

## Long Methodology Disclosure Statement

### Ipsos Australian National Poll

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

Ipsos reference: 25-021234-01

Release Date: 15 April 2025

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 Daily Mail Australia
F1c.	Name of end client	Daily Mail Australia
F1d.	Fieldwork dates	Poll 1: 11-14 April 2025
F1e.	Data collection methodology and (F1f.) split	Online (100%)
F1g.	Target population	Australian adults aged 18+
F1h.	Sample size	Total sample n=2,006 Male n=972 Female n= 1034 18-34 n=496 35-54 n=694 55+ n=816 Daily Mail Readers n=422 Identifies as ALP voter n=748 Identifies as LNP voter n=723
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	No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	<b>Effective sample size</b> Total sample n= 1569 Male n=779 Female n= 819 18-34 n=376 35-54 n=558 55+ n=668 Daily Mail Readers n=326 Identifies as ALP voter n=585 Identifies as LNP voter n=598
F2b.	Error margin associated with the effective sample size for the research.	<b>Credibility interval</b> Total sample =+/- 2.5% Male = +/- 3.6% Female =+/- 3.5% 18-34 =+/- 5.1%

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		<p>35-54 = +/- 4.1 %  55+ = +/- 3.8%  Daily Mail Readers = +/- 5.4%  Identifies as ALP voter = +/- 4.1%  Identifies as LNP voter = +/- 4.0%</p> <p>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></p>
F2c.	Variables used for weighting, population data source	Targets calculated using the most recent data at time of poll Population targets calculated using the most recent Census figures for Australian citizens aged 18+ years and 2022 federal election results. Weighting variables used: age by education, gender by AEC region, household income, and past vote.
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	None
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys
<i>**If voting intention is published</i>		
G2b.	Ability to provide 'undecided' response	n/a
G2c.	Do voting intention figures exclude 'undecided'	n/a
G2e.	Method of calculating 2PP	n/a

\*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](#).**

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**Full question text (F2e.)**



**Australian  
Polling Council  
Quality Mark**

## **CAMPAIGN POLL #1**

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
99	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?

[\[ALLOW NUMBERS FROM 0-99; PROMPT 'YOU'VE MENTIONED YOU ARE OLDER THAN 99, IS THIS CORRECT?' MESSAGE IF AGE=99+\]](#)

*Enter age*

----- Record age

99. Prefer not to say [\[THANK & TERMINATE\]](#)

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Q.S2\_AC Recode age in the following brackets

1	0-17	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.S4 Are you an Australian Citizen?

**SINGLE RESPONSE**

1	Yes	CONTINUE
2	No	THANK & TERMINATE
97	Prefer not to say	THANK & TERMINATE

**TERMINATION SCRIPT IF CODE 2(NO) OR 97(PREFER NOT TO SAY) IS SELECTED:**

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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 you need to be an Australian Citizen, 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

CALCULATE TIMESTAMP

## SECTION B:

Q.2 How strongly do you approve or disapprove of the performance of **Anthony Albanese** 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

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Q.3 How strongly do you approve or disapprove of the performance of **Peter Dutton** 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, Anthony Albanese or Peter Dutton?

[ROTATE CODES 1 & 2, SINGLE RESPONSE]

Please select one

1	Anthony Albanese
2	Peter Dutton
98	Other
99	I don't know/ I'd prefer not to say

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

Please select one

[ROTATE CODES 1 & 2, 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

<ASK ALL EXCEPT IF Q1a=10, IN WHICH CASE, BACK CODE >

Q.ENROL Are you enrolled to vote for this Federal Election?

[SINGLE RESPONSE]

1	Yes
2	No
9	I don't know

IF CODE 2 AT Q.ENROL, SKIP TO Q.IDENTIFY

**Q.PREPOLL** Are you intending to vote by post or pre-poll, or are you intending to vote in person on Saturday 3rd May?

[SINGLE RESPONSE]

1	Already cast vote by post or pre-poll <a href="#">[DO NOT SHOW FOR POLL 1 ONLY]</a>
2	Intending to vote in person
3	Not intending to vote
4	Intending to vote by post
5	Intending to vote by pre-poll
99	I don't know

**Q.LIKELIHOOD.** On a scale of 1 to 10, where **10 means** you are **"absolutely certain to vote"** and **1 means** that you are **"absolutely certain not to vote"**, how likely are you to cast a vote in this Federal Election?

