



**Public Polling Methodology Statement: YouGov**

**Publication date:** December 7th

| <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>                      | 1 <sup>st</sup> December to 5 <sup>th</sup> December 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>                          | 1555  |
| <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>       | Yes   |

| <b>Long Methodology Statement</b>                                  |   |
|--|---|
| <b>Effective sample size after weighting applied</b>               | 931   |
| <b>Margin of error associated with effective sample size</b>       | ±3.21   |
| <b>Variables used in weighting</b>                                 | Age x gender x location, Age x education, AEC region x household income, Weighting by past vote Federal vote and Voice referendum   |
| <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. 7% were thus excluded from published voting intention figures. |
| <b>2PP calculation method</b>                                      | Calculated according to preference flows at previous federal election   |



**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.*

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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?<br><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?<br><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?<br><b>Please select one option only</b>     | Ask if eligible to vote i.e. code 1 in A1                                   |
|     | <i>Single select rotate 1-2</i>  |   |
| 1.  | Satisfied  |   |
| 2.  | Dissatisfied   |   |
| 3.  | Don't know   |   |



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|-----|--|--|
| 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?<br><b>Please select one option only</b><br><i>Single select rotate 1-2 (same rotation as A4)</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?<br><b>Please select one option only</b><br><i>Single select – rotate 1-2 (same rotation as A4)</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?<br><b>Please select one option only</b><br><i>Single select (same rotation as A4)</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?<br><b>Please select one option only</b><br><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?<br><b>Please select one option only</b><br><i>Single select; ROTATE 1-2 (same rotation as A8)</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  | In your view, what should be the most important issue for the Federal Australian Government to focus on?<br><b>Please select one option only</b><br><i>Single select; randomise</i>  | Ask all  |
| 1.  | Living Standards of Australians  |  |
| 2.  | Housing affordability  |  |
| 3.  | Healthcare quality and affordability   |  |
| 4.  | Climate change   |  |
| 5.  | Growing income and wages   |  |
| 6.  | Growing our economy  |  |
| 7.  | Sharing more fairly Australia's wealth   |  |
| 8.  | Reducing deficits and public debt  |  |
| 9.  | National security  |  |
| 10. | Pensions and government payments   |  |
| 11. | Creating and protecting secure jobs  |  |
| 12. | Schools and education  |  |



|     |   |         |
|-----|---|---------|
| B2  | What should the second most important be?<br><br><b>Please select one option only</b><br><i>Single select; randomise</i>  | Ask all |
| 1.  | Living Standards of Australians   |         |
| 2.  | Housing affordability   |         |
| 3.  | Healthcare quality and affordability  |         |
| 4.  | Climate change  |         |
| 5.  | Growing income and wages  |         |
| 6.  | Growing our economy   |         |
| 7.  | Sharing more fairly Australia's wealth  |         |
| 8.  | Reducing deficits and public debt   |         |
| 9.  | National security   |         |
| 10. | Pensions and government payments  |         |
| 11. | Creating and protecting secure jobs   |         |
| 12. | Schools and education   |         |
| B3  | Which party do you think is better at handling the following?<br><br><b>Please select one option per row</b><br><i>Multiple Choice Grid; randomise rows, columns</i>  | Ask all |
| 1   | Income and wages  |         |
| 2   | Education   |         |
| 3   | Healthcare  |         |
| 4   | National security   |         |
| 5   | Housing   |         |
| 6   | Economic management   |         |
| 7   | Cost of living  |         |
| 8   | Immigration   |         |
| 9   | Climate change  |         |
| A   | Labor   |         |
| B   | Coalition   |         |
| C   | Greens  |         |
| D   | Other parties/ Independent  | Fixed   |
| E   | None of these   | Fixed   |
| B4  | Generally speaking which political party best represents your economic interests?<br><br><b>Please select one option only</b><br><i>Single select; randomise</i>  | Ask all |
| 1   | Liberal/ Coalition  |         |
| 2   | Labor   |         |
| 3   | Greens  |         |
| 4   | One Nation  | Fixed   |
| 5   | Other parties/ independent candidate  | Fixed   |
| 6   | None of them  | Fixed   |
| B5  | The Government of the ACT has recently decriminalised marijuana for personal use by individuals aged over 18. This means that adults can possess up to 50g of dried cannabis or 150g of fresh cannabis. If you possess more than these amounts, it is still a crime with a penalty of an \$8,000 fine, imprisonment for 2 years, or both. Do you support or oppose this law to be implemented in [insert respondent state]?<br><br><b>Please select one option only</b><br><i>Single select; ROTATE 1-2</i> | Ask 50% |
| 1.  | Support this approach to decriminalising marijuana for personal use   |         |



|    |   |         |
|----|---|---------|
| 2. | Oppose this approach to decriminalising marijuana for personal use  |         |
| 3. | Don't know  | Fixed   |
|    |   |         |
| B6 | A bill has been proposed in the NSW Parliament to legalise the cultivation of up to six cannabis (marijuana) plants at home for personal use and to allow growers to share it with their friends. Do you support or oppose this law to be implemented in [insert respondent state]? | Ask 50% |
|    | <b>Please select one option only</b><br><i>Single select; ROTATE 1-2 (same rotation as B5)</i>  |         |
| 1. | Support this approach to legalising marijuana for personal use  |         |
| 2. | Oppose this approach to legalising marijuana for personal use   |         |
| 3. | Don't know  | Fixed   |
|    |   |         |
| B7 | Do you support or oppose the reclaiming of golf courses to create affordable housing in urban and suburban areas of major Australian cities?  | Ask all |
|    | <b>Please select one option only</b><br><i>Single select; ROTATE 1-2 (same rotation as B5)</i>  |         |
| 1. | Support   |         |
| 2. | Oppose  |         |
| 3. | Don't know  | Fixed   |