

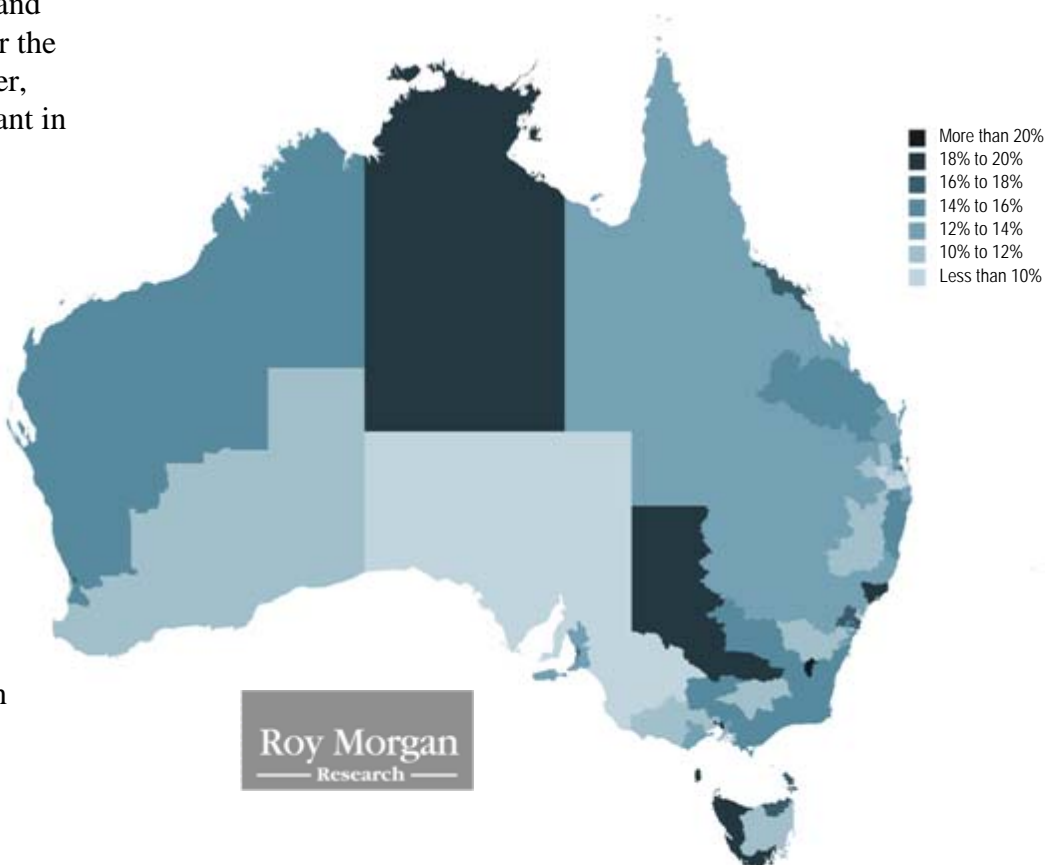
# EDUCATION - BACK ON THE AGENDA FOR THE NEXT ELECTION

As a national issue, 'Education' may have taken a 'back seat' to economic issues during the Global Financial Crisis and again with much public debate over the controversial Mining Tax. However, clearly 'Education' is more important in certain areas than others.

The Roy Morgan electoral profile data shows clearly – electors' concerns about 'Education' ranges from as low as 6.4% to as high as 24%.

Electorates with greatest concern about 'Education' include the key ALP marginal seats of Melbourne (Vic) – where one in five electors rate education as one of the three issues that are of most importance to them; Franklin (Tas) 19.6%; Bennelong (NSW) 19.2%; Braddon (Tas) 19.2%; Bass (Tas) 18%; Swan (WA) 18%; and Hasluck (WA) 17.8%.

Is Improving Education an Issue of Importance?



