



Public Polling Methodology Statement: YouGov

Publication date: 18 Nov-23

Short Methodology Statement

Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	
End client	
Fieldwork dates	10 November to 14 November 2023
Mode of data collection	Online recruited from research panel (100%)
Target population	Australians who are eligible to vote
Sample size	1582
Australian Polling Council compliant	Yes
URL of Long Methodology statement	https://au.yougov.com/results/apc
Is voting intention published?	Yes

Long Methodology Statement

Effective sample size after weighting applied	929
Margin of error associated with effective sample size	±3.2
Variables used in weighting	Age x gender x location, Age x education, AEC region x household income, past vote
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

YouGov is a member of the Australian Polling Council and complies with its Code of Conduct as it pertains to the public release of polling data. The purpose of this Code is to increase public confidence through greater transparency.

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
	Single select ROTATE 1-7	
1.	The Labor Party	Show all
2.	The Liberal Party	Show only in electorates where Liberal ran in 2022
3.	The Nationals	Show only in electorates where Nationals ran in 2022
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 2022
7.	Clive Palmer's United Australia Party	Show all
8.	Named other parties or independents (not published separately)	Show only in electorates where selected parties or independents ran in 2022
9.	Other (specify)	Fixed
10.	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 10 in A2. Code 1-9 go to A4
	Single select ROTATE 1-7	
1.	The Labor Party	Show all
2.	The Liberal Party	Show only in electorates where Liberal ran in 2022
3.	The Nationals	Show only in electorates where Nationals ran in 2022
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 2022
7.	Clive Palmer's United Australia Party	Show all
8.	Named other parties or independents (not published separately)	Show only in electorates where selected parties or independents ran in 2022
9.	Other (specify)	Fixed
10.	Don't know	Fixed
A14	You must allocate preferences for all parties. Between these parties, which would you rank highest?	ASK IF A2=5-9 or A3 = 5-10
	Single select ROTATE 1-3	
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 Anthony Albanese is doing his job as Prime Minister? Please select one option only	Ask if eligible to vote i.e. code 1 in A1
	Single select	
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 Anthony Albanese is doing his job as Prime Minister? Please select one option only <i>Single select</i>	Ask if don't know i.e. code 3 in A4. Code 1-2 go to A6
1.	Satisfied	
2.	Dissatisfied	
3.	Don't know	
A6	Are you satisfied or dissatisfied with the way Peter Dutton 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 Peter Dutton 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.	Anthony Albanese	
2.	Peter Dutton	
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 B1
1.	Anthony Albanese	
2.	Peter Dutton	
3.	Don't know	Fixed
B1	Generally, do you think Australia is heading in right direction or wrong direction? Please select one option only <i>Single select; ROTATE 1-2</i>	
1.	Right direction	
2.	Wrong Direction	
B2	From 1 being extremely poor to 10 being excellent, how would you rate your current quality of life? Please select one option only <i>Single select;</i>	
1.	1	
2.	2	
3.	3	
4.	4	
5.	5	
6.	6	
7.	7	



8.	8	
9.	9	
10.	10	
B3	Compared to three months ago, would you say your financial situation has improved, stayed the same or has worsened Please select one option only <i>Single select;</i>	
1	Improved a lot	
2	Improved a little	
3	Has not changed	
4	Worsened a little	
5	Worsened a lot.	
B4	Comparing your current situation to your parents when they were at your age, do you think they were better or worse off than you Please select one option only <i>Single select;</i>	
1	They were much better off	
2	They were slightly better off	
3	They were more or less the same	
4	They were slightly worse off	
5	They were much worse off.	
B5	Do you think the recent decision by the Reserve Bank to raise interest rates by another 0.25 points was a good or bad decision? Please select one option only <i>Single select; ROTATE 1-2</i>	
1.	Right decision	
2.	Wrong decision	
B6	Thinking about when Christmas advertising and promotions start, which is closest to your view? Please select one option only <i>Single select; ROTATE 1-2</i>	
1.	It should only be in December	
2.	Anytime the store decides	