Methodology Statement: Newspoll
Publication date: 27 November 2023

Short Methodology Statement

Research company: Pyxis Polling Pty Ltd
Client commissioning the research: The Australian, News Corp Australia
End client: The Australian, News Corp Australia
Fieldwork dates: 20 November – 24 November 2023
Mode of data collection: Online recruited from research panel
Target population: Eligible Australian Voters
Sample size: 1216
Australian Polling Council compliant? Yes
URL of Long Methodology statement Is voting intention published?
https://www.pyxispolling.com/apc/

Long Methodology Statement

Effective sample size after weighting applied: 962
Margin of error associated with effective sample size: ±3.2
Variables used in weighting Weighting method used: Age x gender x location, Age x education, Rim weighting
Full question text, responses categories and randomisation: See below
Proportion of landline/mobile completed interviews: Not applicable
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
2PP calculation method: Calculated according to preferences flows at previous elections
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. 7% were thus excluded from published voting intention figures.

Full Text of Published Questions

Q1 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; randomize responses

The Labor Party

The Liberal Party   (show in electorates where Liberal ran in 2022)

The Nationals   (show in electorates where Nationals ran in 2022)

The LNP   (show in Queensland)

Pauline Hanson's One Nation

The Greens

Other party or independent candidate   Show as applicable

Don't know

ASK IF Q1 = Don't Know

Q2 To which one of the following do you have a leaning?

Please select one option only; randomize responses

The Labor Party

The Liberal Party   (show in electorates where Liberal ran in 2022)

The Nationals   (show in electorates where Nationals ran in 2022)

The LNP   (show in Queensland)

Pauline Hanson's One Nation

The Greens

Other party or independent candidate   Show as applicable

Don't know

ASK IF NOT VOTING FOR LABOR, LIBERAL, NATIONALS, LNP AT Q1, Q2

Q3. You must allocate preferences for all parties. Between these parties, which would you rank highest?

Please select one option only; Rotate 1-3

Liberal / Nationals   Show outside Queensland

Labor

The LNP   Show in Queensland

Will just follow how to vote cards / don't know

ASK ALL

Q4. 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; Rotate 1-2

Satisfied

Dissatisfied

Don't know

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ASK IF Q4 = Don't Know

Q5. 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; Rotate 1-2

Satisfied

Dissatisfied

Don't know

ASK ALL

Q6. Are you satisfied or dissatisfied with the way Peter Dutton is doing his job as Leader of the Opposition?

Please select one option only; Rotate 1-2

Satisfied

Dissatisfied

Don't know

ASK IF Q6 = Don't Know

Q7. 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; Rotate 1-2

Satisfied

Dissatisfied

> Don't know

ASK ALL

Q8. Who do you think would make the better Prime Minister?

Please select one option only; Rotate 1-2

> Anthony Albanese

> Peter Dutton

> Don't know

ASK IF Q8 = Don't Know

Q9. 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; Rotate 1-2

> Anthony Albanese

> Peter Dutton

> Don't know

ASK ALL

Q10. Compared with your situation two years ago, would you say you and your family are now…?

Please select one option only; Reverse 1-5

> Much better off

> A little better

About the same

A little worse off

Much worse off