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.

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.