YouGov®

Market	South Australia
Sample	n=1,000, state rep voters – age, gender, location
Questionnaire Name	SA Voter Poll June 2021

QN	Question Text	Logic
S1	Please enter your postcode	Ask all
	Numeric within range of 2000-2999	
S2	What's your current status in Australia?	Ask all
	Single select	
	Australian citizen	
	Permanent resident	Terminate
	Temporary resident	Terminate
	Other	Terminate
	Unsure/ Don't know	Terminate
	Prefer not to say	Terminate
S3	Are you eligible to vote in South Australia?	Ask all
	Single select	
1.	Yes	
2.	No	Terminate
S4	Are you…?	Ask all
	Single select	
1.	Male	
2.	Female	
S5	Which year were you born?	Ask all
	Numeric within range 1915-2021	Terminate if under 18
	Section A	
A1	Thinking about State politics. If a South Australian State election was held today, which one of the following would you vote for?	Ask all
	Single select; rotate 1-5	
1.	The Labor Party	
2.	The Liberal Party	
3.	The Greens	
4.	SA BEST	
5.	Pauline Hanson's One Nation	
6.	Another party or candidate (Specify)	Fixed
7.	Don't know	

Commented [BO1]: This section established basic voter profiles, Voter Intention, Softness etc.

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A2		At an election you have to make a choice. So which one of the following do you lean towards, even by a bit?	Ask if A1 = 7
		Single select; rotate 1-5	
	1.	The Labor Party	
	2.	The Liberal Party	
	3.	The Greens	
	4.	SA BEST	
	5.	Pauline Hanson's One Nation	
	6.	Another party or candidate (Specify)	Fixed
	7.	Don't know	
A3		Are you sure you are going to vote for this party or candidate or is there a chance you may change your mind?	Ask if A1 = 1-6
		Single select; rotate 1-3	
	1.	I'm sure I'll vote this way	
	2.	There's a slight chance I'll change my mind	
	3.	There's a fair chance I'll change my mind	
A4		In one or two words, what would you say is the main issue that will be most relevant to your voting decision in the next South Australian State election?	Ask all
		OPEN BOX	
A5		When you're choosing who to vote for in the next State election, how important is each of the following issues? Please rank the most important issue <u>for you personally</u> first, the second most important issue second, and so on. **You must rank at least three issues.**	Ask all
		Ranking; randomise	
	1.	Aged care	
	2.	Health / hospitals	
	3.	Climate change / the environment	
	4.	Health	
	5.	Education / schools	
	6.	Roads / traffic	
	7.	The economy	
	8.	Jobs	
	9.	The cost of living	
	10	Childcare	
	11	Covid-19	
	12	Public transport	
	13	Housing	
	14	Crime	
	15	Don't know	Fixed

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		Section B	
B1		Do you have a positive or negative view of the following professionals?	*Ask all*
		Single dynamic grid	
		Row; randomise	
	a.	Registered nurses in aged care nursing homes	
	b.	Registered nurses in public hospitals	
	c.	Midwives	
	d.	Teachers	
	e.	Police officers	
	f.	Politicians	
	g.	General practitioners (GP)	
		Column	
	1.	Extremely positive	
	2.	Very positive	
	3.	Somewhat positive	
	4.	Somewhat negative	
	5.	Very negative	
	6.	Extremely negative	
	7.	Don't know	
B2		What do you think about the following in your part of South Australia?	*Ask all*
		Single dynamic grid	
		Row; randomise	
	a.	The number of nurses to patients in public hospital wards	
	b.	Waiting times to get hospital treatment in an emergency	
	c.	Waiting times for non-urgent surgery in a public hospital	
	d.	The overall quality of care in public hospitals	
	e.	The availability of hospital beds in public hospitals	
	f.	Availability and speed of response of ambulances	
	g.	Availability of afterhours hospital medical help	
	h.	Access to mental health services	
	i.	Availability of aged care places	
		Column	
	1.	Excellent	
	2.	Very good	
	3.	Fairly good	
	4.	Adequate	
	5.	Fairly poor	
	6.	Very poor	
	7.	Extremely poor	
	8.	I have no idea at all	

