Federal vote intention

27 October to 2 November, 2023

RedBridge Group

Key findings

- The Labor Party retains its lead on two-party preferred vote, but this has weakened in recent months (now at 53.5 to 46.5).

- The Albanese Labor government leads with most major groups of voters, and is particularly strong with younger voters, those with a university education, and who speak a language other than English at home. However, 22 per cent of younger voters are not sure if the government is focused on the right priorities, and juse 30 per cent of those who speak a language other than English at home agree that it is.

- More voters agree that the Albanese government has the right priorities than the Dutton-led opposition (36 versus 30 per cent), with more undecided about the opposition (20 per cent for the opposition, compared with 14 per cent for the government).

- Labor voters are also more likely to agree that the Albanese government has the right priorities than Coalition voters are to say the opposition is ready for government (71 per cent versus 63 per cent).

- However, soft and undecided voters are somewhat less certain the government is focused on the right things. Those whose vote is less certain are slightly more likely to say the Dutton-led Coalition is ready for government than that the Albanese-led Labor Party has the right priorities (26 versus 22 per cent).

Methodology

The fieldwork was conducted between 27 October and 02 November 2023, with the sample of N = 1,205 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 were weights was 93 per cent, providing an effective sample size of 1125.

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 ±2.9 per cent.

This is larger for subsets of the data, such as age or language spoken at home, and results based on these and similar breakdowns should be interpreted conservatively.

Vote intention questions were located immediately after demographic items 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 12 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

Vote intention

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 shown in divisions where Liberals ran a candidate in 2022
3. National Party shown in division where Nationals ran a candidate in 2022
4. Liberal-National Party shown in Qld
5. Country Liberal Party shown in the NT
6. Greens
7. Other parties and candidates shown in divisions where they ran in 2022
8. Will note vote
9. Undecided

If answered 'Undecided' above

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

1. Labor Party
2. Liberal Party shown in divisions where Liberals ran a candidate in 2022
3. National Party shown in division where Nationals ran a candidate in 2022
4. Liberal-National Party shown in Qld
5. Country Liberal Party shown in the NT
6. Greens
7. Other parties and candidates shown in divisions where they ran in 2022
8. Will note vote
9. Undecided

First preference

Two-party preferred

All voters — 34 | 35 | 14 | 17 — 53.5 | 46.5

Gender

Women — 32 | 34 | 16 | 18 — 54 | 46
Men — 36 | 36 | 11 | 17 — 53 | 47

Age

Aged 18-34 — 32 | 26 | 26 | 16 — 62 | 38
35-49 — 32 | 32 | 16 | 20 — 55 | 45
50-64 — 36 | 35 | 10 | 19 — 53 | 47
65 and older — 35 | 47 | 4 | 14 — 45 | 55

Location

Inner Metropolitan — 36 | 36 | 17 | 11 — 55 | 45
Outer Metropolitan — 33 | 35 | 14 | 18 — 52 | 48
Provincial — 36 | 34 | 14 | 16 — 55 | 45
Rural — 32 | 33 | 11 | 24 — 52 | 48

Education

Less than year 12 — 31 | 41 | 8 | 20 — 46 | 54
Year 12 or equivalent — 28 | 37 | 17 | 18 — 51 | 49
TAFE, trade or vocational — 33 | 35 | 11 | 21 — 52 | 48
University degree — 41 | 31 | 17 | 11 — 61 | 39

Household income

$3,000 or more per week — 35 | 38 | 15 | 12 — 53 | 47
$2,000 to $2,999 per week — 34 | 31 | 21 | 14 — 58 | 42
$1,000 to $1,999 per week — 29 | 36 | 14 | 21 — 50 | 50
Less than $1,000 per week — 42 | 32 | 10 | 16 — 58 | 42
Prefer not to say — 31 | 37 | 12 | 20 — 50 | 50

