

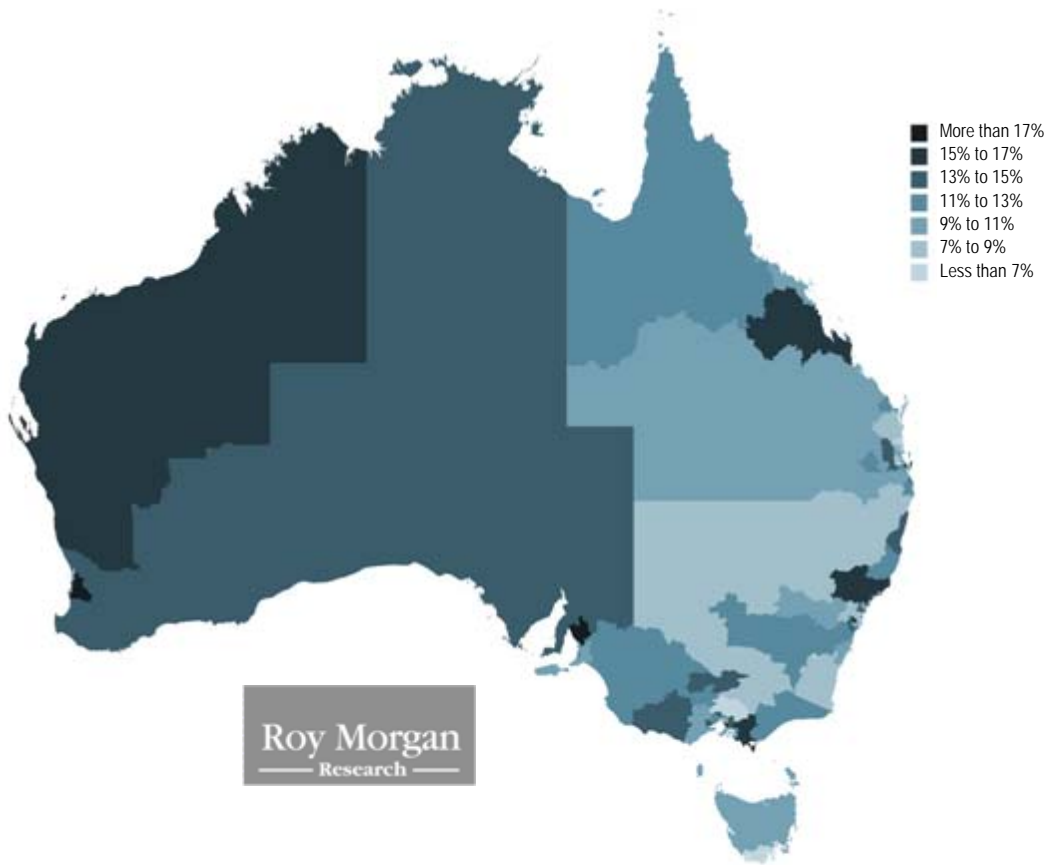
REDUCING CRIME - LAW & ORDER A SLEEPER FOR THE NEXT ELECTION

As a national issue, 'Crime and Law & Order' has 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 'Crime and Law & Order' is more important in certain areas than others.

The Roy Morgan electoral profile data shows clearly – electors' concerns about 'Crime and Law & Order' ranges from as low as 3.8% to as high as 21.9%.

Electorates with greatest concern about 'Crime and Law & Order' include the key ALP marginal seats of Swan (WA) 20.2%, Hasluck (WA) 17.7%, Greenway (NSW) 15.3%, Robertson (NSW) 14.6%, MacArthur (NSW) 14.0% and Leichhardt (Qld) 12.6%.

Is Reducing Crime and Maintaining Law and Order an Issue of Importance?