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B3		In your view, should spending on the following in South Australia be increased, decreased or remain at about the same level it is now?	Ask all
		Single select; randomise	
	a.	Public health and hospitals	
	b.	Mental health	
	c.	Aged care	
	d.	Education	
	e.	Police	
		Column	
	1.	Substantially increased	
	2.	Slightly increased	
	3.	Remain as it is now	
	4.	Slightly decreased	
	5.	Substantially decreased	
	6.	Don't know	
B4		Do you agree or disagree with the following?	Ask all
		Single dynamic grid	
		Row; randomise	
	a.	Mental health services in South Australia are generally well managed	
	b.	Mental health patients are not forced to wait too long to receive treatment in South Australia	
	c.	Mental health patients are treated in a timely manner in an emergency	
	d.	South Australia must invest more in preventive measures for mental health (i.e. community programmes and in-home support etc.)	
	e.	South Australia must invest towards providing dedicated specialist mental health care (i.e. vehicles and out-of-hospital centres etc.)	
	f.	Mental health services should receive more funding to support South Australians facing difficulties from the COVID-19 pandemic	
	g.	Mental health services would benefit from more private sector involvement	
	h.	Mental health is something that is important to all South Australians	
		Column	
	1.	Strongly agree	
	2.	Somewhat agree	
	3.	Neither agree nor disagree	
	4.	Somewhat disagree	
	5.	Strongly disagree	
B5		In your view, who should have the greatest responsibility to ensure that public health where you live is delivered well? Select one response only	Ask all
		Single select; randomise	
	1.	The Federal Government	
	2.	The State Government	
	3.	Don't know	

Commented [SL2]: Mental health points here based on what is currently in the media:

https://theconversation.com/theres-a-mental-health-emergency-happening-in-south-australia-we-need-a-radical-overhaul-158961

https://www.abc.net.au/news/2021-04-07/coronavirus-pandemic-mental-health-impact-not-taken-seriously/100053350

B6	Do you agree or disagree with the following?	Ask all	
	Single dynamic grid		
	Row; randomise		
a.	Older Australians are generally well looked after in South Australia		
b.	Aged care nursing homes in South Australia are generally well managed		
c.	Aged care in South Australia is adequately funded		
d.	There is not enough transparency about how aged care providers spend taxpayers' money		
e.	Aged care providers should return government money if it is not spent on care		
f.	Aged care nursing homes should have a registered nurse on site 24/7		
g.	Each resident in an aged care nursing home should have a guaranteed minimum amount of time with a nurse every day		
h.	The government should set mandated minimum numbers of nurse to residents (ratios) in aged care homes		
i.	Pay and conditions for nurses in Aged Care should be improved		
j.	Aged care workers should have guaranteed rostered hours of work		
	Column		
1.	Strongly agree		
2.	Somewhat agree		
3.	Neither agree nor disagree		
4.	Somewhat disagree		
5.	Strongly disagree		
B7	In the Federal Budget in May announced an increase in funding for aged care of $17.7 billion over the next five years. What is your view on this increased level of funding?	Ask all	
	Single select; rotate		
1.	It is too much		
2.	It is about right		
3.	It is too little		
4.	It is far too little		
5.	Don't know	Fixed	
B8	Why do you say that?	Ask all	
	OPEN BOX		

