

## AFR Ipsos Australian National Poll 2022

Ipsos reference: 21-070427-01

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This disclosure statement complies with the Australian Polling Council Code of Conduct.\*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This poll is conducted by Ipsos on behalf of the Nine Entertainment Co. Pty Ltd for the campaign period leading up to the Federal Election.
F1c.	Name of end client	Nice Entertainment Co. Pty Ltd
F1d.	Fieldwork dates	Poll 2: Day 20/04/2022 – Day 23/04/2022
F1e.	Data collection methodology and (F1f.) split	Online (80%) self-completion, CATI (20%)
F1g.	Target population	Australian adults aged 18+
F1h.	Sample size	Total sample n=2302 Capitals n=1552 Other non-capitals n=750 Male n=1141 Female n= 1161 18-24 n=234 25-39 n=657 40-54 n=578 55+ n=833
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	<a href="https://www.ipsos.com/en-au/disclosure_statements">https://www.ipsos.com/en-au/disclosure_statements</a>
F1k.	Voting intention published	Yes

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = Total sample n= 2097 Capitals n=1445 Other non-capitals n= 672 Male n=1025 Female n= 1072 18-24 n=197 25-39 n=609 40-54 n=525 55+ n=774
F2b.	Error margin associated with the effective sample size for the research.	Credibility interval = Total sample =+/- 2.2% Capitals =+/- 2.6% Other non-capitals =+/- 3.8% Male = +/- 3.1% Female =+/- 3.0% 18-24 =+/- 7.0% 25-39 =+/- 4.0% 40-54 =+/- 4.3% 55+ =+/- 3.6%

		For information on the Ipsos use of credibility intervals, visit: : <a href="https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf">https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf</a>
F2c.	Variables used for weighting, population data source	Targets calculated using the most recent data at time of poll Estimated Resident Population (ERP) figures (June 2021 release) used for age, sex, location (GCSA, and AEC Demographic Classification). Latest Census (2016) used for Household Income.
F2d.	Weighting methodology used	Rim weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not Applicable
F2g.	**Proportion of completed phone interviews by type	LL : 15% Mob: 85%
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys
<b>**If voting intention is published</b>		
G2b.	Ability to provide 'undecided' response	Yes
G2c.	Do voting intention figures exclude 'undecided'	No
G2e.	Method of calculating 2PP	Two-Party Preferred figure is calculated using the 2019 Federal Election Two party preferred preference flow by state in conjunction with the collected stated preference. The Two-Party Preferred figure is weighted using the 2019 Federal Election Two party preferred preference flows, any minor party that is not "The Greens", "One Nation Party" and "United Australian Party" is classified as "Other".

\*Relevant clauses of the Code of Conduct are noted for each item

\*\*This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).



**Full question text (F2e.)**

**CAMPAIGN POLL**

Thank you for your interest in completing this short opinion poll about current issues. This survey is being conducted by Ipsos, a national market and social research company.

The poll will only take a few minutes to complete and we appreciate you providing your opinions. Any comments you make will not be linked to you personally, but will be reported as a group.

For more information about your privacy please click [HERE <https://www.ipsos.com/en-au/privacy-aus>](https://www.ipsos.com/en-au/privacy-aus)

Please take your time in completing this questionnaire thoroughly. For most questions, you will only need to click in a tick box. Some questions will require you to type in a response or a value.

How to answer this survey:

- Please read each question and follow the instructions to record your reply.
- Please DO NOT use the 'Back' and 'Forward' buttons in the browser.
- Please use the buttons at the bottom of each screen.

If you would like to pause the survey to return to it later, simply close the window and click on your original link to return

**SECTION A: SCREENER QUESTIONS**

The first few questions are to help us understand a little bit more about you, and to ensure we are speaking to a good mix of people.

Q.S1 Which of the following best describes how you think of yourself?

SINGLE RESPONSE

- 1 Male
- 2 Female
- 3 In another way
- 97 Prefer not to say

[IF Q.S1= 3 OR 4 (IN OTHER WAY OR PREFER NOT TO SAY) RANDOMLY ASSIGN TO MALE OR FEMALE]

Q.S2 How old are you?

[ALLOW NUMBERS FROM 14-99; PROMPT ERROR MESSAGE IF AGE=99+]

Enter age

----- Record age

99. Prefer not to say [THANK & TERMINATE]

Q.S2\_AC Recode age in the following brackets

1	14-17	THANK & TERMINATE
2	18-19	CONTINUE
3	20-24	CONTINUE
4	25-29	CONTINUE
5	30-34	CONTINUE
6	35-39	CONTINUE
7	40-44	CONTINUE
8	45-49	CONTINUE
9	50-54	CONTINUE
10	55-59	CONTINUE
11	60-64	CONTINUE
12	65+	CONTINUE
97	I'd prefer not to say	THANK & TERMINATE

TERMINATION SCRIPT IF CODE 1 (LESS THAN 18 YEARS OLD) IS SELECTED:

We would like to thank you for taking the time to participate in our survey. Your opinions and responses are gratefully received and extremely important to us. For this survey we need to speak with people aged over 18 years so we are unable to continue the survey with you today. Thank you again for your interest.

