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Short Methodology Statement

Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	YouGov public data project- No Client
Fieldwork dates	12 th January -17 th Jan 2024
Mode of data collection	Online recruited from research panel (100%)
Target population	Australians eligible to vote
Sample size	1532
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	1066
Margin of error associated with effective sample size	±3.12
Quotas and weighting	Age, Gender, Education, AEC region, household income, Weighting by Federal and Referendum and Referendum vote
Weighting method used	Rim weighting
Full question text, responses categories and randomisation	See below
Source of online sample	Selected from previously recruited online panels of research participants using quotas based on weighting frame and past vote.
Positioning of voting intention questions in questionnaire?	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. 6% were thus excluded from result.
2PP calculation method	Calculated using preference flows at previous federal election



Full Question Text of Published Questions

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? Please select one option only	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? Please select one option only	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? Please select one option only	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? Please select one option only	Ask if don't know i.e. code 3 in A4. Code 1- 2 go to A6
	<i>Single select</i>	
	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? Please select one option only	Ask all eligible to vote i.e. code 1 in A1
	<i>Single select</i>	
	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? Please select one option only	Ask if don't know i.e. code 3 in A6. Code 1- 2 go to A8
	<i>Single select</i>	
	1. Satisfied	
	2. Dissatisfied	
	3. Don't know	
A8	Who do you think would make the better Prime Minister? Please select one option only	Ask all eligible to vote i.e. code 1 in A1
	<i>Single select; ROTATE 1-2</i>	
	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? Please select one option only	Ask if don't know i.e. code 3 in A8. Code 1-2 go to B1
	<i>Single select; ROTATE 1-2</i>	
	1. Anthony Albanese	
	2. Peter Dutton	
	3. Don't know	Fixed
B1	Did you make a New Year's resolution this Year?	
	1 Yes	If Yes B2
	2 No	If No B4
B2	What's your New Year's Resolution? Select those that apply <i>ROTATE 1-11</i>	
	Get in Shape/Exercise More	
	Eat Healthier	
	Save Money/Financial Goals	
	Improve your mental health	
	Spend More Time with Family and Friends	
	Travel More	
	Learn a New Skill or Hobby	
	Advance Career/Professional Development	
	Quit Smoking or Reduce Alcohol Consumption	
	Be More Environmentally Conscious	
	Other	
B3	Thinking about any New Year's Resolution you have in 2024, which is true in your case? Please select one option only <i>Single select; ROTATE 1-12</i>	
	1. I have acted on it or still doing it	
	2. Done nothing about it or broken it	
B4	Thinking about your personal financial circumstances do you think that in 2024 it will Please select one <i>Single select; ROTATE 1-5</i>	
	1 Improve a little	
	2 Improve a lot	
	3 Not change	
	4 Worsen a little	
	5 Worsen alot	
B4	Thinking about the Australia Day public holiday which of the following best describes what is most important to you about the day? Please select one option only <i>Single select;</i>	
	1 Celebrating Australia by participating in an Australia Day event.	
	2 Enjoying a day off work where I can do what I want.	
	3 Neither	
B5	The Australia Day Public Holiday is held on January 26th, the anniversary of Captain Phillip establishing Sydney as a British Colony in 1788. Some have said that this day is not inclusive of First Nations Australians as it commemorates an invasion and should be moved to another day.	



	<p>Noel Pearson has called for a two-day public holiday that celebrates Australia's First Nations History on January 25th while retaining the Australia Day 26th holiday as a "compromise that celebrates old and new".</p> <p>Which would be closest to your view.</p> <p>Please select one option only <i>Single select; ROTATE 1-3</i></p>	
	1 Australia Day should remain on January 26 th only	
	2 Australia Day should be changed to a different day	
	3 Australia Day should be two day public holiday that celebrates old and new.	
B6	<p>Woolworths and Big W have recently announced that they would no longer stock Australia Day specific merchandise due to "a gradual decline in demand for Australia Day merchandise from our stores over recent years" while continuing to sell Australian flags all year round.</p> <p>In response Peter Dutton, has called for a boycott of Woolworths and Big W, accusing Woolworths of "peddling woke agendas" and "trying to cancel Australia Day".</p> <p>Which would be closest to your view.</p> <p>Please select one option only <i>Single select; ROTATE 1-3</i></p>	
	1 I support Mr Dutton's call and will be boycotting Woolworths and Big W.	
	2 I support the decision of Woolworths and Big W management.	
	3 My main concern with supermarkets now is excessive price rises rather than this issue	

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