Commented [BO3]: We will be able to benchmark most of these to NSW and QLD

		There are currently no mandated standards for nurse-resident ratios in aged care homes in Australia.	
B9		Do you support or oppose introducing mandated nurse to resident ratios in aged care homes?	Ask all
		Please select one option only	
		Single select; reverse	
	1.	Strongly support	
	2.	Somewhat support	
	3.	Somewhat oppose	
	4.	Strongly oppose	
	5.	Don't know	Fixed
B10		You say you don't support this policy. Why is that?	Ask if B7 = 3-4
		OPEN BOX	
		Section C – Message Testing	
C1		MESSAGE TESTING MATERIAL?	Ask all
C2		Thinking about the [XXX] you just saw, how much do you agree or disagree with the following?	Ask all
		Please select one option per row	
		Single grid	
		Row; randomise a-e	
	a.	It is convincing	
	b.	It catches my attention	
	c.	It motivates me to investigate the issue further	
	d.	It has a clear message	
	e.	It is believable	
	f.	The ad makes me more likely to think of this issue when I vote	
		Column; reverse	
	1.	Strongly agree	
	2.	Somewhat agree	
	3.	Neither agree or disagree	
	4.	Somewhat disagree	
	5.	Strongly disagree	

Commented [BO4]: If we have visual or written campaign material you wish to test, we would use a similar template.

For discussion

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		DEMOGRAPHICS	

D1		What is the highest level of education you have completed? Please select one option only	Ask all
		Single select	
	1.	Primary school	
	2.	Some Secondary school	
	3.	Completed Secondary school	
	4.	Certificate, Diploma, Advanced Diploma, or other TAFE/ College qualification	
	5.	Bachelor Degree (including Honours Degree)	
	6.	Graduate Certificate, Graduate Diploma, Masters Degree or Doctoral Degree	
	7.	None of these	
D2		Are you <u>currently enrolled</u> in a formal course of education, whether full or part-time?	Ask if pdl education_au_2019 = 7
		Single select	
		Yes – at university	
		Yes – at TAFE	
		Yes – at private college or other form of tertiary education	
		Yes – at high school	
		Not applicable - I am not currently enrolled in a formal education	
		None of these	
D3		Are you a parent or guardian? Please select all that apply.	Ask all
		Multi select	
		Yes, of at least one child younger than 18	
		Yes, of at least one child 18 years old or older	
		No, I am neither a parent or guardian	Fixed and exclusive
		Don't know/Prefer not to say	Fixed and exclusive
D4		How many people, including yourself, are there in your household? Please include both adults and children.	Ask all
		Single select	
	1.	None – I don't have children	
	2.	1	
	3.	2	
	4.	3	
	5.	4	
	6.	5 or more	
	7.	None – My children are 18 or above	

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D5	How many of the people in your household are under 18?	Ask all
	Single select	
1.	0	
2.	1	
3.	2	
4.	3	
5.	4	
6.	5 or more	
7.	Don't know	
8.	Prefer not to say	
D6	Of those children aged under 18 in your household, for how many are you directly responsible (i.e., you are their parent or guardian)?	Ask all
	Single select	
1.	0	
2.	1	
3.	2	
4.	3	
5.	4	
6.	5 or more	
7.	Don't know	
8.	Prefer not to say	
D7	What is your current relationship status? Please select one option only	Ask all
	Single select	
1.	Married	
2.	Living with partner	
3.	In relationship, but not living with partner	
4.	Widowed	
5.	Divorced	
6.	Separated	
7.	Single	
D8	Are you or is anyone in your household a member of a union? Please select one option only	Ask all
	Single select	
1.	Yes	
2.	No	

D9	Which of the following statements applies to you? Please select all that apply	Ask all	
	Single grid		
	Row; randomise a-h		
a)	I am a nurse or was formerly a nurse		
b)	I have friends or a family member who is a nurse		
c)	I'm not a nurse but I work in healthcare		
d)	I'm not a nurse but I work in aged care		
e)	I am currently caring for a close friend / relative who is not in an aged care nursing home		
f)	I currently have a close friend / relative in an aged care nursing home		
g)	I have had a close friend / relative in an aged care nursing home		
h)	I currently live with assisted living arrangements or receive community aged care		
	Column		
1.	Yes		
2.	No		
3.	Don't know		
D10	If you add up the income from all sources, what is your average GROSS household income per year? (GROSS income means amounts as you receive it, which is normally before tax and contributions to social insurance, pension and superannuation.)	Ask all	
	Single select		
1.	Less than $20,000		
2.	$20,000 - $29,999		
3.	$30,000 - $39,999		
4.	$40,000 - $49,999		
5.	$50,000 - $59,999		
6.	$60,000 - $69,999		
7.	$70,000 - $79,999		
8.	$80,000 - $89,999		
9.	$90,000 - $99,999		
10	$100,000 - $119,999		
11	$120,000 - $149,999		
12	$150,000 - $199,999		
13	$200,000 and above		
14	Prefer not to say		
15	Don't know		
D11	Do you speak a language other than English at home?	Ask all	
	Single select		
1.	Yes		
2.	No		

