

Setting the Issue Agenda



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RESEARCH STRATEGIES RESULTS

If Labor is running a “STATE like” campaign

How can we make this a proper FEDERAL campaign?

- > Gravitas & (salient) issues
- > Agenda Set
- > 3rd PARTIES
- > Evidence
- > Consequences: “national” issues – “pointy end”
- > Power and control

■ But own “people” again



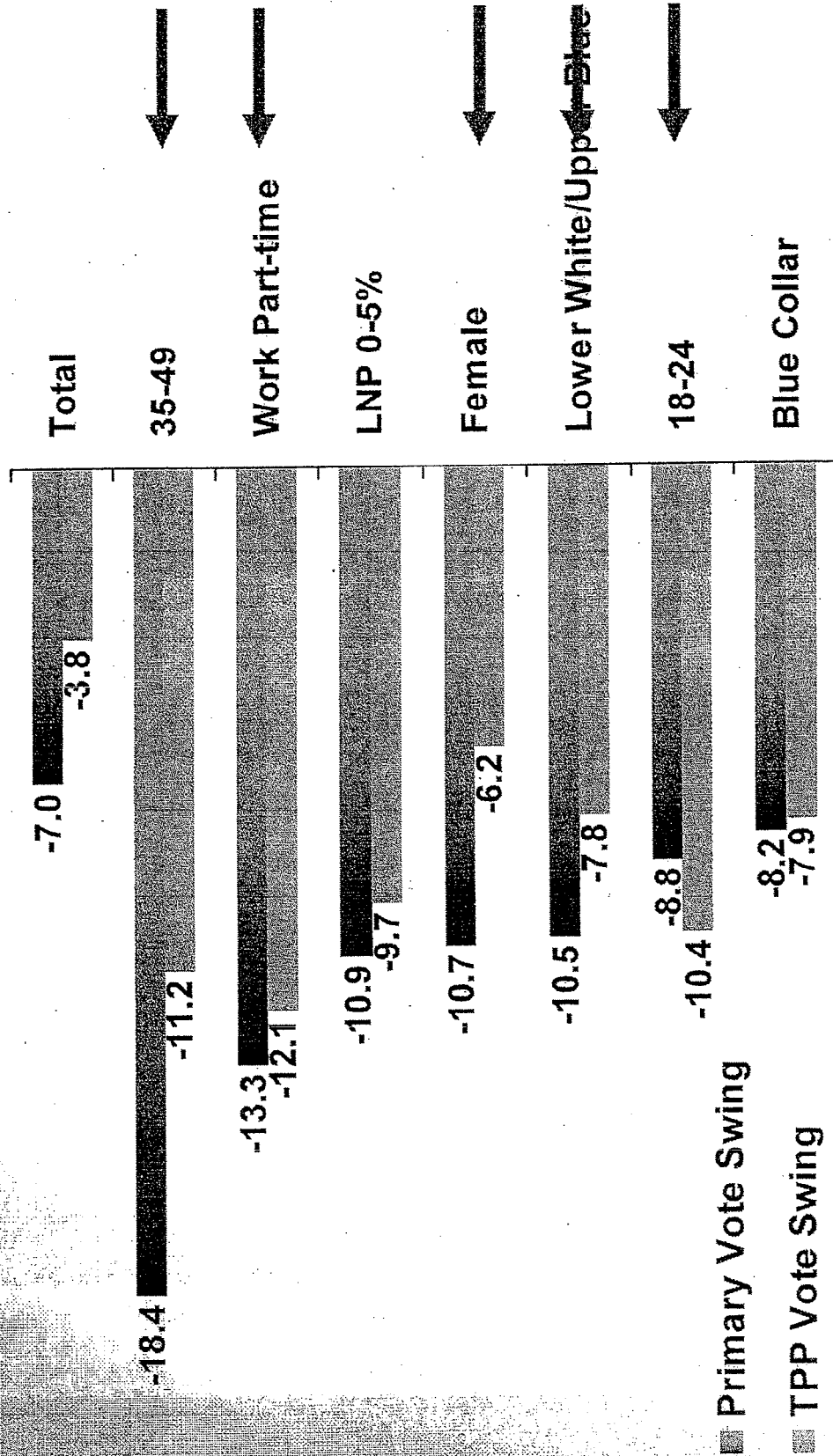
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RESEARCH STRATEGIES RESULTS

State Voting & Positionings (six rolled-tracks)



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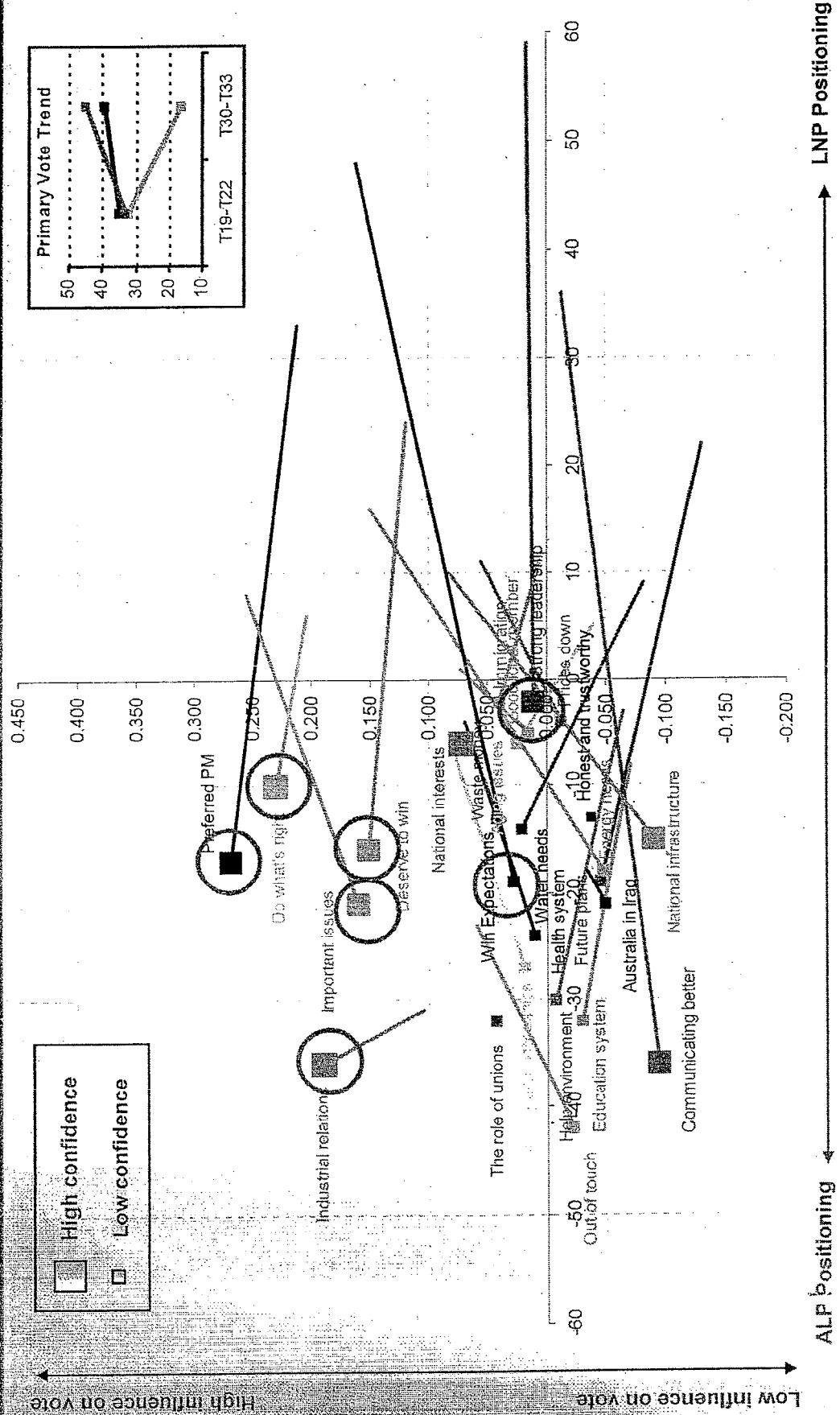
Medium swing to Labor in NSW on primary vote (smaller on TPP)





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In NSW Coalition has lost positioning on PM, performance measures and focus