TERMINATION SCRIPT IF CODE 97 (PREFER NOT TO SAY) IS SELECTED:

We would like to thank you for taking the time to participate in our survey. Your opinions and responses are gratefully received and extremely important to us. For this survey we need to know the age of the participants, so we are unable to continue the survey with you today. Thank you again for your interest.

Q.S3 What is your residential postcode?

Please write in

Record Postcode ...../...../...../.....

Q.S3\_AC Recode postcode in the following brackets

1	Sydney
2	Rural NSW
3	Melbourne
4	Rural VIC
5	Brisbane
6	Rural QLD
7	Adelaide
8	Rural SA
9	Perth
10	Rural WA
11	ACT

- 12 Northern Territory
- 13 Hobart
- 14 Rural Tasmania

## SECTION B: VOTING PREFERENCES.

The next section is about your voting preferences.

Q.1a If a Federal Election for the House of Representatives were held today, which party would receive your first preference vote?

Please select one

[SINGLE RESPONSE 1 TO 8, ROTATE CODES 1 & 2 BUT ANCHORED TO THE TOP; ROTATE CODES 3-7; ROTATE CODES 8-10 BUT ANCHORED AT THE BOTTOM]

- 1 The Labor Party
- 2 The Liberal Party [IF RESP LIVES IN QLD (CODE 5 OR 6 AT Q.S3\_AC UPDATE TO "LIBERAL NATIONAL PARTY")]  
[IF RESP LIVES IN NT (CODE 12 AT Q.S3\_AC UPDATE TO "COUNTRY LIBERAL PARTY")]
- 3 The National Party [DON'T SHOW CODE 3 IF RESP LIVES IN QLD, NT (CODE 5,6 OR 12 AT Q.S3\_AC)]
- 4 The Greens
- 5 The Centre Alliance (previously known as 'the Nick Xenophon Team')
- 6 One Nation
- 7 United Australia Party (previously known as 'Clive Palmer's United Australia Party')
- 8 Some other party or independent candidate
- 99 I don't know
- 10 I'm not enrolled to vote

IF Q.1A = CODES 1 - 3 SKIP TO Q.2

IF Q.1A = CODES 4 - 8 SKIP TO Q.1C

IF Q.1A = CODE 9 CONTINUE TO Q.1B

IF Q.1A = CODE 10 SKIP TO Q2

Q.1b Which party do you have a leaning towards at present?

Please select one

[SINGLE RESPONSE, SAME ROTATION AS PER Q1]

- 1 The Labor Party
- 2 The Liberal Party [IF RESP LIVES IN QLD (CODE 5 OR 6 AT Q.S3\_AC UPDATE TO "LIBERAL NATIONAL PARTY")]  
[IF RESP LIVES IN NT (CODE 12 AT Q.S3\_AC UPDATE TO "COUNTRY LIBERAL PARTY")]
- 3 The National Party [DON'T SHOW CODE 3 IF RESP LIVES IN QLD, NT (CODE 5,6 OR 12 AT Q.S3\_AC)]
- 4 The Greens
- 5 The Centre Alliance (previously known as 'the Nick Xenophon Team')

- 6 One Nation
- 7 United Australia Party (previously known as the 'Clive Palmer's United Australia Party')
- 8 Some other party or independent candidate

99  
I don't know

IF Q.1B = CODES 1 - 3 SKIP TO Q.2

IF Q.1B = CODES 4-8 SKIP TO Q.1C

IF Q.1B = CODE 99 SKIP TO Q.2

Q.1c At the Federal Election you will be required to vote for all candidates in your electorate in order of preference. Given this, will you give a higher preference to the ...?  
Please select one

[ROTATE CODES 1 & 2, SINGLE RESPONSE]

1 The Labor Party

2 The Liberal Party/ National Party

[IF RESP LIVES IN QLD (CODE 5 OR 6 AT Q.S3\_AC UPDATE TO "LIBERAL NATIONAL PARTY")]

[IF RESP LIVES IN NT (CODE 12 AT Q.S3\_AC UPDATE TO "COUNTRY LIBERAL PARTY")]

99 I don't know

Q.2 How strongly do you approve or disapprove of the performance of Scott Morrison as Prime Minister?  
[SINGLE RESPONSE]

1 Strongly approve

2 Approve

3 Neither approve nor disapprove

4 Disapprove

5 Strongly disapprove

99 I don't know

Q.3 How strongly do you approve or disapprove of the performance of Anthony Albanese as Opposition Leader?  
[SINGLE RESPONSE]

1 Strongly approve

2 Approve

3 Neither approve nor disapprove

4 Disapprove

5 Strongly disapprove

99 I don't know

Q.4 Who is your preferred Prime Minister, Scott Morrison or Anthony Albanese?

