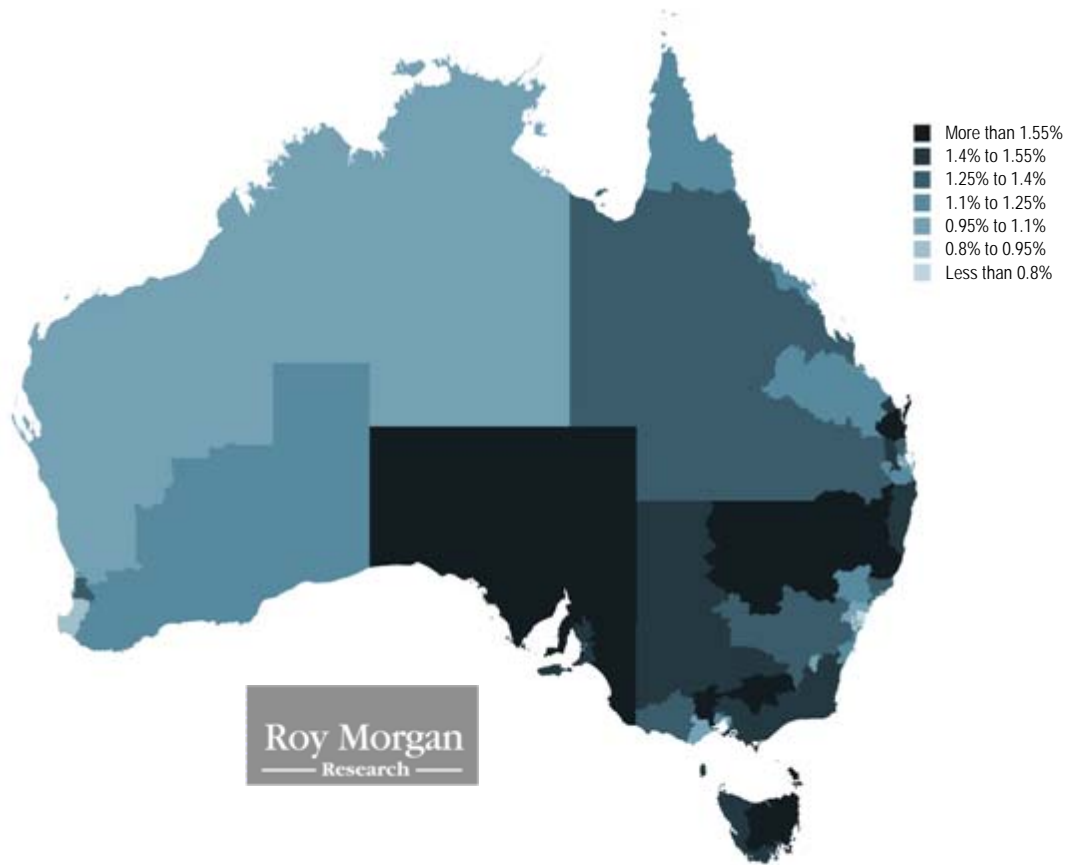


"CASH FOR CLUNKERS" LINK TO MARGINAL SEATS

Who might benefit from 'Cash For Clunkers' and where do they live?

The Australian Government's latest carbon reduction policy encouraging people to trade in their old (pre 1995) cars for a new, environmentally friendly option, is unlikely to have a big impact come election day.

According to Roy Morgan Research, there are 2.4 million electors in Australia who currently drive a car that was manufactured prior to 1995. Of these, approximately 165,000 drive a car valued at \$2,000 or less, equating to 1.2% of the voting population. However, in some marginal seats where every vote counts, like Bass that Labor holds by only 1.1%, the 'cash for clunkers' scheme can only do good for Labor.



