



**Australian  
Polling Council  
Quality Mark**

**Methodology Statement:** Newspoll

**Publication date:** 25 October 2024

### **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:** 18 October – 24 October 2024

**Mode of data collection:** Online recruited from research panel

**Target population:** Eligible Australian Voters in Queensland

**Sample size:** 1151

**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:** 1063

**Margin of error associated with effective sample size:**  $\pm 3.0$

**Variables used in weighting** **Weighting method used:** Age x gender x location, Household Income, Past Vote, 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

**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. 4% were thus excluded from published voting intention figures.

**Full Text of Published Questions**

Q1 On October 26th there is a state election here in Queensland. Thinking about state politics only. If a state election for Queensland was held today, which one of the following would you vote for?

*Please select one option only; randomise responses*

The Labor Party

The LNP

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; randomise responses*

The Labor Party

The LNP

Pauline Hanson's One Nation

The Greens

Other party or independent candidate

Show as applicable

Don't know

ASK IF NOT VOTING FOR LABOR, 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*

Labor

The LNP

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 Steven Miles is doing his job as Premier?

*Please select one option only; Rotate 1-2*

Satisfied

Dissatisfied

Don't know

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 Steven Miles is doing his job as Premier?

*Please select one option only; Rotate 1-2*

Satisfied

Dissatisfied

Don't know

ASK ALL

Q6. Are you satisfied or dissatisfied with the way David Crisafulli 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 David Crisafulli 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 Premier?

*Please select one option only; Rotate 1-2*

Steven Miles

David Crisafulli

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 Premier?

*Please select one option only; Rotate 1-2*

Steven Miles

David Crisafulli

Don't know

ASK ALL

Q11. Which of the following issues is most important to you when deciding whom to vote for in a state election?

*Please select one option only; Randomise 1-6*

Crime

The economy

Education & schools

Health & hospitals

Cost of living

Abortion

None of the above

ASK IF CODES 1-6 AT Q11. Only show codes not selected at Q11.  
Q12. Which of the following issues is the second most important to you?

*Please select one option only; Randomise 1-6*

Crime

The economy

Education & schools

Health & hospitals

Cost of living

Abortion

None of the above