Language spoken at home

English only — 33 | 36 | 14 | 17 — 53 | 47
Other languages — 38 | 29 | 14 | 19 — 58 | 42
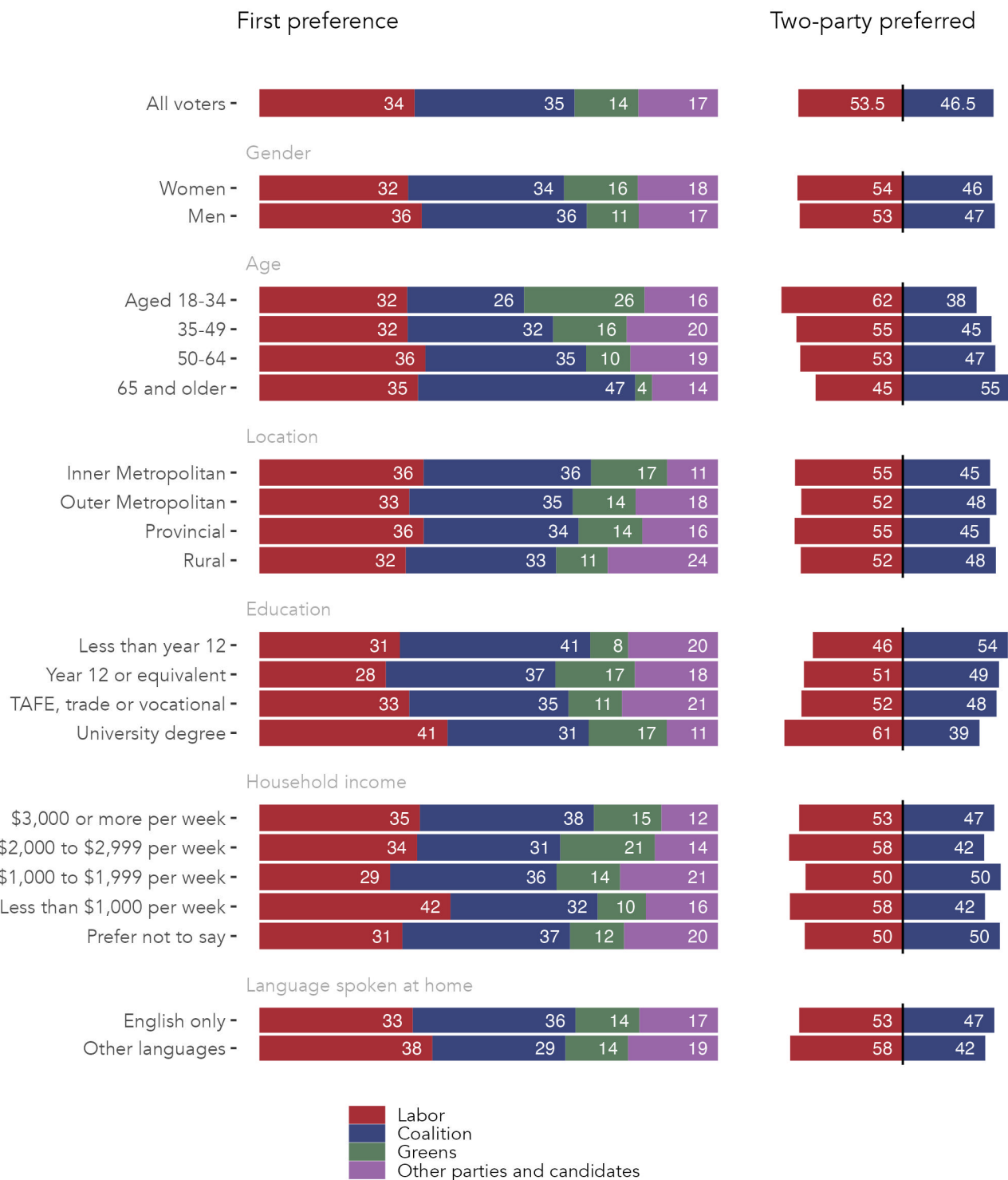
Labor
Coalition
Greens
Other parties and candidates

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

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Table 1: Vote intention for the House of Representatives

	Labor	Coalition	Greens	Other parties and candidates	LABOR 2PP
All voters	34	35	14	17	53.5
Gender					
Women	32	34	16	18	54.0
Men	36	36	11	17	53.0
Age					
Aged 18-34	32	26	26	16	62.0
35-49	32	32	16	20	55.0
50-64	36	35	10	19	53.0
65 and older	35	47	4	14	45.0
Location					
Inner Metropolitan	36	36	17	11	55.0
Outer Metropolitan	33	35	14	18	52.0
Provincial	36	34	14	16	55.0
Rural	32	33	11	24	52.0
Education					
Less than year 12	31	41	8	20	46.0
Year 12 or equivalent	28	37	17	18	51.0
TAFE, trade or vocational	33	35	11	21	52.0
University degree	41	31	17	11	61.0
Household income					
$3,000 or more per week	35	38	15	12	53.0
$2,000 to $2,999 per week	34	31	21	14	58.0
$1,000 to $1,999 per week	29	36	14	21	50.0
Less than $1,000 per week	42	32	10	16	58.0
Prefer not to say	31	37	12	20	50.0
Language spoken at home					
English only	33	36	14	17	53.0
Other languages	38	29	14	19	58.0

Do you agree or disagree with the following statement?