[IF CODE 1 AT Q.PREPOLL, AUTOFILL CODE 10 AT Q.LIKELIHOOD and skip to Q.TIMEFORCHANGE]

[INSERT SCALE](#)

99 Don't know

[IF CODE 99 \(DON'T KNOW\) Q1B SKIP TO Q.VALID](#)

[IF CODE 1 AT Q.PREPOLL, SKIP TO Q.TIMEFORCHANGE](#)

[IF CODE 3 AT Q.PREPOLL, SKIP TO Q.TIMEFORCHANGE](#)

**Q.COMMITMENT** You have said that [\[PARTY IN Q.1A OR Q1B\]](#) will receive your first preference vote at the Federal Election. How committed are you to voting that way?

[\[SINGLE RESPONSE\]](#)

1	Strongly committed
2	Weakly committed
99	I don't know

Q.VALID Do you intend to cast a valid vote?

[SINGLE RESPONSE]

1	Yes, I intend to cast a valid vote
2	No, I don't intend to cast a valid vote
99	I don't know

Q.TIMEFORCHANGE Which of these statements is closest to your point of view ...?

Please select one

[ROTATE CODES 1 AND 2, SINGLE RESPONSE]

1	The Labor Government has done a good job and deserves re-election
2	The Labor Government has done a poor job and it's time for another Party to take over
99	I don't know

Q.MOMENTUM In your view, which Party is gaining the most popularity and momentum in this election?

Please select one

[ROTATE CODES 1 AND 2, SINGLE RESPONSE]

1	The Coalition/Liberals/Nationals
2	The Labor Party
3	Other Party [PLEASE SPECIFY]
4	None of the above
99	I don't know

[ASK ALL]

Q.IDENTIFY Generally speaking, do you think of yourself as Liberal, National, Labor, Green, or what?

Please select one

[ROTATE CODES 1 TO 4, SINGLE RESPONSE]

1	Liberal
2	National
3	Labor
4	Green
5	Other [PLEASE SPECIFY]



[ASK ALL]

Q.TOPISSUE What would you say is the top issue facing Australia today?

[SINGLE RESPONSE]

RANDOMISE 1-14, ANCHOR 7 & 99 AT BOTTOM IN THEIR CURRENT ORDER

1	Healthcare
2	Cost of living
3	The economy
4	Housing
5	Environment
9	Crime
10	Immigration
11	Trump
12	China
13	Australia's energy future
14	Defence
7	Other [PLEASE SPECIFY]
99	I don't know

Q.HANDLEISSUE Which of the major parties, the Labor Party or the Liberal-National Coalition, do you think would be best for handling ...?

[SINGLE RESPONSE]

RANDOMISE ISSUES, RANDOMISE ORDER OF CODES 1 & 2, ANCHOR CODE 9 ON RIGHT

	The Labor Party	Liberal-National Coalition	Don't know
Healthcare	1	2	9
Cost of living	1	2	9
The economy	1	2	9
Housing	1	2	9
Environment	1	2	9
Crime	1	2	9
Immigration	1	2	9
Trump	1	2	9
China	1	2	9
Australia's energy future	1	2	9
Defence	1	2	9

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QDM1a Overall, do you think Australia is on the right track or wrong track at the moment?

[SINGLE RESPONSE]

1	Right track
2	Wrong track
99	I don't know

ASK IF 'RIGHT TRACK' OR 'WRONG TRACK' AT QDM1A

Q2b Why do you think Australia is on the [RIGHT/WRONG] track at the moment?

[SINGLE RESPONSE] RANDOMISE 1-3, ANCHOR 7 & 99 AT BOTTOM IN THEIR CURRENT ORDER

1	The economy
2	Social issues
3	Political leadership
7	Other (specify)
99	I don't know

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[ASK ALL]

Q.PASTVOTE Thinking back to the last Federal Election in 2022 which party received 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]

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	
6	One Nation	
7	Clive Palmer's United Australia Party	
8	Some other party or independent candidate [ANCHOR]	
99	I don't know [ANCHOR]	
97	I didn't/ couldn't vote in last Election [ANCHOR]	

CALCULATE TIMESTAMP

## 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)
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

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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

Q.READERSHIP1 Have you read the news online in the past month?

SINGLE RESPONSE

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

[ASK ALL WHO HAVE READ NEWS ONLINE, CODE 1 AT Q.READERSHIP1]

Q.READERSHIP2 Have you read the Daily Mail Australia in the past month?

SINGLE RESPONSE

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

[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

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Q.D8 How many different telephone numbers do you have in your home that are not mobile phones, and are not used for a fax machine or computer modem?

*Please write in*

Record number .....

999. Prefer not to say

Q.D9 How many different mobile numbers do you personally answer calls on?

*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

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