



INFLUENCE WITH INTEGRITY

## **Federal vote intention**

**30 August to 4 September, 2023**

RedBridge Group

# Methodology

The fieldwork was conducted between 30 and 04 September 2023, with the sample of N = 1,001 Australian citizens aged 18 and older who were enrolled to vote. All respondents were recruited over online panel to fill quotas based on age, gender, location (AEC region), education and vote at the 2022 federal election. Rim weighting was used to apply interlocking weights for age, gender, education and location. The efficiency for these weights was 94 per cent, providing an effective sample size of 937.

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  $\pm 3.2$  per cent.

This is larger for subsets of the data. For instance, state-based breakdown of results have sample sizes of 322 for New South Wales, 255 for Victoria and 202 for Queensland. Using the weighting efficiency above, this results in effective margins of error of  $\pm 5.6$ , 6.3 and 7.1 per cent for these states, respectively; and results based on these and similar breakdowns should be interpreted conservatively.

Vote intention questions were located immediately after the demographic and other questions used for screening and quotas. Preferences were allocated based on the flows from the 2022 federal election.

Undecided respondents were asked a leaner question. Those who refused to or were unable to provide a vote intention in both the initial question and leaner made up 11 per cent of the sample, and were excluded from published vote intention figures.

Detailed findings and question wording are contained in the following sections. These include figures and tables

# 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 in division where ran in 2022
3. National Party IF in division where ran in 2022
4. Liberal-National Party IF state is Qld
5. Country Liberal Party IF state is NT
6. Greens
7. Pauline Hanson's One Nation IF in division where ran in 2022
8. An independent candidate IF in division where ran in 2022
9. Other
10. Will not vote
11. Undecided

If answered 'Undecided' above

*If you had to pick, which of these are you leaning towards?*

1. Labor Party
2. Liberal Party IF in division where ran in 2022
3. National Party IF in division where ran in 2022
4. Liberal-National Party IF state is Qld
5. Country Liberal Party IF state is NT
6. Greens
7. Pauline Hanson's One Nation IF in division where ran in 2022
8. An independent candidate IF in division where ran in 2022
9. Other
10. Don't know

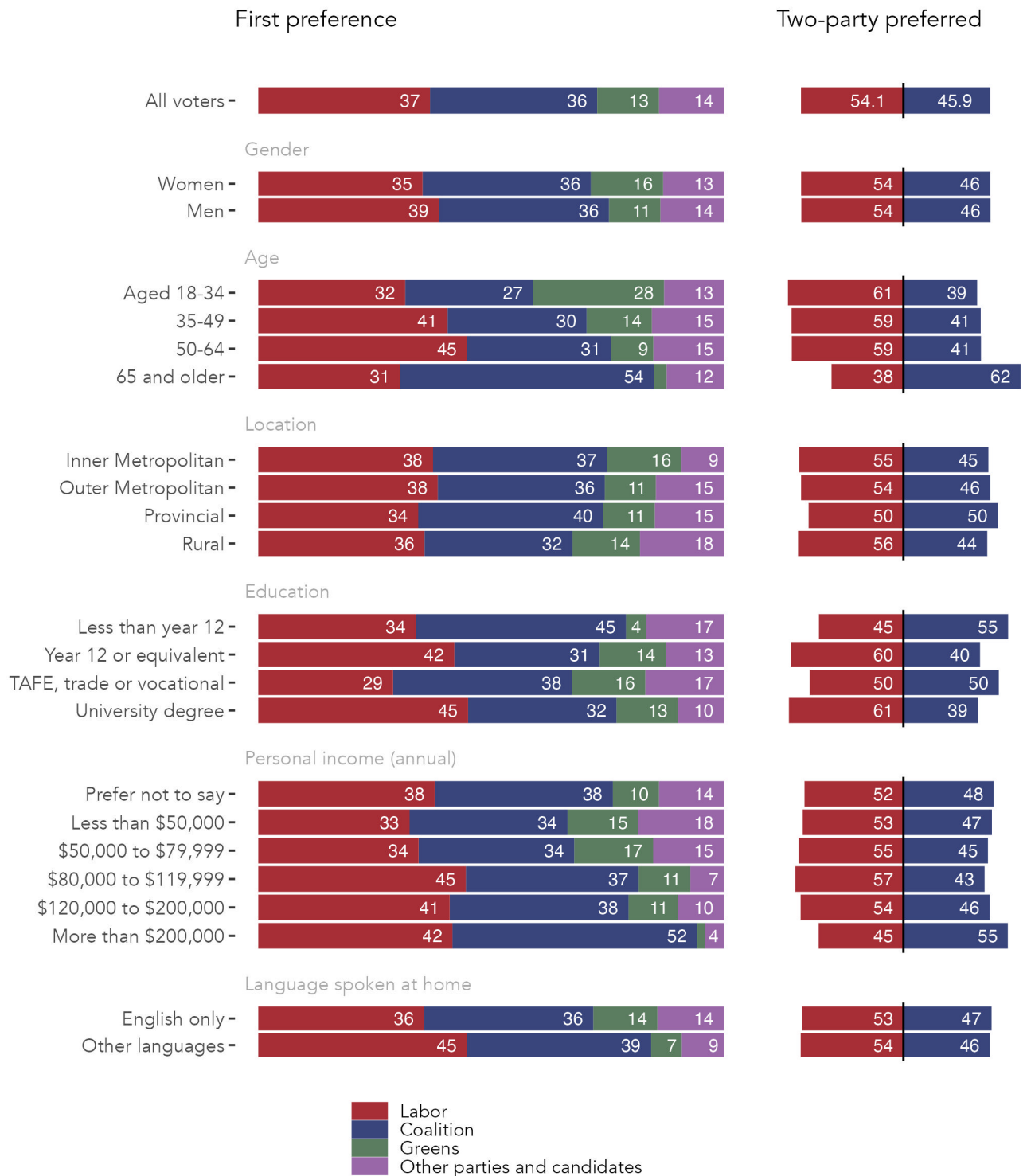


Figure 1: Vote intention for the House of Representatives, by individual characteristics.

Table 1: Vote intention for the House of Representatives

	Labor	Coalition	Greens	Other parties and candidates	LABOR 2PP
<b>Gender</b>					
All voters	37	36	13	14	54.1
Women	35	36	16	13	54.0
Men	39	36	11	14	54.0
<b>Age</b>					
Aged 18-34	32	27	28	13	61.0
35-49	41	30	14	15	59.0
50-64	45	31	9	15	59.0
65 and older	31	54	3	12	38.0
<b>Location</b>					
Rural	36	32	14	18	56.0
Provincial	34	40	11	15	50.0
Outer Metropolitan	38	36	11	15	54.0
Inner Metropolitan	38	37	16	9	55.0
<b>Education</b>					
Less than year 12	34	45	4	17	45.0
Year 12 or equivalent	42	31	14	13	60.0
TAFE, trade or vocational	29	38	16	17	50.0
University degree	45	32	13	10	61.0
<b>Personal income (annual)</b>					
Less than \$50,000	33	34	15	18	53.0
\$50,000 to \$79,999	34	34	17	15	55.0
\$80,000 to \$119,999	45	37	11	7	57.0
\$120,000 to \$200,000	41	38	11	10	54.0
More than \$200,000	42	52	2	4	45.0
Prefer not to say	38	38	10	14	52.0
<b>Language spoken at home</b>					
English only	36	36	14	14	53.0
Other languages	45	39	7	9	54.0

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