



Public Polling Methodology Statement: Newspan

Publication date: 30 August 2021

Short Methodology Statement

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| Research company | YouGov Galaxy Pty Ltd |
| Client commissioning the research | The Australian, News Corp Australia |
| End client | The Australian, News Corp Australia |
| Fieldwork dates | 25-28 August 2021 |
| Mode of data collection | Online recruited from research panel (100%) |
| Target population | Australians who are eligible to vote |
| Sample size | 1528 |
| Australian Polling Council compliant | Yes |
| URL of Long Methodology statement | https://au.yougov.com/results/apc |
| Is voting intention published? | Yes |

Long Methodology Statement

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| Effective sample size after weighting applied | 1138 |
| Margin of error associated with effective sample size | ±2.9 |
| Variables used in weighting | Age x gender x location, Age x education, AEC region x household income |
| Weighting method used | Rim weighting |
| Full question text, responses categories and randomisation | See below |
| Proportion of landline/mobile completed interviews | N/A |
| Source of online sample | Selected from previously recruited online panels of research participants to fill quotas loosely based on weighting frame and past vote |
| Positioning of voting intention questions in questionnaire? | Immediately after demographics |
| How were undecided voters handled? | Undecided respondents who answered "don't know" were asked a leaner question which also included a "don't know" option. Those who answered don't know were excluded from published voting intention figures but not from the survey. 8% were thus excluded from published voting intention figures. |
| 2PP calculation method | Calculated according to preference flows at previous federal and state elections |



Full Question Text of Published Questions

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| A2 | Thinking about federal politics. If a federal election for the House of Representatives was held today, which one of the following would you vote for? Please select one option only | Ask if eligible to vote |
| | <i>Single select ROTATE 1-7</i> | |
| 1. | The Labor Party | Show all |
| 2. | The Liberal Party | Show only in electorates where Liberal ran in 2019 |
| 3. | The Nationals | Show only in electorates where Nationals ran in 2019 |
| 4. | The LNP | Show only in QLD |
| 5. | The Greens | Show all |
| 6. | Pauline Hanson's One Nation | Show only in electorates where PHON ran in 2019 |
| 7. | Named other parties (not published separately) | Show only in electorates where selected parties ran in 2019 |
| 8. | Another party or candidate | Fixed |
| 9. | Don't know | Fixed |
| A3 | To which one of the following do you have a leaning? Please select one option only | Ask if don't know i.e. code 9 in A2. Code 1-8 go to A4 |
| | <i>Single select ROTATE 1-7</i> | |
| 1. | The Labor Party | Show all |
| 2. | The Liberal Party | Show only in electorates where Liberal ran in 2019 |
| 3. | The Nationals | Show only in electorates where Nationals ran in 2019 |
| 4. | The LNP | Show only in QLD |
| 5. | The Greens | Show all |
| 6. | Pauline Hanson's One Nation | Show only in electorates where PHON ran in 2019 |
| 7. | Named other parties (not published separately) | Show only in electorates where selected parties ran in 2019 |
| 8. | Another party or candidate | Fixed |
| 9. | Don't know | Fixed |
| A14 | You must allocate preferences for all parties. Between these parties, which would you rank highest? | ASK IF A2=5-8 or A3 = 5-9 |
| | <i>Single select ROTATE 1-3</i> | |
| 1. | Labor | |
| 2. | Liberal/Nationals | Show outside QLD |
| 3. | The LNP | Show only in QLD |
| 4. | Refused/ will just follow how to vote cards/don't know | |
| A4 | Thinking now about the leaders of the parties. Are you satisfied or dissatisfied with the way Scott Morrison is doing his job as Prime Minister? Please select one option only | Ask if eligible to vote i.e. code 1 in A1 |
| | <i>Single select</i> | |
| 1. | Satisfied | |
| 2. | Dissatisfied | |
| 3. | Don't know | |
| A5 | On balance, and while you may have no strong feelings either way, would you be more inclined to say you have been satisfied or dissatisfied with the way Scott Morrison is doing his job as Prime Minister? Please select one option only | Ask if don't know i.e. code 3 in A4. Code 1-2 go to A6 |
| | <i>Single select</i> | |



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| 1. | Satisfied | |
| 2. | Dissatisfied | |
| 3. | Don't know | |
| A6 | Are you satisfied or dissatisfied with the way Anthony Albanese is doing his job as Leader of the Opposition? Please select one option only <i>Single select</i> | Ask all eligible to vote i.e. code 1 in A1 |
| 1. | Satisfied | |
| 2. | Dissatisfied | |
| 3. | Don't know | |
| A7 | On balance, and while you may have no strong feelings either way, would you be more inclined to say you have been satisfied or dissatisfied with the way Anthony Albanese is doing his job as Leader of the Opposition? Please select one option only <i>Single select</i> | Ask if don't know i.e. code 3 in A6. Code 1-2 go to A8 |
| 1. | Satisfied | |
| 2. | Dissatisfied | |
| 3. | Don't know | |
| A8 | Who do you think would make the better Prime Minister? Please select one option only <i>Single select; ROTATE 1-2</i> | Ask all eligible to vote i.e. code 1 in A1 |
| 1. | Scott Morrison | |
| 2. | Anthony Albanese | |
| 3. | Don't know | Fixed |
| A9 | If you had to choose, which one of the two leaders do you think would make the better Prime Minister? Please select one option only <i>Single select; ROTATE 1-2</i> | Ask if don't know i.e. code 3 in A8. Code 1-2 go to C1 |
| 1. | Scott Morrison | |
| 2. | Anthony Albanese | |
| 3. | Don't know | Fixed |

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