Fraser ACT	24.0%	Blaxland NSW	17.8%	Eden-Monaro NSW	15.4%	Dickson QLD	13.1%	Hughes NSW	11.4%
Newcastle NSW	23.0%	Greenway NSW	17.4%	Ryan QLD	15.3%	Lyne NSW	13.1%	Wannon VIC	11.3%
Sydney NSW	22.8%	Bradfield NSW	17.4%	Fairfax QLD	15.2%	Reid NSW	13.1%	Fadden QLD	11.3%
Goldstein VIC	21.6%	Watson NSW	17.3%	Solomon NT	15.0%	Fremantle WA	13.1%	Hume NSW	11.3%
Canberra ACT	20.9%	Adelaide SA	17.3%	McEwen VIC	14.9%	Calare NSW	13.0%	Lalor VIC	11.2%
North Sydney NSW	20.4%	Banks NSW	17.0%	Lilley QLD	14.8%	Maranoa QLD	13.0%	Corio VIC	11.1%
Kooyong VIC	20.4%	Boothby SA	16.9%	Durack WA	14.7%	Richmond NSW	12.9%	Groom QLD	11.1%
Wentworth NSW	20.3%	Port Adelaide SA	16.7%	Bendigo VIC	14.7%	Hinkler QLD	12.9%	Shortland NSW	11.1%
Melbourne VIC	20.0%	Parramatta NSW	16.6%	Longman QLD	14.7%	Gellibrand VIC	12.8%	Hindmarsh SA	11.0%
Moore WA	19.9%	Perth WA	16.5%	Stirling WA	14.7%	Scullin VIC	12.8%	Cook NSW	10.9%
Grayndler NSW	19.9%	Herbert QLD	16.5%	Lindsay NSW	14.7%	Macarthur NSW	12.7%	Lyons TAS	10.8%
Franklin TAS	19.6%	Dawson QLD	16.4%	Murray VIC	14.6%	Casey VIC	12.6%	Blair QLD	10.7%
Higgins VIC	19.6%	Berowra NSW	16.3%	Page NSW	14.5%	Tangney WA	12.6%	Robertson NSW	10.6%
Mackellar NSW	19.4%	Jagajaga VIC	16.3%	Riverina NSW	14.4%	Throsby NSW	12.4%	Werriwa NSW	10.6%
Bennelong NSW	19.2%	Sturt SA	16.1%	Gippsland VIC	14.4%	Wakefield SA	12.4%	Ballarat VIC	10.3%
Braddon TAS	19.2%	Macquarie NSW	16.1%	Deakin VIC	14.3%	Moreton QLD	12.4%	O'Connor WA	10.3%
Barton NSW	19.2%	Melbourne Ports VIC	16.1%	Brisbane QLD	14.3%	Hunter NSW	12.2%	Forde QLD	10.3%
Farrer NSW	19.1%	Bonner QLD	16.0%	La Trobe VIC	14.2%	Wide Bay QLD	12.2%	Holt VIC	10.3%
Denison TAS	18.7%	Pearce WA	16.0%	Cunningham NSW	14.2%	Corangamite VIC	12.2%	McPherson QLD	10.2%
Hotham VIC	18.6%	Kingsford Smith NSW	15.9%	Gilmore NSW	14.2%	Isaacs VIC	12.1%	Calwell VIC	10.2%
Lingiari NT	18.6%	Bruce VIC	15.9%	Capricornia QLD	13.9%	Dobell NSW	12.1%	Mallee VIC	9.9%
Batman VIC	18.6%	Curtin WA	15.8%	Leichhardt QLD	13.8%	Menzies VIC	12.1%	Fowler NSW	9.8%
Gorton VIC	18.5%	Fisher QLD	15.6%	Kennedy QLD	13.7%	Mayo SA	12.0%	Oxley QLD	9.7%
Griffith QLD	18.4%	Flynn QLD	15.5%	Parkes NSW	13.5%	Petrie QLD	12.0%	Barker SA	9.4%
Chisholm VIC	18.3%	Cowper NSW	15.5%	Wills VIC	13.5%	Maribyrnong VIC	11.9%	Brand WA	9.2%
McMahon NSW	18.1%	Chifley NSW	15.4%	Warringah NSW	13.4%	Indi VIC	11.9%	Rankin QLD	9.1%
Paterson NSW	18.0%	Cowan WA	15.4%	Mitchell NSW	13.4%	Forrest WA	11.7%	Bowman QLD	8.7%
Bass TAS	18.0%	Canning WA	15.4%	Charlton NSW	13.4%	Flinders VIC	11.7%	Grey SA	7.8%
Swan WA	18.0%	McMillan VIC	15.4%	Dunkley VIC	13.3%	New England NSW	11.6%	Wright QLD	7.0%
Hasluck WA	17.8%	Kingston SA	15.4%	Makin SA	13.2%	Aston VIC	11.5%	Moncrieff QLD	6.4%

Marginal ALP Federal Electorate Seats

Marginal LNP Federal Electorate Seats

Source: Roy Morgan Research January 2008 – December 2009  
Australian Electors n = 35,915