



Public Polling Methodology Statement: Ogilvy

Publication date: 02 May 2022

Short Methodology Statement	
Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	Ogilvy PR
End client	Ogilvy PR - twitter
Fieldwork dates	24 Mar - 01 Apr 2022
Mode of data collection	Online recruited from research panel (100%)
Target population	Australians who are eligible to vote
Sample size	2344
Australian Polling Council compliant	Yes
URL of Long Methodology statement	NA
Is voting intention published?	NA

Long Methodology Statement	
Effective sample size after weighting applied	1639
Margin of error associated with effective sample size	±2.4
Variables used in weighting	Age x gender, gender x location, Age x education
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?	NA
How were undecided voter handled?	NA
2PP calculation method	NA



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 Australian Polling Council Quality Mark provides a shorthand for publishers to decide whether research is fit for publication.

1. During the upcoming Federal Election campaign, where are you most-likely to get the majority of your political information from? [CHOICE]

- a. Broadcast media (TV, radio)
- b. Traditional print and online media (newspapers, websites)
- c. Social media
- d. Conversations with friends
- e. Political events
- f. I won't be engaging with information about the Federal Election because I'm not interested
- g. Other (please specify)

2. How will your engagement with political news on social media platforms change during the Federal Election campaign? [CHOICE]

- a. More engagement with political news
- b. About the same
- c. Less engagement with political news
- d. I don't know

3. Regardless of how much you use social media, to what extent do you trust or not trust the information about the Federal Election on the following social media platforms? [SCALE CHOICE]

Social media platform	Don't trust at all	Don't trust that much	Trust a little bit	Trust a fair amount	Trust a lot	Don't know
1) Twitter	1	2	3	4	5	99
2) Facebook	1	2	3	4	5	99
3) Instagram	1	2	3	4	5	99
4) TikTok	1	2	3	4	5	99
5) Snapchat	2	3	3	4	5	99

4. What are the most important issues for you in deciding who to vote for in the upcoming federal election? Please rank these topics from most-important ranked first, second most important ranked 2nd etc...

Please rank at least 5 issues

- a. Healthcare (including COVID-19)
- b. The economy
- c. Jobs



- d. Housing/rental prices
- e. Education
- f. Climate change
- g. National security
- h. Infrastructure and transport
- i. Regional issues including farming
- j. Local issues
- k. Integrity and honesty
- l. Something else (please explain)

5. Are you worried or not worried about the spread of misinformation and disinformation during the Federal Election? [CHOICE]

- a. I'm worried
- b. I'm not worried
- c. Unsure
- d. I don't know what mis/disinformation is

6. Do you believe election authorities have the ability to control or stop misinformation and disinformation during the Federal Election? [CHOICE]

- a. Yes
- b. No
- c. Unsure
- d. I don't know what mis/disinformation is

7. Do you believe social media platforms have the ability to control or stop misinformation and disinformation during the Federal Election? [CHOICE]

- a. Yes
- b. No
- c. Unsure
- d. I don't know what mis/disinformation is

8. Which social media platform are you most likely to use to discuss politics? [CHOICE]

- a. Twitter
- b. Facebook
- c. Instagram
- d. Snapchat
- e. TikTok
- f. I would not use a social media platform to discuss politics
- g. Other

9. Which social media platform are you most likely to use to share who you voted for? [CHOICE]

- a. Twitter
- b. Facebook
- c. Instagram



- d. Snapchat
- e. TikTok
- f. I would not use a social media platform to share who I voted for
- g. Other

10. Which social media platform are you most likely to use to speak with your local Member of Parliament? [CHOICE]

- a. Twitter
- b. Facebook
- c. Instagram
- d. Snapchat
- e. TikTok
- f. I would not use a social media platform to speak with my local MP
- g. Other

11. Do you follow any of these politicians on any social media platforms? [MULTIPLE SELECTION]

- a. Scott Morrison
- b. Anthony Albanese
- c. Adam Bandt
- d. Josh Frydenberg
- e. Jim Chalmers
- f. Tanya Plibersek
- g. Peter Dutton
- h. Pauline Hanson
- i. Jacqui Lambie
- j. Your local MP
- k. Other
- l. No, I do not follow any of these people on a social media platform

12. Would a politician's actions and behaviour on social media influence whether or not you would vote for them? [CHOICE]

- a. Yes
- b. No
- c. Unsure

13. Have you recently (in the last six months) been embarrassed by something an Australian politician has posted online? [CHOICE + EXPLAIN]

- a. Yes
 - i. If yes, can you remember who or what it was?
- b. No

14. Which of the following online behaviours would turn you off voting for a politician? [MULTIPLE SELECTION]

- a. Participating in fights online
- b. Criticising their opponent
- c. Swearing



- d. Spreading mis/disinformation
- e. Not responding to constituents
- f. Talking about topics that aren't relevant to me
- g. Trying to be cool
- h. I don't take online behaviour into account when deciding who to vote for
- i. Other (please elaborate)

15. Which of the following online behaviours is most likely to encourage you to vote for a politician? [CHOICE]

- a. Demonstrating community impact through their account
- b. Supporting a political opponent when attacked
- c. Encouraging informed and civic debate
- d. Responding to requests for help from constituents
- e. I don't take online behaviour into an account when deciding who to vote for