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Liberals hold all Top 10 seats for Private Health Insurance cover, and ALP only three of the Top 25

Just over half of Australia's voters have Private Health Insurance, but the proportion with cover varies widely across electorates – with Liberal seats dominating the Top 25, research by Roy Morgan shows.

Each of the Top 10 electorates where voters are most likely to have Private Health Insurance are held by the Liberal Party (shown below in blue): 82% of Berowra and Moorea are covered, followed by North Sydney (81%), Bradfield (78%), Curtin (77%), Kooyong (76%), Bennelong (75%), Tangney (74%), Mitchell (74%), and Goldstein (73%).

% of voters with Private Health Insurance*		
1	Berowra NSW	82%
2	Moore WA	82%
3	North Sydney NSW	81%
4	Bradfield NSW	78%
5	Curtin WA	77%
6	Kooyong VIC	76%
7	Bennelong NSW	75%
8	Tangney WA	74%
9	Mitchell NSW	74%
10	Goldstein VIC	73%
11	Wentworth NSW	72%
12	Warringah NSW	72%
13	Higgins VIC	71%
14	Perth WA	70%
15	Ryan QLD	69%
16	Boothby SA	69%
17	Fremantle WA	68%
18	Hindmarsh SA	67%
19	Swan WA	67%
20	Hughes NSW	66%
21	Canberra	66%
22	Stirling	66%
23	Sturt	66%
24	Menzies	65%
25	Mackellar	65%

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

*Private Health Insurance includes any combination of Hospital &/ Extras Cover.

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Voters in Malcolm Turnbull’s electorate of Wentworth have the 11th highest take-up of private health insurance (72%) – effectively tied with those in Tony Abbott’s seat of Warringah (72%).

The top Labor-held seat (in red) is Perth down at number 14 (70%), with only Fremantle (68%) and Canberra (66%) also cracking the Top 25

Looking at the marginal seats currently held by the Liberal Party, voters in Lindsay, Petrie, Paterson, and Lyons are between 13-25% *less* likely than average to have private health insurance – while those in Braddon are the *least* likely of all, with only around 1 in 5 covered.

Overall, our research since the last Federal Election in October 2013 shows 61% of Liberal voters had Private Health Insurance, ahead of 53% of Nationals voters, 51% of Greens voters, and 47% of ALP voters.

To learn more about Roy Morgan’s political or insurance research, call (+61) (3) 9224 5309 or email 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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