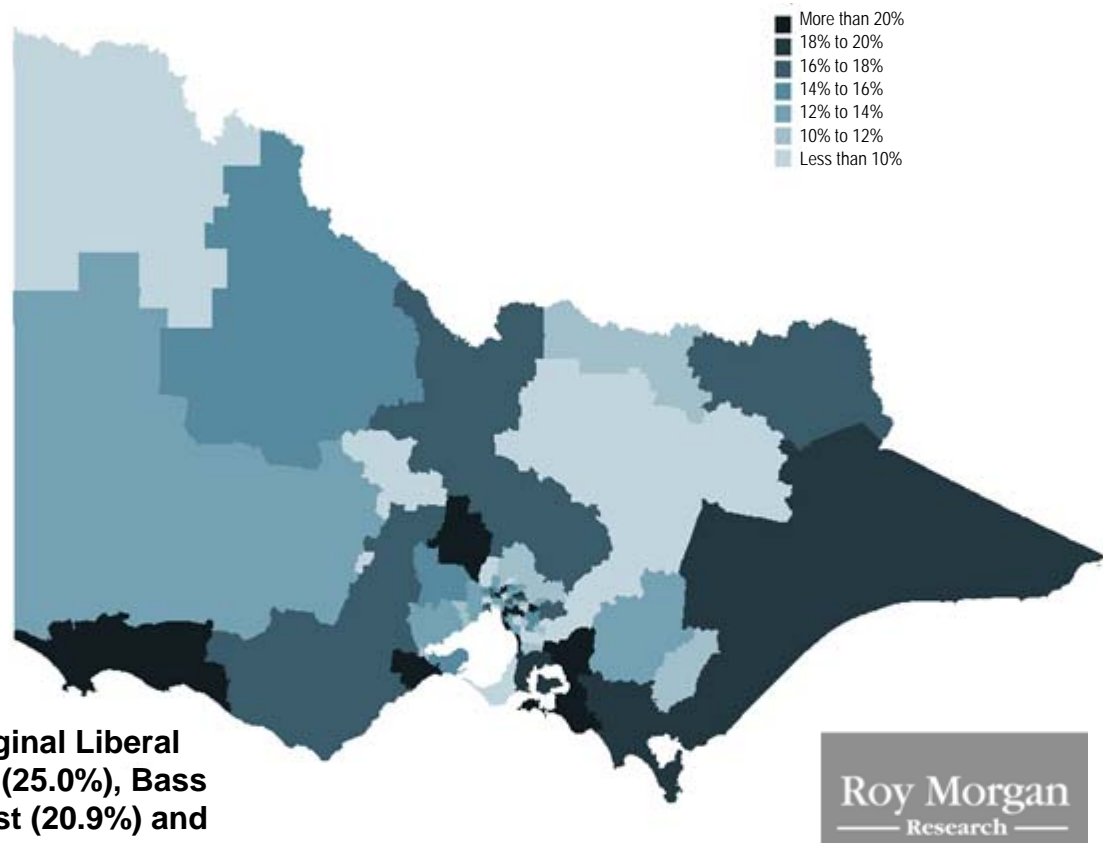
# MARGINAL ELECTORATE - OPEN AND HONEST GOVERNMENT

There has been much talk about “corruption” in the State of Victoria in recent years – but is it really a big issue for Victorians heading towards the November State election?

Roy Morgan Research shows that 24.9% of electors in the ALP marginal electorate of Mount Waverley regard Open & Honest Government as an important issue as do 23.1% in Burwood, 21.9% in South Barwon, 18.4% in Frankston and 16.1% in Bendigo East.

Many electors in the marginal Liberal electorates of Bayswater (25.0%), Bass (23.2%), South-West Coast (20.9%) and Hastings (18.3%) also regard it as an important issue.

Who believes having an Open and Honest Government is an important issue?