[ROTATE CODES 1 & 2, SINGLE RESPONSE]

Please select one

- 1 Scott Morrison
- 2 Anthony Albanese
- 98 Other

99 I don't know/ I'd prefer not to say

Q.MAY1 Please indicate whether or not the following statements describe Scott Morrison.

[SINGLE RESPONSE].

		Yes, describes Scott Morrison	No, does not describe Scott Morrison	Don't know
A.	Competent	1	2	99
B.	Has the confidence of his party	1	2	99
C.	Trustworthy	1	2	99
D.	Has a clear vision for Australia's future	1	2	99
E.	Has a firm grasp of economic policy	1	2	99

Q.MAY2 Please indicate whether or not the following statements describe Anthony Albanese.

[SINGLE RESPONSE].

		Yes, describes Anthony Albanese	No, does not describe Anthony Albanese	Don't know
A.	Competent	1	2	99
B.	Has the confidence of his party	1	2	99
C.	Trustworthy	1	2	99
D.	Has a clear vision for Australia's future	1	2	99
E.	Has a firm grasp of economic policy	1	2	99

Q.MAY3 Regardless of who you will vote for, who do you think will win the next Federal election?

Please select one

[SINGLE RESPONSE]

- 1 The Labor Party
- 2 Coalition (Liberal Party/National Party)

- 3 The Greens
- 4 Some other party or candidate
  
- 99 I don't know/ I'd prefer not to say

### SECTION C: DEMOGRAPHICS

Finally, we just have a few questions about you to help us analyse the results of the survey.

Q.D3 Which of the following best describes you?

Please select one

[SINGLE RESPONSE]

- 1 Employed full time
- 2 Employed part time
- 3 Retired or pensioner
- 4 Not in the work force (e.g. home duties)
- 5 School or secondary student
- 6 TAFE or university student
- 7 Unemployed (looking for part or full-time work)
- 8 Other [PLEASE SPECIFY]
- 97 I'd prefer not to say

Q.D4 Is your home ...?

Please select one

[SINGLE RESPONSE]

- 1 Owned outright
- 2 Owned with a mortgage
- 3 Being purchased under a rent/buy scheme
- 4 Being rented
- 5 Being occupied rent free
- 6 Being occupied under a life tenure scheme
- 7 Other (Please specify)
- 97 I'd prefer not to say

Q.D5 What is the highest level of education that you have completed?

Please select one

[ SINGLE RESPONSE]

- 1 Postgraduate degree (honours, Masters, PhD)
- 2 Graduate diploma or graduate certificate
- 3 Bachelor Degree (undergraduate)
- 4 Advanced diploma or diploma
- 5 Certificate (TAFE)
- 6 Year 12 of High School (e.g. Matriculation, VCE, HSC, Form 6)

#### Sydney

Level 2  
51 Berry Street  
North Sydney NSW 2060  
T: +61 2 9900 5100

#### Melbourne

Level 6  
11 Wilson Street  
South Yarra VIC 3141  
T: +61 3 9946 0888

#### Perth

Level 1  
220 St Georges Terrace  
Perth WA 6000  
T: +61 8 9321 5415

#### Brisbane

Suite 3a  
201 Leichhardt Street  
Spring Hill QLD 4000  
T: +61 7 3016 7600



- 7 Year 11 of High School
- 8 Year 10 or under (e.g. Leaving Certificate, School Certificate, Form 4)
- 97 I'd prefer not to say

Q.D6 And were you born in Australia?

[SINGLE RESPONSE.]

- 1 Yes
- 2 No
- 97 Prefer not to say

Q.INCOME What is your approximate annual household income before tax?  
That is, the combined income of all members of your household.

[SINGLE RESPONSE]

- 1 Less than \$40,000
- 2 \$40,000 - \$100,000
- 3 Over \$100,000
  
- 97 I'd prefer not to say

<ASK ALL >

Q.D7 Including yourself, how many people aged 18 or older currently live in your household?

Please write in

Record number .....

999. Prefer not to say

THANK AND CLOSE

**Questions asked prior which may have materially influenced results (F2f.)**

Not applicable