The Albanese federal Labor government is focused on the right priorities.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. Not sure

The Albanese government is focused on the right priorities

All voters - | 8 | 28 | 26 | 24 | 14

Vote intention

Labor - | 18 | 53 | 17 | 3 | 9
Coalition - | 10 | 32 | 41 | 14
Greens - | 12 | 45 | 27 | 8 | 8
Other parties and candidates - | 14 | 29 | 45 | 10

Location

Inner Metropolitan - | 8 | 31 | 30 | 17 | 14
Outer Metropolitan - | 8 | 28 | 23 | 25 | 16
Provincial - | 8 | 25 | 24 | 25 | 18
Rural - | 9 | 26 | 25 | 29 | 11

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Not sure

Figure 2: Share of voters who agree and disagree that the Albanese government is focused on the right priorities, by vote intention and location.

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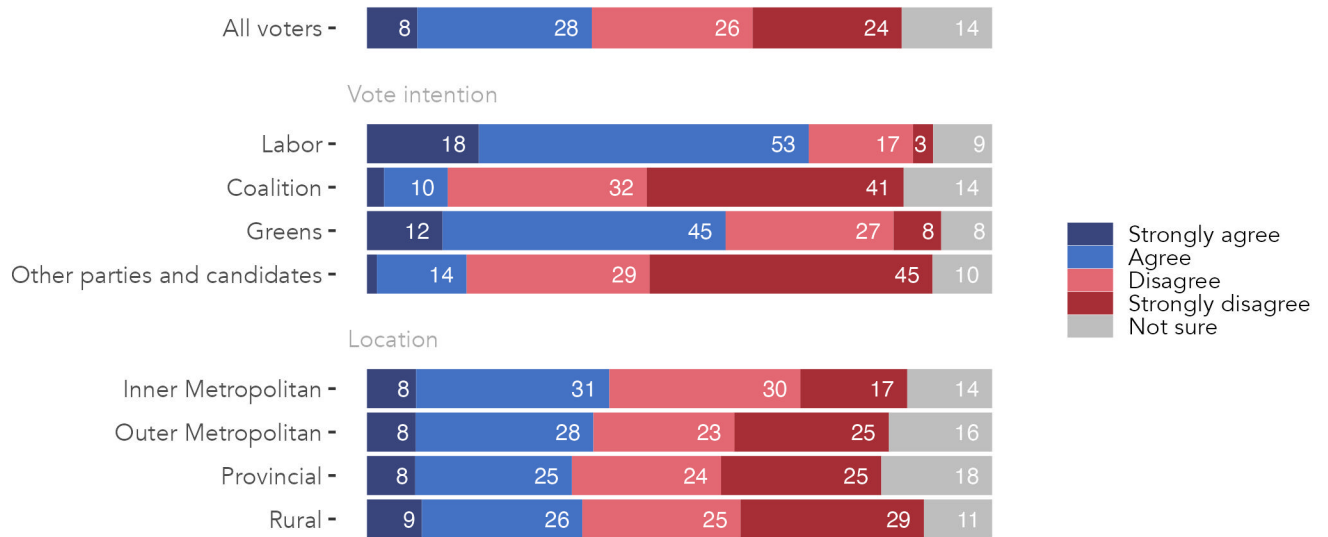Table 2: Share of voters who agree and disagree that the Albanese government is focused on the right priorities, by vote intention and location.

