

METHODOLOGY DISCLOSURE STATEMENT

Project name	Mood of the Nation (Wave 21)
Project reference	NGR 2203003

Research dates:	8 th – 16 th July 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=1,855 participants including a regional sample boost, 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 64%, equating to a margin of error of approximately +/-2.8% (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 B5 THAT ARE NOTED AS BEING "EXTREMELY IMPORTANT" (RESPONSE CODE =1)

DO NOT ASK IF THERE ARE 3 OR LESS RESPONSES WITH CODE 1 IN B5. FOR THESE PARTICIPANTS POPULATE ALL CODE 1 RESPONSES IN B5 FOR B6

IF PARTICIPANT GAVE NO "CODE 1" RESPONSES IN B5 THEN POPULATE WITH CODE 2 RESPONSES

IF PARTICIPANT GAVE NO "CODE 1" OR "CODE 2" RESPONSES IN B5 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 A3a) 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				

Q. 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				

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. 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

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. Do you support or oppose the following actions related to energy in Australia? *(Select one answer per item)*

PROG NOTE: SINGLE RESPONSE PER ROW. ROTATE BETWEEN 1,2,3,4,5 & 5,4,3,2,1. RANDOMISE B-C

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
	1	2	3	4	5
B	The Federal Government committing to "Net zero carbon emissions" by 2050 (meaning that carbon pollution released will be balanced by carbon storage or other offsets)				
C	The Federal Government's target to reduce carbon emissions by 43% by 2030 (compared to 2005 levels)				

Q. Which do you think should be the top 3 priorities for the Federal Government over the next 3 years?
 (Select up to 3 answers) **PROG NOTE: MULTI RESPONSE UP TO 3. RANDOMISE 1-8 THEN 99 LAST**

1	Investment in affordable housing
2	Reforming the taxation system to improve economic productivity, budget sustainability and fairness to taxpayers
3	Investment in renewable energy
4	Investment in the health system
5	Investment in national defence
6	Investment in apprenticeships and vocational training programs
7	Investing in preparedness for natural disasters, such as floods and bushfires
8	Reforming Medicare and the NDIS to make them more effective and sustainable
99	Don't know

Q. In principle, do you support or oppose the following potential tax reforms for Australia?

PROG NOTE: SINGLE RESPONSE PER ROW. ROTATE BETWEEN 1,2,3,4,5 & 5,4,3,2,1. RANDOMISE A-F

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
	1	2	3	4	5
A	Replacing stamp duty (an upfront tax when buying property) with an annual land tax based on the value of the land				
B	Reducing personal income taxes for workers and balancing this with increases to the GST				
C	Reducing personal income taxes for workers and balancing this with new taxes based on people's overall wealth				
D	Reducing company taxes				
E	Increasing tax rates on superannuation earnings for individuals with balances over \$3 million				
F	Increasing property taxes for people who own multiple investment properties				

PROG NOTE: ASK ALL RESPONDENTS

Q. Overall, do you feel positive or negative towards US President Donald Trump? *(Select one answer)*

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

1	Very positive
2	Somewhat positive
3	Neither positive nor negative
4	Somewhat negative
5	Very negative

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				
E	The cost of living in Australia				

Q. Do you support or oppose the following things? *(Select one answer per item)*

PROG NOTE: SINGLE RESPONSE PER ROW. RANDOMISE A-C. ROTATE BETWEEN 1,2,3,4,5 AND 5,4,3,2,1

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
	1	2	3	4	5
A	The United States launching targeted airstrikes on Iran's nuclear facilities				
B	Israel's military action against Iran				