

National Independent Retailers Association review of small business impact on marginal seats - 2010

Small business and small retailers represented in the top 20 marginal federal seats

Electorate	Retail Trade (numbers)			All Industries (numbers)			Total Retail SME	Total small business	Actual Margin at 2007 elect	% margin	small business as % of votes at 2007 elect	small retailers as % of votes at 2007 elect
	Non-Employing	1-4 employees	5-19 Employees	Non-Employing	1-4 Employees	5-19 Employees						
Bass - Tas	427	349	270	4364	1789	1124	1046	7277	1271	1.00%	11.6%	1.7%
Bennelong - NSW	602	417	247	7524	3802	1224	1266	12550	2434	1.40%	14.3%	1.5%
Bowman - Qld	583	352	262	6655	2998	1215	1197	10868	62	0.04%	13.4%	1.5%
Braddon - Tas	424	305	258	4329	1779	1094	986	7201	1009	1.44%	11.0%	1.5%
Corangamite - Vic	523	342	236	6660	2767	1211	1101	10638	1542	0.85%	11.8%	1.3%
Cowper - NSW	595	473	359	7067	2878	1442	1427	11387	2089	1.23%	13.3%	1.7%
Deakin - Vic	563	459	256	6496	3129	1212	1279	10837	2328	1.41%	12.7%	1.6%
Dickson - Qld	536	328	255	6443	2847	1190	1119	10480	117	0.13%	12.7%	1.4%
Flynn - Qld	496	361	317	9536	3398	1691	1174	14625	253	0.16%	18.2%	1.7%
Hasluck - WA	1251	496	238	6148	2168	955	1985	9272	2852	1.26%	12.6%	1.6%
Herbert - Qld	480	364	365	5519	2399	1473	1209	9392	343	0.21%	11.7%	1.6%
La Trobe - Vic	653	435	199	7296	3483	1127	1287	11906	871	0.51%	13.1%	1.4%
Macarthur - NSW	531	394	192	5345	2923	1057	1117	9326	1112	0.72%	11.9%	1.5%
McEwen - Vic	685	418	226	8307	3742	1274	1329	13323	31	0.01%	14.3%	1.5%
Paterson - NSW	527	384	304	6095	2558	1274	1215	9927	2540	1.51%	11.8%	1.5%
Robertson - NSW	532	396	243	6306	3017	1212	1172	10535	184	0.11%	12.1%	1.4%
Solomon - NT	360	283	247	4737	1617	984	890	7337	194	0.19%	14.8%	1.9%
Stirling - WA	594	396	332	7771	2791	1437	1322	11998	1089	1.29%	14.8%	1.7%
Sturt - SA	556	311	226	7599	2405	1008	1093	11012	1711	0.94%	12.1%	1.2%
Swan - WA	674	466	369	8052	3088	1782	1509	12921	164	0.11%	18.1%	2.2%
Total	11591	7730	5401	132249	55579	24985	24722	212812	22196		13.3%	1.5%

Sources: ABS Cat 8165.0: Australian Electoral Commission

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