



Public Polling Methodology Statement: Newspoll SA State Poll

Publication date: 26th February 2022

Short Methodology Statement

Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	The Australian, News Corp Australia
End client	The Australian, News Corp Australia
Fieldwork dates	23 to 26 February 2022
Mode of data collection	Online recruited from research panel (100%)
Target population	Australians in South Australia who are eligible to vote
Sample size	1015
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	954
Margin of error associated with effective sample size	±3.2
Variables used in weighting	Age x gender x location, Religious affiliation
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. 7% were thus excluded from published voting intention figures.
2PP calculation method	Calculated according to respondent allocated preferences



Full Question Text of Published Questions

A1	On March 19th there is a state election here in South Australia. Thinking about state politics only. If a state election for South Australia was held today, which one of the following would you vote for? Please select one option only <i>Single select ROTATE 1-3</i>	Ask if eligible to vote
1.	The Labor Party	Show all
2.	The Liberal Party	Show all
3.	The Greens	Show all
4.	Pauline Hanson's One Nation	Show only in electorates where PHON are running
5.	Family First	Show only in electorates where Family First are running
6.	An Independent candidate	Show only in electorates where an independent candidate is running
7.	The Nationals	Show only in electorates where Nationals are running
8.	The Animal Justice Party	Show only in electorates where AJP are running
9.	Another party or candidate (specify)	Fixed
10.	Don't know	Fixed
A2	To which one of the following do you have a leaning? Please select one option only <i>Single select ROTATE 1-3</i>	Ask if don't know i.e. code 10 in A1. Code 1-9 go to A3
1.	The Labor Party	Show all
2.	The Liberal Party	Show all
3.	The Greens	Show all
4.	Pauline Hanson's One Nation	Show only in electorates where PHON are running
5.	Family First	Show only in electorates where Family First are running
6.	An Independent candidate	Show only in electorates where an independent candidate is running
7.	The Nationals	Show only in electorates where Nationals are running
8.	The Animal Justice Party	Show only in electorates where AJP are running
9.	Another party or candidate (specify)	Fixed
10.	Don't know	Fixed
A3	You must allocate preferences for all parties. Between these parties, which would you rank highest? <i>Single select ROTATE 1-2</i>	ASK IF A1=3-9 or A2 = 3-10
1.	Labor	
2.	Liberal	
3.	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 Steven Marshall is doing his job as Premier? Please select one option only <i>Single select</i>	Ask if eligible to vote
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 Steven Marshall is doing his job as Premier? 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 Malinauskas is doing his job as Leader of the Opposition? Please select one option only <i>Single select</i>	Ask all eligible to vote
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 Malinauskas 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 Premier? Please select one option only <i>Single select; ROTATE 1-2</i>	Ask all eligible to vote
1.	Steven Marshall	
2.	Peter Malinauskas	
3.	Don't know	Fixed
A9	If you had to choose, which one of the two leaders do you think would make the better Premier? 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 NS
1.	Steven Marshall	
2.	Peter Malinauskas	
3.	Don't know	Fixed

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