Populism Global Advisor Survey

Ipsos reference: Global Advisor Survey
Release Date: 10 June 2025

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 study did not have any external sponsors
F1c.	Name of end client	NA
F1d.	Fieldwork dates	February 21 – March 7 2025
F1e.	Data collection methodology and (F1f.) split	Online
F1g.	Target population	Australian adults aged 16-74 years
F1h.	Sample size	n= 1,000
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	No

Long Methodology Disclosure Statement

F2a.	Effective sample size after weighting	Effective sample size = n=948
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/-3.5 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	For Australia: gender, age, and location. The source of population data weighted to is the 2016 Australian Census
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	Not applicable
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys
**If voting intention is published		
G2b.	Ability to provide 'undecided' response	Not applicable
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

*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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VE1. How much do you agree or disagree with the following statements about [COUNTRY] today?

[PROGRESSIVE GRID, RANDOMIZE]
[COUNTRY]'s society is broken
[COUNTRY] is in decline **[HIDE IN SAUDI ARABIA]**

SCALE (FLIP FOR 50%)
Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree
[ANCHOR] Don't know

VE2. And how much do you agree or disagree with the following statements?

[PROGRESSIVE GRID, RANDOMIZE]
To fix [COUNTRY], we need a strong leader willing to break the rules **[HIDE IN SAUDI ARABIA]**
[COUNTRY] needs a strong leader to take the country back from the rich and powerful **[HIDE IN SAUDI ARABIA]**
[COUNTRY]'s economy is rigged to advantage the rich and powerful
Traditional parties and politicians don't care about people like me **[HIDE IN SAUDI ARABIA]**
Experts in this country don't understand the lives of people like me
The most important political issues in [COUNTRY] should be decided directly by the people through referendums, not by the elected officials **[HIDE IN SAUDI ARABIA]**
The political and economic elite don't care about hard-working people **[HIDE IN SAUDI ARABIA]**
The main divide in our society is between ordinary citizens and the political and economic elite **[HIDE IN SAUDI ARABIA]**
The mainstream media is more interested in making money than telling the truth

SCALE (FLIP FOR 50%)
Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree
[ANCHOR] Don't know

VE3. Now, we would like you to think of immigration and immigrants to [COUNTRY] in general. How much do you agree or disagree with each of the following statements?

[PROGRESSIVE GRID, RANDOMIZE]
[COUNTRY] would be stronger if we stopped immigration
When jobs are scarce, employers should prioritize hiring people of this country over immigrants
Immigrants take jobs away from real [NOUN FOR PEOPLE FROM COUNTRY, PLURAL]

SCALE (FLIP FOR 50%)
Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree

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[ANCHOR] Don't know

VE6. The people who exercise power or influence in politics, business, the media, technology, science, and academia are often called "the elite". Which of these two statements is closest to your opinion of the "elite" in [COUNTRY]?

[ROTATE ORDER]
They are a closely connected group of people with similar interests and views on many important issues
They are a loose group of people with different interests and views on many important issues

VE7. And which of these three statements is closest to your opinion of the "elite" in [COUNTRY]?

[ROTATE ORDER]
They tend to make decisions that are in the best interest of most the people in [COUNTRY]
They sincerely believe their decisions are in the best interest of most people in [COUNTRY], but that is often not the case
They tend to make decisions based on their own interests and the needs of the rest of the people in [COUNTRY] do not matter
[ANCHOR] None of these

[DO NOT ASK VE10 IN SAUDI ARABIA]
VE10 Do you agree or disagree that the [COUNTRY ADJECTIVE] government should increase taxes to pay for any additional public spending?

SCALE (FLIP FOR 50%)
Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree
[ANCHOR] Not sure

[DO NOT ASK VE11 IN SAUDI ARABIA]
VE11. To what extent do you think the [COUNTRY ADJECTIVE] government should increase or lower its spending in each of the following:

[PROGRESSIVE GRID, RANDOMIZE]
Infrastructure (e.g., roads and bridges, rail and air networks, water, electricity, broadband)
Education (e.g., schools, universities, job training)
Healthcare (e.g. disease prevention, diagnosis, treatment, research)
Public safety (e.g., law enforcement, fire and emergency medical services)
Defense and national security (e.g., the military)
Creating jobs
Reducing poverty and social inequality

SCALE (FLIP FOR 50%)
Should increase a lot
Should increase somewhat
Should keep at its current level
Should lower somewhat
Should lower a lot
[ANCHOR] Not sure

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VE12. From the list below, please indicate if you think a person like this is or is not a real [NOUN FOR PEOPLE FROM COUNTRY]

[RANDOMIZE]
Gay, lesbian, bisexual or transgender
Served in [COUNTRY ADJECTIVE]'s armed forces
Has extreme political views
Lifelong undocumented immigrant
Lifelong legal immigrant, not a naturalized citizen
Naturalized citizen
Born and raised in [COUNTRY] to immigrant parents
Born and raised in [COUNTRY]

SCALE (FLIP FOR 50%)
Yes
No
Don't know

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