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	8	28	26	24	14
Vote intention					
Labor	18	53	17	3	9
Coalition	3	10	32	41	14
Greens	12	45	27	8	8
Other parties and candidates	2	14	29	45	10
Location					
Inner Metropolitan	8	31	30	17	14
Outer Metropolitan	8	28	23	25	16
Provincial	8	25	24	25	18
Rural	9	26	25	29	11

The Albanese government is focused on the right priorities

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
Soft and undecided voters	4	18	30	28	20
All other voters	11	35	22	21	11

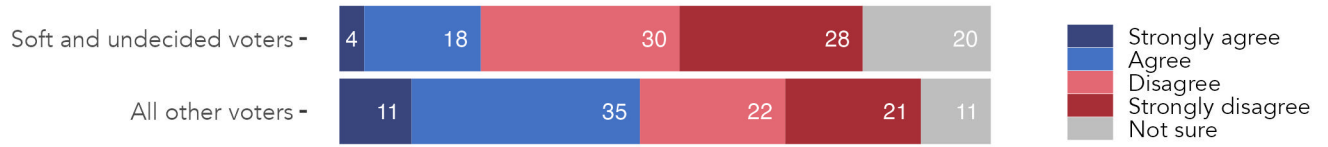Figure 3: Share of soft and undecided voters, versus those more certain of their decision, who agree and disagree that the Albanese government is focused on the right priorities. Soft and undecided voters here are those who required a prompt to provide their vote intention, were still unable to select an option for whom they would vote when prompted with a leaner, or who had changed their vote choice since the last election.

The Albanese government is focused on the right priorities

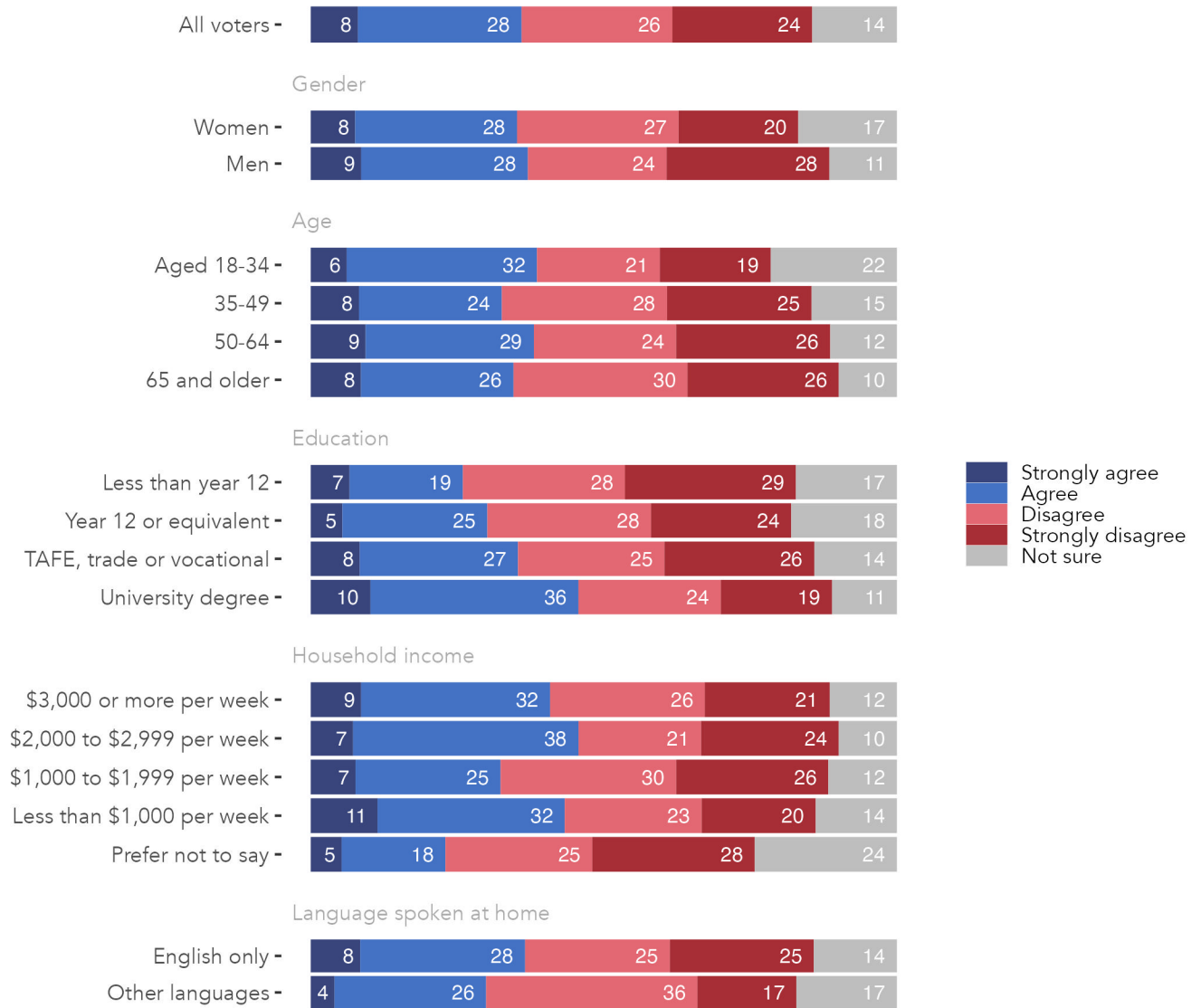|	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	8	28	26	24	14
Gender					
Women	8	28	27	20	17
Men	9	28	24	28	11
Age					
Aged 18-34	6	32	21	19	22
35-49	8	24	28	25	15
50-64	9	29	24	26	12
65 and older	8	26	30	26	10
Education					
Less than year 12	7	19	28	29	17
Year 12 or equivalent	5	25	28	24	18
TAFE, trade or vocational	8	27	25	26	14
University degree	10	36	24	19	11
Household income					
$3,000 or more per week	9	32	26	21	12
$2,000 to $2,999 per week	7	38	21	24	10
$1,000 to $1,999 per week	7	25	30	26	12
Less than $1,000 per week	11	32	23	20	14
Prefer not to say	5	18	25	28	24
Language spoken at home					
English only	8	28	25	25	14
Other languages	4	26	36	17	17

