



Publication date: 16th February 2024

Short Methodology Statement

Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	YouGov public data project- No Client
Fieldwork dates	22 January and 12 February 2025
Mode of data collection	Online recruited from research panel (100%)
Target population	Australians eligible to vote
Sample size	40,689
Australian Polling Council compliant	Yes
URL of Long Methodology statement	https://au.yougov.com/results/apc
Is voting intention published?	Yes

Long Methodology Statement

Effective sample size	8732
Margin of error associated with effective sample size	Not applicable for Bayesian MRP models – credible intervals for national vote shares range between 1.4% (Others) to 2.6% (Labor), with an average of 2pts.
Quotas and weighting	Not applicable for MRP models – post-stratification frame includes age, gender, education, past voting behaviour, country of birth, and location
Weighting method used	Bayesian post-stratification estimation
Full question text, responses categories and randomisation	See below
Source of online sample	Selected from previously recruited online panels of research participants.
Positioning of voting intention questions in questionnaire?	After demographics
How were undecided voters handled?	Those who answered don't know were excluded from published voting intention figures. The amount excluded was 17%
2PP calculation method	Calculated using a statistical model with a blend of survey reported preference and previous federal election flows details



	found here: https://au.yougov.com/politics/articles/51585-aelection-mrp-methodology
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Full Question Text of Published Questions

A1	<p>If a federal election for the House of Representatives was held tomorrow, and these parties were on the ballot in your electorate, how would you vote?</p> <p>In line with the Australian electoral law, you must number all parties in order of your preference.</p> <p><i>Ranking, ROTATE 1-7, don't know option as separate button</i></p>	
	1. The Labor Party	
	2. The Liberal/National Coalition (if not QLD)	
	3. The LNP (if QLD)	
	4. The Greens	
	5. Pauline Hanson's One Nation	
	6. An independent candidate	Fixed
	8 A candidate from another party	Fixed