



**Public Polling Methodology Statement: YouGov**

**Publication date:** 12<sup>th</sup> Oct-23

<b>Short Methodology Statement</b>	
<b>Research company</b>	YouGov Galaxy Pty Ltd
<b>Client commissioning the research</b>	
<b>End client</b>	
<b>Fieldwork dates</b>	October 6 <sup>th</sup> to October 10 <sup>th</sup> 2023
<b>Mode of data collection</b>	Online recruited from research panel (100%)
<b>Target population</b>	Australians who are eligible to vote
<b>Sample size</b>	1519
<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>	NA

<b>Long Methodology Statement</b>	
<b>Effective sample size after weighting applied</b>	937
<b>Margin of error associated with effective sample size</b>	±3.19
<b>Variables used in weighting</b>	Age x gender x location, Age x education, AEC region x household income
<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>	Immediately after demographics
<b>How were undecided voters handled?</b>	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. 6% were thus excluded from published voting intention figures.
<b>2PP calculation method</b>	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? <b>Please select one option only</b>	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 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? <b>Please select one option only</b>	Ask if don't know i.e. code 10 in A2. Code 1-9 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 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
	<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 Anthony Albanese is doing his job as Prime Minister? <b>Please select one option only</b>	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 Anthony Albanese is doing his job as Prime Minister? <b>Please select one option only</b> <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? <b>Please select one option only</b> <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? <b>Please select one option only</b> <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? <b>Please select one option only</b> <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? <b>Please select one option only</b> <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	On October 14, Australians will decide at a referendum whether to <u>alter the Australian Constitution to recognise the First Peoples of Australia by establishing an Aboriginal and Torres Strait Islander Voice.</u>  Do you approve this proposed alteration? <b>Please select one option only</b> <i>Single select; ROTATE 1-2</i>	Ask all eligible to vote i.e. code 1 in A1
1.	Yes	
2.	No	
3.	Don't know	Fixed
B2	Voting at this referendum will be compulsory. While you may change your mind, <u>if you had to choose now</u> , do you approve of this proposed alteration of the Australian Constitution to recognise the First Peoples of Australia by establishing an Aboriginal and Torres Strait Islander Voice? <b>Please select one option only</b> <i>Single select; ROTATE 1-2</i>	Ask if don't know i.e. code 3 in B1.



1.	Yes	
2.	No	
3.	Don't know	Fixed
B5	To what extent are you familiar with the Uluru Statement from the Heart?  <b>Please select one option only</b> <i>Single select; reverse 1-3</i>	Ask all
1.	I've read it	
2.	I've not read it, but I've heard of it	
3.	I have not heard of it	
B6	Imagine if Australia was to hold a referendum on October 14 as to whether to alter the Australian constitution to make Qantas operate as a publicly owned service accountable to parliament.  Do you approve of this proposed alteration?  <b>Please select one option only</b> <i>Single select; ROTATE 1-2</i>	Ask all
1.	Yes	
2.	No	
3.	Don't know	fixed
B7	Voting at this referendum will be compulsory. While you may change your mind, if you had to choose now, do you approve of this proposed alteration of the Australian Constitution to make Qantas operate as a publicly owned service accountable to parliament?  <b>Please select one option only</b> <i>Single select; ROTATE 1-2</i>	Ask if B6=3
1.	Yes	
2.	No	
3.	Don't know	fixed
END OF QUESTIONNAIRE		