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FOR IMMEDIATE RELEASE

Targeting voters in the key Federal Electorates has never been easier

Roy Morgan Research announces a special integrated Electorate database which allows analysis of all attitude and opinion profiles across all of Australia's 150 Federal Electorates.

This unique product allows marketers, lobbyists, political parties and special interest groups to precisely target their message regardless of the medium. Planners and strategists can do in-depth analysis of each electoral boundary to ensure that they are hitting the right groups with the right messages, thus increasing the ROI of every advertising dollar.

All of Australia's 150 Federal Electorates are included, plus consumer profiling and media variables. Roy Morgan's integrated Electorate database also has the Export RID function – so you can create audiences and export them for buying against on Facebook. It contains 2.5 years of data to March 2016. The special Electoral database is available for purchase now.

All indications are that this year's Federal Election will be extremely close – the latest Morgan Poll on Federal Voting Intention shows the ALP 51% cf. L-NP 49% on a two-party preferred basis – too close to call. Australians are finding it hard to split the two major parties and the key to gaining an edge on the opposition is to understand exactly what issues and beliefs motivate the key Australian voters in the key marginal electorates around Australia.

With one month to go before Australians deliver their verdict on who should govern the country for the next three years the Roy Morgan specially integrated Electorate database will provide you with the answers you need to gain the winning edge on your opponents where it matters.

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