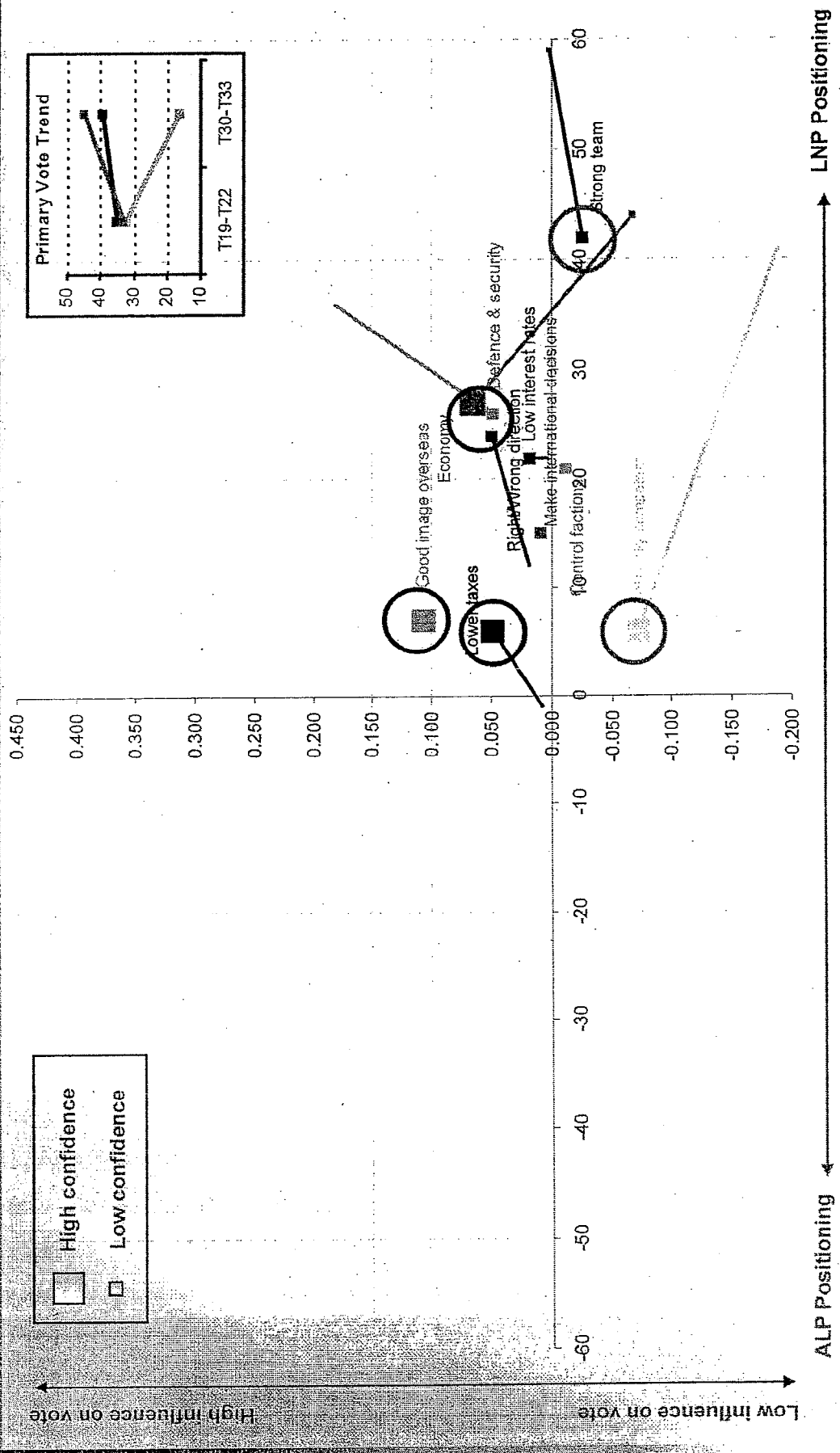


Overall Model Constant = T19-T22 -0.310, T30-T33 -0.184 (Good & Good Accuracy Respectively)



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RESEARCH STRATEGIES RESULTS

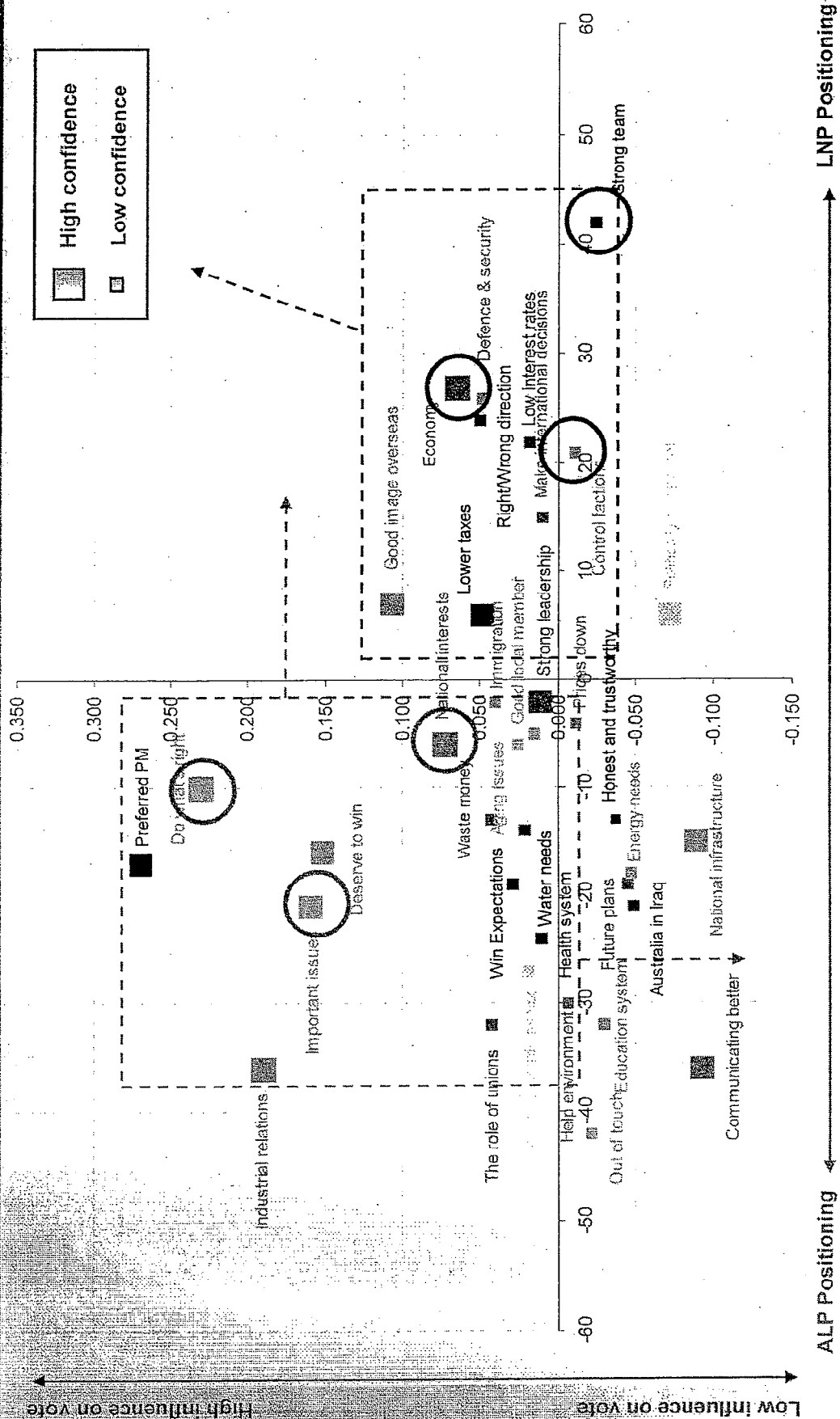
Has retained economic, team and defence strengths in NSW, but not important



Overall Model Constant = T19-T22 -0.311, T30-T33 -0.184 (Good & Good Accuracy Respectively)

