

Methodology Statement: Newspoll

Publication date: 21 July 2025

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: 14 July – 17 July 2025

Mode of data collection: Online recruited from research panel

Target population: Eligible Australian Voters

Sample size: 1264

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: 958

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, Region x income, 2025 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 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 with candidate)

The Nationals (show in electorates with candidate)

The LNP (show in Queensland)

Pauline Hanson's One Nation (show in electorates with candidate)

The Greens

Other parties or independent candidate (name other parties or independent candidate in each electorate)

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 with candidate)

The Nationals (show in electorates with candidate)

The LNP

(show in Queensland)

Pauline Hanson's One Nation (show in electorates with candidate)

The Greens

Other party or independent candidate

(name other
parties or
independent
candidate in each
electorate)

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

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 Sussan Ley is doing her 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 Sussan Ley is doing her 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

Sussan Ley

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

Sussan Ley

Don't know