

METHODOLOGY DISCLOSURE STATEMENT

Project name	Mood of the Nation Federal Election Edition (Wave 20)
Project reference	NGR 2203003

Research dates:	10 th - 14 th April 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=1,214 participants, 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 77%, equating to a margin of error of approximately +/-3.2% (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 A4)	
C	Your local area	

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	Strengthening our response to racial and religious violence and intimidation in Australia
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	Dealing with international tariffs and supporting affected businesses

Q. Next please select the 3 of these things that are most important to you personally.

PROG NOTE: ONLY POPULATE WITH RESPONSES FROM Q THAT ARE NOTED AS BEING "EXTREMELY IMPORTANT" (RESPONSE CODE =1)

DO NOT ASK IF THERE ARE 3 OR LESS RESPONSES WITH CODE 1 IN Q. FOR THESE PARTICIPANTS POPULATE ALL CODE 1 RESPONSES IN Q FOR Q

IF PARTICIPANT GAVE NO "CODE 1" RESPONSES IN Q THEN POPULATE WITH CODE 2 RESPONSES

**IF PARTICIPANT GAVE NO "CODE 1" OR "CODE 2" RESPONSES IN Q THEN SKIP QUESTION
RANDOMISE OPTIONS**

	Select 3
Reducing personal taxes	1
Strengthening pensions, welfare payments and support for vulnerable people	2
Improving representation and conditions for women in the workplace	3
Promoting diversity, inclusion, and respect for minority groups	4
Strengthening our economy	5
Boosting jobs and addressing unemployment	6
Supporting small businesses and encouraging entrepreneurship	7

Addressing Aboriginal disadvantage and promoting reconciliation	8
Acting decisively on climate change and transitioning to renewables	9
Increasing our local manufacturing capacity	10
Strengthening our defence capabilities	11
Strengthening our borders against illegal immigration	12
Increasing migration to fill workplace shortages	13
Addressing the deliberate spread of misinformation and “fake news”	14
Investing more to ensure quality affordable healthcare for all Australians	15
Investing more to ensure access to affordable University and TAFE education	16
Investing more to improve the quality of primary and high schools in all local communities	17
Investing more in public transport infrastructure	18
Investing more to improve the aged care sector	19
Improving the preparedness and support for fires, floods and other disasters	20
Reducing government debt	21
Improving pay and conditions for workers	22
Investing more in road infrastructure	23
Strengthening our response to racial and religious violence and intimidation in Australia	24
Preserving freedom of speech and rejecting excessive political correctness	25
Keeping interest rates low	26
Reducing cost increases for household bills and other essential expenses	27
Providing opportunities for more people to own their own home	28
Increasing the availability of affordable rental housing	29
Protecting the natural environment, habitats and wildlife	30
Managing risks associated with the use of artificial intelligence (AI)	31

Strengthening international alliances to counteract aggression from other countries	32
Strengthening our response to violence against women	33
Reducing crime and antisocial behaviour	34
Investing more to increase the availability of affordable childcare services	35
Dealing with international tariffs and supporting affected businesses	36

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

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

PROG NOTE: ASK ALL RESPONDENTS

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. 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

F32. 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. 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. Donald Trump has recently announced that tariffs, which is a type of tax, will be placed on goods imported into the USA from **all** other countries. Australian exports will be subject to a 10% tariff across almost all types of goods, while steel and aluminium exports from Australia will be subject to a 25% tariff.

What are the main concerns, if any, you personally have in relation to the impact of these new tariffs?
(Please write an answer in the box below, giving as much detail as possible)

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
B	DEI initiatives that promote the fair treatment and full participation of all people in the workforce, particularly those who have historically been underrepresented or discriminated against			

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. 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

PROG NOTE: ASK ALL RESPONDENTS

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 recently 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

Q. Which of the following leaders do you think would be best at managing the following issues? *(Select one answer per item)*

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

	Anthony Albanese (Prime Minister)	Peter Dutton (Federal Opposition Leader)	Don't know
	1	2	99
A	Healthcare		
B	The economy		
C	Education		
D	Cost of living		
E	Defence and national security		
F	Interest rates		
G	Climate change		
H	Crime		
I	Taxation		
J	Energy policy		

K	Jobs and wages
L	Welfare and social security
M	Immigration and population
N	Housing affordability
O	Foreign affairs
P	Dealing with Donald Trump
Q	International trade and tariffs

PROG NOTE: ASK ALL RESPONDENTS

Q. The following are some recent initiatives that have been announced by the Federal Labor Party and the Liberal National Coalition. To what extent do you support or oppose each? *(Select one answer per item)*