Use economic and team credentials to gain focus and leadership in NSW

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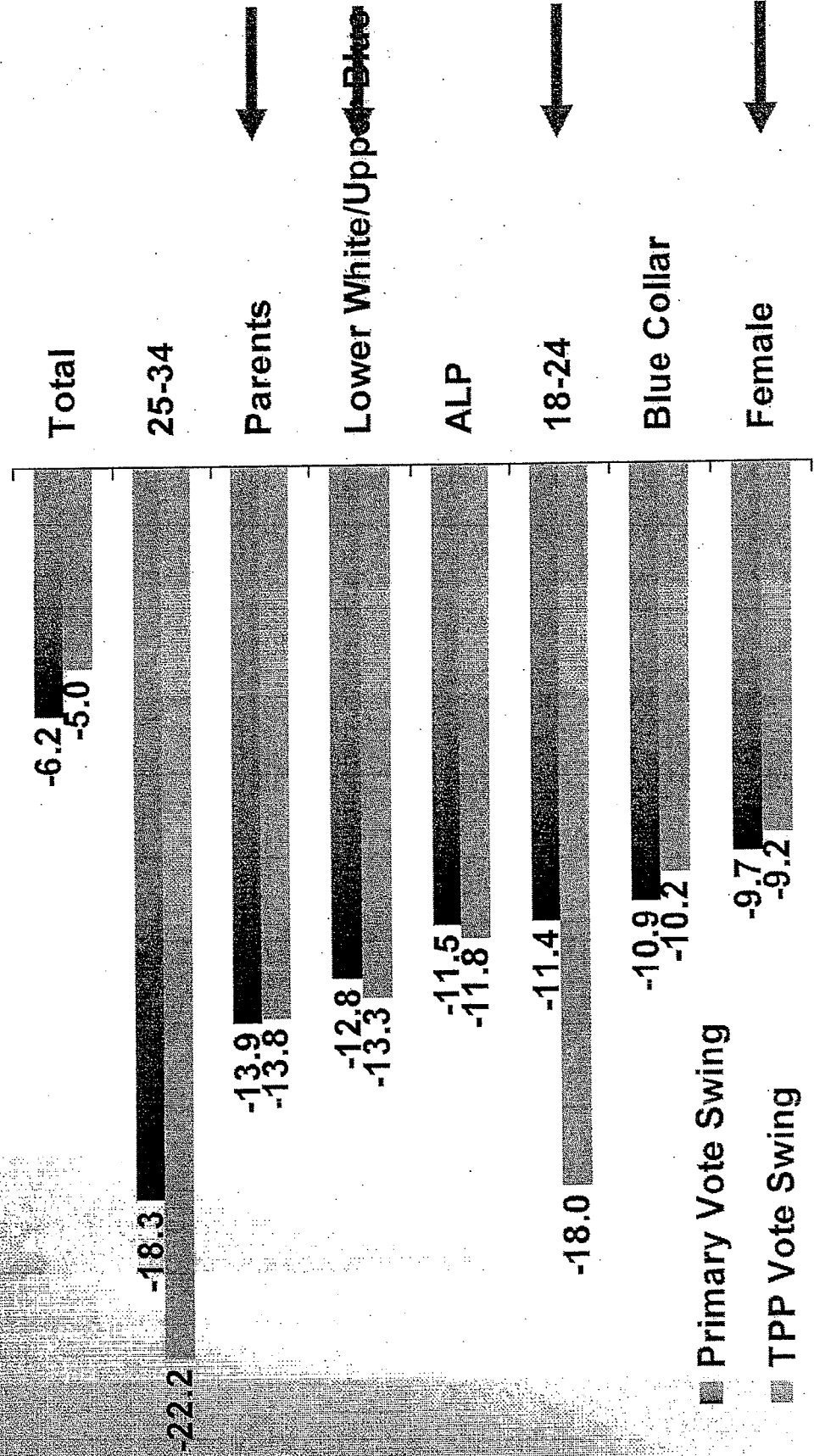


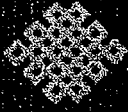
Overall Model Constant = T30-T33 -0.184 (Good Accuracy)



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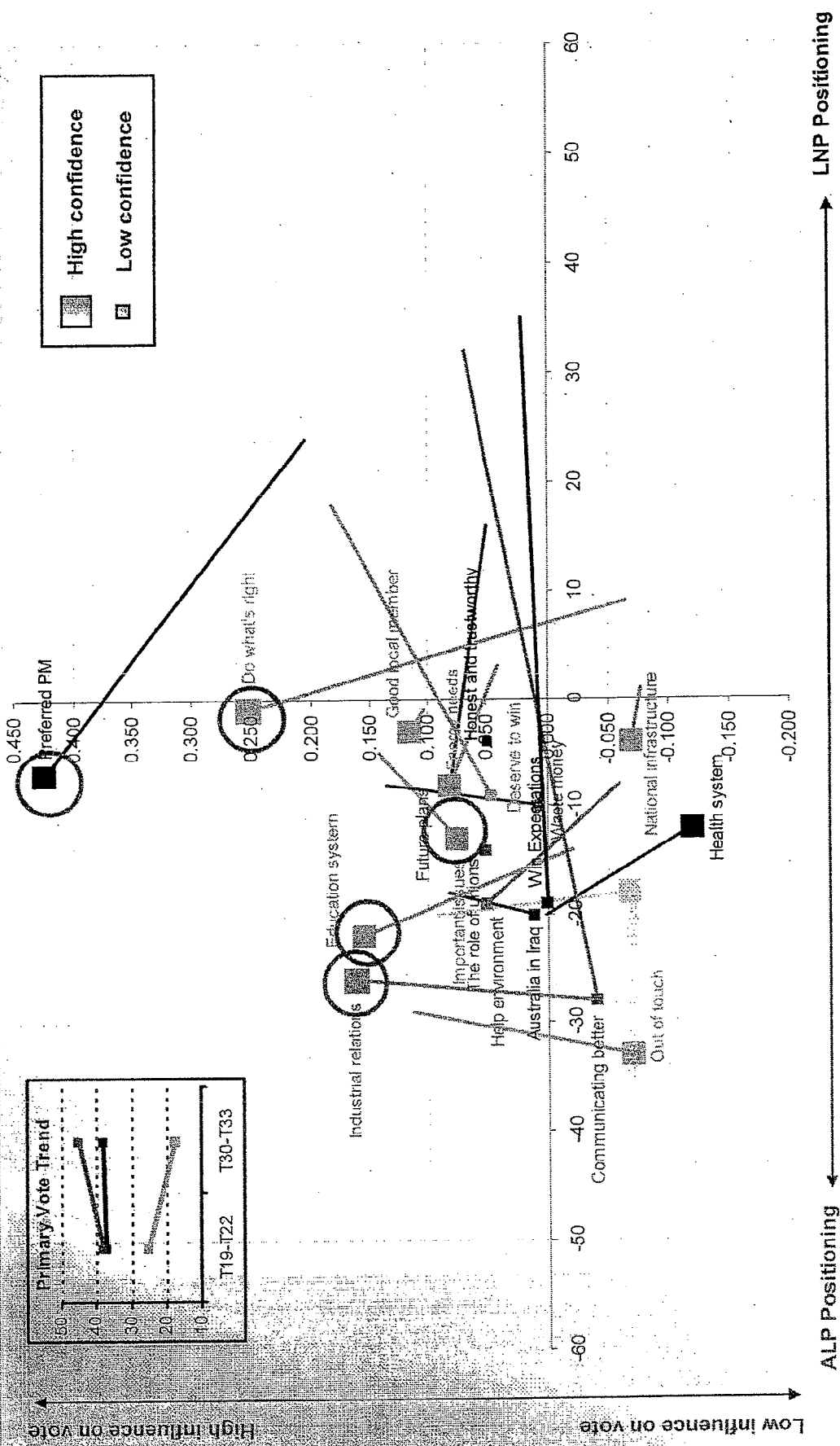
Medium swing to Labor on both primary and TPP in VIC, and amongst 25-34





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Preferred PM now primary influence in VIC, but IR and education up on agenda

