“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.