



INFLUENCE WITH INTEGRITY

Victorian vote intention and leader ratings

A RedBridge State Public Opinion Snapshot

February - May, 2024

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Methodology

The fieldwork for this survey was conducted over two waves, in February and May 2024. The sample was comprised of N = 1,000 Australian citizens aged 18 and older, who are residents of Victoria and are enrolled to vote. Respondents were recruited over online panel to fill quotas based on age, gender, location (regions, based on electoral division), education and vote at the 2022 federal election.

Rim weighting was used to apply interlocking weights for age, gender, education, religion and location. The efficiency of these weights was 81 per cent, providing an effective sample size of 811.

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 ± 3.4 per cent.

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

Vote intention was located immediately after demographic items and other questions used for screening and quotas. 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 9 per cent of the sample, and were excluded from published vote intention figures.

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

State vote intention

Question text

Now thinking about state politics.

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

1. Labor Party
2. Liberal Party *only shown in districts where they ran at the last election*
3. National Party *only shown in districts where they ran at the last election*
4. The Greens
5. Other parties and candidates *relevant options shown in districts where they ran at the last election*
6. Will not vote
7. Undecided

If answered 'Undecided' above

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

1. Labor Party
2. Liberal Party *only shown in districts where they ran at the last election*
3. National Party *only shown in districts where they ran at the last election*
4. The Greens
5. Other parties and candidates *relevant options shown in districts where they ran at the last election*
6. Will not vote
7. Undecided