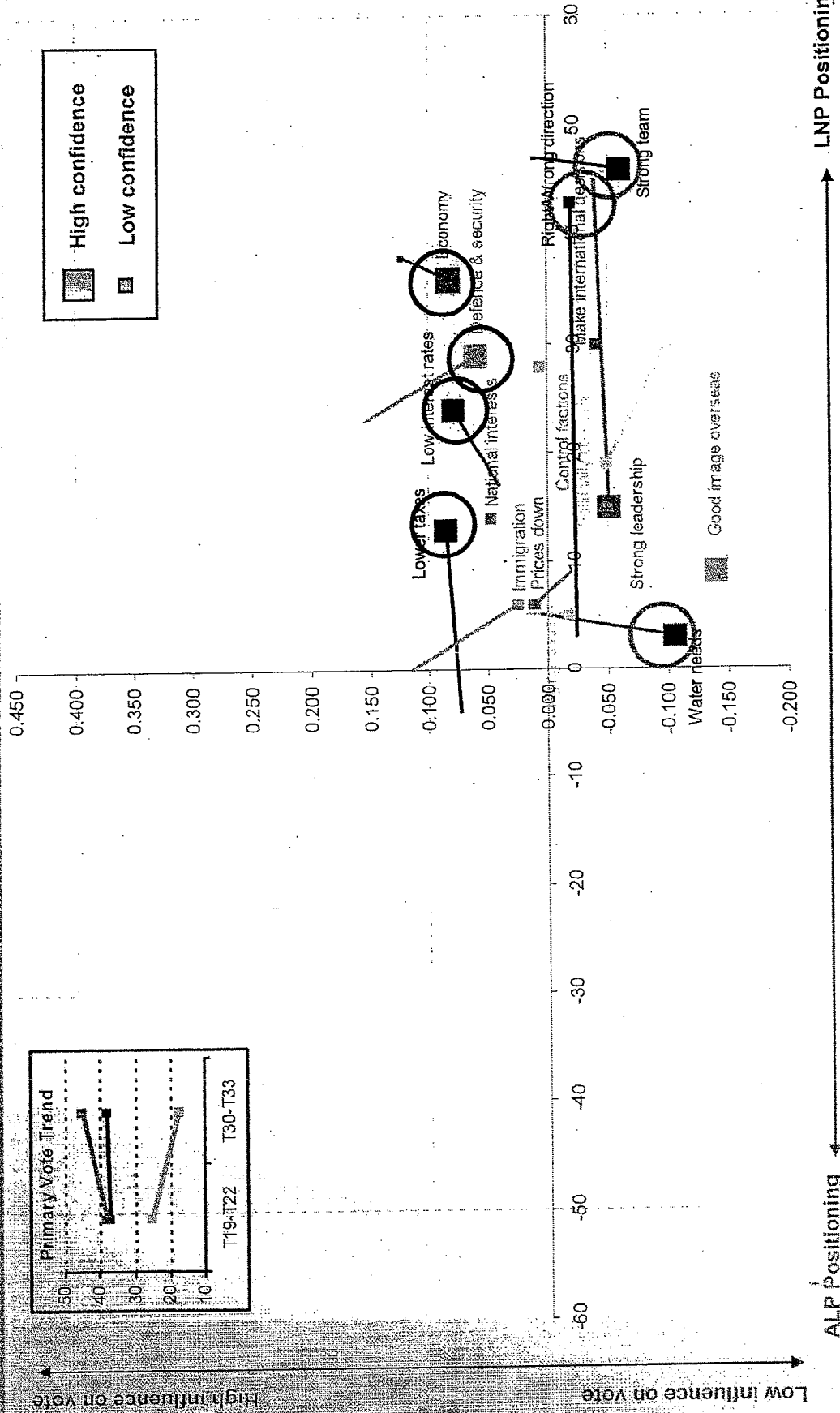


Overall Model Constant = T19-T22 -0.515, T30-T33 -0.175 (Very Good & Good Accuracy Respectively)



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Positive outlook in VIC not linked with Coalition - economy is main strength

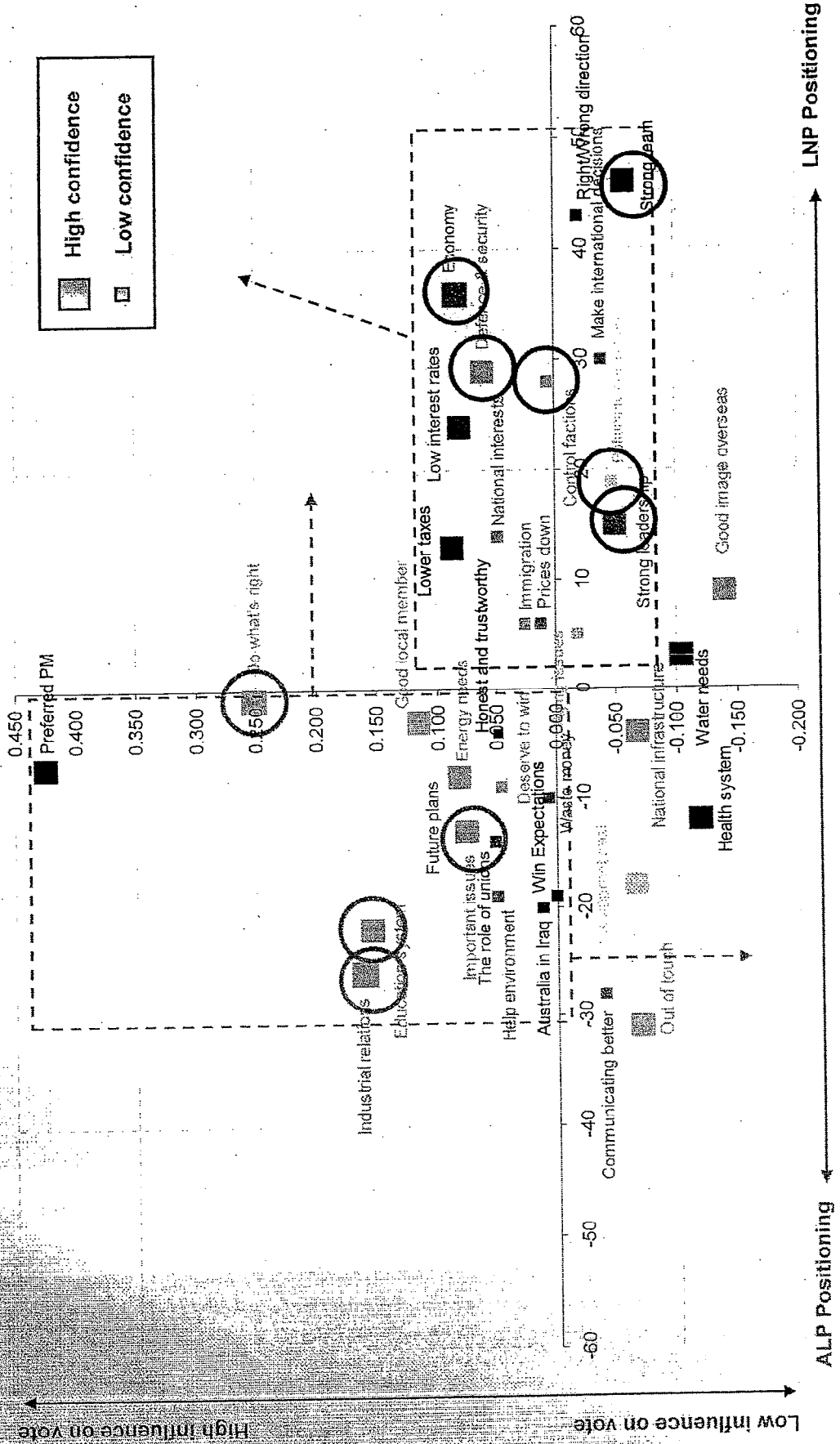


Overall Model Constant = T19-T22 -0.515, T30-T33 -0.175 (Very Good & Good Accuracy Respectively)



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In VIC need to show team responsible for positive outlook, versus Labor factions

