

## METHODOLOGY DISCLOSURE STATEMENT

<b>Project name</b>	Mood of the Nation (Wave 19)
<b>Project reference</b>	NGR 2203003
Research dates:	30 <sup>th</sup> January – 3 <sup>rd</sup> February 2025
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=1,865 participants including a sample boost in Victoria and Western Australia, 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 61%, equating to a margin of error of approximately +/-2.7% (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	<b>(PROG NOTE: INSERT STATE/TERRITORY FROM Q)</b>	
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 <b>(PROG NOTE: INSERT STATE/TERRITORY FROM Q)</b> 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. The following are a series of issues and factors that may determine who people vote for at the upcoming Federal Election this year. 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. RANDOMISE 1-17**

1	Climate change and the environment
2	Cost of living
3	Healthcare investment
4	Education infrastructure 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	Nuclear power
11	Taxation policy

12	Crime
13	Social cohesion
14	Your opinion of Anthony Albanese
15	Your opinion of Peter Dutton
16	A general desire for change
17	A general desire for stability

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	They are behaving ethically and doing the right thing				

Q. Thinking now about all the large companies that you have regular interactions with in your day-to-day life. Overall, has your trust in them changed in recent years? *(Select one answer)*

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

1	My trust in these companies has generally <b>increased</b>
2	My trust in these companies has generally <b>stayed the same</b>
3	My trust in these companies has generally <b>decreased</b>

**PROG NOTE: ASK IF INCREASED/DECREASED IE CODE 1,3 IN Q.**

Q. Why has your level of trust in large companies you interact with generally **(PROG NOTE: INSERT RESPONSE FROM Q)** in recent years?

*Please be as specific as possible in your response about any issues and/or companies involved*

**PROG NOTE: OPEN TEXT FIELD. MINIMUM 10 CHARACTERS**

**PROG NOTE: ASK ALL RESPONDENTS**

Q. In general, do you think large organisations in Australia (i.e. companies and government departments) are focusing too much or too little on the following things, or are they doing an appropriate amount?

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

	Focusing too much on this	Are doing an appropriate amount of this	Focusing too little on this	Don't know
	1	2	3	4
A	Diversity, Equity and Inclusion (DEI) initiatives to boost the representativeness of the workforce (e.g. by age, gender and ethnicity) and create a work culture where different people feel welcomed, respected and involved at work			

**PROG NOTE: ASK ALL RESPONDENTS**

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. What do you think are the biggest challenges that are threatening social cohesion in Australia? *Please be as specific as possible in your response*

**PROG NOTE: OPEN TEXT FIELD. MINIMUM 10 CHARACTERS**

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. 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 your own personal standard of living. To what extent do you believe your own personal standard of living will improve, stay the same or worsen during 2025? *(Select one answer)*

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

1	Improve a lot
2	Improve a little
3	Stay the same
4	Worsen a little
5	Worsen a lot

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 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. Which of the following two federal political parties do you think has the better long-term plan to secure and deliver energy for Australian households and businesses?

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

1	Federal Labor
2	Federal Liberal National Coalition
3	Don't know

Q. The Federal Coalition announced a policy to build seven new nuclear power stations on the sites of current and former coal-fired power stations. Overall, do you support or oppose this plan? (*Select one answer*)

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

Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
1	2	3	4	5

**PROG NOTE: ASK VOTERS ONLY IE CODE 1 IN A5. OTHERS GO TO N14**

Q. Does the Coalition's plan to build seven nuclear power stations make you....? (*Select one answer*)

**PROG NOTE: SINGLE RESPONSE**

1	A lot more likely to vote for the Coalition
2	A little more likely to vote for the Coalition
3	Would make no difference to my likelihood to vote for the Coalition
4	A little less likely to vote for the Coalition
5	A lot less likely to vote for the Coalition

Q. Do you think the Donald Trump presidency will be positive or negative for the following things? *(Select one answer per item)*

**PROG NOTE: SINGLE RESPONSE PER ROW. RANDOMISE A-E. 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
A	Australia's relationship with the USA				
B	The Australian economy				
C	Global peace and security				
D	The global response to climate change				
E	Australia's trade relationship with China				

Q. Do you currently have a job where it is practical for you to regularly work from home? *(Select one answer)*

**PROG NOTE: SINGLE RESPONSE**

1	Yes
2	No

Q. How many days a week do you currently work from home? *(Select one answer)*

**PROG NOTE: SINGLE RESPONSE**

0	None
1	1
2	2
3	3
4	4
5	5 or more

Q. What do you think will happen to your working situation in 2025 compared to last year? *(Select one answer)*

**PROG NOTE: SINGLE RESPONSE**

1	I'll probably be working more days from home
2	My working situation probably won't change
3	I'll probably be working more days from an office/out of home location
4	I wasn't working last year

Q. What would be your preference for your working situation this year? *(Select one answer)*

**PROG NOTE: SINGLE RESPONSE**

1	I'd like to work more days at home
2	I'm happy with my working situation
3	I'd like to work more days in an office / out of home location

Q. The following are a series of issues and factors that may determine who people vote for at the 2025 **Western Australia** State Election. Please select up to 3 things that will be most important in deciding who you vote for. *(Select up to 3 items)*

**PROG NOTE: MULTI RESPONSE UP TO 5 ITEMS. RANDOMISE 1-12**

1	Cost of living
2	Housing
3	Crime and community safety
4	Health and hospitals
5	Transport infrastructure
6	Education and schools
7	Environment and climate change
8	A general desire for change
9	A general desire for stability
10	Economic management
11	Your opinion of Roger Cook
12	Your opinion of Libby Mettam



Q. What, if anything, do you think are the **three most significant achievements** of the State Labor Government since being elected in 2017? *(Please list these in the box below and be as specific as possible about them)*

**PROG NOTE: OPEN TEXT FIELD. MINIMUM 5 CHARACTERS**