Commented [BO6]: This will allow us to filter by people currently impacted by these issues.

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D12	Do you own or rent the home in which you live in?	Ask all
	Single select	
1.	Own outright	
2.	Own with a mortgage	
3.	Own (part-own) through shared ownership scheme (i.e. pay part mortgage, part rent)	
4.	Rent from a private landlord	
5.	Rent from a public housing	
6.	Neither, I live with my parents, family or friends but pay some rent to them	
7.	Neither, I live rent-free with my parents, family or friends	
8.	Other	
9.	Prefer not to say	
D13	Thinking about household grocery shopping, which of the following statements best applies to you?	Ask all
	Single select	
1.	I am the sole grocery shopper in my household	
2.	I am in part responsible for grocery shopping in my household	
3.	I am not responsible at all for grocery shopping in my household	
D14	Which of these applies to you?	Ask all
	Single select	
1.	Working full time (35 or more hours per week)	
2.	Working part time (8-34 hours a week)	
3.	Working part time (Less than 8 hours a week)	
4.	Not working - retired	
5.	Not working - looking for work	
6.	Not working - not looking for work	
D15	Which, if any, of the following best describes your current situation?	Ask if pdl employment_status_au_new = 5,6
	Single select	
1.	Permanently disabled	
2.	Taking care of home or family	
3.	Student	
4.	Temporarily unemployed (i.e. between jobs)	
5.	Permanently unemployed	
6.	Other	
7.	Prefer not to say	
8.	Not applicable - I am working	
9.	Not applicable - I am retired	

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D16	Which, if any, of the following sources do you use to access news? Please select all that apply.		Ask all
	Multi select; rotate 1-13		
1.	A printed copy of a newspaper		
2.	A newspaper's website		
3.	A news website not associated with a newspaper		
4.	A news app on a mobile or tablet device		
5.	Email newsletters or RSS feeds		
6.	Social network websites		
7.	Blogs not associated with major media organisations		
8.	Television		
9.	Radio		
10	Don't know		Fixed and exclusive
11	None of the above		Fixed and exclusive
D17	Which, if any, of the following online social networks are you currently a member of? Please tick all that apply.		Ask all
	Multi select; rotate 1- 17		
1.	Facebook		
2.	Twitter		
3.	LinkedIn		
4.	MySpace		
5.	Pinterest		
6.	Tumblr		
7.	Instagram		
8.	Snapchat		
9.	Tinder		
10	WeChat		
11	Line		
12	Slack		
13	Google Hangouts		
14	Whatsapp		
15	YouTube		
16	Tik Tok		
17	Other		Fixed
18	Don't know		Fixed and exclusive
19	Not applicable – I am not currently a member of any social networks		Fixed and exclusive

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D18	Regardless of your attitude toward the present State and Federal Governments and the Oppositions, when it comes to politics, generally speaking which of the parties would you say you're closest to…? Please select one option only	Ask all
	Single select; randomise 1-3	
1.	Labor	
2.	Liberal	NSW only
3.	The Nationals	NSW only
4.	LNP	Qld only
5.	Greens	
6.	Some other party	
7.	Don't know	
D19	Well, if you had to choose, which of the parties would you say you're usually closest to? Please select one option only	Ask if D18 = 7
	Single select; randomise 1-3	
1.	Labor	
2.	Liberal	NSW only
3.	The Nationals	NSW only
4.	LNP	Qld only
5.	Greens	
6.	Some other party	
7.	Don't know	