

Latest Roy Morgan findings: 1) Final Morgan Poll first to show swing & win for Baillieu Liberal-Nationals in Victoria; 2) 'Reactor' showed why voters swung away from Brumby; 3) Reactor of Victorian State Election ads;

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Dear John,

I read your articles “Labor was blind to...” in the Herald Sun today **without mentioning our Morgan Poll by name** – a sad day for accurate reporting.

The Age ran our Morgan Poll result on their Saturday front page.

Party polling is ‘rubbish’ unless you are given all the technical details. How conducted – telephone, internet, face-to-face; when conducted; specific questions asked; how weighted etc, etc. Also need to know what were the seats covered? What percent of people contacted completed the survey (response rate)? (I believe the ALP used auto dialling with a recorded questionnaire, probably illegal!)

In 1941 my father at the instigation of Sir Keith Murdoch founded accurate public opinion polling in Australia for The Herald – we are still the most accurate.

Sir Keith joined The Herald soon after my great, great grandmother’s cousin (Alfred Massina) and Ted Baillieu’s great uncle (W L Baillieu) in 1902 founded The Herald and Weekly Times Ltd with Theodore Fink and Samuel Winter. (My great, grandfather, William Williams, began at *The Melbourne Morning Herald* in 1852 before starting *The Diggers Advocate* – the Eureka ‘mouthpiece’.)

See the following: [Victoria Day Council Address, presented by Gary Morgan, July 5, 2008](#)

<http://www.roymorgan.com/resources/pdf/papers/20080810.pdf>

Despite what you may have been told my family and I have a good relationship with the Murdoch family.

When convenient I would be pleased to show you over our company so you get a better understanding of how polls are conducted and all the other surveys we conduct. Please call to arrange a time.

Regards

Gary Morgan

**Final Morgan Poll first to show swing & win for Baillieu
Liberal-Nationals in Victoria**
'Reactor' showed why voters swung away from Brumby
by Gary Morgan, Michele Levine and Julian McCrann

The Morgan Poll was the first to predict the late swing to the Victorian L-NP Opposition — and a Liberal-National Coalition win — just enough to dislodge the Brumby Government and allow Liberal Party Leader Ted Baillieu to become the new Premier of Victoria.

Although counting continues the final Morgan Poll on Victorian voting intention (released Friday November 26, 2010) showed the L-NP (51%, up 5.4% since the 2006 Victorian election) holding a narrow, but winning, lead over the ALP (49%, down 5.4%) — the same result as available today from the VEC.

The Morgan Poll predicted a narrow L-NP victory on a Two-Party preferred basis and was also the closest pollster to the primary vote results for the major parties — ALP, L-NP & Greens.

Newspoll, which predicted a similar Two-Party preferred result of L-NP (51.1%) cf. ALP (48.9%), however wrongly called a 'Hung Parliament,' and wasn't as accurate for the parties primary results — including significantly underestimating the ALP vote (by 3.8%). On the Two-Party preferred results The Age/Nielsen, Herald-Sun Galaxy and Sky News Exit Polls were not as accurate.

VICTORIAN VOTING INTENTION — Primary Vote Predictions

	Victorian Election Nov 27, 2010	Nov 22-25 Telephone		Nov 23-25 Telephone		Nov 24-25 Telephone		Nov 23-24 Telephone		Nov 27 Exit Poll	
		Morgan Poll		Newspoll		The Age Nielsen		Galaxy Herald- Sun		Sky News	
	Actual Result*	%	error	%	error	%	error	%	error	%	error
<i>Sample Size</i>	(3,164,731)	(990)		(1,451)		(1,533)		(800)		(3,000+)	
L-NP	44.8	44.5	-0.3	45	+0.2	45	+0.2	44	-0.8	48	+3.2
ALP	36.2	35.5	-0.7	33	-3.2	34	-2.2	36	-0.2	35	-1.2
Greens	11.2	13	+1.8	15	+3.8	14	+2.8	14	+2.8	12	+0.8
Ind/Other	7.8	7	-0.8	7	-0.8	6	-1.8	6	-1.8	5	-2.8
Av. error on all parties PREDICTED OUTCOME		0.9		2.0		1.75		1.4		2.0	
		Close L-NP win		Hung Parliament		Clear L-NP win		Close ALP win		Big L-NP win	

Victorian Electoral Commission (<http://www.tallyroom.vic.gov.au/>). Final VEC Election results at 4pm, Monday December 12, 2010.

