

Methodology Statement

Mondelez – Survey of Australians

Item	Response
Research company	89 Degrees East
Client commissioned research	Mondelez
End client	Mondelez
Fieldwork dates	20th to 31st March 2025 (inclusive)
Mode of data collection	Online recruited from a research panel (100%)
Target population	Australians aged 18+
Sample size	n=1984
Is voting intention published?	No

Item	Response
Effective sample size after weighting applied	n=1154
Margin of error associated with effective sample size	3% at 95% confidence level
Variables used in weighting	Age, gender and state
Weighting method used	RIM 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 – not asked
How were undecided voters handled?	N/A
2PP calculation method	N/A

Full Text of Published Questions

1. How often do you consume chocolate? **SR**
 - Every day
 - Once a week or more
 - Every now and again
 - Rarely
 - Never [**TERMINATE**]

2. If you had to give up one for a month, which would you choose? **SR**
 - Social Media
 - Chocolate

3. And why is that? **OE**

4. Which provides greater satisfaction to you? **SR**
 - A like/comment on your social media post
 - Enjoying a chocolate bar
 - Not sure