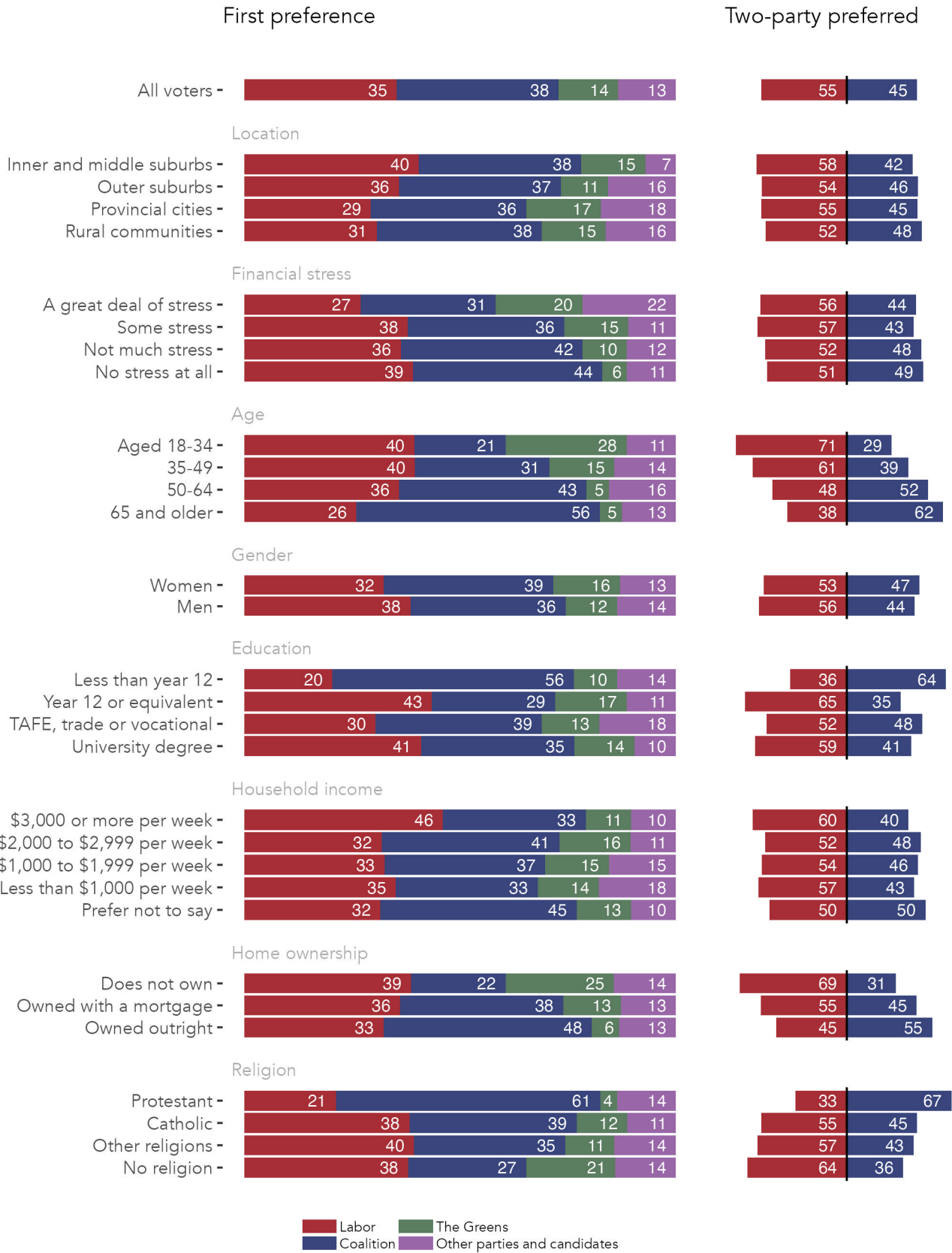


Figure 1: State vote intention for the Legislative Assembly.

Table 1: State vote intention for the Legislative Assembly

	Labor	Coalition	The Greens	Other parties and candidates	LABOR 2PP
All voters	35	38	14	13	55
Location					
Inner and middle suburbs	40	38	15	7	58
Outer suburbs	36	37	11	16	54
Provincial cities	29	36	17	18	55
Rural communities	31	38	15	16	52
Financial stress					
A great deal of stress	27	31	20	22	56
Some stress	38	36	15	11	57
Not much stress	36	42	10	12	52
No stress at all	39	44	6	11	51
Age					
Aged 18-34	40	21	28	11	71
35-49	40	31	15	14	61
50-64	36	43	5	16	48
65 and older	26	56	5	13	38
Gender					
Women	32	39	16	13	53
Men	38	36	12	14	56
Education					
Less than year 12	20	56	10	14	36
Year 12 or equivalent	43	29	17	11	65
TAFE, trade or vocational	30	39	13	18	52
University degree	41	35	14	10	59
Household income					
\$3,000 or more per week	46	33	11	10	60
\$2,000 to \$2,999 per week	32	41	16	11	52
\$1,000 to \$1,999 per week	33	37	15	15	54
Less than \$1,000 per week	35	33	14	18	57
Prefer not to say	32	45	13	10	50
Home ownership					
Does not own	39	22	25	14	69
Owned with a mortgage	36	38	13	13	55
Owned outright	33	48	6	13	45
Religion					
Protestant	21	61	4	14	33
Catholic	38	39	12	11	55
Other religions	40	35	11	14	57
No religion	38	27	21	14	64

How voters rate the Government and Opposition

Question text

Still thinking about state politics.

Overall, how would you rate the performance of...

Carousel; randomise order

- A. The Victorian Labor government led by Jacinta Allan?
- B. The Victorian Liberal-National opposition led by John Pesutto?

Single select; random reverse 1-5

1. Very good
2. Good
3. Neither good nor poor
4. Poor
5. Very poor
6. Not sure

Overall, how would you rate the performance of...

