



INFLUENCE WITH INTEGRITY

Victorian vote intention

31 August to 14 September, 2023

RedBridge Group

Methodology

The fieldwork for this survey was conducted between 31 August and 14 September 2023, with the sample of N = 3,001 Australian citizens in Victoria aged 18 and older who were enrolled to vote. All respondents were recruited over online panel to fill quotas based on age, gender, location (Legislative Council electoral regions) and education. Rim weighting was used to apply interlocking weights for age, gender, education and location. The efficiency of these weights was 88 per cent, providing an effective sample size of 2645.

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 ± 1.9 per cent. Results based on subsets of the data, such as region or age, will have larger margins of error and should be interpreted conservatively.

Vote intention questions were located immediately after demographic questions and other items used for screening and quotas. Preferences were allocated based on the flows from the 2022 Victorian state 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 7 per cent of the sample (unweighted), 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

Now thinking about Victorian state politics.

If a Victorian state election were held today, which of the following would you give your first preference vote to?

1. Labor Party
2. Liberal Party IF in district where ran in 2022
3. National Party IF in district where ran in 2022
4. The Greens
5. Family First IF in district where ran in 2022
6. Animal Justice IF in district where ran in 2022
7. Freedom Party IF in district where ran in 2022
8. Victorian Socialists IF in district where ran in 2022
9. Democratic Labour IF in district where ran in 2022
10. Another party or independent candidate
11. Undecided
12. I will not vote

If answered 'Undecided' above

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

1. Labor Party
2. Liberal Party IF in district where ran in 2022
3. National Party IF in district where ran in 2022
4. The Greens
5. Family First IF in district where ran in 2022
6. Animal Justice IF in district where ran in 2022
7. Freedom Party IF in district where ran in 2022
8. Victorian Socialists IF in district where ran in 2022
9. Democratic Labour IF in district where ran in 2022
10. Another party or independent candidate
11. Don't know