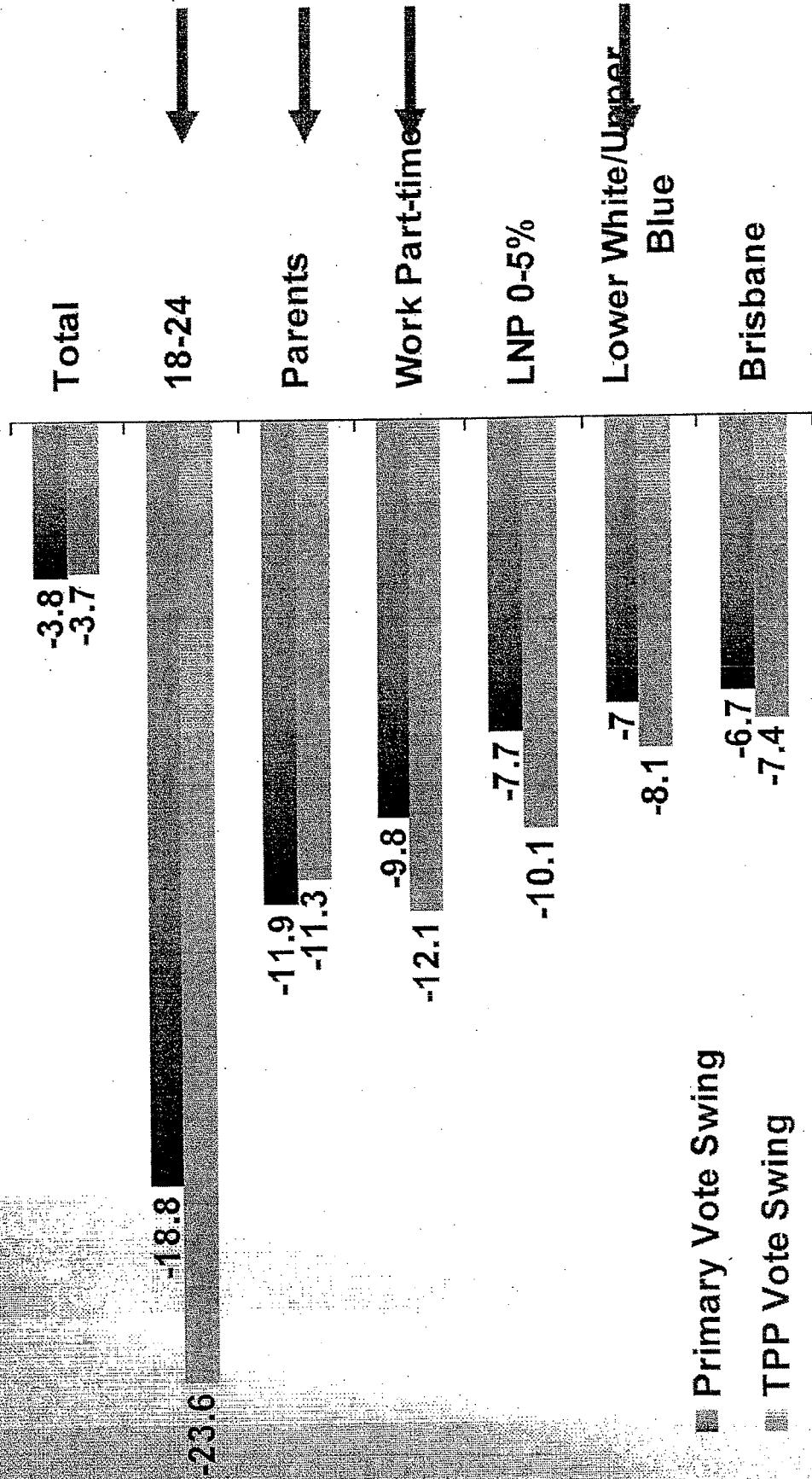


Overall Model Constant = T30-T33-0.175 (Good Accuracy)

Only a small primary and TPP vote swing away from Coalition in QLD



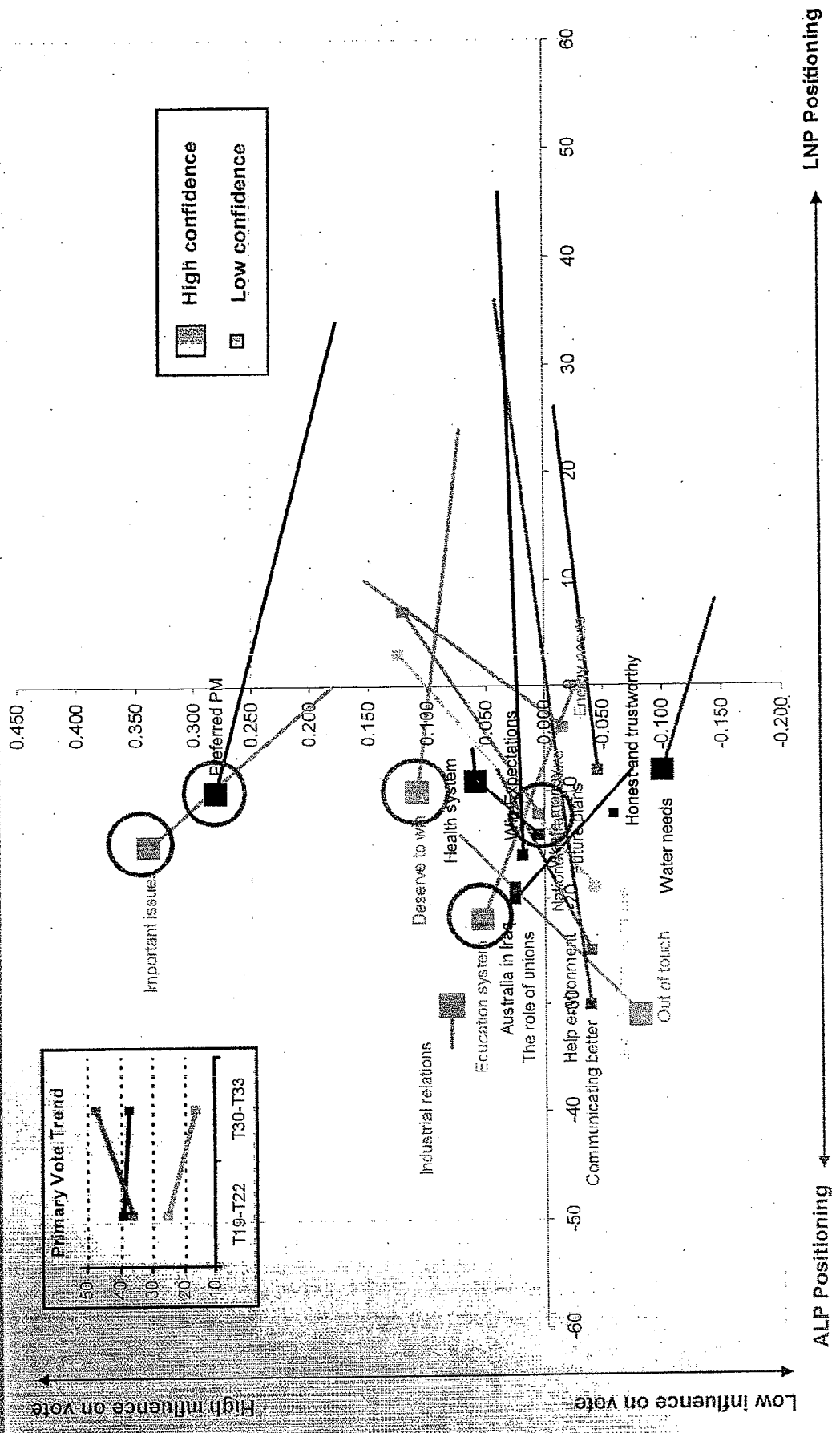
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Labor have won vote in QLD because of their agenda-setting and leadership

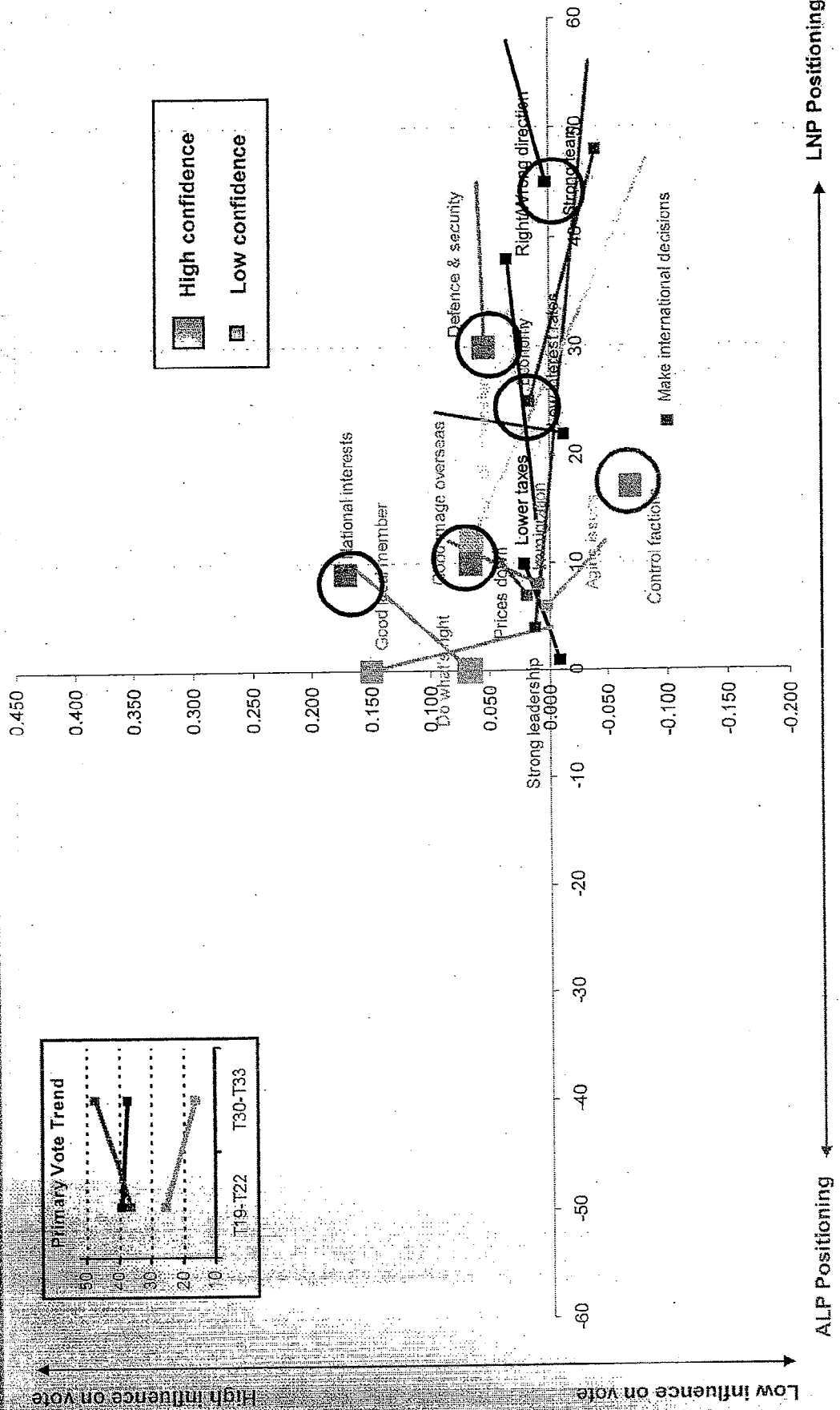


Overall Model Constant = T19-T22 -0.354; T30-T33 -0.092 (Good & Good Accuracies Respectively)