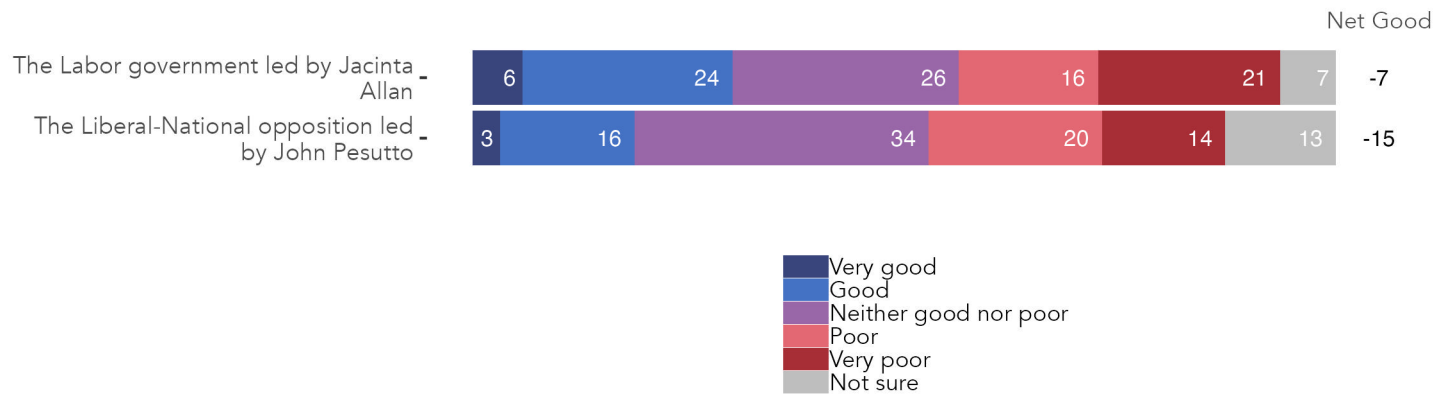


Figure 2: Topline performance rating of the Victorian Premier and Leader of the Opposition.

The Labor government led by Jacinta Allan

How voters rate the Labor government led by Jacinta Allan

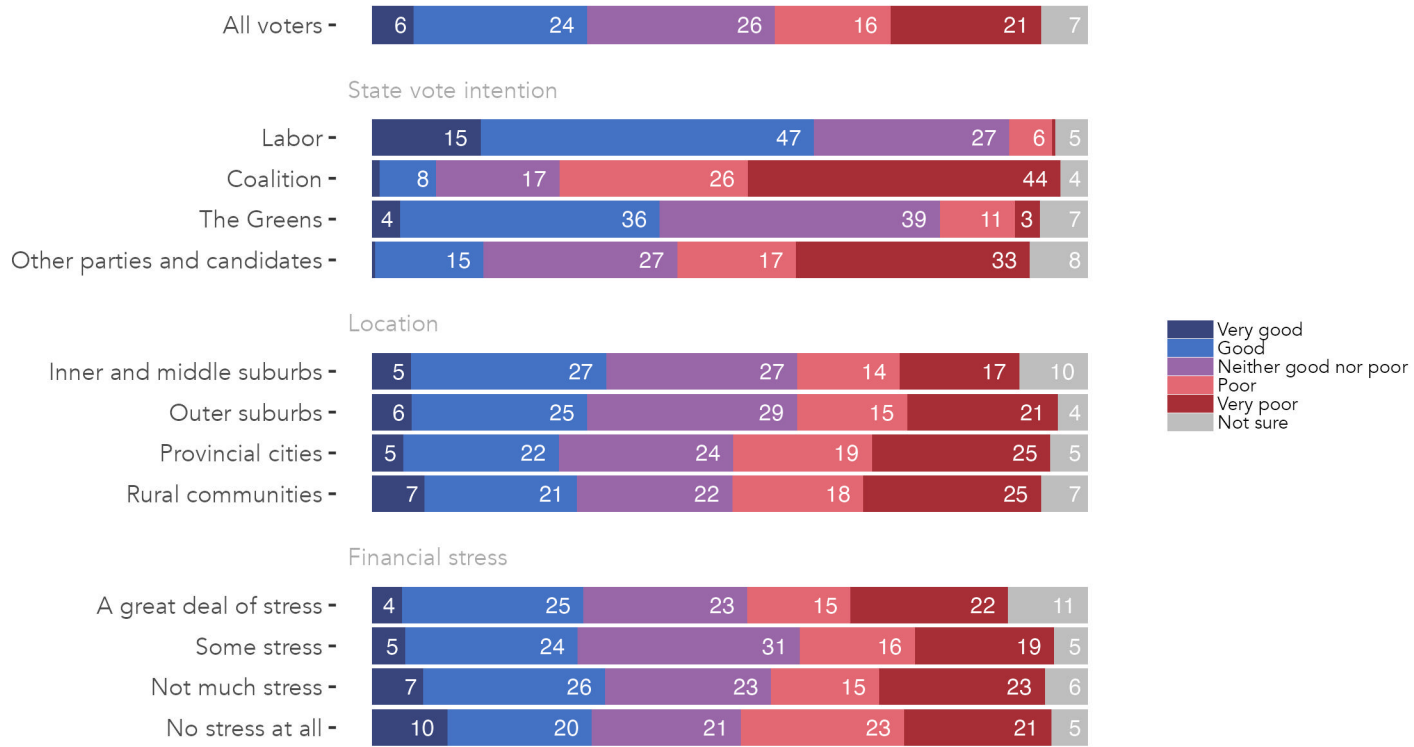


Figure 3: How voters rate the Labor government led by Jacinta Allan, by State vote intention, location and financial stress.