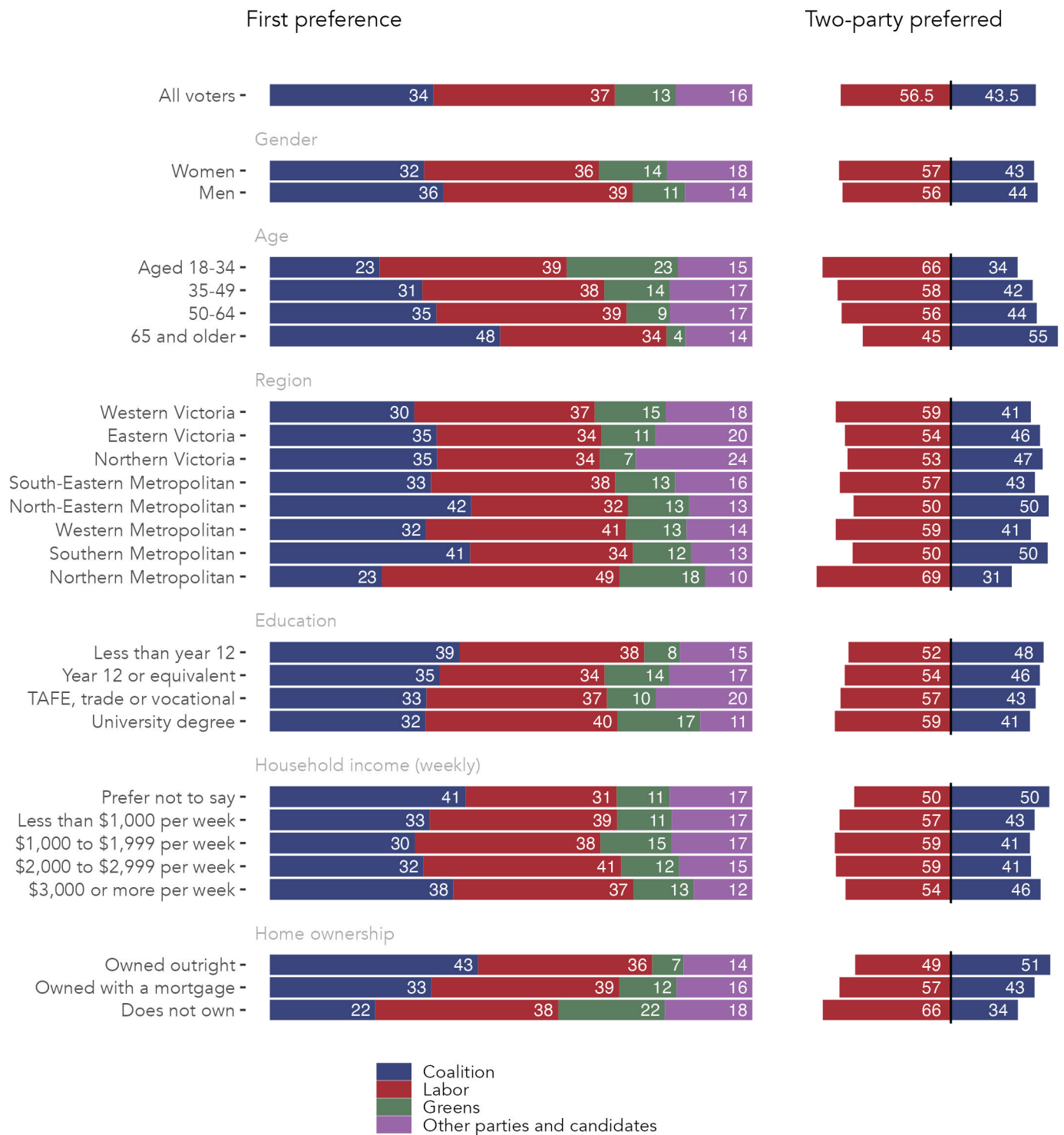


Figure 1: Vote intention for the Victorian Parliament, by voter characteristics.

Table 1: Vote intention for the Victorian Parliament

| | Coalition | Labor | Greens | Other parties and candidates | Labor 2PP |
|----------------------------------|-----------|-------|--------|------------------------------------|-----------|
| All voters | 34 | 37 | 13 | 16 | 56.5 |
| Gender | | | | | |
| Women | 32 | 36 | 14 | 18 | 57.0 |
| Men | 36 | 39 | 11 | 14 | 56.0 |
| Age | | | | | |
| Aged 18-34 | 23 | 39 | 23 | 15 | 66.0 |
| 35-49 | 31 | 38 | 14 | 17 | 58.0 |
| 50-64 | 35 | 39 | 9 | 17 | 56.0 |
| 65 and older | 48 | 34 | 4 | 14 | 45.0 |
| Region | | | | | |
| Western Victoria | 30 | 37 | 15 | 18 | 59.0 |
| Eastern Victoria | 35 | 34 | 11 | 20 | 54.0 |
| Northern Victoria | 35 | 34 | 7 | 24 | 53.0 |
| South-Eastern Metropolitan | 33 | 38 | 13 | 16 | 57.0 |
| North-Eastern Metropolitan | 42 | 32 | 13 | 13 | 50.0 |
| Western Metropolitan | 32 | 41 | 13 | 14 | 59.0 |
| Southern Metropolitan | 41 | 34 | 12 | 13 | 50.0 |
| Northern Metropolitan | 23 | 49 | 18 | 10 | 69.0 |
| Education | | | | | |
| Less than year 12 | 39 | 38 | 8 | 15 | 52.0 |
| Year 12 or equivalent | 35 | 34 | 14 | 17 | 54.0 |
| TAFE, trade or vocational | 33 | 37 | 10 | 20 | 57.0 |
| University degree | 32 | 40 | 17 | 11 | 59.0 |
| Household income (weekly) | | | | | |
| Prefer not to say | 41 | 31 | 11 | 17 | 50.0 |
| Less than \$1,000 per week | 33 | 39 | 11 | 17 | 57.0 |
| \$1,000 to \$1,999 per week | 30 | 38 | 15 | 17 | 59.0 |
| \$2,000 to \$2,999 per week | 32 | 41 | 12 | 15 | 59.0 |
| \$3,000 or more per week | 38 | 37 | 13 | 12 | 54.0 |
| Home ownership | | | | | |
| Owned outright | 43 | 36 | 7 | 14 | 49.0 |
| Owned with a mortgage | 33 | 39 | 12 | 16 | 57.0 |
| Does not own | 22 | 38 | 22 | 18 | 66.0 |

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