Public Polling Methodology Statement: Queensland Poll
Publication date: 26rd Oct 2023

Short Methodology Statement

Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	The Courier Mail, News Corp Australia
End client	The Courier Mail, News Corp Australia
Fieldwork dates	4 to 10 Oct 2023
Mode of data collection	Online recruited from research panel (100%)
Target population	Australians in Queensland who are eligible to vote
Sample size	1013
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	690
Margin of error associated with effective sample size	±3.7
Variables used in weighting	Age x gender x location, Age x education, Region x household income
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. 8% were thus excluded from published voting intention figures.
2PP calculation method	Calculated according to preference flows at previous federal and state elections

Full Question Text of Published Questions

Qtn #	Question Text	LOGIC
	SECTION A: ASK ALL RESPONDENTS	
A1	Age	ASK ALL
A2	Gender	ASK ALL
A3	Location/ Postcode	ASK ALL
A4	Are you eligible to vote in elections? **Please select one option only**	ASK ALL
	Single select;	
1.	Yes	
2.	No	TERMINATE
3.	Don't know	TERMINATE
	SECTION B: ASK ALL ELIGIBLE VOTERS	
B1	Thinking about **state** politics here in Queensland. If a state election for Queensland was held today, which one of the following would you vote for? **Please select one option only**	ASK ALL
	Single select; rotate 1-5	
1.	The Labor Party	
2.	The LNP	
3.	The Greens	
4.	Pauline Hanson's One Nation	Ask in PC with PHON candidate in 2020
5.	Katter's Australian Party	Ask in PC with KAP candidate in 2020
6.	Another party of candidate (please specify)	FIXED
7.	Don't know	FIXED
B2	To which one of the following do you have a leaning? **Please select one option only**	ASK IF DON'T KNOW I.E. CODE 7 B1
	Single select; rotate 1-5	
1.	The Labor Party	
2.	The LNP	
3.	The Greens	

4.	Pauline Hanson's One Nation		Ask in PC with PHON candidate in 2020
5.	Katter's Australian Party		Ask in PC with KAP candidate in 2020
6.	Another party or candidate (please specify)		Fixed
7.	Don't know		Fixed
B3	Thinking now about the leaders of the parties. Firstly, are you satisfied or dissatisfied with the way Annastacia Palaszczuk is doing her job as Premier? **Please select one option only**		ASK ALL
	Single select; rotate 1-2		
1.	Satisfied		
2.	Dissatisfied		
3.	Neither / Don't know		Fixed
B4	And are you satisfied or dissatisfied with the way David Crisafulli is doing his job as Leader of the Opposition? **Please select one option only**		ASK ALL
	Single select; rotate 1-2		
1.	Satisfied		
2.	Dissatisfied		
3.	Neither / Don't know		Fixed
B5	Who do you think would make the better Premier? **Please select one option only**		ASK ALL
	Single select; rotate 1-2		
1.	Annastacia Palaszczuk		
2.	David Crisafulli		
3.	Neither / Don't know		Fixed
B10	Please use one word that best describes Annastacia Palaszczuk's performance as Premier		Ask All
	OPEN ENDED		
B11	Please use one word that best describes David Crisafulli's performance as Opposition Leader		Ask All
	OPEN ENDED		
B6	Thinking now about Queensland generally. Overall, do you think that Queensland is heading in the right direction or the wrong direction? **Please select one option only**		ASK ALL
	Single select; reverse scale		

1.	Right direction	
2.	Wrong direction	
3.	Neither / Don't know	Fixed
B7	Which of the following is the most important issue facing Queenslanders at the moment?	ASK ALL
	Single select; randomise	
1.	Governing with integrity	
2.	The economy	
3.	Cost of living	
4.	Youth crime	
5.	Hospitals and ambulances	
6.	Housing affordability	
7.	Jobs	
8.	None of the above	Fixed
B8	Which of the following is the second most important issue facing Queenslanders at the moment?	ASK IF C1 = 1 to 7
	Single select; randomise; exclude option selected in C1	
1.	Governing with integrity	
2.	The economy	
3.	Cost of living	
4.	Youth crime	
5.	Hospitals and ambulances	
6.	Housing affordability	
7.	Jobs	
8.	None of the above	Fixed
B9	Who do you think would be better at handling each of the following, if they were in Government? Please select one option per row	Ask all
	Single grid;	
	Row; randomise	
A.	Cost of living	
B.	Hospitals and ambulances	
C.	Youth crime	
D.	Delivering the Olympic & Paralympic infrastructure on time and budget	
	Column; rotate 1-2	
1.	A Labor government led by Annastacia Palaszczuk	
2.	An LNP government led by David Crisafulli	
3.	Both equally	Fixed
4.	Neither	Fixed
5.	Don't know	Fixed