Table 2: How voters rate the Labor government led by Jacinta Allan, by State vote intention, location and financial stress.

	Very good	Good	Neither good nor poor	Poor	Very poor	Not sure
All voters	6	24	26	16	21	7
State vote intention						
Labor	15	47	27	6	0	5
Coalition	1	8	17	26	44	4
The Greens	4	36	39	11	3	7
Other parties and candidates	0	15	27	17	33	8
Location						
Inner and middle suburbs	5	27	27	14	17	10
Outer suburbs	6	25	29	15	21	4
Provincial cities	5	22	24	19	25	5
Rural communities	7	21	22	18	25	7
Financial stress						
A great deal of stress	4	25	23	15	22	11
Some stress	5	24	31	16	19	5
Not much stress	7	26	23	15	23	6
No stress at all	10	20	21	23	21	5

How voters rate the Labor government led by Jacinta Allan

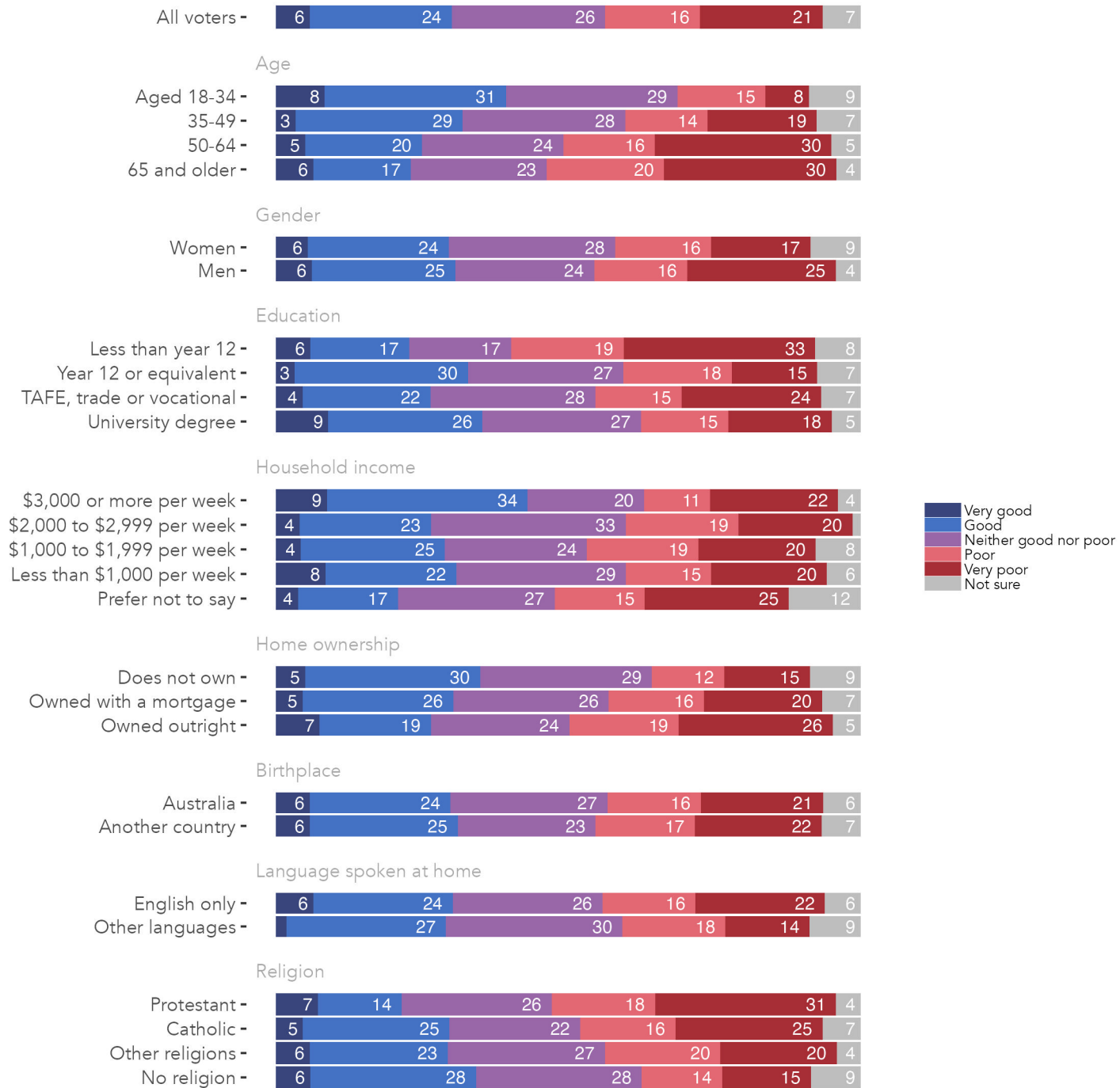


Figure 4: How voters rate the Labor government led by Jacinta Allan, by demographic characteristics.

Table 3: How voters rate the Labor government led by Jacinta Allan, by demographic characteristics.

	Very good	Good	Neither good nor poor	Poor	Very poor	Not sure
