FRESHWATER ≈

Polling Methodology Statement: Freshwater Strategy NSW State Poll

Publication date: 21 March 2023

Methodology Statement

Research Company	*Freshwater Strategy*
Client commissioning the research	*The Australian Financial Review*
End client	*The Australian Financial Review*
Fieldwork dates	*19 – 21 March 2023*
Mode of data collection	*Online recruited research panel (100%)*
Source of sample	*Quotas based on weighting frame*
Target population	*New South Wales residents eligible to vote*
Sample size	*1,100*
Effective sample size	*858*
Weighting method used	*Rim weighting*
Weighting variables used	*Gender, Age, Education, Area, Past Vote*
Margin of error for total sample (effective SRS)	*+/- 3.4%*
Is voting intention published	*Yes*
Positioning of vote intention questions	*Immediately after demographics and issue priorities*
How was the vote intention question asked?	*Liberals, Labor, Greens, and Nationals were prompted. Individual independent and minor party options were available after selecting 'Independent or minor party options'*
How were those who are undecided handled?	*Undecideds were asked a 'squeeze' question to identify which way they were leaning. Those still unsure were excluded from the final valid results*
How was two-party preferred calculated?	*Respondent allocated preferences. Respondents were offered a chance to say that they would not preference either Liberal/National or Labor*

Full Question Text of Published Questions

1. **If the upcoming New South Wales State Election were held today, which party would receive your first, or Primary Vote?**	1. *NSW Liberal Party* 2. *NSW Labor Party* 3. *NSW National Party* 4. *NSW Greens* 5. *Another party or independent* 6. *Unsure* 7. *Prefer not to say*	*Options shown where candidates confirmed as running*
2. **...and is that...?**	1. *An Independent candidate* 2. *A Climate200-backed 'Teal' Independent candidate* 3. *One Nation* 4. *Shooters Fishers and Farmers* 5. *Other (please specify)*	*Options shown where candidates confirmed as running*

3.	**…and if you had to choose, who are you leaning towards MOST? I am leaning towards…**	1. *NSW Liberal Party* 2. *NSW Labor Party* 3. *NSW National Party* 4. *NSW Greens* 5. *Another party or independent* 6. *Unsure* 7. *Prefer not to say*	*Options shown where candidates confirmed as running*
4.	**…and is that…?**	1. *An Independent candidate* 2. *A Climate200-backed 'Teal' Independent candidate* 3. *One Nation* 4. *Shooters Fishers and Farmers* 5. *Other (please specify)*	*Options shown where candidates confirmed as running*
5.	**And how sure are you that you will vote this way?**	1. *Certain* 2. *Very sure* 3. *Fairly sure* 4. *Not very sure* 5. *Not sure at all*	*Question shown to all who select 1-5 for question 1*
6.	**And who would you preference higher, if at all?**	1. *NSW Liberals/Nationals above NSW Labor* 2. *NSW Labor above NSW Liberals/Nationals* 3. *I would NOT give a vote to EITHER the Liberals or Labor* 4. *Unsure* 5. *Prefer not to say*	*Liberals or Nationals shown where candidates confirmed as running*