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However, Coalition retains a number of important strengths in QLD

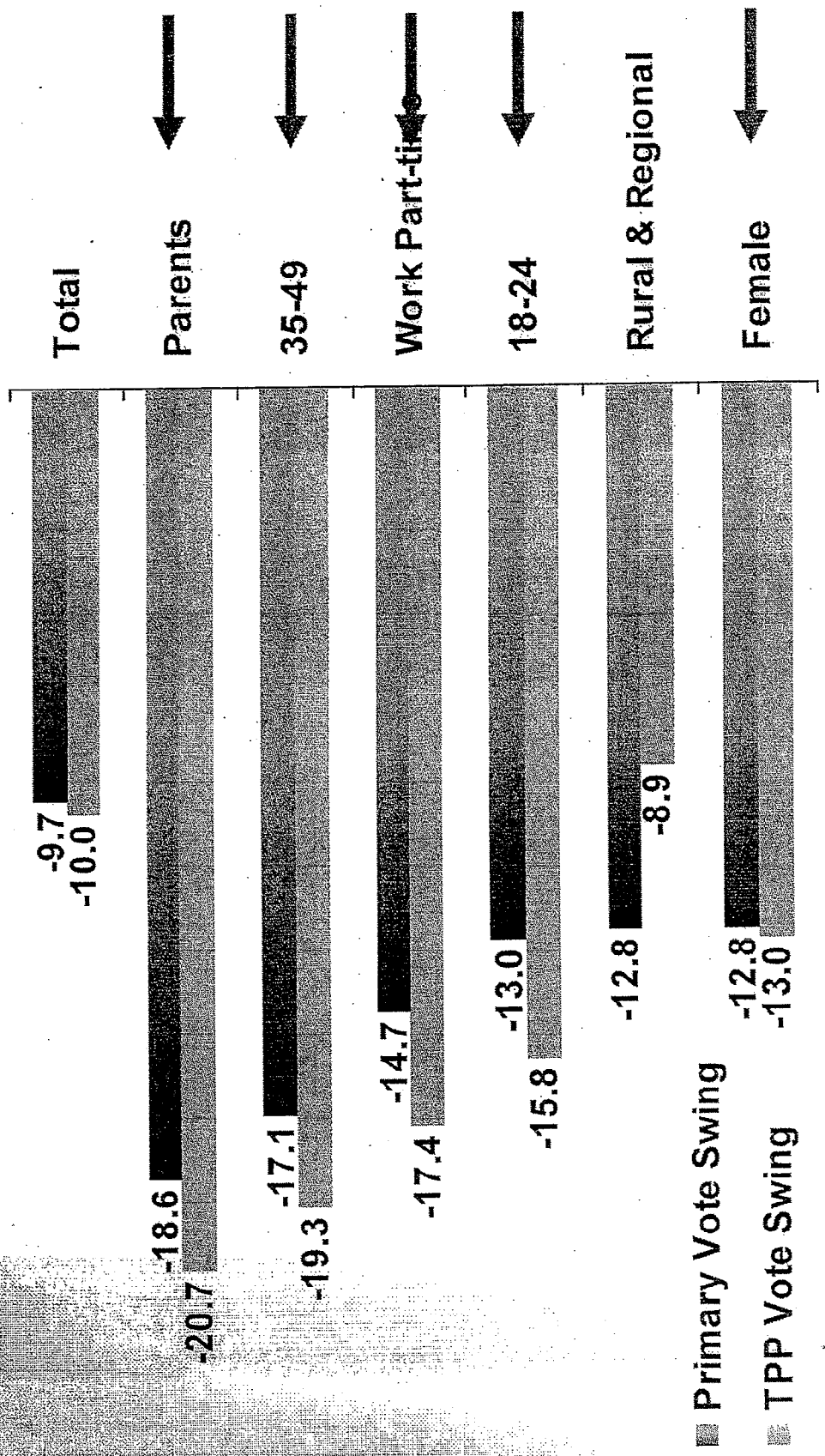


Overall Model Constant = T19-T22 -0.354, T30-T33 -0.092 (Good & Good Accuracy Respectively)

Relatively large swing to Labor in SA post-Rudd

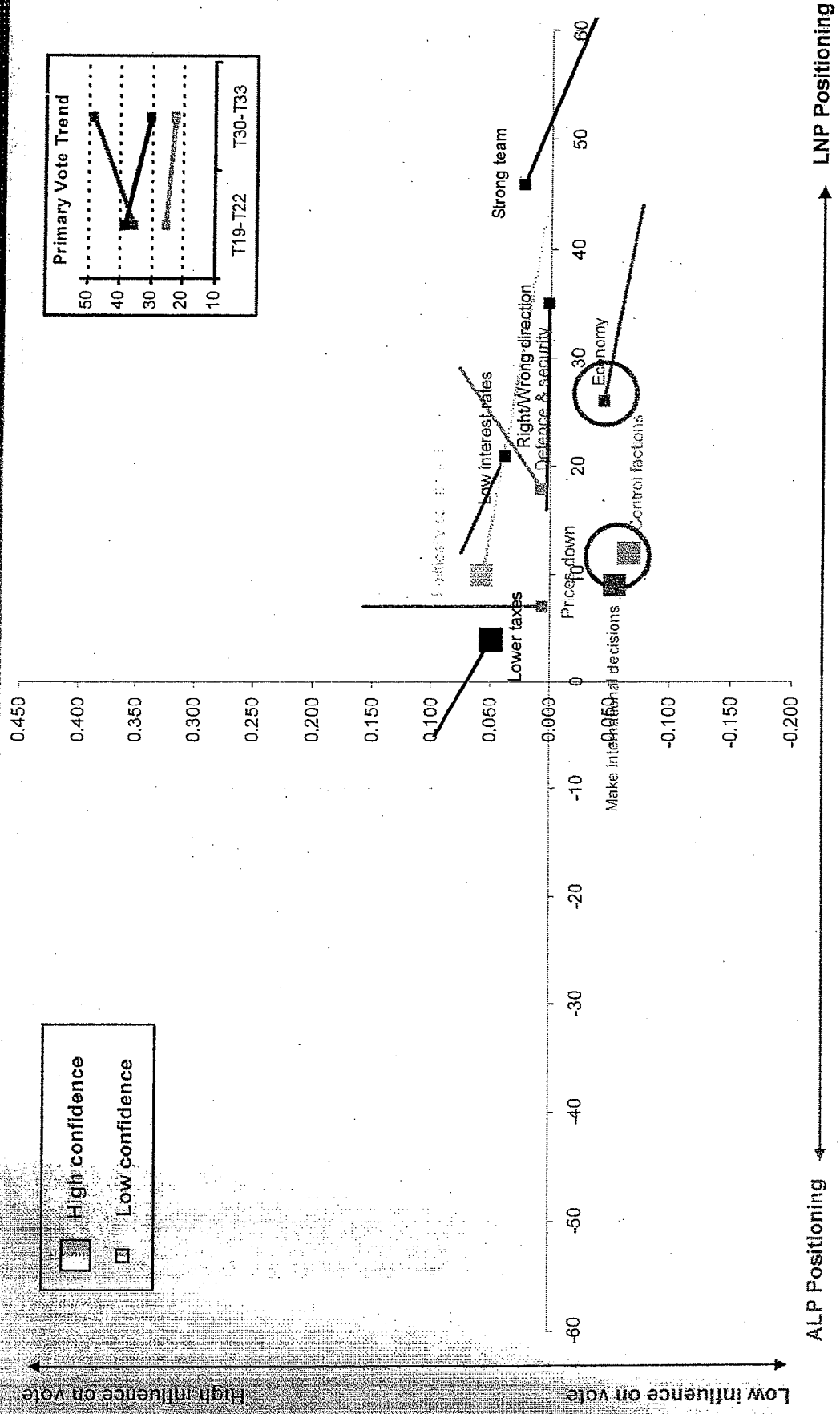


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Coalition has failed to raise importance of economy, team, factions and defence

