

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: 02 May 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 3: 28 April – 01 May 2025
F1e.	Data collection methodology and (F1f.) split	Online (67%) CATI (33%)
F1g.	Target population	Australian adults aged 18+ who are enrolled to vote and are 'absolutely certain -10/10' to vote at the 2025 Federal Election.
F1h.	Sample size	Total sample n= 2,574 Male n=1,278 Female n= 1,296 18-34 n=559 35-54 n=819 55+ n=1,196
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	https://www.ipsos.com/en-au/disclosure_statements
F1k.	Voting intention published	Yes

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size Total sample n= 2,121 Male n=1,047 Female n= 1,076 18-34 n=451 35-54 n=689 55+ n=997
F2b.	Error margin associated with the effective sample size for the research.	Credibility interval Total sample =+/- 2.1% Male = +/- 3.0% Female =+/- 3.0% 18-34 =+/- 4.6% 35-54 =+/- 3.7%

		55+ =+/- 3.1%
		For information on the Ipsos use of credibility intervals, visit: : https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf
F2c.	Variables used for weighting, population data source	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	Random Digit Dialing (RDD) Mobile 100%
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	Yes
G2c.	Do voting intention figures exclude 'undecided'	We present voting intention figures both including and excluding 'undecided' voters. Those who were initially undecided were asked a follow-up question about which party they were leaning towards. Those still undecided were allocated using stated past voting behaviour. Undecided voters with no stated past voting behaviour available were excluded.
G2e.	Method of calculating 2PP	Two-Party Preferred figures were calculated using two methods – stated preferences, and with 2022 Federal Election preference flows (National). Each method produced the same result when rounded.

*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 #3

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:



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:

The next section is about your voting preferences.

Q.H1 A Federal Election for the House of Representatives will be held on Saturday 3rd May 2025. Which candidate will receive your first preference vote?

Please select one

[SINGLE RESPONSE 1 TO 10, ORDER CODES USING 'BALLOT POSITION', codes 98 & 99 anchored bottom]

Code	Candidate Name	Party	Order
1	SURNAME, given name	Australian Labor Party	Candidates presented in ballot paper order
2	SURNAME, given name	The Liberal Party	
3	SURNAME, given name	The Liberal National Party (LNP)	
4	SURNAME, given name	The National Party	
5	SURNAME, given name	The Country Liberal Party (NT CLP)	
6	SURNAME, given name	The Greens	
7	SURNAME, given name	Pauline Hanson's One Nation	

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8	SURNAME, given name	Trumpet of Patriots	
9	SURNAME, given name	Independent	
10	SURNAME, given name	INSERT OTHER PARTY NAME	
95		Other	
99		I don't know	
98		I'm not enrolled to vote	

IF Q.H1 = CODES 1-5 SKIP TO Q.2

IF Q.h1 = CODES 6-10 OR 95 SKIP TO Q.h3

IF Q.h1 = CODE 98 CONTINUE TO Q.2

IF Q.h1 = CODE 99 SKIP TO Q.h2

Q.H2. Which candidate are you leaning towards?

Please select one

[SINGLE RESPONSE 1 TO 10, ORDER CODES USING 'BALLOT POSITION', codes 98 & 99 anchored bottom]

Code	Candidate Name	Party	Order
1	SURNAME, given name	Australian Labor Party	Candidates presented in ballot paper order
2	SURNAME, given name	The Liberal Party	
3	SURNAME, given name	The Liberal National Party (LNP)	
4	SURNAME, given name	The National Party	
5	SURNAME, given name	The Country Liberal Party (NT CLP)	
6	SURNAME, given name	The Greens	
7	SURNAME, given name	Pauline Hanson's One Nation	
8	SURNAME, given name	Trumpet of Patriots	
9	SURNAME, given name	Independent	
10	SURNAME, given name	INSERT OTHER PARTY NAME	
95		Other	
99		I don't know	

IF Q.H2 = CODES 1-5 SKIP TO Q.2

IF Q.h2 = CODES 6-10, 95 or 98 continue TO Q.h3

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Q.H3. You must give preferences for all candidates. Which of the following would you rank highest?
Please select one

[SINGLE RESPONSE]

Code	Candidate Name	Party	Order
1	SURNAME, given name	Australian Labor Party	Candidates presented in ballot paper order
2	SURNAME, given name	The Liberal Party	
3	SURNAME, given name	The Liberal National Party (LNP)	
4	SURNAME, given name	The National Party	
5	SURNAME, given name	The Country Liberal Party (NT CLP)	
99		I don't know	

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

[SINGLE RESPONSE][ONLINE ONLY]

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 **Peter Dutton** as Opposition Leader?

[SINGLE RESPONSE][ONLINE ONLY]

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][ONLINE ONLY]

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

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 [DO NOT SHOW FOR POLL 1 ONLY]
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

IF CODE 99 (DON'T KNOW) Q1B SKIP TO Q.VALID

IF CODE 1 AT Q.PREPOLL, SKIP TO Q.ALP

IF CODE 3 AT Q.PREPOLL, SKIP TO Q.ALP

[ASK ONLINE]

Q.ALPPM If Anthony Albanese were to step down, which of these Labor members of Parliament, if any, would you prefer to see as Prime Minister?

[SINGLE RESPONSE, RANDOMISE CODES 1-7, ANCHOR 95-99 IN CURRENT POSITIONS]

1	Jim Chalmers
2	Richard Marles
3	Tanya Plibersek
4	Penny Wong
5	Chris Bowen
6	Tony Burke
7	Jason Clare
95	Other (please specify)
97	None of the above
99	I don't know

[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	<p>[IF RESP LIVES IN QLD (CODE 5 OR 6 AT Q.S3_AC UPDATE TO "LIBERAL NATIONAL PARTY")]</p> <p>[IF RESP LIVES IN NT (CODE 12 AT Q.S3_AC UPDATE TO "COUNTRY LIBERAL PARTY")]</p>

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]	

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

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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

Q.D6 And were you born in Australia?

[\[SINGLE RESPONSE \]](#)[\[ONLINE ONLY \]](#)

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 \$500 per week (\$25,999 per year)
2	\$500 - \$999 per week (\$26,000 - \$51,999 per year)
3	\$1,000 - \$1,499 per week (\$52,000- \$77,999 per year)
4	\$1,500 - \$1,999 per week (\$78,000- \$103,999 per year)
5	\$2,000- \$2,499 per week (\$104,000 - \$129,999 per year)
6	\$2,500 - \$2,999 per week (\$130,000 - \$155,999 per year)
7	\$3,000 - \$3,999 per week (\$156,000 - \$207,999 per year)
8	\$4,000 - \$4,999 per week (\$208,000 - \$259,999 per year)
9	Over \$5,000 per week (\$260,000 or more per year)
95	We do not receive an income
99	Don't know
98	I'd prefer not to say

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

[SINGLE RESPONSE](#)

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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

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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