



**Public Polling Methodology Statement: News Corp**

**Publication date:** 12 Oct 2021

| <b>Short Methodology Statement</b>          |   |
|---|---|
| <b>Research company</b>                     | YouGov Galaxy Pty Ltd   |
| <b>Client commissioning the research</b>    | The Australian, News Corp Australia   |
| <b>End client</b>                           | The Australian, News Corp Australia   |
| <b>Fieldwork dates</b>                      | 1-7 Oct 2021  |
| <b>Mode of data collection</b>              | Online recruited from research panel (100%)   |
| <b>Target population</b>                    | Australians Citizens 18+  |
| <b>Sample size</b>                          | 2421  |
| <b>Australian Polling Council compliant</b> | Yes   |
| <b>URL of Long Methodology statement</b>    | <a href="https://au.yougov.com/results/apc/">https://au.yougov.com/results/apc/</a> |
| <b>Is voting intention published?</b>       | No  |

| <b>Long Methodology Statement</b>                                  |  |
|--|--|
| <b>Effective sample size after weighting applied</b>               | 1840   |
| <b>Margin of error associated with effective sample size</b>       | ±2.3   |
| <b>Variables used in weighting</b>                                 | Age x gender, gender x location, Age x education   |
| <b>Weighting method used</b>                                       | Rim weighting  |
| <b>Full question text, responses categories and randomisation</b>  | See below  |
| <b>Proportion of landline/mobile completed interviews</b>          | N/A  |
| <b>Source of online sample</b>                                     | Selected from previously recruited online panels of research participants to fill quotas loosely based on weighting frame and past vote. |
| <b>Positioning of voting intention questions in questionnaire?</b> | N/A  |
| <b>How were undecided voter handled?</b>                           | N/A  |
| <b>2PP calculation method</b>                                      | N/A  |



## Full Question Text of Published Questions

Q1 Thinking about Australia's future electricity supply in 2050, which is closer to your own view?  
[ROTATE 1-2]

1. Australia should switch to 100% renewable energy — ie. solar, wind, hydro
2. Australia should continue to use some non-renewable energy sources to generate electricity — ie. coal, gas
3. Don't know

Q2 Which is closer to your own view? [ROTATE1-2]

1. Australia should continue to mine and export coal as long as other countries want to buy it
2. Australia should stop mining and exporting coal entirely in the near future
3. Don't know

Q3 Net zero emissions refers to having a balance between greenhouse gas emissions produced and greenhouse gas emissions taken out of the atmosphere. Do you think Australia should...

[ROTATE 1-3]

1. Set a target to reach net zero by 2050
2. Set a target to reach net zero faster than 2050
3. Set a target for a later date or not have a target at all
4. Don't know

Q4-5 What impact, if any, do you think setting a target to reach net zero emissions faster than 2050 would have on each of the following? Would it... [ROTATE A-F; RANDOM REVERSE 1-3]

1. Improve
  2. Make no difference
  3. Make worse
- 
- A. The cost of your power bills
  - B. Unemployment
  - C. Your standard of living
  - D. The health of the planet
  - E. Australian government debt
  - F. The reliability of Australia's electricity supply

Q6 If tougher targets for net zero meant paying more on your power bill, how much is the most extra you would you be prepared to pay? [RANDOM REVERSE 1-6]

1. Nothing
2. Up to \$25 a month
3. \$26 to \$50 a month
4. \$51 to \$75 a month
5. \$76 to \$100 a month
6. More than \$100 a month

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