

Methodology Statement

2621 Animal Welfare Poll

Short Methodology Statement

Item	Response
Research company	Lonergan Research Pty Ltd
Client commissioning the research	Senator Mehreen Faruqi
End client	Senator Mehreen Faruqi
Fieldwork Dates	16-24 June, 2022
Mode of data collection	Online recruited from a research panel (100%)
Target population	Australians aged 18+
Sample size	1,036
Australian Polling Council Compliant	Yes
URL of Long Methodology Statement	https://lonerganresearch.com.au/methodology-statements
Is voting intention published	No

Long Methodology Statement

Item	Response
Effective sample size after weighting applied	983
Margin of error associated with effective sample size	3.1%
Variables used in weighting	Age, gender, location
Weighting method used	Cell weighting
Full question text, responses categories and randomisation	See below
Proportion of landline/mobile completed interviews	N/A
Source of online sample	From a commercial permission based panel
Positioning of voting intention questions in questionnaire?	N/A
How were undecided voters handled?	N/A
2PP calculation method	N/A

Full question text of published questions

ASK IF ELIGIBLE TO VOTE						
B1	Are you more or less likely to vote for an election candidate with strong animal welfare policies, or will it make no difference?					
	<i>Please select one response only</i>	DO NOT RANDOMISE			SR	
		Much more likely to vote for a candidate with strong animal welfare policies			01	
		A little more likely			02	
		It will make no difference			03	
		A little less likely			04	
		Much less likely to vote for a candidate with strong animal welfare policies			05	

ASK ALL						
B4.	To what extent do you agree or disagree with each of the following statements?					
	<i>Please select one response per statement</i>	RANDOMISE STATEMENTS				SR
		Strongly Agree	Agree	Disagree	Strongly Disagree	Unsure / neutral
_1	Live animal export should be banned	01	02	03	04	99
_2	Greyhound racing should be banned	01	02	03	04	99
_3	Racing animals like horses and greyhounds for gambling and entertainment is cruel	01	02	03	04	99
_4	We need stronger animal welfare standards for farm animals	01	02	03	04	99
_5	Horses should not be raced for gambling and entertainment	01	02	03	04	99

ASK IF ELIGIBLE TO VOTE						
B5.	Are you more or less likely to vote for a candidate who takes the following policy positions?					
	<i>Please select one response per statement</i>	RANDOMISE STATEMENTS				SR
		Much more likely	A little more likely	No difference	A little less likely	Much less likely
_1	A candidate who wants to ban live animal export	01	02	03	04	99
_2	A candidate who wants to ban greyhound racing	01	02	03	04	99
_3	A candidate who advocates for stronger animal welfare standards for race horses	01	02	03	04	99
_4	A candidate who advocates for stronger animal welfare standards for farm animals	01	02	03	04	99