All voters	6	24	26	16	21	7
Age						
Aged 18-34	8	31	29	15	8	9
35-49	3	29	28	14	19	7
50-64	5	20	24	16	30	5
65 and older	6	17	23	20	30	4
Gender						
Women	6	24	28	16	17	9
Men	6	25	24	16	25	4
Education						
Less than year 12	6	17	17	19	33	8
Year 12 or equivalent	3	30	27	18	15	7
TAFE, trade or vocational	4	22	28	15	24	7
University degree	9	26	27	15	18	5
Household income						
\$3,000 or more per week	9	34	20	11	22	4
\$2,000 to \$2,999 per week	4	23	33	19	20	1
\$1,000 to \$1,999 per week	4	25	24	19	20	8
Less than \$1,000 per week	8	22	29	15	20	6
Prefer not to say	4	17	27	15	25	12
Home ownership						
Does not own	5	30	29	12	15	9
Owned with a mortgage	5	26	26	16	20	7
Owned outright	7	19	24	19	26	5
Birthplace						
Australia	6	24	27	16	21	6
Another country	6	25	23	17	22	7
Language spoken at home						
English only	6	24	26	16	22	6
Other languages	2	27	30	18	14	9
Religion						
Protestant	7	14	26	18	31	4
Catholic	5	25	22	16	25	7
Other religions	6	23	27	20	20	4
No religion	6	28	28	14	15	9

