



Publication date: 19 Aug 2024

Short Methodology Statement	
Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	ABC (Australian Broadcasting Corporation)
Fieldwork dates	9 <sup>th</sup> – 13 <sup>th</sup> Aug 2024
Mode of data collection	Online recruited from research panel (100%)
Target population	Australians eligible to vote
Sample size	1533
Australian Polling Council compliant	Yes
URL of Long Methodology statement	<a href="https://au.yougov.com/about/panel-methodology/australian-polling-council">https://au.yougov.com/about/panel-methodology/australian-polling-council</a>
Is voting intention published?	No

Long Methodology Statement	
Effective sample size after weighting applied	910
Margin of error associated with effective sample size	±3.3
Quotas and weighting	Age, Gender, Education, AEC region, household income, Weighting by Federal and Referendum vote
Weighting method used	Rim weighting
Full question text, responses categories and randomisation	See below
Source of online sample	Selected from previously recruited online panels of research participants using quotas based on weighting frame and past vote.
Positioning of voting intention questions in questionnaire?	NA



<b>How were undecided voters handled?</b>	NA
<b>2PP calculation method</b>	NA

**Full Question Text of Published Questions**

Question	DEMOGRAPHICS AND SCREENERS	Logic
	{ <b>single</b> order=reverse(\$reverse_order) <<p>Do you think you could go for a week without using the internet?  </p>>	Ask all
	<1> Yes	
	<2> No	
	[{ <b>single</b> order=reverse(\$reverse_order) } <<p>Thinking about social media, do you feel overall that it has ..</p>>	Ask all
	<1> Made the quality of our personal lives better.	
	<2> Made the quality of our personal lives worse.	
	{ <b>single</b> varlabel="Q3. Stronger feeling about internet benefits/ impacts" order=reverse(\$reverse_order) required=HARD} Which is your stronger feeling towards the effect of social media platforms in our lives?	Ask all
	<1> Appreciation of the greater choices and opportunities it provides me	
	<2> Concern we don't have a say in deciding what they do or provide	
	{ <b>single</b> order=reverse(\$reverse_order) } Which statement is closest to your view?	Ask all
	<1> We should have complete freedom of speech on social media, as who will decide what is allowed and what is not.	
	<2> If there is content that is dangerous to the community online, then a public regulator should have the power to order it taken down.	
	{ <b>single</b> order=reverse(\$reverse_order) } <<p>Have you ever felt it would be a good idea to reduce the use of social media of a family member or friend for any reason?  </p>>	Ask all
	<1> Yes	
	<2> No	
	{ <b>single</b> order=reverse(\$reverse_order) } <<p>Operating commercial free to air TV and Radio in Australia requires a licence from the government. Licence	Ask all



	holders must abide by an industry code of conduct about community standards for content and the code provides a procedure for handling citizens' complaints about licence operators.   Should similar licence requirements apply to social media platforms such as Google, Facebook /Meta, Instagram, X/Twitter?  </p>>	
	<1> Yes	
	<2> No	
	{single order=reverse(\$reverse_order)} Do you think the government should ban the use of social media for Australians 16 or under?	Ask all
	<1> Yes	
	<2> No	
	{single order=reverse(\$reverse_order)} <p>Online platforms such as Google, Facebook/meta and X/Twitter harvest and use data based on our personal information, thoughts and feelings to make profit for the Corporations that own them.   Should the government tax these profits gained from our personal data to fund a publicly owned, community managed online platform for social information sharing and discussion for Australians?  </p>>	Ask all
	<1> Yes	
	<2> No	
	<3 fixed> Don't know	
	{single order=reverse(\$reverse_order)} Thinking about social media, do you feel overall that it has ..	Ask all
	<1> Made the quality of our personal lives better.	
	<2> Made the quality of our personal lives worse.	
	<b>CLOSING DEMOGRAPHICS</b>	
	<b>END OF SURVEY</b>	

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