Figure 4: Share of voters who agree and disagree that the Albanese government is focused on the right priorities, by individual characteristics.

Table 3: Share of voters who agree and disagree that the Albanese government is focused on the right priorities, by individual characteristics.

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	8	28	26	24	14
Gender					
Women	8	28	27	20	17
Men	9	28	24	28	11
Age					
Aged 18-34	6	32	21	19	22
35-49	8	24	28	25	15
50-64	9	29	24	26	12
65 and older	8	26	30	26	10
Education					
Less than year 12	7	19	28	29	17
Year 12 or equivalent	5	25	28	24	18
TAFE, trade or vocational	8	27	25	26	14
University degree	10	36	24	19	11
Household income					
$3,000 or more per week	9	32	26	21	12
$2,000 to $2,999 per week	7	38	21	24	10
$1,000 to $1,999 per week	7	25	30	26	12
Less than $1,000 per week	11	32	23	20	14
Prefer not to say	5	18	25	28	24
Language spoken at home					
English only	8	28	25	25	14
Other languages	4	26	36	17	17

Is the Coalition ready for government?

Question text

Do you agree or disagree with the following statement?

The federal Coalition opposition led by Peter Dutton is ready for Government.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. Not sure

The Coalition led by Peter Dutton is ready for Government

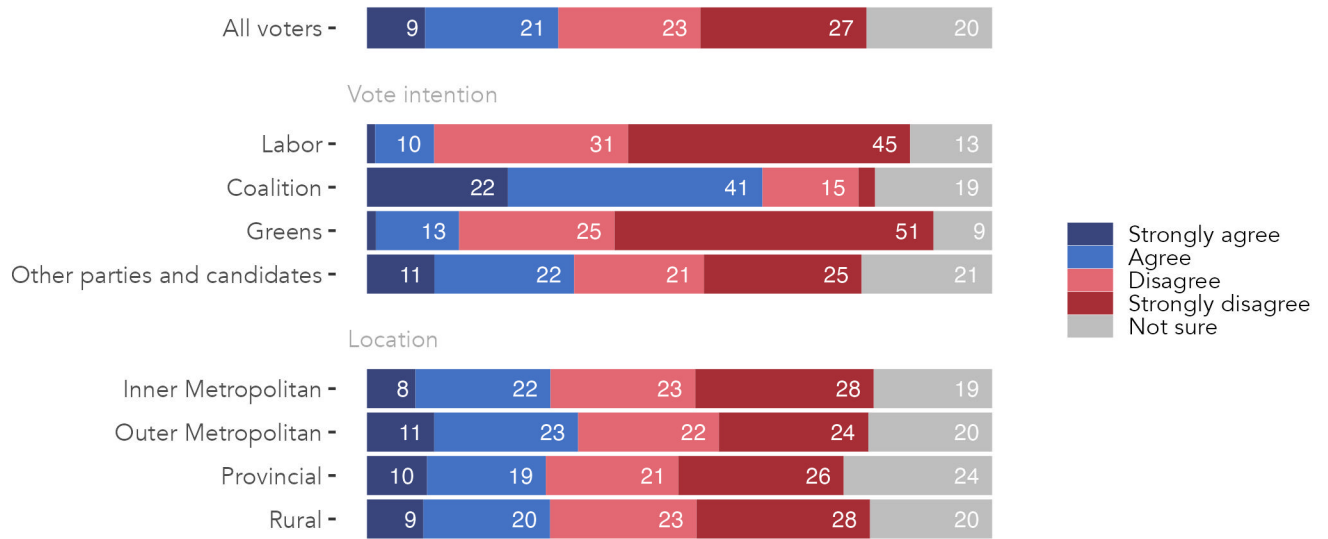|	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	9	21	23	27	20
Vote intention					
Labor		10	31	45	13
Coalition	22	41	15		19
Greens		13	25	51	9
Other parties and candidates	11	22	21	25	21
Location					
Inner Metropolitan	8	22	23	28	19
Outer Metropolitan	11	23	22	24	20
Provincial	10	19	21	26	24
Rural	9	20	23	28	20