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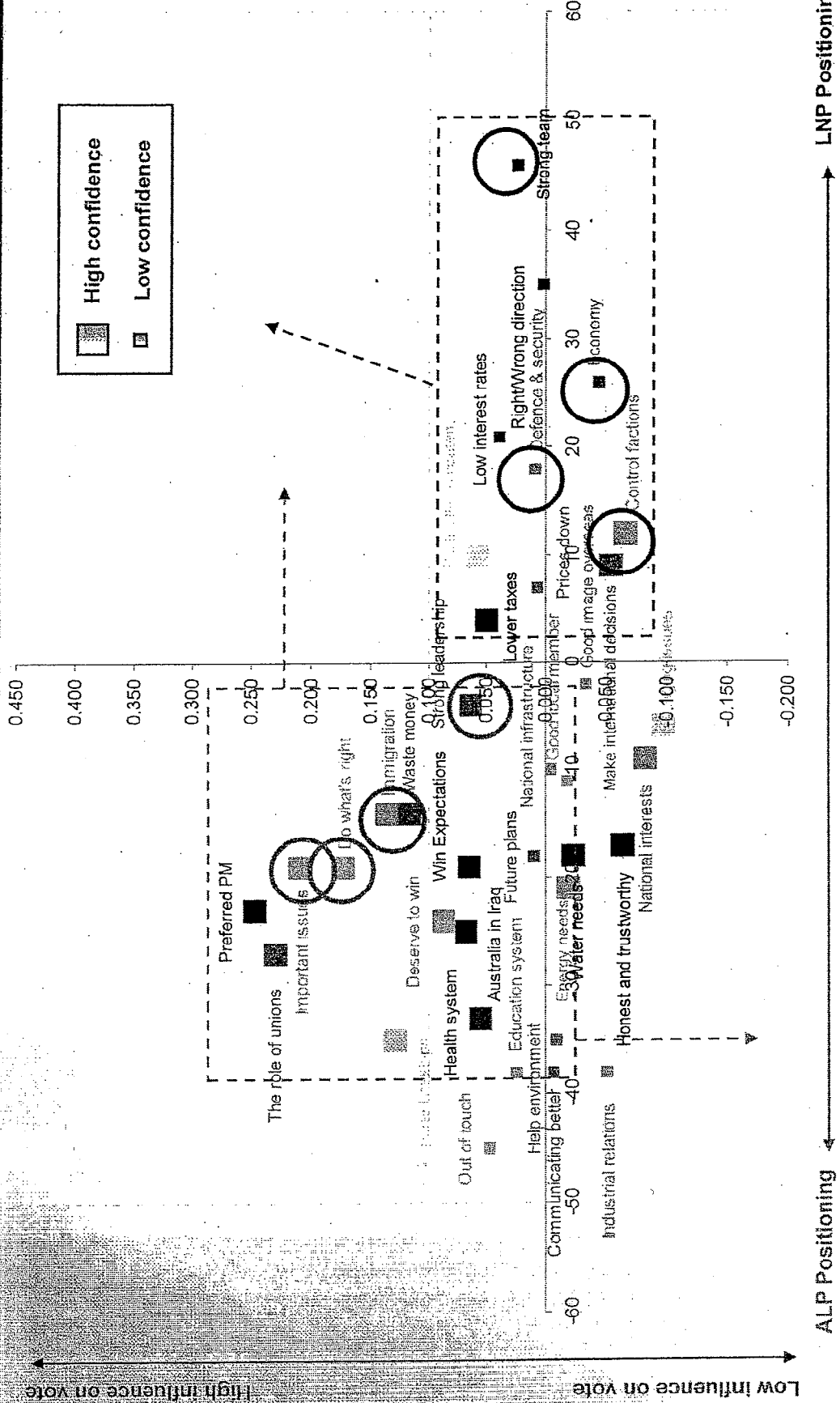


Overall Model Constant = T19-T22 -0.294, T30-T33 -0.527 (Good & Very Good Accuracy Respectively)



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Priority in SA is to gain ground via issue leadership, leveraging Coalition strengths

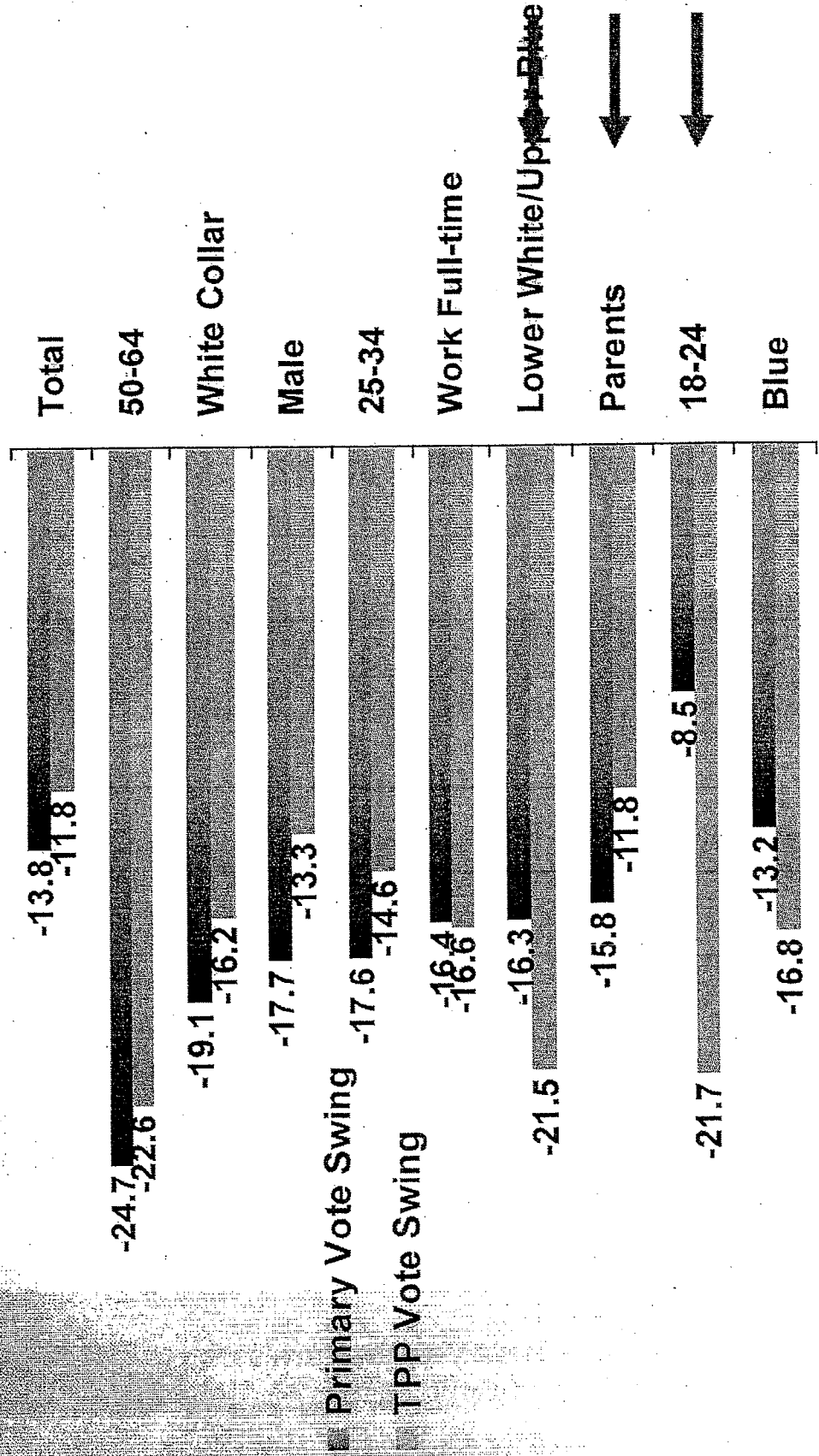


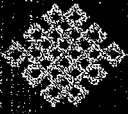
Overall Model Constant = T30-T33 -0.527 (Very Good Accuracy)