B12	If Annastacia Palaszczuk was to be replaced as Labor Leader, would it make you more or less likely to vote for Labor in the next state election?	Ask all
	Single; rotate 1-3	
1.	More likely	
2.	Less likely	
3.	It will make no difference	
4.	Don't know	fixed
B13	If Annastacia Palaszczuk was replaced, who do you think would make a better leader? **Please select one option only**	ASK ALL
	Single select; randomise 1-3	
1.	Cameron Dick	
2.	Steven Miles	
3.	Shannon Fentiman	
4.	Someone else	Fixed
5.	Don't know/ no opinion	Fixed
B14	Do you agree or disagree with each of the following descriptions of Premier Annastacia Palaszczuk? Please select one option per row	Ask all
	Single grid;	
	Row; randomise	
a.	She has run out of ideas	
b.	She remains Labor's best chance at winning the next election	
c.	She is out of touch	
d.	Overall, she has been a good Premier	
e.	She prefers red carpet events to working hard for Queenslanders	
f.	She is working hard to tackle key issues facing Queensland.	
	Column; rotate 1-2	
1.	Agree	
2.	Disagree	
3.	Neither Agree or Disagree	Fixed
C1	Compared to 12 months ago, would you say you and your family are…?	ASK ALL
	Single select; rotate 1-2	
1.	Better off	
2.	Worse off	

	3.	About the same	**Fixed**
C2		Which of the following best describes your current financial situation?	**ASK ALL**
		Single select; random reverse 1-5	
	1.	We're financially comfortable	
	2.	We're ok but don't have a lot to spare	
	3.	We're coping	
	4.	We're getting close to breaking point	
	5.	We've already reached breaking point	
	6.	Don't know	**Fixed**
C3		Over the next 12 months, do you expect your financial situation to…?	**ASK ALL**
		Single select; rotate 1-2	
	1.	Get better	
	2.	Get worse	
	3.	Stay about the same	**Fixed**
C4		Which of the following have you done because of the current cost of living situation? Please select all that apply	**ASK ALL**
		Multiple select; randomise	
	1.	Cut back on food & groceries	
	2.	Cut or reduced private health insurance	
	3.	Looked for cheaper housing	
	4.	Cut back on the types of insurance (house, car, contents, income)	
	5.	Cut back on eating out and getting takeaway	
	6.	None of these / Don't know	**Fixed Exclusive**
C5		Thinking about security and crime…How safe do you feel in your home? **Please select one option only**	**ASK ALL**
		Single select; reverse scale 1-4	
	1.	Very safe	
	2.	Mostly safe	
	3.	Mostly unsafe	
	4.	Very unsafe	
	5.	Don't know	**Fixed**
C6		Which of the following best describes youth crime in your suburb? **Please select one option only**	**ASK ALL**
		Single select; reverse scale 1-4	
	1.	My suburb doesn't have much youth crime	
	2.	My suburb has youth crime but at the same level it's been	

	3.	Youth crime is increasing in my suburb	
	4.	Youth crime is at crisis levels in my suburb	
	5.	Don't know	Fixed
C9		Thinking about the things you may have done to improve your security and safety at home in the last 12 months, which of the following measures have you taken? Please select all that apply	Ask all
		Multi select, randomise	
	1.	Installed a security alarm	
	2.	Installed security cameras	
	3.	Installed outdoor security lighting	
	4.	Lock all doors when I am at home	
	5.	Installed further security measures ie security screens, bolts, dead locks, steel bars.	
	6.	Other (please specify)	
	7.	NA – I have not taken any action	
C7		If you or a member of your household were to get sick so that you required hospitalisation, how confident are you that you would get the care you needed in a timely manner?	Ask all
		Please select one option only	
		Single select; reverse scale	
	1.	Very confident	
	2.	Fairly confident	
	3.	Not that confident	
	4.	Not at all confident	
	5.	Don't know	
C8		If you or a member of your household experienced cardiac arrest (from a heart attack), how confident are you that the ambulance would reach your home within fifteen minutes after it was called?	Ask all
		Please select one option only	
		Single select; reverse scale	
	1.	Very confident	
	2.	Fairly confident	
	3.	Not that confident	
	4.	Not at all confident	
	5.	Don't know	
B15		In May, Shannon Fentiman was installed as health minister, replacing Yvette D'Ath. Since then, do you feel the health system has: *Single select; rotate 1-2*	Ask all

1.		Improved	
2.		Got worse	
3.		Stayed the same	
	C10	Daylight Saving is not observed in Qld as it is in NSW, Victoria, Tasmania and the ACT. Should Queensland have Daylight Saving?	Ask all
		Single select; reverse scale	
1.		Yes	
2.		No	
3.		I don't have a view	
	PDL	QLD2020 PV, Education, HH Income, Tenure	

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