

**Polling Methodology Statement:** Freshwater Strategy NSW State Poll

**Publication date:** 21 March 2023

Freshwater Strategy

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## Methodology Statement

<b>Research Company</b>	<i>Freshwater Strategy</i>
<b>Client commissioning the research</b>	<i>The Australian Financial Review</i>
<b>End client</b>	<i>The Australian Financial Review</i>
<b>Fieldwork dates</b>	<i>19 – 21 March 2023</i>
<b>Mode of data collection</b>	<i>Online recruited research panel (100%)</i>
<b>Source of sample</b>	<i>Quotas based on weighting frame</i>
<b>Target population</b>	<i>New South Wales residents eligible to vote</i>
<b>Sample size</b>	<i>1,100</i>
<b>Effective sample size</b>	<i>858</i>
<b>Weighting method used</b>	<i>Rim weighting</i>
<b>Weighting variables used</b>	<i>Gender, Age, Education, Area, Past Vote 2019, Past Vote 2022</i>
<b>Margin of error for total sample (effective SRS)</b>	<i>+/- 3.4%</i>
<b>Is voting intention published</b>	<i>Yes</i>
<b>Positioning of vote intention questions</b>	<i>Immediately after demographics and issue priorities</i>
<b>How was the vote intention question asked?</b>	<i>Liberals, Labor, Greens, and Nationals were prompted. Individual independent and minor party options were available after selecting 'Independent or minor party options'</i>
<b>How were those who are undecided handled?</b>	<i>Undecideds were asked a 'squeeze' question to identify which way they were leaning. Those still unsure were excluded from the final valid results</i>
<b>How was two-party preferred calculated?</b>	<i>Respondent allocated preferences. Respondents were offered a chance to say that they would not preference either Liberal/National or Labor</i>

## Full Question Text of Published Questions

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

<p>3. <b>...and if you had to choose, who are you leaning towards MOST? I am leaning towards...</b></p>	<ol style="list-style-type: none"> <li>1. NSW Liberal Party</li> <li>2. NSW Labor Party</li> <li>3. NSW National Party</li> <li>4. NSW Greens</li> <li>5. Another party or independent</li> <li>6. Unsure</li> <li>7. Prefer not to say</li> </ol>	<p><i>Options shown where candidates confirmed as running</i></p>
<p>4. <b>...and is that...?</b></p>	<ol style="list-style-type: none"> <li>1. An Independent candidate</li> <li>2. A Climate200-backed 'Teal' Independent candidate</li> <li>3. One Nation</li> <li>4. Shooters Fishers and Farmers</li> <li>5. Other (please specify)</li> </ol>	<p><i>Options shown where candidates confirmed as running</i></p>
<p>5. <b>And how sure are you that you will vote this way?</b></p>	<ol style="list-style-type: none"> <li>1. Certain</li> <li>2. Very sure</li> <li>3. Fairly sure</li> <li>4. Not very sure</li> <li>5. Not sure at all</li> </ol>	<p><i>Question shown to all who select 1-5 for question 1</i></p>
<p>6. <b>And who would you preference higher, if at all?</b></p>	<ol style="list-style-type: none"> <li>1. NSW Liberals/Nationals above NSW Labor</li> <li>2. NSW Labor above NSW Liberals/Nationals</li> <li>3. I would NOT give a vote to EITHER the Liberals or Labor</li> <li>4. Unsure</li> <li>5. Prefer not to say</li> </ol>	<p><i>Liberals or Nationals shown where candidates confirmed as running</i></p>