

Tuesday, 14 June 2016

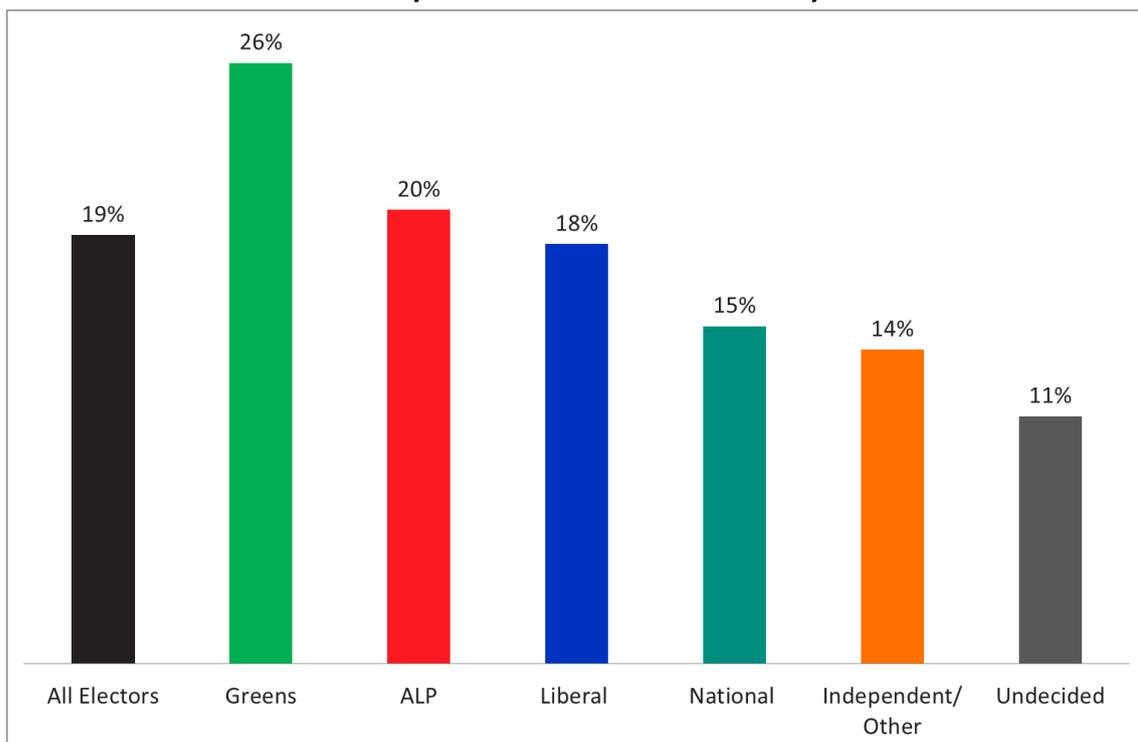
## The 10 most (and least) politically engaged electorates

Less than one in five Australian electors (19%) especially want to read, watch or hear any Political Analysis in their media during the week—but there are big differences between voters by party and electorate, research since the last Federal Election in October 2013 by Roy Morgan shows.

Greens voters are the most likely to want some Political Analysis in their media at least once during the week (26%). ALP voters are slightly more likely than average (20%) and Liberal voters are slightly less likely (18%).

The least interested in accessing media content with Political Analysis are National voters (15%), Independent/Other voters (14%) and, interestingly, Undecided voters (11%).

% of Party Voters who want Political Analysis



Source: Roy Morgan Single Source Australia, October 2013 – March 2016, sample n = 104,745 Australian Electors.

Respondents are asked to select 'Which type of content do you most like' at breakfast, midmorning, lunch, afternoon, dinner and after dinner, on weekdays and weekends. These figures show people who cite Political Analysis at one or more times.

So does that mean voters in the Greens-held seat of Melbourne are the most politically engaged? Not quite: a massive 46% of electors in the safely Labor seat of Grayndler in the inner west of Sydney seek Political Analysis in their media. Also with a strong interest in Political Analysis are voters in the seats of Goldstein (40%), North Sydney (39%), Sydney (38%), Higgins (37%), and Melbourne (35%). Voters in Tony Abbott's seat of Warringah (now being contested by former Australian Idol co-host James Mathison) may justifiably be keen on Political Analysis (33%), as are—unsurprisingly—voters in both ACT Divisions, Fenner (né Fraser, 32%) and Canberra (31%).

The three electorates where voters are the *least* likely to cite Political Analysis as a type of media content they prefer at any time are Forde, Wakefield, and Werriwa—each with just 7% of voters interested. Others with rates below half the national norm include Flynn and Grey (each 8%), and Burt, O'Connor, Macarthur and Canning (each 9%).

**% of Electorate' Voters who want Political Analysis**

	Top 10		Bottom 10	
1	Grayndler - N.S.W	46%	Forde - Qld	7%
2	Goldstein - Vic	40%	Wakefield - S.A	7%
3	North Sydney - N.S.W	39%	Werriwa - N.S.W	7%
4	Sydney - N.S.W	38%	Flynn - Qld	8%
5	Higgins - Vic	37%	Grey - S.A	8%
6	Melbourne - Vic	35%	Burt - W.A*	9%
7	Warringah - N.S.W	33%	O'Connor - W.A	9%
8	Fenner - ACT	32%	Macarthur - N.S.W	9%
9	Melbourne Ports - Vic	31%	Canning - W.A	9%
10	Canberra - ACT	31%	Scullin - Vic	10%

*Source: Roy Morgan Single Source Australia, October 2013 – March 2016, sample n = 104,745 Australian Electors. \*Burt is a new Division that is notionally Liberal.*

Political Analysis appeals only to a limited audience, however News—including Local, National and International News, as well as Business and In-Depth News—is overwhelmingly the most commonly chosen content preference overall throughout the week. Other content types with varying rates of interest between different types of people, and at different times of day, include Sports, Comedy, Drama, Music and Talk Shows.

**Michele Levine - CEO, Roy Morgan Research, says:**

*“All the Top 10 most political engaged electorates are in urban Sydney, Melbourne or Canberra, while those where voters are least interested in getting Political Analysis in their media are mostly in Queensland, SA, or WA.*

*“The redistribution of Liberal-held Macarthur in south-western Sydney may have made it a marginal seat this election, but there doesn’t seem to be a correlation between how tightly contested a seat is and its residents’ interest in Political Analysis.*

*“Many of the voters who are most likely to be interested in accessing Political Analysis are in safe seats. But while 24% of electors in ever-marginal Eden-Monaro—often the subject of intense scrutiny in Federal Elections—want some Political Analysis in their media, voters in a number of other marginal seats that changed hands in 2013—including Petrie, Lyons, Capricornia, Dobell, Reid, Page and Braddon—are less likely than average to cite it as a content preference.*

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*Discover your edge*

*"Of course, many voters who might not necessarily be interested in 'Political Analysis' are still politically engaged this Election, whether through desire for locally focused or national news, or concern for issues and policies of importance rather than polls and analysis.*

*"From tomorrow, June 15, I'll be presenting special State of the Nation Spotlights on Politics in Sydney and Melbourne, with plenty of polling and predictions on how things will pan out on July 2 – for the 19% who want such in-depth political analysis! Contact us by phone or email below for more information or to claim a seat at one of the events."*

**To learn more about Roy Morgan's media or political research or tomorrow's Spotlight on Politics presentation, call (+61) (3) 9224 5309 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com)**

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**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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