The Liberal-National opposition led by John Pesutto

How voters rate the Liberal-National opposition led by John Pesutto

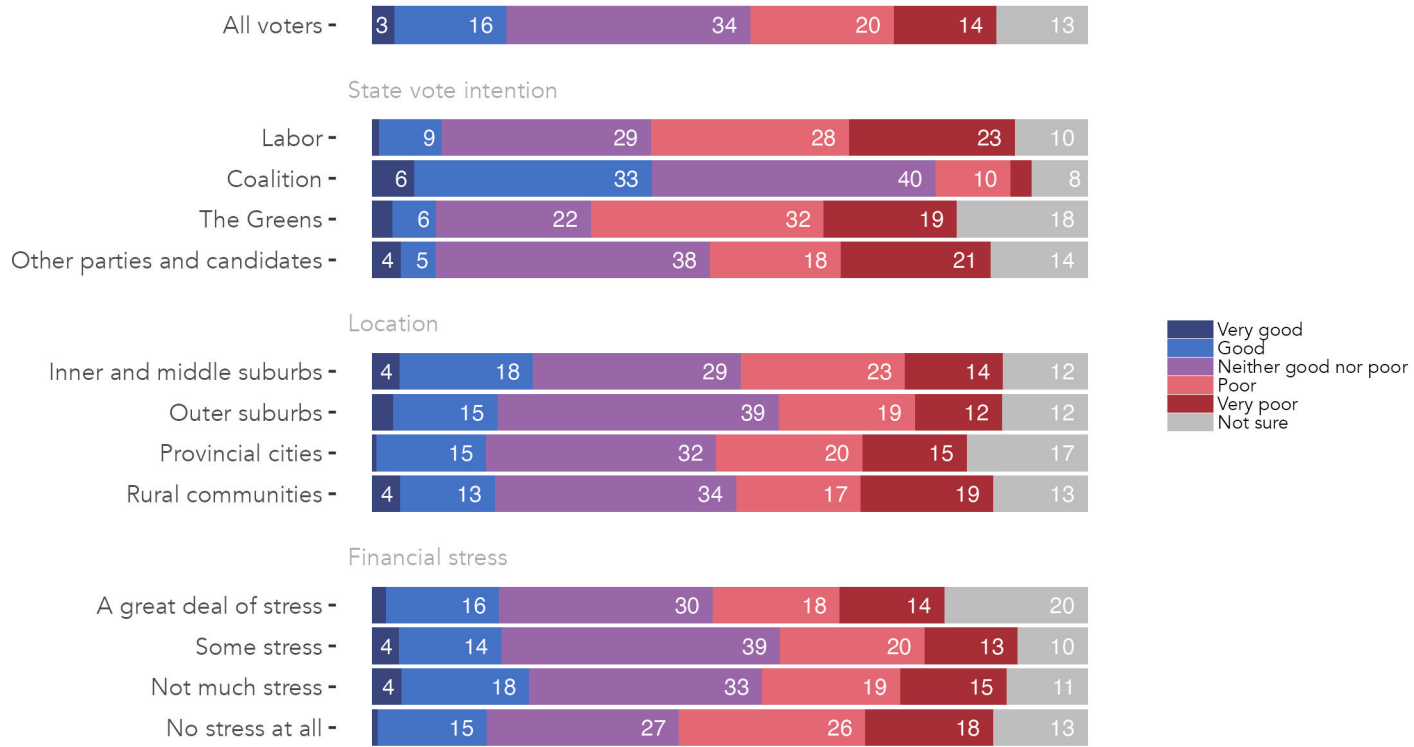


Figure 5: How voters rate the Liberal-National opposition led by John Pesutto, by State vote intention, location and financial stress.

Table 4: How voters rate the Liberal-National opposition led by John Pesutto, by State vote intention, location and financial stress.

	Very good	Good	Neither good nor poor	Poor	Very poor	Not sure
All voters	3	16	34	20	14	13
State vote intention						
Labor	1	9	29	28	23	10
Coalition	6	33	40	10	3	8
The Greens	3	6	22	32	19	18
Other parties and candidates	4	5	38	18	21	14
Location						
Inner and middle suburbs	4	18	29	23	14	12
Outer suburbs	3	15	39	19	12	12
Provincial cities	1	15	32	20	15	17
Rural communities	4	13	34	17	19	13
Financial stress						
A great deal of stress	2	16	30	18	14	20
Some stress	4	14	39	20	13	10
Not much stress	4	18	33	19	15	11
No stress at all	1	15	27	26	18	13