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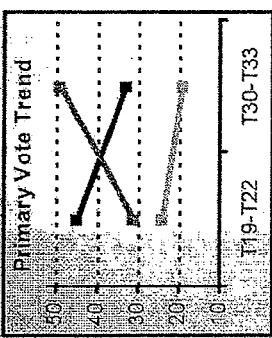
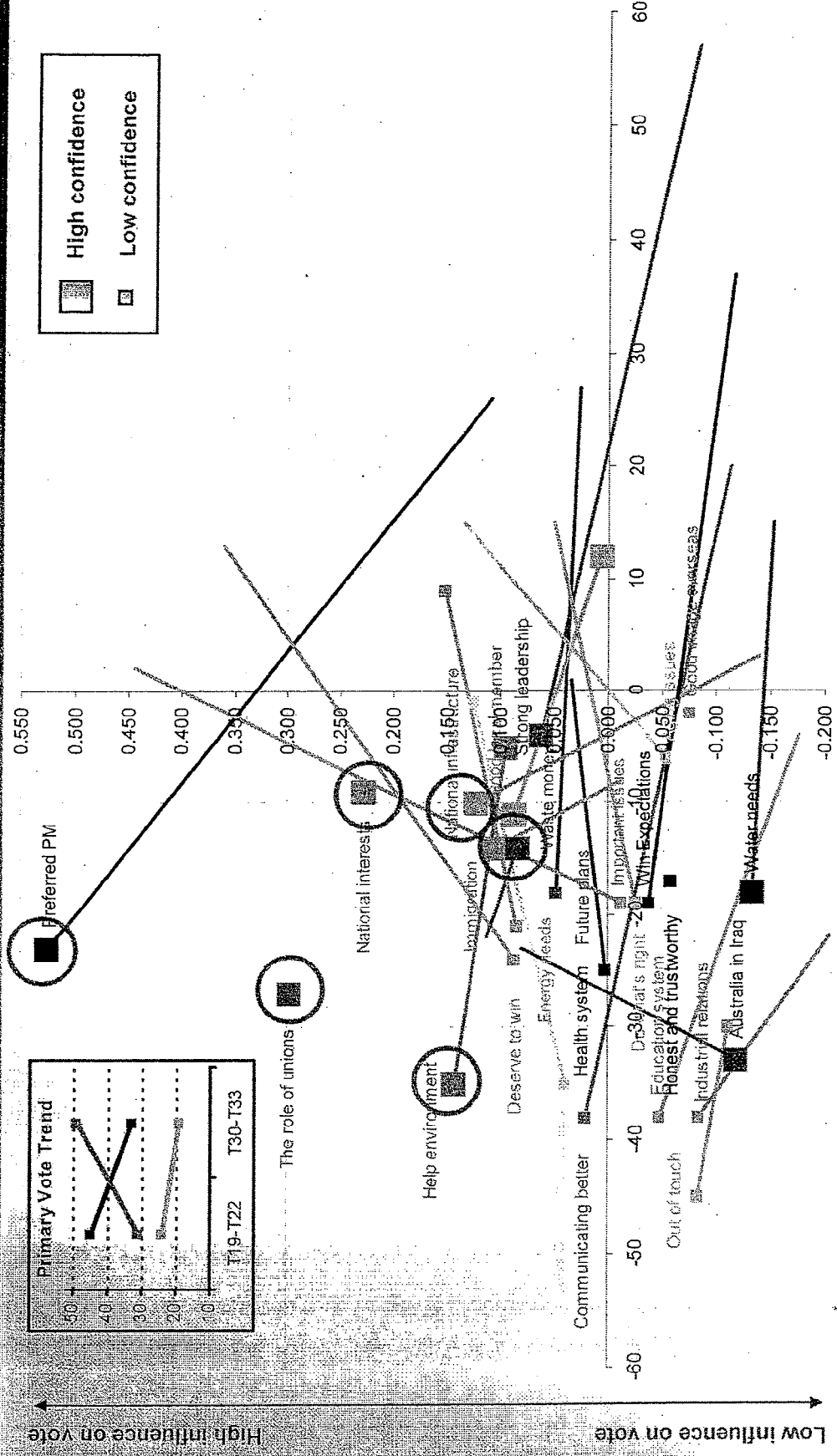
Large swing away from Coalition in TAS/NI, and amongst different groups





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RESEARCH STRATEGIES RESULTS

Large swing to Labor in TAS/NT primarily due to strong preference for Rudd

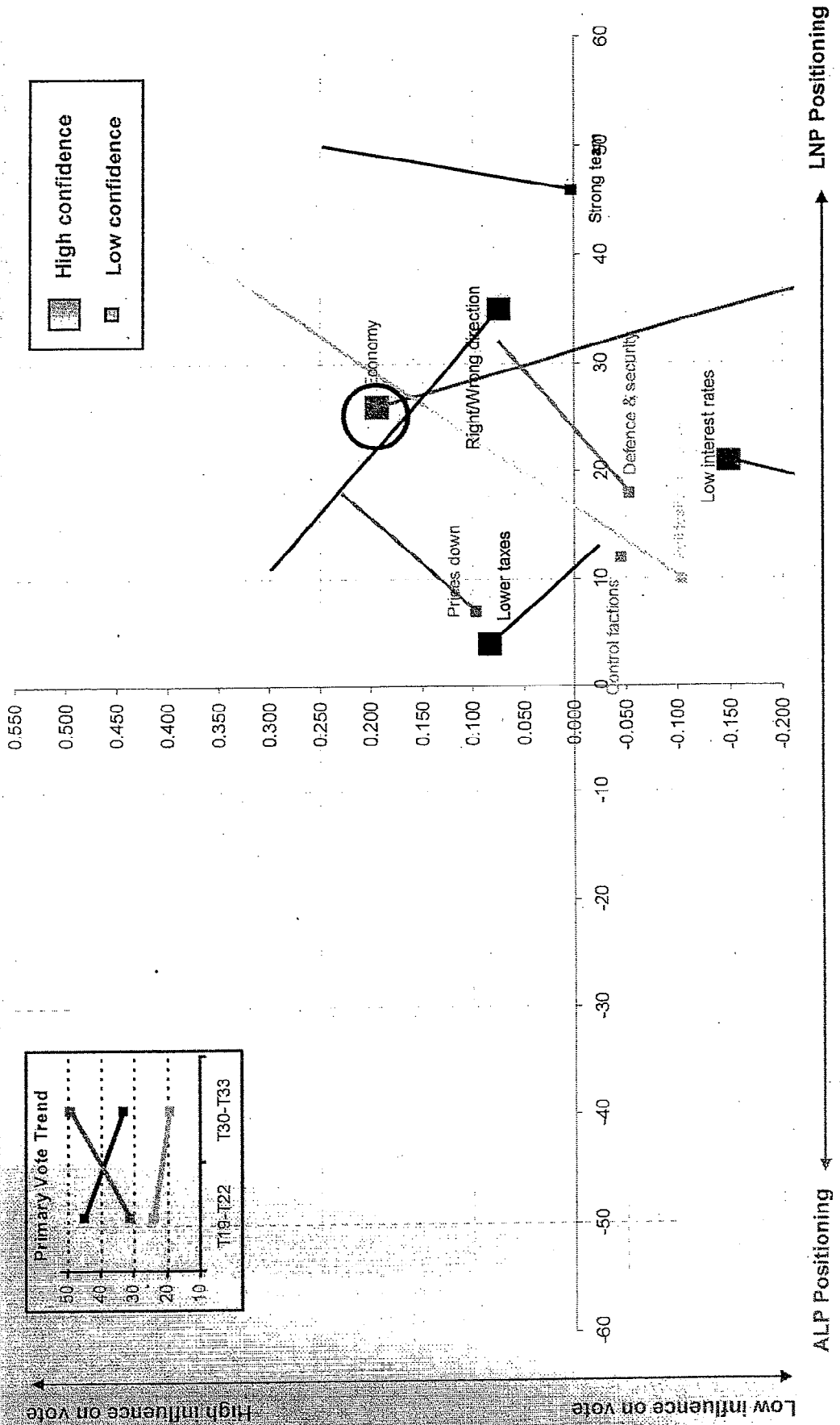
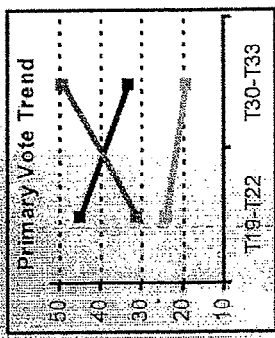


Overall Model Constant = T19-T22 -0.232, T30-T33 -0.174 (Good & Good Accuracy Respectively)



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Of Coalition strengths in TAS/NT only the economy (increasingly) influencing vote





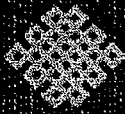
An example for a car purchase decision...

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Car	A	B	A	B	A	B
Brand image	V	X	X	V	V	X
Price	X	V	X	V	X	V
Fuel economy	X	V	V	X	V	X
Purchase (output)	V	X	X	V	V	X

Brand image would be the highest influencer included in the model as it is always agrees with purchase choice.

- We can also be sure that *brand image* is a 'real' influence, and not just a coincidence, as other inputs often disagree with purchase choice.
- There will be other input factors involved, e.g. past purchases and recommendation - model's use is limited.



Regression versus positioning chart

