

Australia Day January 2024

Ipsos reference: -
Release Date: 25 January 2024

This disclosure statement complies with the Australian Polling Council Code of Conduct.*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.
F1c.	Name of end client	As above
F1d.	Fieldwork dates	16/01/2024 – 19/01/2024
F1e.	Data collection methodology and (F1f.) split	Online self-completion
F1g.	Target population	Australian adults aged 18+
F1h.	Sample size	n= 1,000
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	https://www.ipsos.com/en-au/disclosure_statements
F1k.	Voting intention published	Yes / No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = 957
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/- 3.2% For information on the Ipsos use of credibility intervals, visit: : https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf
F2c.	Variables used for weighting, population data source	Age, gender and location (GCCSA) from 2021 ABS Census
F2d.	Weighting methodology used	Cell weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not applicable
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Online panel
**If voting intention is published		
G2b.	Ability to provide 'undecided' response	Not applicable
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

*Relevant clauses of the Code of Conduct are noted for each item

**This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).

Full question text (F2e.)

To what extent do you agree or disagree with the campaign to change the date of Australia Day from the 26th January?

Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree

How likely do you think it is that in the next 10 years Australia will change the date of its national day from January 26?

Very likely / Somewhat likely / Neither likely or unlikely / Somewhat unlikely / Very unlikely

All response options are visible to respondents and randomised.

Questions asked prior which may have materially influenced results (F2f.)

Not applicable.

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