

METHODOLOGY DISCLOSURE STATEMENT

Project name	Mood of the Nation (Wave 17)
Project reference	NGR 2203003
Research dates:	10 th -14 th September 2024
Target population:	The target population for the research was Australian residents (all states and territories) aged 18+.
Research methodology:	The research comprised of a 20-minute self-complete online survey with n=1,611 participants including a sample boost in Queensland, sourced from an ISO accredited market research panel.
Weighting approach:	The data was weighted using ABS Census population statistics on age, gender, location and occupation to match the estimated population of all Australian residents aged 18+. The total effective sample size after weighting was approximately 69%, equating to a margin of error of approximately +/-2.9% (at the 95% confidence interval).
Research questions:	A combination of single choice, multiple choice and open-ended (text response) questions were used in the research. All questions and response options were displayed in full during interviews.

This research was conducted in accordance with the Australian Polling Council Quality Mark standards which can be viewed here: <https://www.australianpollingcouncil.com/>

PUBLISHED QUESTIONS

PROG NOTE: ASK ALL RESPONDENTS

Q. What are the main issues facing Australians that are most important to you right now - the specific cares, concerns, or priorities that you typically talk about with friends or family?

(Please list these issues in the box below and be as specific as possible about them)

PROG NOTE: OPEN TEXT FIELD. MINIMUM 10 CHARACTERS

Q. Overall, do you think Australia, <insert state>, and your local area are heading in the right direction or the wrong direction? *(Select one answer per item)*

PROG NOTE: RANDOMISE 1-2

	1	2
	Heading in the right direction	Heading in the wrong direction
A	Australia	
B	(PROG NOTE: INSERT STATE/TERRITORY FROM Q)	
C	Your local area	

PROG NOTE: ASK ALL RESPONDENTS

Q. Please select all the emotions that best describe how you have been **feeling** over the last few weeks?
 (Select all that apply)

PROG NOTE: MULTIPLE RESPONSE. RANDOMISE 1-32

1	Happy		17	Anxious
2	Grateful		18	Envious
3	Calm		19	Bored
4	Content		20	Confused
5	Inspired		21	Pessimistic
6	Confident		22	Sad
7	Optimistic		23	Scared
8	Loved		24	Stressed
9	Excited		25	Lonely
10	Ambitious		26	Depressed
11	Proud		27	Exhausted
12	Brave		28	Disappointed
13	Energised		29	Rushed
14	Joyful		30	Overwhelmed
15	Angry		31	Included
16	Annoyed		32	Valued

Q. How do you think the **Australian economy** will change over the following time frames?
(Select one answer per item)

PROG NOTE: SINGLE RESPONSE PER ROW. ROTATE BETWEEN 1-5 AND 5-1

		It will get a lot worse	It will get a little worse	It will stay the same	It will get a little better	It will get a lot better
A	In 3 months	1	2	3	4	5
B	In 12 months	1	2	3	4	5
C	In 3 years	1	2	3	4	5

Q. In this question we will show you a series of 36 things that some people believe are important for Australia's future.

We know it's a long list, but the results will provide important information to Australia's leaders.

How important are these things to you personally? (Select one answer per item)

PROG NOTE: RANDOMISE 1-36

	1	2	3	4
	Extremely important	Quite important	Slightly important	Not important at all
1	Reducing personal taxes			
2	Strengthening pensions, welfare payments and support for vulnerable people			
3	Improving representation and conditions for women in the workplace			
4	Promoting diversity, inclusion, and respect for minority groups			
5	Strengthening our economy			
6	Boosting jobs and addressing unemployment			
7	Supporting small businesses and encouraging entrepreneurship			
8	Addressing Aboriginal disadvantage and promoting reconciliation			
9	Acting decisively on climate change and transitioning to renewables			
10	Increasing our local manufacturing capacity			
11	Strengthening our defence capabilities			
12	Strengthening our borders against illegal immigration			

13	Increasing migration to fill workplace shortages
14	Addressing the deliberate spread of misinformation and "fake news"
15	Investing more to ensure quality affordable healthcare for all Australians
16	Investing more to ensure access to affordable University and TAFE education
17	Investing more to improve the quality of primary and high schools in all local communities
18	Investing more in public transport infrastructure
19	Investing more to improve the aged care sector
20	Improving the preparedness and support for fires, floods and other disasters
21	Reducing government debt
22	Improving pay and conditions for workers
23	Investing more in road infrastructure
24	Improving the treatment of asylum seekers
25	Preserving freedom of speech and rejecting excessive political correctness
26	Keeping interest rates low
27	Reducing cost increases for household bills and other essential expenses
28	Providing opportunities for more people to own their own home
29	Increasing the availability of affordable rental housing
30	Protecting the natural environment, habitats and wildlife
31	Managing risks associated with the use of artificial intelligence (AI)
32	Strengthening international alliances to counteract aggression from other countries
33	Strengthening our response to violence against women
34	Reducing crime and antisocial behaviour
35	Investing more to increase the availability of affordable childcare services
36	Improving and securing international trade and supply chains