Figure 5: Share of voters who agree and disagree that the Coalition led by Peter Dutton is ready for Government, by vote intention and location.

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Table 4: Share of voters who agree and disagree that the Coalition led by Peter Dutton is ready for Government, by vote intention and location.

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	9	21	23	27	20
Vote intention					
Labor	1	10	31	45	13
Coalition	22	41	15	3	19
Greens	2	13	25	51	9
Other parties and candidates	11	22	21	25	21
Location					
Inner Metropolitan	8	22	23	28	19
Outer Metropolitan	11	23	22	24	20
Provincial	10	19	21	26	24
Rural	9	20	23	28	20

The Coalition led by Peter Dutton is ready for Government

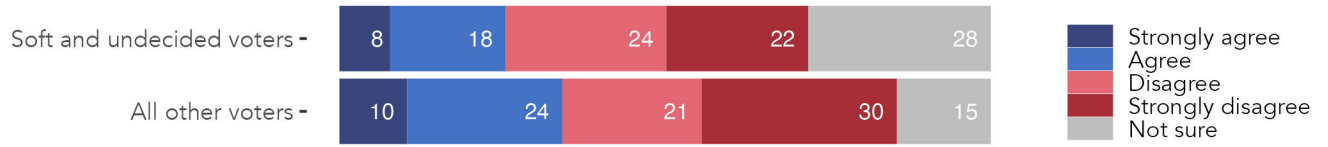|	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
Soft and undecided voters	8	18	24	22	28
All other voters	10	24	21	30	15

Figure 6: Share of soft and undecided voters, versus those more certain of their decision, who agree and disagree that the Coalition led by Peter Dutton is ready for Government. Soft and undecided voters here are those who required a prompt to provide their vote intention, were still unable to select an option for whom they would vote when prompted with a leaner, or who had changed their vote choice since the last election.

