

METHODOLOGY DISCLOSURE STATEMENT

Client name	The Council on the Ageing (COTA Australia)
Project name	State of the Older Nation 2025
Project reference	SNR 2310006 / COTA008/30

Research dates:	16 th July – 11 th August 2025
Target population:	The target population for the research was Australian residents (all states and territories) aged 50 years or above.
Research methodology:	<p>The research comprised a 27-minute self-complete online survey with n=2,826 participants.</p> <p>Survey participants were drawn from the database of PureProfile – a commercial provider of research sample. Participation was on a voluntary, opt-in and anonymous basis.</p>
Weighting approach:	<p>Weighting was applied to the survey dataset to more accurately reflect the target population, using rim weighting (or raking).</p> <p>The data set was weighted to match population data from the Australian Bureau of Statistics' Census for age, gender, state and location (Capital/Non-capital cities). The weighting approach has been consistent every wave, however the data set for 2023 and 2025 was weighted to match 2021 Census data while weighting of the 2018 and 2021 studies used 2016 Census data.</p> <p>Weighting efficiency was around 79% for most survey estimates. That is, the effective sample size for most estimates was around 79% of the actual sample size (i.e. n=2,229 for estimates made on the total sample). Using the effective sample size, the maximum margin of error for estimates made on the total sample is +/- 2.1%.</p>
Research questions:	The full question wording used in the survey is included within the report. For multiple choice questions and statement grids, the order of response options and statements was randomised to avoid potential order effect. The sequencing of topics and questions within the was structured to minimise order bias.

This research was conducted in accordance with the Australian Polling Council Quality Mark standards which can be viewed here: <https://www.australianpollingcouncil.com/>