Roy Morgan  
— Research —

Carrum	27.9%	Williamstown	17.2%	Oakleigh	13.4%	Murray Valley	11.3%
Malvern	26.6%	Ballarat East	17.1%	Eltham	13.2%	Warrandyte	10.9%
<b>Bayswater</b>	<b>25.0%</b>	Rodney	16.9%	Altona	13.1%	Cranbourne	10.9%
<b>Mount Waverley</b>	<b>24.9%</b>	Brighton	16.9%	Broadmeadows	13.1%	<b>Mitcham</b>	<b>10.9%</b>
<b>Bass</b>	<b>23.2%</b>	Benambra	16.8%	Keilor	13.0%	Mulgrave	10.5%
<b>Burwood</b>	<b>23.1%</b>	Essendon	16.6%	<b>Mordialloc</b>	<b>13.0%</b>	Albert Park	9.7%
Sandringham	22.2%	Doncaster	16.4%	<b>Kilsyth</b>	<b>13.0%</b>	Mildura	9.7%
Caulfield	22.2%	<b>Bendigo East</b>	<b>16.1%</b>	Bentleigh	13.0%	Benalla	9.6%
Preston	22.0%	<b>Ferntree Gully</b>	<b>16.0%</b>	<b>Ripon</b>	<b>12.8%</b>	Clayton	8.7%
<b>South Barwon</b>	<b>21.9%</b>	Hawthorn	15.7%	Ivanhoe	12.8%	Ballarat West	8.2%
<b>South-West Coast</b>	<b>20.9%</b>	Niddrie	15.5%	Lowan	12.8%	Narre Warren South	7.8%
<b>Brunswick</b>	<b>20.3%</b>	Bellarine	15.3%	<b>Narracan</b>	<b>12.6%</b>	<b>Gembrook</b>	<b>7.8%</b>
Macedon	20.0%	Swan Hill	15.0%	Derrimut	12.6%	Northcote	7.6%
Bulleen	19.9%	Scoresby	14.8%	<b>Prahran</b>	<b>12.5%</b>	Shepparton	7.5%
Gippsland South	19.5%	Melton	14.8%	Lara	12.4%	Footscray	7.1%
Gippsland East	19.5%	Pascoe Vale	14.6%	Thomastown	11.8%	Yuroke	6.8%
<b>Frankston</b>	<b>18.4%</b>	Bundoora	14.2%	Tarneit	11.8%	Nepean	6.6%
<b>Hastings</b>	<b>18.3%</b>	Dandenong	14.1%	Geelong	11.7%	Mornington	6.2%
Monbulk	17.9%	<b>Box Hill</b>	<b>14.0%</b>	Yan Yean	11.7%	<b>Forest Hill</b>	<b>5.7%</b>
Kew	17.4%	<b>Melbourne</b>	<b>13.7%</b>	Narre Warren North	11.4%	Bendigo West	5.6%
Seymour	17.4%	Kororoit	13.5%	<b>Morwell</b>	<b>11.4%</b>	Mill Park	5.1%
Polwarth	17.2%	<b>Richmond</b>	<b>13.4%</b>	<b>Evelyn</b>	<b>11.4%</b>	Lyndhurst	3.0%