[‘Reactor’ showed why voters swung away from Brumby](#)

On Friday November 26, when all other polls were predicting a win for Brumby’s ALP, [the Morgan Poll showed a swing to the L-NP](#), for the first time putting them in a winning position (+3.5% to 51% L-NP cf. 49% ALP).

Even at that time, the eve of the Victorian State election, it’s worth pointing out that 61% of electors expected the Brumby ALP Government to be returned.

Many will rewrite the history of the dramatic change in elector sentiment that saw the ALP lose what was thought to be an unloseable election (or alternatively Ted Baillieu win an unwinnable election).

However, the evidence from the [Roy Morgan Poll](#) is clear.

In the last week of the campaign, the Roy Morgan Qualitative Research and quantitative issues data, along with the [Roy Morgan ‘Reactor’ on a series of campaign TV ads](#), all pointed in the same direction — the ALP was in trouble.

The early phase of the Victorian State election was dominated by the ‘rise of the Greens.’ Even after the Liberals decided to preference the Greens last (November 15), the [Morgan Poll \(conducted November 16/17, 2010\)](#) showed the Greens had enough elector support to win 3 or even 4 inner Melbourne seats.

However, it was short-lived and by November 24 the [Morgan Poll \(conducted November 22/23, 2010\)](#) reported the Green vote had dissipated and Labor looked set to retain the four inner Melbourne seats.

While the focus was on the battle between the ALP and the Greens, there was little ‘air-time’ for Ted Baillieu who ran a straight campaign on crime, transport and cutting State Government costs and charges.

Then, the [Baillieu Knight Frank ALP ads](#) —

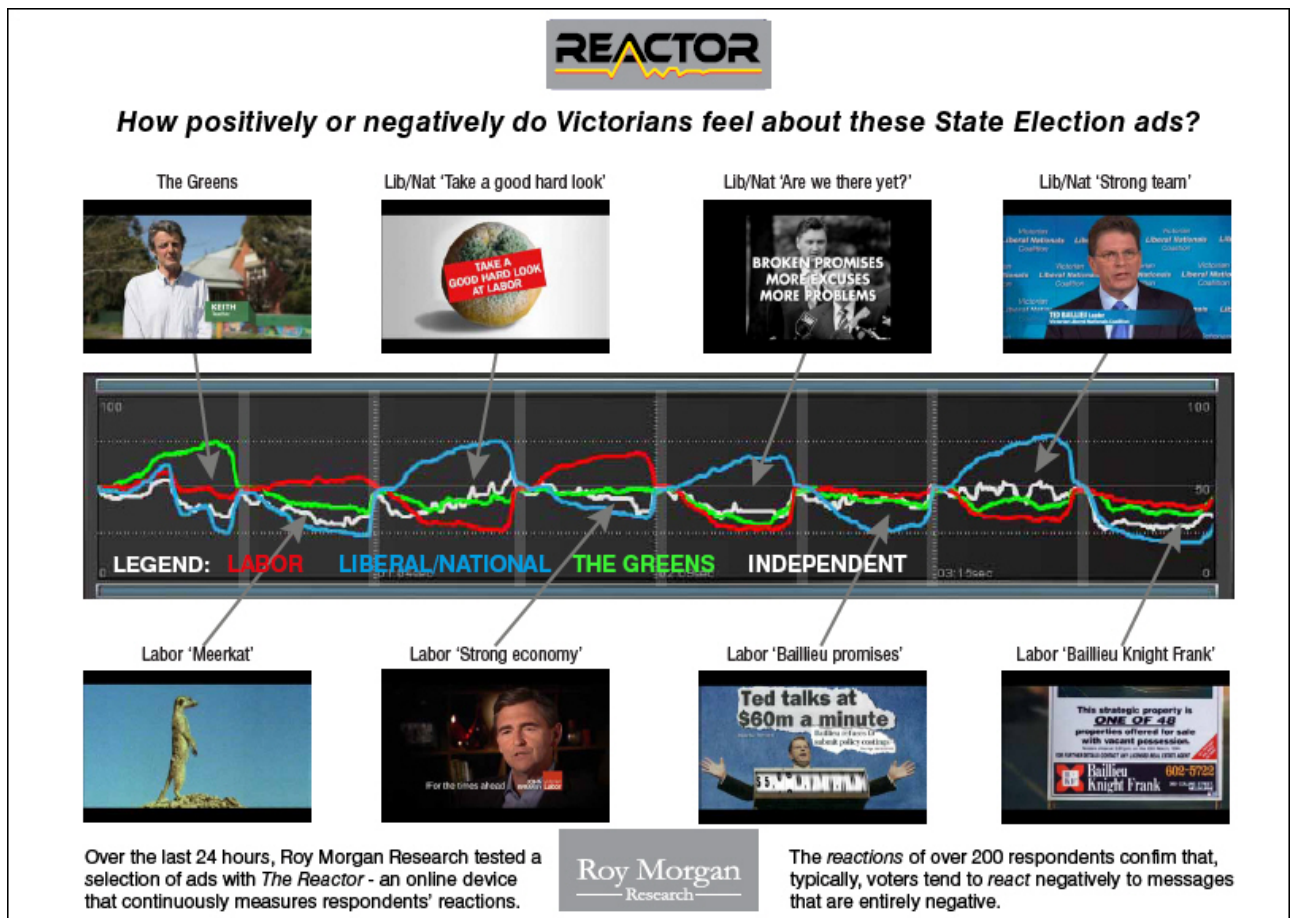
- Gave Ted Baillieu the ‘air time’ he desperately needed; and
- Increased his awareness, and electors’ knowledge of him;
- In a strange twist, by trying to ‘paint’ Ted Baillieu as dishonest, the ALP’s advertising was seen as just more spin and ‘dirty tricks’ and gave Ted Baillieu the moral high-ground.