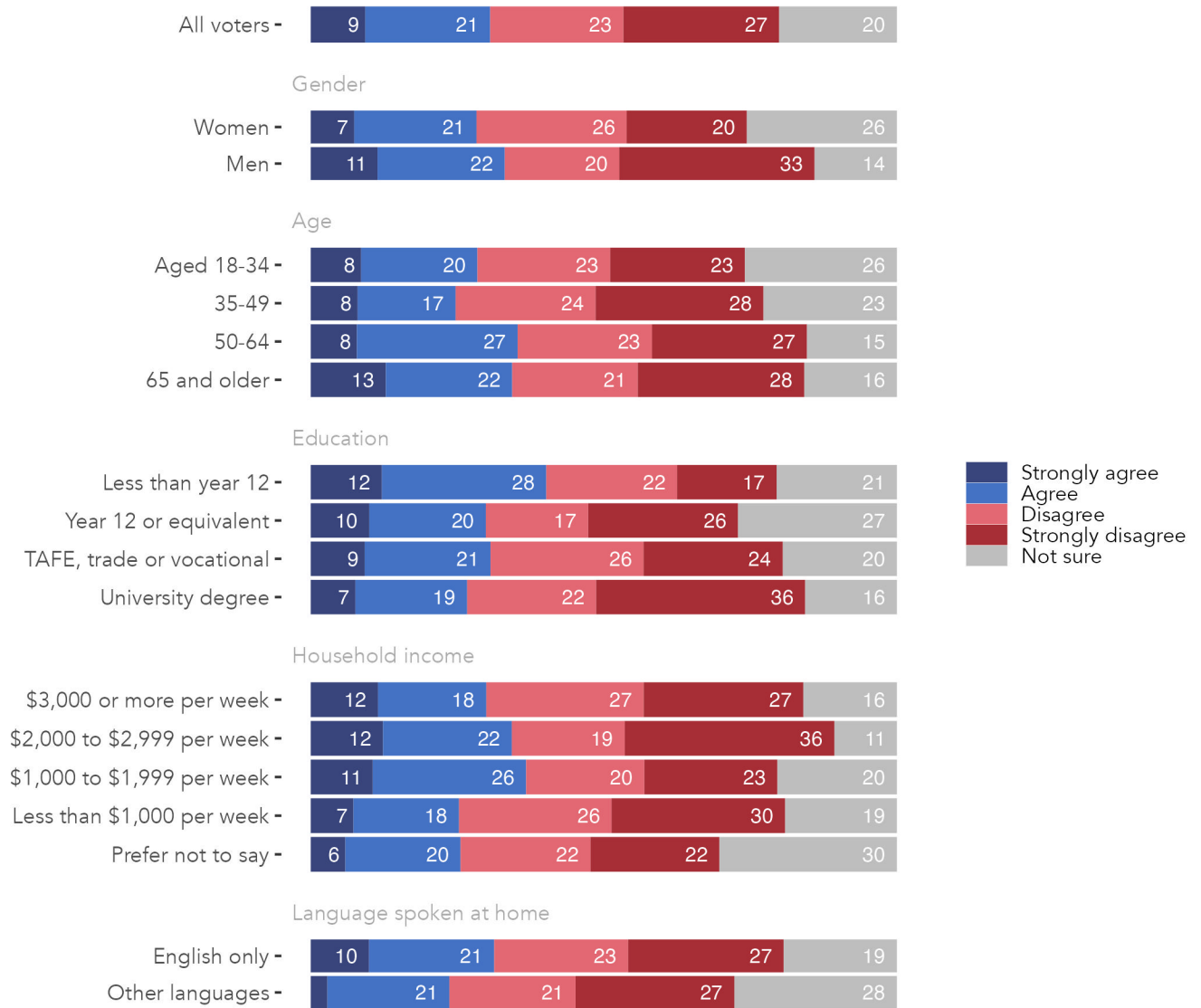# The Coalition led by Peter Dutton is ready for Government

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	9	21	23	27	20
Gender					
Women	7	21	26	20	26
Men	11	22	20	33	14
Age					
Aged 18-34	8	20	23	23	26
35-49	8	17	24	28	23
50-64	8	27	23	27	15
65 and older	13	22	21	28	16
Education					
Less than year 12	12	28	22	17	21
Year 12 or equivalent	10	20	17	26	27
TAFE, trade or vocational	9	21	26	24	20
University degree	7	19	22	36	16
Household income					
$3,000 or more per week	12	18	27	27	16
$2,000 to $2,999 per week	12	22	19	36	11
$1,000 to $1,999 per week	11	26	20	23	20
Less than $1,000 per week	7	18	26	30	19
Prefer not to say	6	20	22	22	30
Language spoken at home					
English only	10	21	23	27	19
Other languages		21	21	27	28

Figure 7: Share of voters who agree and disagree that the Coalition led by Peter Dutton is ready for Government, by individual characteristics.

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Table 5: Share of voters who agree and disagree that the Coalition led by Peter Dutton is ready for Government, by individual characteristics.

	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
All voters	9	21	23	27	20
Gender					
Women	7	21	26	20	26
Men	11	22	20	33	14
Age					
Aged 18-34	8	20	23	23	26
35-49	8	17	24	28	23
50-64	8	27	23	27	15
65 and older	13	22	21	28	16
Education					
Less than year 12	12	28	22	17	21
Year 12 or equivalent	10	20	17	26	27
TAFE, trade or vocational	9	21	26	24	20
University degree	7	19	22	36	16
Household income					
$3,000 or more per week	12	18	27	27	16
$2,000 to $2,999 per week	12	22	19	36	11
$1,000 to $1,999 per week	11	26	20	23	20
Less than $1,000 per week	7	18	26	30	19
Prefer not to say	6	20	22	22	30
Language spoken at home					
English only	10	21	23	27	19
Other languages	3	21	21	27	28