Marginal ALP State Electorate Seats  
Marginal LNP State Electorate Seats

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

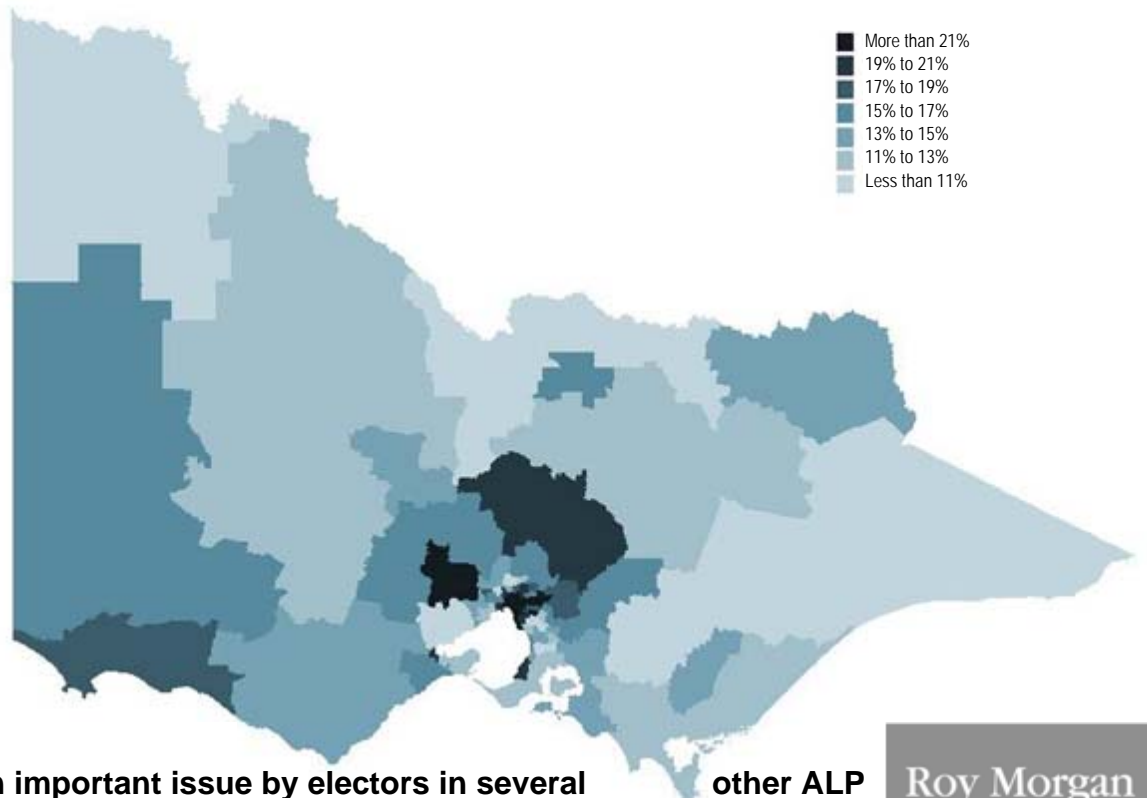
# MARGINAL ELECTORATE LINK TO GLOBAL WARMING AND CLIMATE CHANGE

How important is the influence of Global warming and Climate Change for areas of Victoria?

The issue of Global warming & Climate Change is an important one for many Victorians – particularly in inner suburban Melbourne.

The electorates with the most electors concerned about this issue are led by 34.7% of electors in Northcote, 31.9% in Caulfield, 31.5% in Richmond and 31.0% in Melbourne. Three of these electorates are tight contests between the Greens and the ALP Government.

It is also considered an important issue by electors in several other ALP marginal electorates including 29.3% of electors in Prahran, 22.6% in Brunswick, 22.4% in Mitcham and 22.0% in Mount Waverley. Large numbers of electors in Box Hill (22.7%) and Kilsyth (17.3%) – both Liberal marginal electorates, also consider it an important issue.



