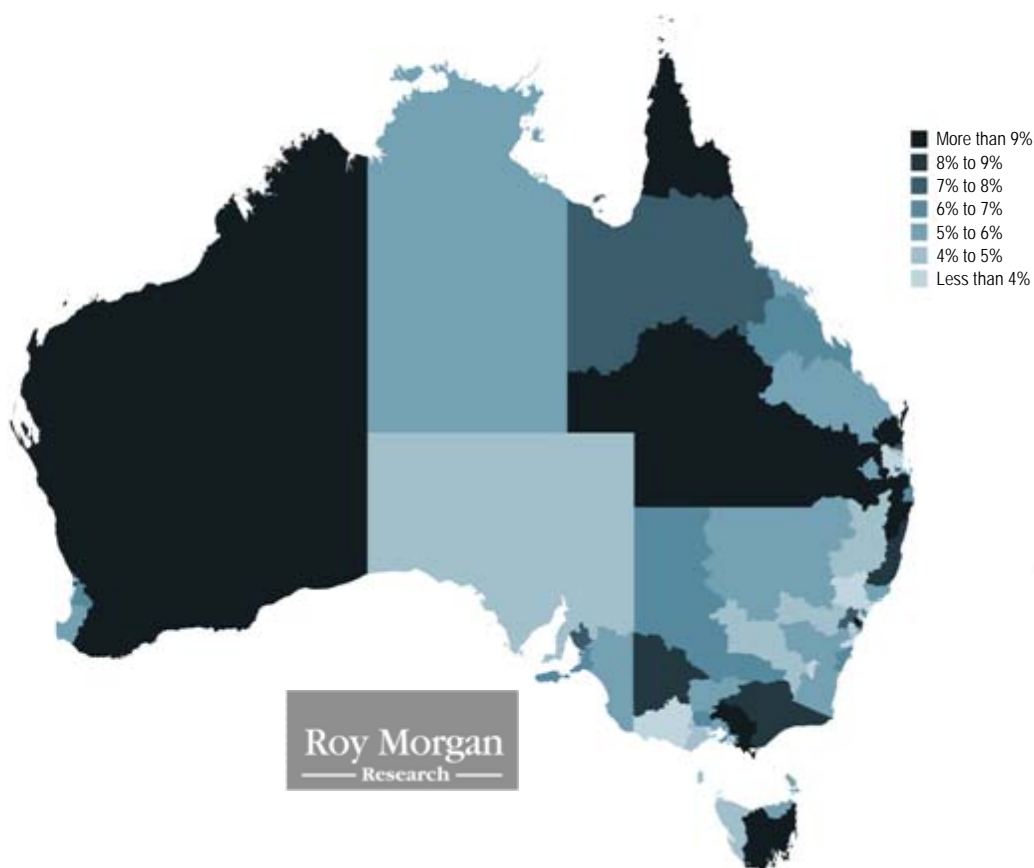


AUSTRALIA'S SELF-EMPLOYED HAVE SWUNG BEHIND L-NP

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?



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

Marginal ALP Federal Electorate Seats Marginal LNP Federal Electorate Seats

Source: Roy Morgan Research January 2008 – December 2009
Australian Workers 14+ n = 57,808