



**Australian  
Polling Council  
Quality Mark**

**Methodology Statement:** Newspoll

**Publication date:** 14 October 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:** 4-12 October 2023

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

**Target population:** Eligible Australian Voters

**Sample size:** 2638

**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:** 1575

**Margin of error associated with effective sample size:**  $\pm 2.5$

**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 for voting intention?** 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.

**How were undecided voters handled for the Voice?** 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 included in published voting intention figures, so published figures are not directly comparable to actual results.

**Additional Method Details.** Demographics and state breakouts were based on an aggregate of this poll and the previous poll, and smaller States were oversampled to ensure larger sample sizes, with 764 in NSW, 759 in VIC, 802 in QLD, 570 in SA, 603 in WA and 303 in TAS. To produce aggregate figures the sample was weighted to national proportions. The theoretical margins of error for states range from  $\pm 3.7$  to  $\pm 7.5$ .

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### 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

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. On October 14<sup>th</sup>, Australians will decide at a referendum whether to alter the Australian Constitution to recognise the First Peoples of Australia by establishing an Aboriginal and Torres Strait Islander Voice.

Do you approve this proposed alteration?

*Please select one option only*

Yes

No

Don't know

ASK IF Q10 = Don't Know

Q11. Voting at this referendum will be compulsory. While you may change your mind, if you had to choose now, do you approve of this proposed alteration of the Australian Constitution to recognise the First Peoples of Australia by establishing an Aboriginal and Torres Strait Islander Voice?

*Please select one option only*

Yes

No

Don't know

ASK ALL

Q12. Have you already voted in this referendum, either by prepoll or postal?

*Please select one option only*

Yes

No



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ASK IF Q12 = Yes

Q13. When you voted in this referendum, did you vote yes or no?

*Please select one option only*

Yes

No

Refused