



**Public Polling Methodology Statement: News Corp**

**Publication date:** 23 January 2022

<b>Short Methodology Statement</b>	
<b>Research company</b>	YouGov Galaxy Pty Ltd
<b>Client commissioning the research</b>	News Corp Australia
<b>End client</b>	News Corp Australia
<b>Fieldwork dates</b>	27 Dec 2021 - 10 Jan 2022
<b>Mode of data collection</b>	Online recruited from research panel (100%)
<b>Target population</b>	Australians Citizens 18+
<b>Sample size</b>	2297. Sample sizes in smaller states were boosted to allow meaningful state breakouts (NSW 507, VIC 403, QLD 410, SA 307, WA 308, TAS 257).
<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>	1496
<b>Margin of error associated with effective sample size</b>	±2.5
<b>Variables used in weighting</b>	Age x gender x location, Age x education. Location weights weighted the smaller states to reflect their proportion of the Australian Citizen population.
<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

### VALUES

A1

Later in 2022 there will be a federal election. Which of the following best describes how you vote at federal elections ROTATE 1-2

1. I usually vote for the same party
2. I tend to shift my vote depending on the leaders and the issues of the day

A2-3

Which of the following issues is most important to how you will vote in the 2022 federal election. Which is the second most important issue? [MUST SELECT TWO ISSUES – ROTATE ISSUES]

1. Job security
2. Health care
3. Education
4. Climate change
5. The economy
6. Crime
7. Cost of living
8. Housing affordability

A4.

Are you more or less optimistic about the future of Australia than you were before the Covid-19 pandemic? [RANDOM REVERSE]

1. More optimistic
2. About the same
3. Less optimistic

A5.

How well or badly did your state or territory handle the Covid-19 pandemic? [RANDOM REVERSE 1-5]

1. Very well
2. Quite well
3. Just ok
4. Quite badly
5. Terrible
6. Don't know



A6.

Is Australia still the “Lucky Country”?

1. Yes
2. No
- 3.

A7.

Generations are defined by your year of birth. Below are the generations that have already reached adulthood in Australia.

What generation of Australians is the most lucky in your view? [RANDOM REVERSE 1-5]

1. Gen Z (born after 1996)
2. Millennials (born 1981-1996)
3. Gen X (born 1965-1980)
4. Baby Boomers (born 1946-1964)
5. Silent Generation (born 1928-1945)
6. None is more lucky than the others

A8.

Would you say that Australia is more united or divided after the Covid-19 pandemic?  
[ROTATE1-2]

1. More united
2. More divided
3. About the same
4. Don't know

A9.

Did you go to church on Christmas Day in 2021?

1. Yes
2. No

A10.

Will you personally go to an ANZAC Day ceremony this year?

1. Probably yes
2. Probably no



## **ISSUES**

B1.

Which is closer to your own view about Australian values? [RANDOM REVERSE 1-3]

1. More needs to be done to nurture and protect Australian values
2. The current emphasis on Australian values is about right
3. Less emphasis should be placed on Australian values
4. Don't know

B2.

Which is closer to your own view? [RANDOM REVERSE 1-3]

1. Australia should become a republic as soon as possible
2. Australia should become a republic after the Queen passes away
3. Australia should remain a constitutional monarchy after the Queen passes away
4. Don't know

B3.

Which is closer to your own view? [ROTATE 1-2]

1. Australia should keep the existing national flag
2. Australian should consider changing the national flag
3. Don't know

B4.

When should Australia Day be observed? [ROTATE 1-2]

1. Australia Day should continue to be observed on January 26
2. Australia Day should be shifted to another day out of respect for Indigenous Australians
3. Don't know

B5.

Which of the following is closer to your own view about the curriculum in Australian schools?  
[ROTATE 1-2]

1. The curriculum should continue to include topics such as Australia's engagement with Asia, Indigenous Australians and the Environment
2. The curriculum has become too woke and we should have less emphasis on Australia's engagement with Asia, Indigenous Australians and the Environment than we have currently
3. Don't know



B6.

Are our kids taught enough about Australian modern history in Australia schools?

1. Yes
2. No
3. Don't know

B7.

Should all Australian children be offered swimming lessons at school?

1. Yes
2. No
3. Don't know

B8.

