

# 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.

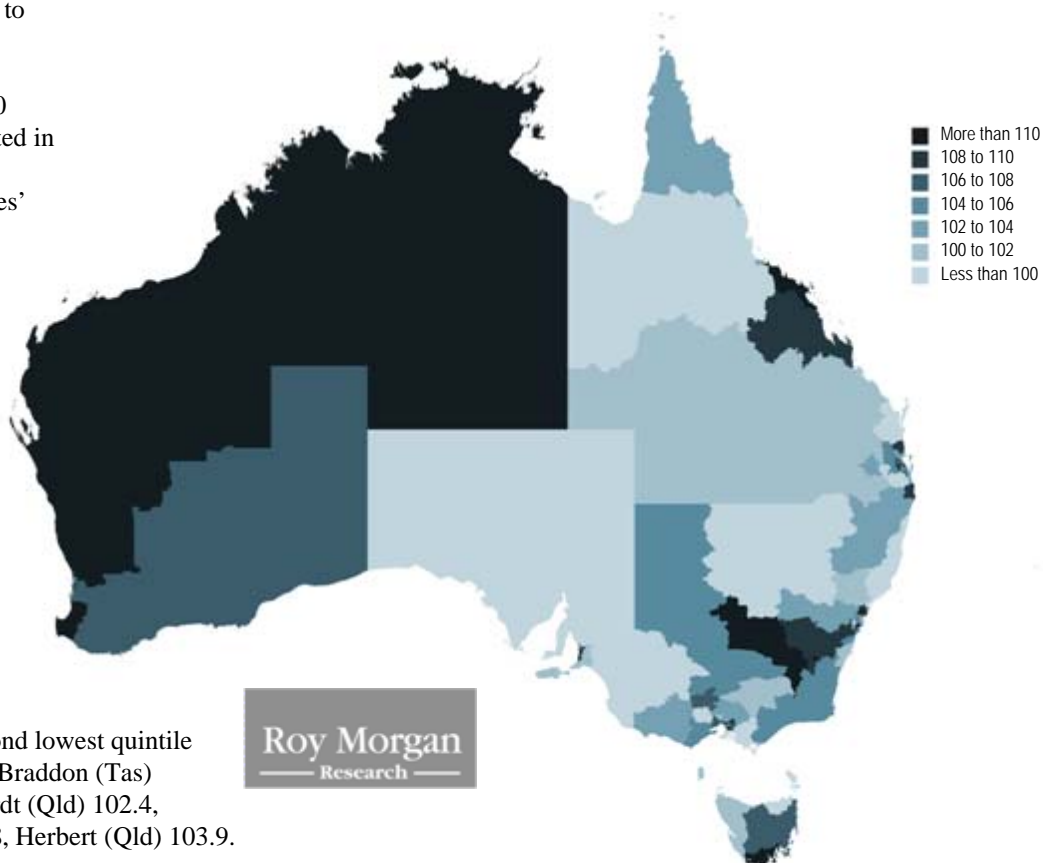
Roy Morgan Consumer Confidence Rating across Australia

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	Warringah 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