Roy Morgan  
Research

Northcote	34.7%	Oakleigh	20.6%	<b>Gembrook</b>	<b>15.9%</b>	<b>Bendigo East</b>	<b>12.5%</b>
Caulfield	31.9%	Essendon	19.7%	Footscray	15.8%	Nepean	12.5%
<b>Richmond</b>	<b>31.5%</b>	Bentleigh	19.5%	Yan Yean	15.6%	<b>Mordialloc</b>	<b>12.3%</b>
<b>Melbourne</b>	<b>31.0%</b>	Seymour	19.3%	Macedon	15.3%	Mill Park	12.2%
<b>Prahran</b>	<b>29.3%</b>	Williamstown	19.1%	<b>Ferntree Gully</b>	<b>15.2%</b>	Altona	12.1%
Melton	28.8%	Koroit	18.2%	<b>Bayswater</b>	<b>15.0%</b>	<b>Hastings</b>	<b>12.1%</b>
Warrandyte	27.6%	Preston	17.7%	Keilor	14.9%	Swan Hill	11.8%
Albert Park	27.2%	Monbulk	17.5%	<b>Frankston</b>	<b>14.5%</b>	Scoresby	11.6%
Brighton	24.2%	Eltham	17.4%	Lyndhurst	14.4%	<b>Ripon</b>	<b>11.4%</b>
Doncaster	23.3%	<b>Kilsyth</b>	<b>17.3%</b>	Bendigo West	13.9%	Niddrie	10.7%
Kew	22.9%	<b>Forest Hill</b>	<b>17.2%</b>	Narre Warren North	13.8%	Rodney	10.6%
Malvern	22.8%	<b>South-West Coast</b>	<b>17.2%</b>	Yuroke	13.8%	Thomastown	10.6%
<b>Box Hill</b>	<b>22.7%</b>	<b>Burwood</b>	<b>17.1%</b>	Polwarth	13.6%	Lara	10.3%
<b>Brunswick</b>	<b>22.6%</b>	<b>Evelyn</b>	<b>17.1%</b>	Tarneit	13.5%	Mildura	10.3%
<b>Mitcham</b>	<b>22.4%</b>	Derrimut	16.9%	Benambra	13.4%	Broadmeadows	9.6%
Hawthorn	22.3%	<b>South Barwon</b>	<b>16.6%</b>	<b>Bass</b>	<b>13.2%</b>	<b>Narracan</b>	<b>8.8%</b>
<b>Mount Waverley</b>	<b>22.0%</b>	Ballarat West	16.5%	<b>Morwell</b>	<b>13.1%</b>	Gippsland East	8.4%
Sandringham	21.9%	Carrum	16.4%	Pascoe Vale	13.1%	Clayton	8.3%
Ivanhoe	20.9%	Shepparton	16.4%	Narre Warren South	12.9%	Dandenong	7.2%
Mornington	20.9%	Lowan	16.0%	Gippsland South	12.7%	Mulgrave	6.9%
Bundoora	20.7%	Ballarat East	15.9%	Benalla	12.6%	Murray Valley	6.9%
Geelong	20.7%	Bulleen	15.9%	Bellarine	12.5%	Cranbourne	6.5%

Marginal ALP State Electorate Seats  
Marginal LNP State Electorate Seats

Source: Roy Morgan Research January 2007 – August 2010  
Victorian Electors n = 35,791



## State of the Nation Report

*An accurate view of trends can only be gained over time. In fact, any conclusions reached as a result of changing trends over a narrow period of time is likely to be misleading (akin to assessing earthquake damage from one street Vs. a helicopter or even wider aerial view).*

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The State of the Nation reports released to date focus on Housing Affordability, Retail, Automotive and Finance. All of the reports are currently available on the Roy Morgan Online store.

To register your interest in the State of the Nation reports please contact Jane Ianniello on (07) 3318 7000 or email [Jane.Ianniello@roymorgan.com](mailto:Jane.Ianniello@roymorgan.com).

### Some of the trends outlined in the State of the Nation Report are:

- Ageing Population
- Increased education
- Increased workforce participation
- Increased wealth, debt & discretionary spending
- High and generally increasing Consumer Confidence
- Increasingly progressive attitudes and attraction to new ideas
- Australians' concern about the environment now being translated into action
- Change in leisure activities away from organised sport and family outings to more individual pursuits and online activities
- Increased international focus and interest in health and wellness is being played out in the food area.
- An increased proliferation of information and communication technologies.







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- Australians who booked leisure trip with a Travel Agent
- Australians who have stayed at various specific locations

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