After normal international travel resumes, should we take more or fewer of the following kinds of immigrants than we did before the Covid-19 pandemic? [RANDOMISE 1-4]

- A. Take more
  - B. Take about the same amount
  - C. Take fewer
  - D. Don't know
- 
1. Skilled migrants
  2. Business migrants
  3. Family members of Australian citizens or permanent residents
  4. Refugees

B9.

Should Australia have closer ties with or be more cautious with each of the following countries, or is the current relationship about right? [RANDOMISE 1-5]

- A. Have closer ties to
  - B. Be more cautious with
  - C. The current relationship is about right
  - D. Don't know
- 
1. China
  2. United Kingdom
  3. United States of America
  4. European Union
  5. Russia



B10.

Which of the following actions would you support to make housing more affordable? Please choose all that you support [RANDOMISE 1-3]

1. Release more land, make it easier to build family homes in the suburbs
2. Ease planning laws to make large, family-sized apartments more affordable
3. Cut negative gearing tax cuts to investors
4. None of these [FIXED-EXCLUSIVE]

B11.

Which is closer to your own view about poker machines? [RANDOMISE 1-4]

1. Bin them, they killed my local pub
2. I like playing them and they support my local community
3. They're the only way to keep my pub profitable
4. They cause too many issues from problem gambling
5. I don't know

B12.

Which is closer to your own view [ROTATE 1-2]

1. Australia should re-establish a car industry
2. Who cares where cars are made as long as they are affordable
3. Don't know

B13.

Australia has three tiers of government, federal, state and local councils. Which is closer to your own view? [ROTATE 1-2]

1. Having three levels of government works well
2. Australia should have fewer levels of government
3. Don't know

B14.

Which is closer to your own view [ROTATE 1-2]

1. Big tech companies such as Facebook and Twitter **are doing enough** to prevent online bullying, trolling and abuse
2. Big tech companies such as Facebook and Twitter **must do more** to prevent online bullying, trolling and abuse
3. Don't know



B15.

In order to have an impact on climate change, **if** it meant an increase to your cost of living, how much is the most extra you would you be prepared to pay?

1. Nothing
2. Up to \$300 a year
3. \$301 to \$600 a year
4. \$601 to \$900 a year
5. \$901 to \$1200 a year
6. More than \$1200 a year

## **CULTURE**

C1.

Which of the following would you prefer as Australia's national anthem? [RANDOMISE 2-7]

1. Advance Australia Fair [FIXED]
2. Waltzing Matilda
3. You're The Voice
4. I Am Australian
5. True Blue
6. Great Southern Land
7. Down Under

C2.

Which of the following Australians do you most admire? [RANDOMISE 1-13]

1. Hugh Jackman
2. Kylie Minogue
3. Cathy Freeman
4. Prof Peter Doherty
5. Grace Tame
6. Shane Warne
7. Nicole Kidman
8. Evonne Goolagong Cawley
9. Sir Gustav Nossal
10. Eddie McGuire
11. Olivia Newton John
12. Chris Hemsworth
13. Jimmy Barnes
14. Other



C3.

What's your favourite Australian movie? [RANDOMISE 1-9]

1. The Castle
2. Muriel's Wedding
3. Crocodile Dundee
4. Mad Max
5. Babe
6. Romper Stomper
7. Happy Feet
8. Moulin Rouge
9. Priscilla Queen of the Desert
10. None of the above

C4.

What in your view, is Australia's national dish? [RANDOMISE 1-3]

1. Meat pie
2. Lamb roast
3. Vegemite
4. We don't have one
5. Something else

## **LIFESTYLE**

D1.

Which sporting code do you love the most? [RANDOMISE 1-8]

1. AFL
2. Rugby League
3. Soccer
4. Netball
5. Surfing
6. Rugby Union
7. Tennis
8. Cricket
9. None of the above

D2.

What's your favourite leisure activity? [RANDOMISE 1-8]

1. Going to the beach.
2. A barbecue with family and friends
3. Reading a good book
4. Watching television
5. Dining out





6. Going to the movies or seeing a show
7. Going to the footy or other sports events.
8. Camping or other outdoor activities
9. Other

D3.

How much time do you spend a day on your mobile phone? [RANDOM REVERSE 1-5]

1. Less than an hour
2. 1-2 hours
3. 2-3 hours
4. 3-4 hours
5. 5 hours plus
6. I don't have a mobile phone

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