Q. Overall, how would you rate the performance of the following governments? *(Select one answer per item)*

PROG NOTE: SINGLE RESPONSE PER ROW. RANDOMISE A-B

	1	2	3	4	5	6	99
	Excellent	Very good	Good	Fair	Poor	Very poor	Don't know
A	The (PROG NOTE: INSERT STATE/TERRITORY FROM Q) Government						
B	The Federal Government						

Q. Now turning to the cost of living. Which of the following do you think would be the best party to manage the cost of living? *(Select one answer)*

PROG NOTE: SINGLE RESPONSE. RANDOMISE 1-2 THEN 3-99 LAST.

1	The Liberal and Nationals Coalition
2	The Labor Party
3	Neither / someone else
99	Can't say

Q. Overall, do you agree or disagree with the following statement about the current behaviour of large companies operating in Australia (i.e. Australia's "corporate sector")? *(Select one answer)*

PROG NOTE: SINGLE RESPONSE. ROTATE BETWEEN 1,2,3,4,5 AND 5,4,3,2,1.

	1	2	3	4	5
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
A	The are behaving ethically and doing the right thing				

Q. Thinking about social cohesion - by that we mean the way in which different people and groups in society get along and feel connected to one another.

How would you rate the level of social cohesion in Australia at the current time? (*Select one answer*)

PROG NOTE: SINGLE RESPONSE

1	Excellent
2	Very good
3	Good
4	Fair
5	Poor
6	Very Poor

Q. How would you describe your current financial situation? (*Select one answer*)

PROG NOTE: SINGLE RESPONSE

1	Doing well and feeling comfortable
2	Doing OK and making ends meet
3	Having some difficulty but just making ends meet
4	Having a lot of difficulty paying bills and covering basic living expenses

Q. Thinking now about cost of living. How concerned, if at all, are you about the following cost of living issues?

PROG NOTE: SINGLE RESPONSE PER ROW. RANDOMISE A-I. ROTATE BETWEEN 1,2,3,4,5 AND 4,3,2,1,5

	1	2	3	4	5
	Extremely concerned	Quite concerned	Slightly concerned	Not concerned	This cost isn't relevant to me
A	Petrol prices				
B	Gas bills				
C	Grocery prices				
D	Electricity bills				
E	Rent				
F	Mortgage repayments				
G	Insurance premiums				
H	Motorway tolls				
I	Water bills				

Q. Have you experienced any of the following things in the **last two months** as a response to the rising cost of living? *(Select all that apply)*

PROG NOTE: MULTIPLE RESPONSE. RANDOMISE 1-16 THEN 99 LAST. IF CODE 1-16 SELECTED THEN CANNOT SELECT CODE 99

1	Experienced more arguments or tension at home than usual
2	Felt more anxious or worried than usual
3	Been unable to buy your usual groceries
4	Been unable to pay for education-related expenses
5	Been unable to pay a bill on time
6	Been unable to make a mortgage payment in part or full
7	Been unable to pay rent on time
8	Been unable to pay for needed medical expenses
9	Been unable to meet the minimum payments on your credit card
10	Used less heating or cooling in your home than usual
11	Reduced your usual spending on entertainment (restaurants, cinemas, events etc.)
12	Contacted your bank or a financial counsellor because you were having financial difficulties
13	Bought necessities using buy now pay later service
14	Relied on family or friends to help you financially
15	Received assistance from a charity
16	Cut back or stopped spending on holidays
99	None of the above

Q. How confident are you that the overall rate of inflation in Australia will continue to decrease over the next 12 months?

PROG NOTE: SINGLE RESPONSE. ROTATE BETWEEN 1,2,3,4 AND 3,2,1,4

1	Very confident
2	Somewhat confident
3	Not very confident
4	Not at all confident

Q. Overall, do you feel positive or negative about Australia transitioning its electricity generation to renewables like solar, wind and hydro and moving away from coal and other fossil fuels? *(Select one answer)*

PROG NOTE: SINGLE RESPONSE. ROTATE BETWEEN 1,2,3,4,5, AND 5,4,3,2,1

Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative
1	2	3	4	5

Q. In Australia, do you think the transition to renewable energy like solar, wind and hydro is currently moving... *(Select one answer)*

PROG NOTE: SINGLE RESPONSE. ROTATE BETWEEN 1,2,3,4,5 AND 5,4,3,2,1

Far too quickly	A bit too quickly	At an appropriate pace	A bit too slowly	Far too slowly
1	2	3	4	5