Lyons TAS	1.9%	Richmond NSW	1.4%	Deakin VIC	1.3%	Oxley QLD	1.1%	Jagajaga VIC	0.9%
Bass TAS	1.8%	La Trobe VIC	1.4%	Charlton NSW	1.3%	Dobell NSW	1.1%	Gellibrand VIC	0.9%
Indi VIC	1.8%	Cowper NSW	1.4%	Petrie QLD	1.2%	Blaxland NSW	1.1%	Parramatta NSW	0.9%
Denison TAS	1.8%	Casey VIC	1.4%	Aston VIC	1.2%	Rankin QLD	1.1%	Solomon NT	0.9%
Bendigo VIC	1.8%	Farrer NSW	1.4%	Dunkley VIC	1.2%	Fadden QLD	1.1%	Ryan QLD	0.9%
Corio VIC	1.8%	Moncrieff QLD	1.4%	Hasluck WA	1.2%	Pearce WA	1.1%	Macarthur NSW	0.9%
Kingston SA	1.8%	Calare NSW	1.4%	O'Connor WA	1.2%	Werriwa NSW	1.1%	Melbourne VIC	0.9%
Ballarat VIC	1.7%	Maranoa QLD	1.4%	Swan WA	1.2%	Lingiari NT	1.0%	Tangney WA	0.9%
New England NSW	1.7%	Calwell VIC	1.4%	Batman VIC	1.2%	Durack WA	1.0%	Kooyong VIC	0.9%
Barker SA	1.6%	Groom QLD	1.4%	Boothby SA	1.2%	Canberra ACT	1.0%	Benelong NSW	0.9%
Wide Bay QLD	1.6%	Longman QLD	1.3%	Curtin WA	1.2%	Menzies VIC	1.0%	Goldstein VIC	0.9%
Grey SA	1.6%	Sturt SA	1.3%	Lilley QLD	1.2%	Maribyrnong VIC	1.0%	Forrest WA	0.8%
Lyne NSW	1.5%	Wannon VIC	1.3%	Lilley NSW	1.2%	Dickson QLD	1.0%	Bonner QLD	0.8%
Parke NSW	1.5%	Holt VIC	1.3%	Stirling WA	1.2%	Corangamite VIC	1.0%	Cook NSW	0.8%
Port Adelaide SA	1.5%	Scullin VIC	1.3%	Leichhardt QLD	1.2%	Hotham VIC	1.0%	Lindsay NSW	0.8%
Page NSW	1.5%	Kennedy QLD	1.3%	Gilmore NSW	1.2%	Chisholm VIC	1.0%	Higgins VIC	0.8%
Mallee VIC	1.5%	Throsby NSW	1.3%	Wright QLD	1.2%	Moreton QLD	1.0%	Hughes NSW	0.8%
Wakefield SA	1.5%	Riverina NSW	1.3%	Bowman QLD	1.2%	Brisbane QLD	1.0%	Grayndler NSW	0.8%
Braddon TAS	1.5%	Fairfax QLD	1.3%	Griffith QLD	1.2%	Barton NSW	1.0%	Berowra NSW	0.8%
Gippsland VIC	1.5%	Hume NSW	1.3%	Gorton VIC	1.1%	Wills VIC	1.0%	Reid NSW	0.7%
McEwen VIC	1.5%	Newcastle NSW	1.3%	Hunter NSW	1.1%	Bruce VIC	1.0%	Mackellar NSW	0.7%
Franklin TAS	1.5%	Isaacs VIC	1.3%	Forde QLD	1.1%	Robertson NSW	1.0%	Greenway NSW	0.7%
Hinkler QLD	1.5%	Canning WA	1.3%	Fraser ACT	1.1%	Chifley NSW	1.0%	Warringah NSW	0.7%
McMillan VIC	1.5%	Brand WA	1.3%	Herbert QLD	1.1%	Shortland NSW	1.0%	Banks NSW	0.7%
Adelaide SA	1.5%	Fremantle WA	1.3%	Lalor VIC	1.1%	Watson NSW	1.0%	Wentworth NSW	0.7%
Flinders VIC	1.5%	Hindmarsh SA	1.3%	Cunningham NSW	1.1%	Macquarie NSW	1.0%	Sydney NSW	0.6%
Blair QLD	1.4%	Fisher QLD	1.3%	Makin SA	1.1%	Moore WA	0.9%	Mitchell NSW	0.6%
Eden-Monaro NSW	1.4%	McPherson QLD	1.3%	Flynn QLD	1.1%	McMahon NSW	0.9%	Bradfield NSW	0.6%
Mayo SA	1.4%	Paterson NSW	1.3%	Perth WA	1.1%	Melbourne Ports VIC	0.9%	Kingsford Smith NSW	0.6%
Murray VIC	1.4%	Capricornia QLD	1.3%	Dawson QLD	1.1%	Cowan WA	0.9%	North Sydney NSW	0.6%

Marginal ALP Federal Electorate Seats Marginal LNP Federal Electorate Seats

Source: Roy Morgan Research January 2008 – June 2010
Australian Electors n = 110,630