



Publication date:

Short Methodology Statement

Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	Australia Institute
Fieldwork dates	24th April - 29th April 2025
Mode of data collection	Online recruited from research panel (100%)
Target population	Australians eligible to vote
Sample size	1500
Australian Polling Council compliant	Yes
URL of Long Methodology statement	https://australiainstitute.org.au/australian-polling-council-long-methodology-disclosure-statements/
Is voting intention published?	No

Long Methodology Statement

Effective sample size after weighting applied	893
Margin of error associated with effective sample size	±3.27
Quotas and weighting	Weights and quotas by Age, Gender, Education, AEC region, household income, Federal and Voice Referendum vote
Weighting method used	Rim weighting
Full question text, responses categories and randomisation	Below for published questions
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?	After demographics
How were undecided voters handled?	Lean forced question
2PP calculation method	NA



Full Question Text of Published Questions

Q	During the election campaign, how often have you come across political ads that you know to be misleading?	Ask eligible voters
	Single select	
1.	Daily	
2.	Weekly	
3.	Once or twice	
4.	Never	
5.	Don't know / Not sure	