



**Australian
Polling Council
Quality Mark**

Methodology Statement: Newspoll
Publication date: 7 February 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: 29 January– 4 February 2025
Mode of data collection: Online recruited from research panel
Target population: Eligible Western Australian Voters
Sample size: 1039
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: 944
Margin of error associated with effective sample size: ± 3.19
Variables used in weighting & weighting method used: Age x gender x location, Income, 2022 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 State parliament is based in Perth, not in Canberra and governs WA.

If a state election for the Western Australia state parliament was held today, who would you vote for?

Please select one option only; randomize responses

The Labor Party

The Liberal Party (show in electorates where Liberal ran in 2021)

The Nationals (show in electorates where Nationals ran in 2021)

The Greens

Pauline Hanson's One Nation

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, even by a bit?

Please select one option only; randomize responses

The Labor Party

The Liberal Party (show in electorates where Liberal ran in 2021)

The Nationals (show in electorates where Nationals ran in 2021)

The Greens

Pauline Hanson's One Nation

Other party or independent candidate Show as applicable

Don't know

ASK IF NOT VOTING FOR LABOR OR LIBERAL 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

Labor

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 Roger Cook 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 Roger Cook 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 Libby Mettam is doing her job as Leader of the WA Liberal Party?

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 Libby Mettam is doing her job as Leader of the WA Liberal Party?

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

Roger Cook

Libby Mettam

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

Roger Cook

Libby Mettam

Don't know

ASK ALL

Q10. Do you think the Cook Labor Government in WA 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

ASK ALL

Q11. There will also be a federal election, for the parliament in Canberra held this year. Do you think the Albanese Labor Federal Government 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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