



Public Polling Methodology Statement: The Advertiser SA State Poll

Publication date: 15th March 2022

Short Methodology Statement	
Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	The Advertiser, News Corp Australia
End client	The Advertiser, News Corp Australia
Fieldwork dates	7 to 13 March 2022
Mode of data collection	Online recruited from research panel (100%)
Target population	Australians in South Australia who are eligible to vote
Sample size	835
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	773
Margin of error associated with effective sample size	±3.5
Variables used in weighting	Age x gender x location, Religious affiliation
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?	Immediately 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 but not from the survey. 6% were thus excluded from published voting intention figures.
2PP calculation method	Calculated according to respondent allocated preferences



Full Question Text of Published Questions

A1	<p>On March 19th there is a state election here in South Australia. Thinking about state politics only. If a state election for South Australia was held today, which one of the following would you vote for? Please select one option only <i>Single select ROTATE 1-3</i></p>	Ask if eligible to vote
1.	The Labor Party	Show all
2.	The Liberal Party	Show all
3.	The Greens	Show only in electorates where Greens are running
4.	Pauline Hanson's One Nation	Show only in electorates where PHON are running
5.	Family First	Show only in electorates where Family First are running
6.	An Independent candidate	Show only in electorates where an independent candidate is running
7.	The Nationals	Show only in electorates where Nationals are running
8.	The Animal Justice Party	Show only in electorates where AJP are running
9.	Real Change SA	Show only in electorates where Real Change SA are running
10.	Australian Family Party	Show only in electorates where Australian Family Party are running
11.	Liberal Democrats	Show only in electorates where Liberal Democrats are running
12.	SA Best	Show only in electorates where SA Best are running
13.	Another party or candidate (specify)	Fixed
14.	Don't know	Fixed
A2	<p>To which one of the following do you have a leaning? Please select one option only <i>Single select ROTATE 1-3</i></p>	Ask if don't know i.e. code 10 in A1. Code 1-9 go to A3
1.	The Labor Party	Show all
2.	The Liberal Party	Show all
3.	The Greens	Show only in electorates where Greens are running
4.	Pauline Hanson's One Nation	Show only in electorates where PHON are running
5.	Family First	Show only in electorates where Family First are running
6.	An Independent candidate	Show only in electorates where an independent candidate is running
7.	The Nationals	Show only in electorates where Nationals are running
8.	The Animal Justice Party	Show only in electorates where AJP are running
9.	Real Change SA	Show only in electorates where Real Change SA are running
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11.	Liberal Democrats	Show only in electorates where Liberal Democrats are running
12.	SA Best	Show only in electorates where SA Best are running
13.	Another party or candidate (specify)	Fixed
14.	Don't know	Fixed
A3	You must allocate preferences for all parties. Between these parties, which would you rank highest? <i>Single select ROTATE 1-2</i>	ASK IF A1=3-13 or A2 = 3-14
1.	Labor	
2.	Liberal	
3.	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 Steven Marshall is doing his job as Premier? Please select one option only <i>Single select</i>	Ask if eligible to vote
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 Steven Marshall is doing his job as Premier? Please select one option only <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 Malinauskas is doing his job as Leader of the Opposition? Please select one option only <i>Single select</i>	Ask all eligible to vote
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 Malinauskas is doing his job as Leader of the Opposition? Please select one option only <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 do a better job as Premier of South Australia? Please select one option only <i>Single select; ROTATE 1-2</i>	Ask all eligible to vote
1.	Steven Marshall	
2.	Peter Malinauskas	
3.	Don't know	Fixed
A9	If you had to choose, which one of the two leaders do you think would do a better job as Premier of South Australia? Please select one option only <i>Single select; ROTATE 1-2</i>	Ask if don't know i.e. code 3 in A8. Code 1-2 go to NS
1.	Steven Marshall	



2.	Peter Malinauskas	
3.	Don't know	Fixed
B1	Which of the following issues is <u>most important</u> to your vote in the South Australian State Election? Please select one option only <i>Single select; ROTATE 1-6</i>	Ask all eligible to vote
1.	Economic recovery	
2.	Creating jobs	
3.	Covid-19 pandemic	
4.	Cost of living	
5.	Schools and education	
6.	Health and hospitals	
B2	Which of the following issues is <u>second most important</u> to your vote in the South Australian State Election? Please select one option only <i>Single select; ROTATE 1-6</i>	Ask all eligible to vote, Leave out first choice from B1
1.	Economic recovery	
2.	Creating jobs	
3.	Covid-19 pandemic	
4.	Cost of living	
5.	Schools and education	
6.	Health and hospitals	
B3	Whom do you think would be better at managing each of the following after the election, if they were elected? Please select one option only <i>Grid; ROTATE A-F</i>	Ask all eligible to vote
A.	Economic recovery	
B.	Creating jobs	
C.	Covid-19 pandemic	
D.	Cost of living	
E.	Schools and education	
F.	Health and hospitals	
	<i>Single select; ROTATE 1-2</i>	
1.	Steven Marshall and Liberal	
2.	Peter Malinauskas and Labor	
3.	Both equally	Fixed
4.	Don't know	Fixed

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