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

	1	2	3	4	5
	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
A	Tax cut top ups which reduce the lowest income tax rate from 16% (currently) to 15% next year and 14% the year after				
B	\$150 electricity rebates for households and small businesses in 2025				
C	Banning non-compete clauses for low and middle-income workers so those who quit their job can work for a competitor or start a competing business				
D	Reducing HECS-HELP or student loan debt for tertiary students by 20%				
E	Reducing the cost of PBS-covered medicines from a maximum of \$31.60 to \$25 per script				
F	Reducing the tax on petrol (the "fuel excise") by 25c per litre for the next 12 months				
G	Fast tracking new gas projects to increase supply and reserving additional gas for Australian households and businesses				
H	Building 7 new nuclear power plants				
I	Cutting 41,000 Federal public sector jobs over 5 years by not replacing workers who leave their job				
J	Reducing permanent immigration to Australia by 100,000 per year				
L	Allowing people to access their superannuation to pay for a home loan deposit				
M	A 30% discount on the cost of home batteries to store solar energy				
N	Creating 50 extra urgent care clinics that will provide free medical treatment and an alternative to attending a hospital emergency department				

Q. How do you feel about the current level of investment that Australia makes in our armed forces and national defence? *(Select one answer)*

PROG NOTE: SINGLE RESPONSE. ROTATE BETWEEN 1,2,3,4,5,6 AND 5,4,3,2,1,6

1	They should invest a lot more
2	They should invest a little more
3	They are investing about the right amount
4	They should invest a little less
5	They should invest a lot less
6	Don't know

Q. If there was an agreed ceasefire between Russia and Ukraine, would you support or oppose Australia committing troops on the ground in Ukraine as part of an international peacekeeping force? *(Select one answer)*

PROG NOTE: SINGLE RESPONSE

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

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-F. 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				
F	The cost of living in Australia				

Q. Do the actions of Donald Trump affect your likelihood to vote for the following leaders and parties? *(Select one answer)*

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

1	Donald Trump makes me more likely to vote for Anthony Albanese and the Labor Party
2	Donald Trump makes me more likely to vote for Peter Dutton and the Coalition
3	Donald Trump doesn't affect my likelihood to vote for either

Q. How do you rate the current relationship between Australia and the following countries? *(Select one answer per item)*

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

	1	2	3	4	5	6	99
	Excellent	Very Good	Good	Fair	Poor	Very poor	Don't know
A	United States						
B	Russia						
C	England						
D	China						
E	Indonesia						
F	South Korea						
G	Japan						
H	Canada						
I	India						
J	France						
K	Germany						
L	New Zealand						
M	United Kingdom						

Q. Which one of the following do you think should be the main priority for the Federal Government when it comes to national security? *(Select one answer)*

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

1	Strengthening our alliance with the USA
2	Strengthening our alliance with other countries
3	Don't know

Q. Which one of the following do you think should be the main priority for the Federal Government when it comes to international trade and exports? *(Select one answer)*

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

1	Strengthening our trading relationship with the USA
2	Strengthening our trading relationship with other countries
3	Don't know

Q. How do you feel about the current level of foreign investment in Australian businesses and industries? Is there currently... *(Select one answer)*

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

Too much foreign investment in Australia	An appropriate amount of foreign investment in Australia	Not enough foreign investment in Australia	Don't know
1	2	3	4

Q. How do you feel about the Government's current approach to Chinese companies investing in Australia? *(Select one answer)*

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

1	They are allowing too much Chinese investment
2	They have the balance about right
3	They should encourage more Chinese investment
4	Don't know

PROG NOTE: ASK ALL RESPONDENTS

Q. In your opinion, how important is Australia's relationship with China to Australia's future? *(Select one answer)*

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

1	Extremely important
2	Quite important
3	Slightly important
4	Not important at all

Q. In principle, which, if any, of the following factors would make you feel more positive about Chinese investment in Australia? *(Select up to 3 items)*

PROG NOTE: MULTI RESPONSE UP TO 3. CODE 9 IS EXCLUSIVE. RANDOMISE 1-8 THEN 9 LAST

1	If it funded new developments/businesses rather than purchasing existing ones
2	If it created significant numbers of new jobs
3	If it strengthens local economies in regional areas
4	If it was supported by the local community that lives near the development
5	If it created significant new tax revenue for Government to fund schools, hospitals and other services
6	If it increased competition and brought more choice for Australian consumers
7	If it brings new technologies, innovation and training opportunities to Australia
8	If it is clearly in Australia's national interest
9	None of the above

Q. Which of the following do you think is a more reliable trading partner for Australia? *(Select one answer)*

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

1	USA
2	China
3	Don't know

PROG NOTE: ASK ALL NOMINATE PARTY/CANDIDATE

Q. How strongly committed are you to voting for this party or candidate on election day, due to be held on the 3rd of May? Would you say...? *(Select one answer)*

PROG NOTE: SINGLE RESPONSE

1	You are certain you will vote for this party or candidate
2	There is a slight chance you will change your mind
3	There is a strong chance you will change your mind
99	Can't say

Q. Which one of the following is a **stronger** influence on the way you intend to vote? (*Select one answer*)

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

1	Your approval for the party or candidate you intend to vote for
2	Your disapproval for other parties or candidates
99	Can't say