

Finding No. 4569
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4 O'CLOCK ELECTION DAY RESULT - SPECIAL SMS MORGAN 'EXIT' POLL
At 4pm Saturday August 21 A Hung Parliament still most likely outcome
(ALP 51% L-NP 49%) according to Special Morgan SMS 'Exit' Poll

At 4pm today a special sms Morgan 'Exit' Poll shows the primary vote is ALP 38%, L-NP 43%, Greens 12% and 7% Others and Independents. On a 2 Party Preferred basis this still translates to 51% ALP 49% L-NP as reported in the 7News Morgan Poll last night and this morning on Sunrise.

This 4pm update is based on 1,580 electors from The Roy Morgan Elector Panel who have texted their vote to the Morgan Poll once they had voted.

This is the first time that an sms vote on a controlled panel has been recorded through the election.

Because the original panel is controlled, and their previous voting intention and their vote at the last election is known it is possible to project from the sms 'exit' poll to an Australia-wide vote.

Gary Morgan says:

"We are pleased with the response to this new sms 'exit' poll methodology.

"Although this Morgan Poll uses sms technology, it is unlike typical sms voting systems that are open to all and therefore potentially open to interest groups 'stacking' the numbers. The sms Morgan 'Exit' Poll uses a controlled panel – The Roy Morgan Elector Panel."

	Face to Face	Phone	Face to Face	Phone	Morgan Poll Update	Special SMS Morgan Poll		
	Aug 7/8	Aug 14	Aug 14/15	Aug 18/19	Aug 20	Aug 21 1pm	Aug 21 2pm	Aug 21 4pm
	%	%	%	%	%	%	%	%
ALP	57.5	51	52	51	51	51	51	51
L-NP	42.5	49	48	49	49	49	49	49
ALP Lead	15%	2%	4%	2%	2%	2%	2%	2%

FIRST PREFERENCE	2007 Federal election	Aug 20	Special SMS Morgan Poll			Swing since 2007 Federal election
			Aug 21 1pm	Aug 21 2pm	Aug 21 4pm	
	%	%	%	%	%	%
ALP	43.4	39	38.5	38.5	38	-5.4
LIB (NP)	42.1 (5.5)	42.5	43	43.5	43	+0.9
GREEN	7.8	11.5	12	11.5	12	+4.2
INDEPENDENTS/ OTHERS	6.7	7	6.5	6.5	7	+0.3
TOTAL	100	100	100	100	100	

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