



INFLUENCE WITH INTEGRITY

Federal vote intention

10-14 August, 2023

RedBridge Group

Methodology

The fieldwork was conducted between 10 and 14 August 2023, collecting a sample of $N = 1,010$ Australian residents aged 18 and older. All respondents were recruited over online panel to fill quotas based on age, gender, whether they lived in a metropolitan or regional location (based on ABS Greater Capital City Statistical Areas), state of residence and household income.

For this analysis only those respondents who reported being enrolled to vote in Australian elections are included. This is a with of $N = 916$. Rim weighting was used to apply interlocking weights for age, gender and location (AEC regions) and education. The efficiency for these were weights was 80 per cent, providing an effective sample size of 731.

Based on this effective sample size, the margin of error (95 per cent confidence interval) for a 50 per cent result on the full sample is ± 3.6 per cent.

This is larger for smaller subsets of the data, and results based on these breakdowns should be interpreted conservatively.

The question on vote intention was located after demographic and other questions used for screening and quotas. Preferences were allocated based on the preference flows from the 2022 federal election.

Detailed findings and question wording are contained in the following sections.

Results

Question text

If a federal election for the House of Representatives were to be held today, which of the following would you give your first vote to?

1. Labor Party
2. Liberal Party IF state IS NOT Qld OR NT
3. National Party IF state IS NOT Qld OR NT
4. Liberal-National Party IF state IS Qld
5. Country Liberal Party IF state IS NT
6. Greens
7. One Nation
8. An independent
9. Other

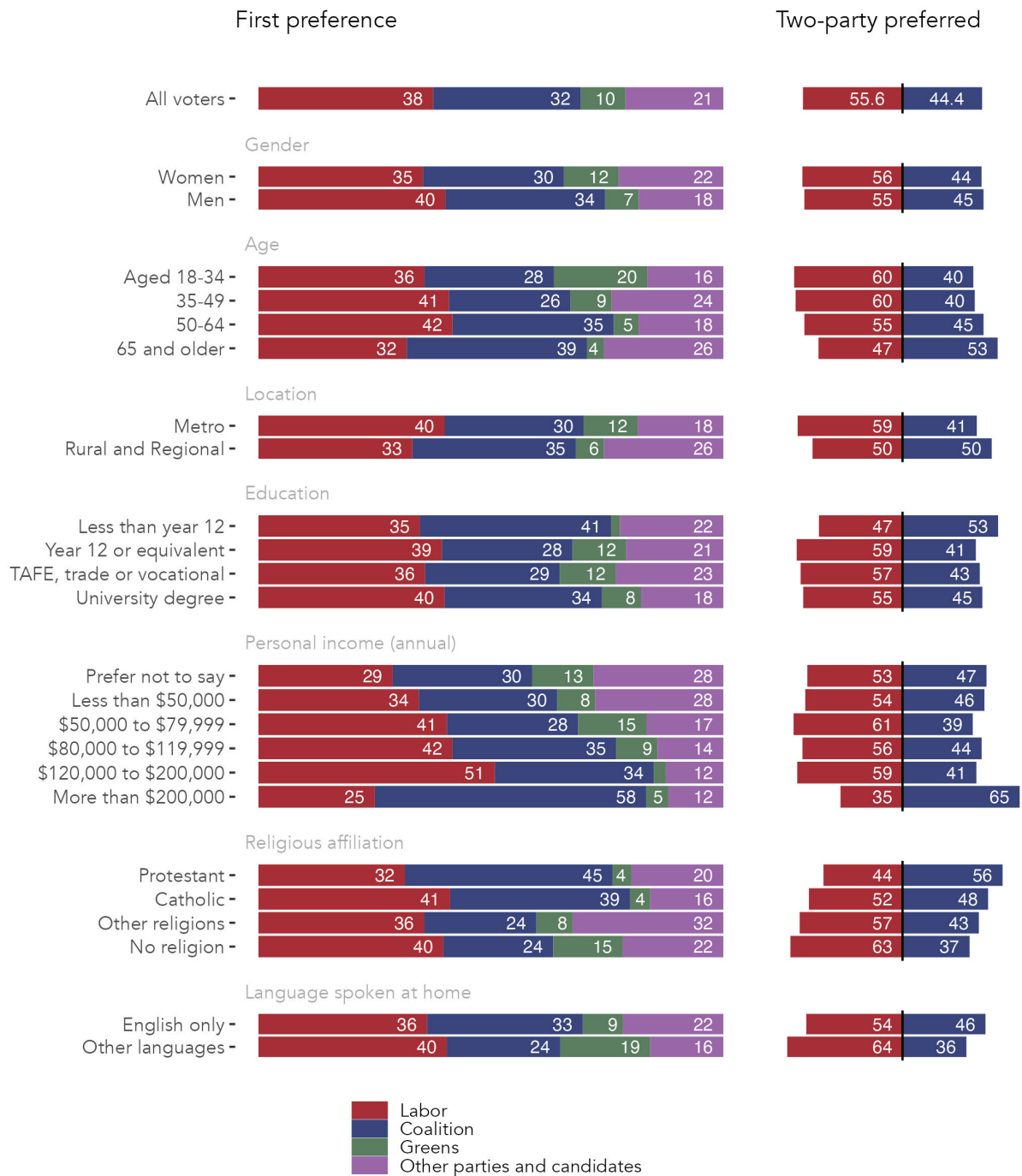


Figure 1: Vote intention for the House of Representatives, by individual characteristics.

Table 1: Vote intention for the House of Representatives

	Labor	Coalition	Greens	Other parties and candidates	LABOR 2PP
Gender					
All voters	38	32	10	21	55.6
Women	35	30	12	22	56.0
Men	40	34	7	18	55.0
Age					
Aged 18-34	36	28	20	16	60.0
35-49	41	26	9	24	60.0
50-64	42	35	5	18	55.0
65 and older	32	39	4	26	47.0
Location					
Metro	40	30	12	18	59.0
Rural and Regional	33	35	6	26	50.0
Education					
Less than year 12	35	41	2	22	47.0
Year 12 or equivalent	39	28	12	21	59.0
TAFE, trade or vocational	36	29	12	23	57.0
University degree	40	34	8	18	55.0
Personal income (annual)					
Less than \$50,000	34	30	8	28	54.0
\$50,000 to \$79,999	41	28	15	17	61.0
\$80,000 to \$119,999	42	35	9	14	56.0
\$120,000 to \$200,000	51	34	3	12	59.0
More than \$200,000	25	58	5	12	35.0
Prefer not to say	29	30	13	28	53.0
Religious affiliation					
Protestant	32	45	4	20	44.0
Catholic	41	39	4	16	52.0
Other religions	36	24	8	32	57.0
No religion	40	24	15	22	63.0
Language spoken at home					
English only	36	33	9	22	54.0
Other languages	40	24	19	16	64.0

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