Q. Do you support or oppose the following actions related to energy in Australia? *(Select one answer per item)*

PROG NOTE: SINGLE RESPONSE PER ROW. ROTATE BETWEEN 1,2,3,4,5 & 5,4,3,2,1. RANDOMISE B-C

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
	1	2	3	4	5
B	The Federal Government committing to "Net zero carbon emissions" by 2050 (meaning that carbon pollution released will be balanced by carbon storage or other offsets)				
C	The Federal Government's target to reduce carbon emissions by 43% by 2030 (compared to 2005 levels)				

Q. In principle, do you support or oppose Australia developing new electricity generation projects using the following types of energy? *(Select one answer per item)*

PROG NOTE: SINGLE RESPONSE PER ROW. ROTATE BETWEEN 1,2,3,4,5 & 5,4,3,2,1. RANDOMISE A-M

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
	1	2	3	4	5
A	Coal fired power plants				
B	Gas fired power plants				
D	Offshore wind farms (typically 10-40 kilometers from the coastline)				
E	Onshore wind farms (typically in regional areas)				
F	Nuclear power				
G	Solar farms				
H	Rooftop solar				
I	Hydro-electric power				
J	Waste-to-energy projects (which use household and other waste as a fuel source)				
K	Renewable gas (e.g. biomethane generated from farming and agricultural waste)				
L	Hydrogen gas created from renewables such as solar and wind				
M	Hydrogen gas created from fossil fuels such as coal and gas				

Q. **(PROG NOTE: SHOW IF Q. = 2)** Why do you think that Queensland is heading in the wrong direction - what specifically is going badly with Queensland?

(PROG NOTE: SHOW IF Q. = 1) Why do you think that Queensland is heading in the right direction - what specifically is going well with Queensland?

(Please be as specific as possible in your response)

PROG NOTE: OPEN TEXT FIELD. MINIMUM 10 CHARACTERS

Q. The following are a series of issues and factors that may determine who people vote for at the 2024 **Queensland** State Election. Please select up to 5 things that will be most important in deciding who you vote for (*Select up to 5 items*)

PROG NOTE: MULTI RESPONSE UP TO 5 ITEMS. RANDOMISE 1-16

1	Climate change and the environment
2	Cost of living
3	Healthcare investment
4	Education investment
5	Housing and rental affordability
6	Investment in public transport
7	Investment in roads and motorways
8	Aged care investment
9	Economic management
10	Childcare / Kindergarten policies
11	A general desire for change
12	A general desire for stability
13	Changes to coal royalties
14	Crime
15	Jobs and unemployment
16	Energy security and the transition to renewables

Q. Next month, either Steven Miles or David Crisafulli will be elected as Queensland Premier. What things **would you like them to focus on most** in their first 100 days as the newly elected Premier?

(Please be as specific as possible in your response).

PROG NOTE: OPEN TEXT FIELD. MINIMUM 10 CHARACTERS

Q. Thinking now about the upcoming US Election which is due to be held on 5th of November this year. Who of the following would you prefer to win the US election? (*Select one answer*)

PROG NOTE: SINGLE RESPONSE. ROTATE BETWEEN 1,2,3 AND 2,1,3

1	Donald Trump
2	Kamala Harris
3	No preference

Q. Which of the following do you think will be better for Australia? (*Select one answer*)

PROG NOTE: SINGLE RESPONSE. ROTATE BETWEEN 1,2,3,4 AND 2,1,3,4

1	A Kamala Harris election victory
2	A Donald Trump election victory
3	It won't make any real difference to Australia
4	Don't know

Q. What are the main **communications channels** that you use to get **information** about news and current affairs? (*Select all that apply*)

PROG NOTE: MULTI RESPONSE. CODE 99 IS EXCLUSIVE.

1. ABC or SBS News (TV, online or radio)
2. Commercial TV News (e.g. Channel 7, 9 Ten, Win news, Prime7 etc – TV, online or radio)
3. Your local or regional newspaper (either print or online)
4. Sky News
5. Commercial FM radio programs
6. AM radio programs
7. The physical print version of a state or national newspaper
8. The online version of a major state or national newspaper by going directly to their website or app
9. Australian online-only news websites like news.com.au
10. International news sources like Al Jazeera, BBC or CNN
11. Facebook
12. X (Formerly known as Twitter)
13. Tik Tok
14. Instagram
15. Reddit
16. YouTube
17. Google/Internet searches
18. Friends
19. Family
20. News apps not linked to a newspaper (e.g. Apple News or Google News)
21. WhatsApp groups where people share information
22. WeChat
23. Online newsletters that you've subscribed to
24. Podcasts
25. Company websites
99. None of the above