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:


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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?

- More than 30%
- 27% to 30%
- 24% to 27%
- 21% to 24%
- 18% to 21%
- 15% to 18%
- Less than 15%

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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% Nare 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% Nare 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%

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