Wakefield SA	21.9%	Murray VIC	14.1%	Gippsland VIC	12.0%	Banks NSW	10.2%	Hughes NSW	8.2%
Swan WA	20.2%	Cowper NSW	14.1%	Lyne NSW	12.0%	Stirling WA	10.1%	Mitchell NSW	8.1%
Makin SA	19.0%	Casey VIC	14.0%	Oxley QLD	11.9%	Mackellar NSW	10.1%	Batman VIC	8.0%
Isaacs VIC	18.9%	Macarthur NSW	14.0%	Bonner QLD	11.9%	Wright QLD	10.1%	Dickson QLD	7.9%
Hasluck WA	17.7%	La Trobe VIC	13.9%	Lindsay NSW	11.9%	Boothby SA	10.0%	Fowler NSW	7.7%
McMahon NSW	17.6%	Grey SA	13.8%	Gellibrand VIC	11.8%	Flynn QLD	10.0%	Eden-Monaro NSW	7.7%
Canning WA	17.2%	Blair QLD	13.7%	Richmond NSW	11.8%	Wentworth NSW	9.9%	Bradfield NSW	7.5%
Blaxland NSW	17.1%	Newcastle NSW	13.7%	Cunningham NSW	11.8%	Solomon NT	9.9%	Macquarie NSW	7.4%
Chifley NSW	16.9%	Holt VIC	13.6%	Forde QLD	11.7%	Fremantle WA	9.9%	Canberra ACT	7.3%
Moore WA	16.9%	Wills VIC	13.4%	Werriwa NSW	11.6%	Longman QLD	9.8%	Berowra NSW	7.3%
Charlton NSW	16.4%	Scullin VIC	13.3%	Kingsford Smith NSW	11.6%	Dawson QLD	9.8%	Kooyong VIC	7.3%
Capricornia QLD	16.3%	McPherson QLD	13.3%	Bendigo VIC	11.5%	Denison TAS	9.8%	Fisher QLD	7.2%
McMillan VIC	15.9%	Aston VIC	13.3%	Groom QLD	11.5%	Ballarat VIC	9.7%	Griffith QLD	6.9%
Hunter NSW	15.8%	Cook NSW	13.2%	Hinkler QLD	11.5%	Hindmarsh SA	9.7%	McEwen VIC	6.7%
Durack WA	15.7%	Corio VIC	13.1%	Kingston SA	11.4%	Lyons TAS	9.6%	Fadden QLD	6.7%
Brand WA	15.6%	Curtin WA	12.9%	Sturt SA	11.3%	Dobell NSW	9.5%	Deakin VIC	6.6%
Hotham VIC	15.5%	Riverina NSW	12.8%	Port Adelaide SA	11.1%	Corangamite VIC	9.4%	Watson NSW	6.6%
Parramatta NSW	15.3%	Perth WA	12.7%	Barker SA	11.1%	Gilmore NSW	9.4%	Fairfax QLD	6.6%
Greenway NSW	15.3%	Lilley QLD	12.6%	Kennedy QLD	11.1%	Herbert QLD	9.3%	Sydney NSW	6.5%
Bowman QLD	15.3%	Leichhardt QLD	12.6%	Calare NSW	10.9%	Bass TAS	9.3%	Higgins VIC	6.5%
Paterson NSW	15.1%	Lalor VIC	12.5%	Flinders VIC	10.8%	Bruce VIC	9.0%	Franklin TAS	6.1%
Tangney WA	15.1%	Moreton QLD	12.5%	Warringah NSW	10.7%	Maribyrnong VIC	8.9%	Bennelong NSW	6.1%
Calwell VIC	15.0%	Rankin QLD	12.5%	Reid NSW	10.7%	Adelaide SA	8.8%	Grayndler NSW	5.9%
Robertson NSW	14.6%	Petrie QLD	12.3%	Braddon TAS	10.7%	Page NSW	8.7%	North Sydney NSW	5.9%
Wannon VIC	14.5%	Gorton VIC	12.3%	Cowan WA	10.5%	Parkes NSW	8.7%	Ryan QLD	5.9%
O'Connor WA	14.3%	Menzies VIC	12.3%	Melbourne Ports VIC	10.5%	New England NSW	8.6%	Fraser ACT	5.2%
Pearce WA	14.2%	Throsby NSW	12.3%	Mayo SA	10.4%	Indi VIC	8.5%	Brisbane QLD	5.2%
Lingiari NT	14.2%	Hume VIC	12.2%	Moncrieff QLD	10.3%	Farrer NSW	8.4%	Melbourne VIC	4.9%
Shortland NSW	14.2%	Hume NSW	12.1%	Maranoa QLD	10.3%	Wide Bay QLD	8.4%	Goldstein VIC	4.0%
Forrest WA	14.2%	Jagajaga VIC	12.1%	Dunkley VIC	10.3%	Barton NSW	8.2%	Chisholm VIC	3.8%

Marginal ALP Federal Electorate Seats Marginal LNP Federal Electorate Seats

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