



Measuring Public Opinion For Over 50 Years
The Roy Morgan Research Centre Pty. Limited
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November, 2001

The 2002 Morgan Poll

Subscription for the year 2002 Morgan Poll (previously the Morgan Gallup Poll) is now available.

Since 1941, the Morgan Poll has been the most widely known and highly regarded Australian public opinion poll, and has been proven in over 67 Federal and State elections and referendums to be the most accurate in Australia.

All interviewing for the Morgan Poll is conducted face-to-face, which is the most accurate methodology of measuring the electorate's voting intention.

Each week press releases of Morgan Poll results are mailed to subscribers. Alternatively, the Morgan Poll press releases are available on Roy Morgan Research's Internet Website (www.roymorgan.com) free of charge.

The press releases present results from Federal and State voting surveys and relevant social and political issues surveys, together with comparisons of earlier trend data.

Detailed computer reports which complement the press releases are also available (not available on Roy Morgan Research's Internet Website).

The Morgan Poll is a valuable up-to-date source of political, social and economic sentiment. Among current subscribers are public university and school libraries, political parties, government departments, private organisations and individuals.

The Morgan Poll is conducted by Roy Morgan Research - a privately owned, wholly Australian company which is independent of political parties, government bodies and media. It is the only opinion research company in Australia recognised by the Gallup International Association.

If you wish to subscribe to the Morgan Poll please indicate your requirements on the attached form and enclose payment and return to us by December 31, 2001.

If we have not received the attached form by December 31, 2001, we will assume that you have chosen to download the Morgan Poll press releases from Roy Morgan Research's Internet Website and we will cease your subscription.

If you require further information, please telephone Gavin McGrath in our Melbourne office on (03) 9629 6888.

Yours sincerely,

A handwritten signature in cursive script that reads "Gary C. Morgan".

Gary C. Morgan
EXECUTIVE CHAIRMAN.

411 Collins Street, Melbourne, Victoria 3000, G.P.O. Box 2282U, Melbourne, Victoria 3001, Australia
Tel: (03) 9629 6888 Fax: (03) 9629 1250 (03) 9622 8387 Email: melmr@roymorgan.com.au
Website: www.roymorgan.com.au

Offices also in: Sydney, Brisbane, Adelaide, Perth, Canberra & Auckland

Australian Member of the Gallup International Association

The 2002 Morgan Poll Subscription Form

1. Sheets of Findings (Press Releases):

Generally, polls of current social or political relevance are conducted regularly in Australia. The main findings of these studies are summarised in press releases and are forwarded to subscribers.

Morgan Poll folders are also provided to catalogue all releases and a comprehensive index is included at the end of the year.

Subscription details for the year 2002 are:

A	Findings for all topics surveyed in Australia	(mailed)	\$285 + \$28.40 GST	\$313.50	<input type="checkbox"/>
B	Findings for all topics surveyed in Australia	(faxed)	\$568 + \$56.80 GST	\$624.80	<input type="checkbox"/>
C	Findings for any single topic surveyed		\$52 + \$5.20 GST	\$57.20	<input type="checkbox"/>
D	Findings for all topics surveyed in the year 2002		\$260 + \$26.00 GST	\$286.00	<input type="checkbox"/>

2. Detailed Computer Reports:

In order to give subscribers the opportunity to conduct more detailed analysis of Federal or State Voting Intention results, complete computer tabulations of the questions asked analysed by a range of demographics are available. Profiles by age, sex and area are provided along with income, education, occupation, the Roy Morgan Values Segments¹ and other relevant demographics. These tables are bound and a folder is provided to catalogue all reports.

Subscription details for detailed computer tables (including press releases) for year 2002 are:

E	Detailed analysis of fortnightly Federal Voting Intention Morgan Polls and other Morgan Polls on topical general and political issues (excluding State voting intention polls)		\$3,870 + \$387 GST	\$4,257	<input type="checkbox"/>
F	Analysis of any single poll		\$360 + \$36 GST	\$396	<input type="checkbox"/>
G	Analysis of all State Voting Intention		\$8,920 + \$892 GST	\$9,812	<input type="checkbox"/>
H	Analysis of State Voting Intention,				
	H1. NSW (12 reports annually)		\$1,910 + \$191 GST	\$2,101	<input type="checkbox"/>
	H2. VIC (12 reports annually)		\$1,910 + \$191 GST	\$2,101	<input type="checkbox"/>
	H3. SA (6 reports annually)		\$1,600 + \$160 GST	\$1,760	<input type="checkbox"/>
	H4. WA (6 reports annually)		\$1,600 + \$160 GST	\$1,760	<input type="checkbox"/>
	H5. QLD (6 reports annually)		\$1,600 + \$160 GST	\$1,760	<input type="checkbox"/>
	H6. TAS (3 reports annually)		\$1,290 + \$129	\$1,419	<input type="checkbox"/>

¹ The Roy Morgan Values Segments developed in conjunction with Colin Benjamin of the Horizons Network.

Subscriber Details

Attached is my cheque for \$

Name:

Title/Position:

Company/Institution:

Address:

Postcode: **Telephone:** ()

Facsimile: ()

Signed:..... **Date:**/...../.....

Please mail details to:

The Manager,
The Morgan Poll,
GPO Box 2282U,
MELBOURNE, VIC., 3001.