As Gary Morgan said on November 26, 2010:

“In the Roy Morgan Qualitative Research designed to elicit concerns the electorate might have about a Ted Baillieu led Government — there was no mention of corruption. The negative advertising clearly did not ‘stick!’”

Full Tables & Details: <http://www.roymorgan.com/news/polls/2010/4608>

[Click here to see second by second reaction to State Election ads](#)



Brumby's attack on Baillieu's real estate windfall 'bombs' with voters

A special Roy Morgan ad test over the last 24 hours shows the Labor 'Baillieu Knight Frank' ad, where the ALP criticises Opposition Leader Ted Baillieu for selling Victoria's schools and the Preston hospital, 'bombed' with both Labor and L-NP voters and Greens and Others — according to *The Reactor*, Roy Morgan's online real time *reaction* device with a sample of about 200 voters across Victoria.

Voters also had strong **negative reactions** to the other Labor ads which attacked Ted Baillieu. The Labor 'Baillieu promises' ad also resulted in all voters reacting negatively. The Labor 'Meerkat' ad had a slight positive reaction from Labor voters, but strong negative reactions from other voters.

Most other ads in the series tested last night showed the typical pattern of appealing to their own supporter base and a receiving a negative reaction from others. For example:

- The L-NP ad 'Strong team' which states that the L-NP will "reduce waste and pollution" and make sure that "jail should mean jail" received a positive *reaction* from predominately L-NP voters.
- The Labor ad 'Strong economy' in which John Brumby spoke of Labor's achievements received a positive response from Labor voters.

- The Greens ad which began well with a message that said we need “to get smarter about looking after water” and a “world class public transport system” achieved the most positive initial reaction from all voters, but then divided along party lines.

Michele Levine says:

“It seems, universally, that politicians are so intent on discrediting their opponents that they are prepared to keep doing so, despite a wealth of evidence that suggests it’s not the best way to win votes.

“Roy Morgan Research has monitored reactions to a range of political ads recently, including the recent Australian federal election, the American mid-term elections and these Victorian election ads. Two themes emerge consistently:

- *Voters do not react well to criticism and negativity in advertising. They react well to positive messages that focus on the future and a plan to implement it.*
- *The ads that persuade most reliably are those that identify a problem and then provide a solution.”*

Full Details:

<http://www.onlinereactor.com.au/PlayerCl.aspx?jid=23¶m=party>