



**Australian
Polling Council
Quality Mark**

Methodology Statement: Newspoll

Publication date: 15 March 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: 7 March – 13 March 2024

Mode of data collection: Online recruited from research panel

Target population: Eligible Australian Voters in Queensland

Sample size: 1037

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: 909

Margin of error associated with effective sample size: ± 3.25

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. 6% were thus excluded from published voting intention figures.

Full Text of Published Questions

Q1 Thinking about State politics. 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

C1. Do you think the Miles Labor Government in Queensland deserves to be re-elected, or is it time to give someone else a go...?

Please select one option only; Rotate 1-2

They deserve to be re-elected

It's time to give someone else a go

Don't know



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ASK ALL

C2a. 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

- Education and schools
- Crime
- The economy
- Health and hospitals
- Cost of living
- None of the above

ASK IF NOT NONE OF THE ABOVE AT C2a – Do not show answer given at C2a

C2b. Which of the following issues is second most important to you?

Please select one option only. Randomise

- Education and schools
- Crime
- The economy
- Health and hospitals
- Cost of living
- None of the above