How voters rate the Liberal-National opposition led by John Pesutto

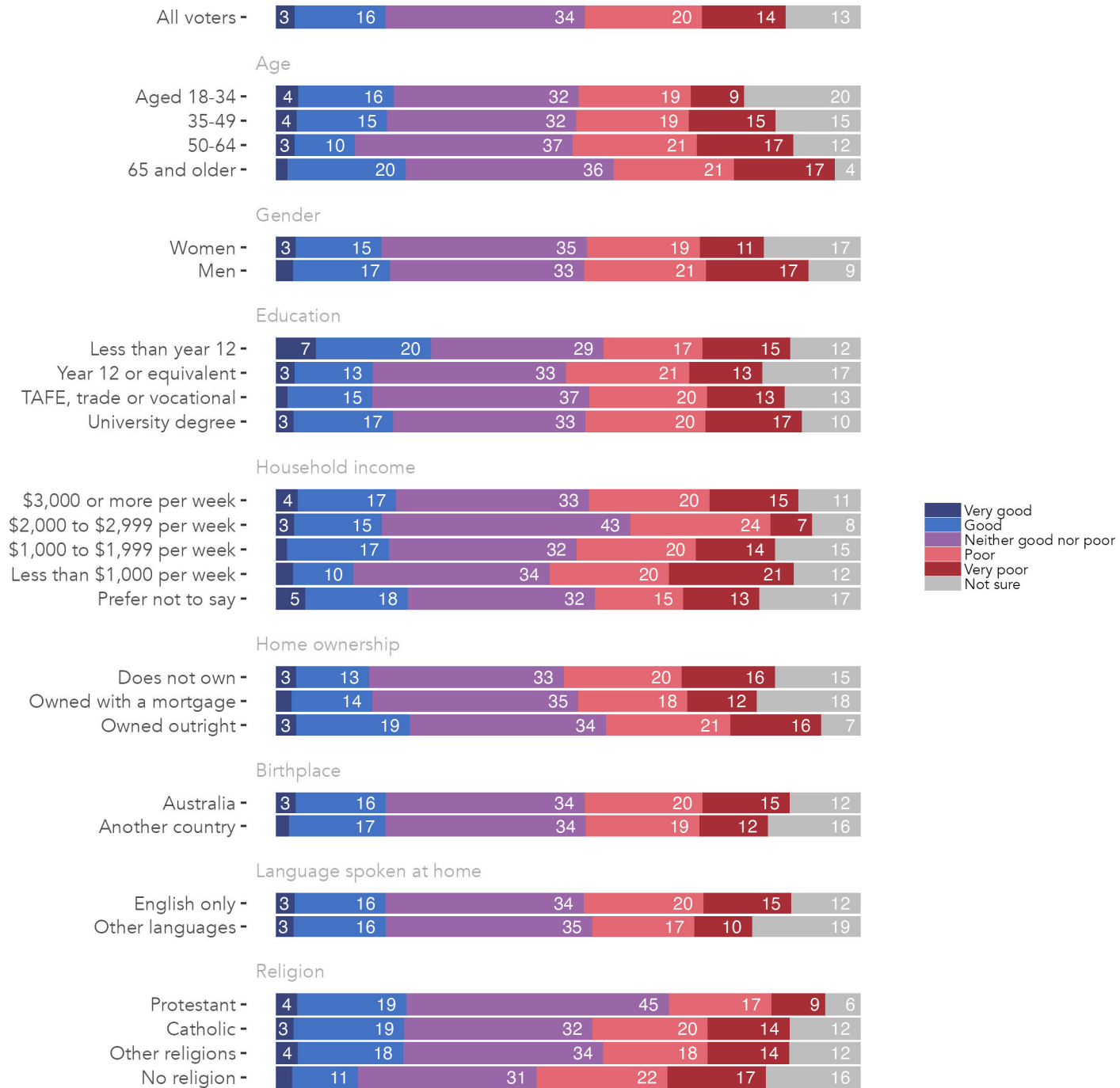


Figure 6: How voters rate the Liberal-National opposition led by John Pesutto, by demographic characteristics.

Table 5: How voters rate the Liberal-National opposition led by John Pesutto, by demographic characteristics.

	Very good	Good	Neither good nor poor	Poor	Very poor	Not sure
All voters	3	16	34	20	14	13
Age						
Aged 18-34	4	16	32	19	9	20
35-49	4	15	32	19	15	15
50-64	3	10	37	21	17	12
65 and older	2	20	36	21	17	4
Gender						
Women	3	15	35	19	11	17
Men	3	17	33	21	17	9
Education						
Less than year 12	7	20	29	17	15	12
Year 12 or equivalent	3	13	33	21	13	17
TAFE, trade or vocational	2	15	37	20	13	13
University degree	3	17	33	20	17	10
Household income						
\$3,000 or more per week	4	17	33	20	15	11
\$2,000 to \$2,999 per week	3	15	43	24	7	8
\$1,000 to \$1,999 per week	2	17	32	20	14	15
Less than \$1,000 per week	3	10	34	20	21	12
Prefer not to say	5	18	32	15	13	17
Home ownership						
Does not own	3	13	33	20	16	15
Owned with a mortgage	3	14	35	18	12	18
Owned outright	3	19	34	21	16	7
Birthplace						
Australia	3	16	34	20	15	12
Another country	2	17	34	19	12	16
Language spoken at home						
English only	3	16	34	20	15	12
Other languages	3	16	35	17	10	19
Religion						
Protestant	4	19	45	17	9	6
Catholic	3	19	32	20	14	12
Other religions	4	18	34	18	14	12
No religion	3	11	31	22	17	16



INFLUENCE WITH INTEGRITY