Victorian state vote intention

A RedBridge State Public Opinion Snapshot

03 August, 2024

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INFLUENCE WITH INTEGRITY

Contents

Methodology

The fieldwork for this survey was conducted between Tuesday 23 July and Thursday 1 August. The sample of N = 1,514 Australian citizens aged 18 and older, and who are enrolled to vote, was recruited over online panel. Quotas for age, gender, location, education and vote at the 2022 federal election were used to ensure the sample is representative of the Australian electorate.

Rim weighting was used to apply interlocking weights for age, gender, education, religion and location. The efficiency of these weights was 86 per cent, providing an effective sample size of 1307.

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 ± 2.7 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 questions were 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 ten 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

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 shown in electorates where Liberals ran a candidate in 2022
3. National Party shown in electorates where Nationals ran a candidate in 2022
4. The Greens
5. Other parties and candidates relevant options shown in electorates where they ran in 2022
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 shown in electorates where Liberals ran a candidate in 2022
3. National Party shown in electorates where Nationals ran a candidate in 2022
4. The Greens
5. Other parties and candidates relevant options shown in electorates where they ran in 2022
6. Will not vote
7. Undecided

Victorian state vote intention
September 2023 to August 2024

First preference

Two-party preferred

Vote share

50%

40%

30%

20%

10%

Oct   Jan   Apr   Jul   Oct   Jan   Apr   Jul

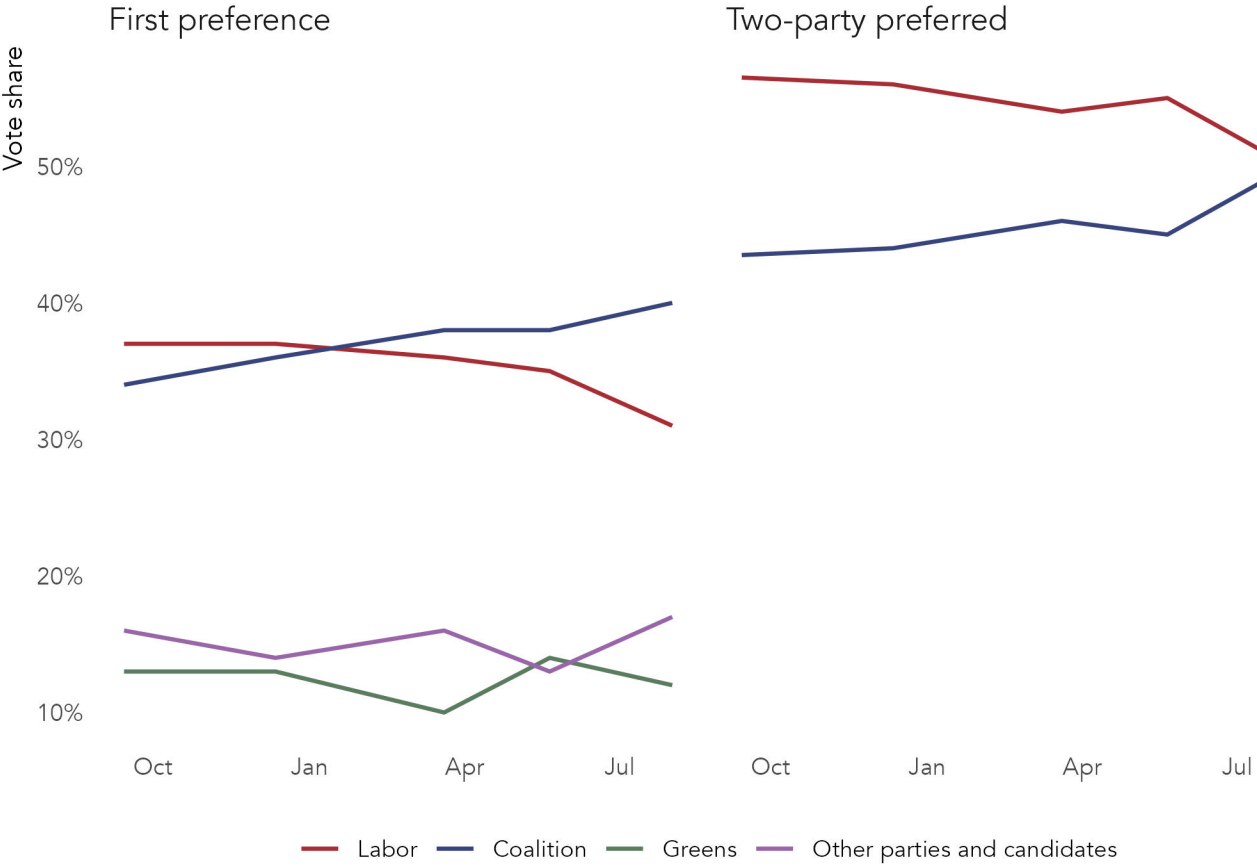── Labor ── Coalition ── Greens ── Other parties and candidates

Figure 1: State vote intention for the Victorian Legistlative Assembly, September 2023 to August 2024.

Current Victorian state vote intention

First preference

Two-party preferred

All voters — 31 | 40 | 12 | 17   50 | 50

Location

Eastern suburbs — 26 | 44 | 14 | 16   47 | 53
Western and northern suburbs — 38 | 38 | 11 | 13   54 | 46
Rural and regional — 29 | 40 | 10 | 21   48 | 52

Household income

$3,000 or more per week — 36 | 40 | 12 | 12   53 | 47
$2,000 to $2,999 per week — 37 | 34 | 11 | 18   56 | 44
$1,000 to $1,999 per week — 30 | 40 | 12 | 18   50 | 50
Less than $1,000 per week — 26 | 43 | 11 | 20   46 | 54
Prefer not to say — 24 | 46 | 12 | 18   43 | 57

Home ownership

Owned outright — 28 | 55 | 4 | 13   38 | 62
Owned with a mortgage — 33 | 38 | 11 | 18   52 | 48
Renting and other — 32 | 24 | 22 | 22   63 | 37

Financial stress

A great deal of stress — 25 | 34 | 17 | 24   52 | 48
Some stress — 31 | 38 | 13 | 18   52 | 48
Not much stress — 33 | 44 | 9 | 14   48 | 52
No stress at all — 33 | 52 | 4 | 11   42 | 58

Legend:
- Labor
- Coalition
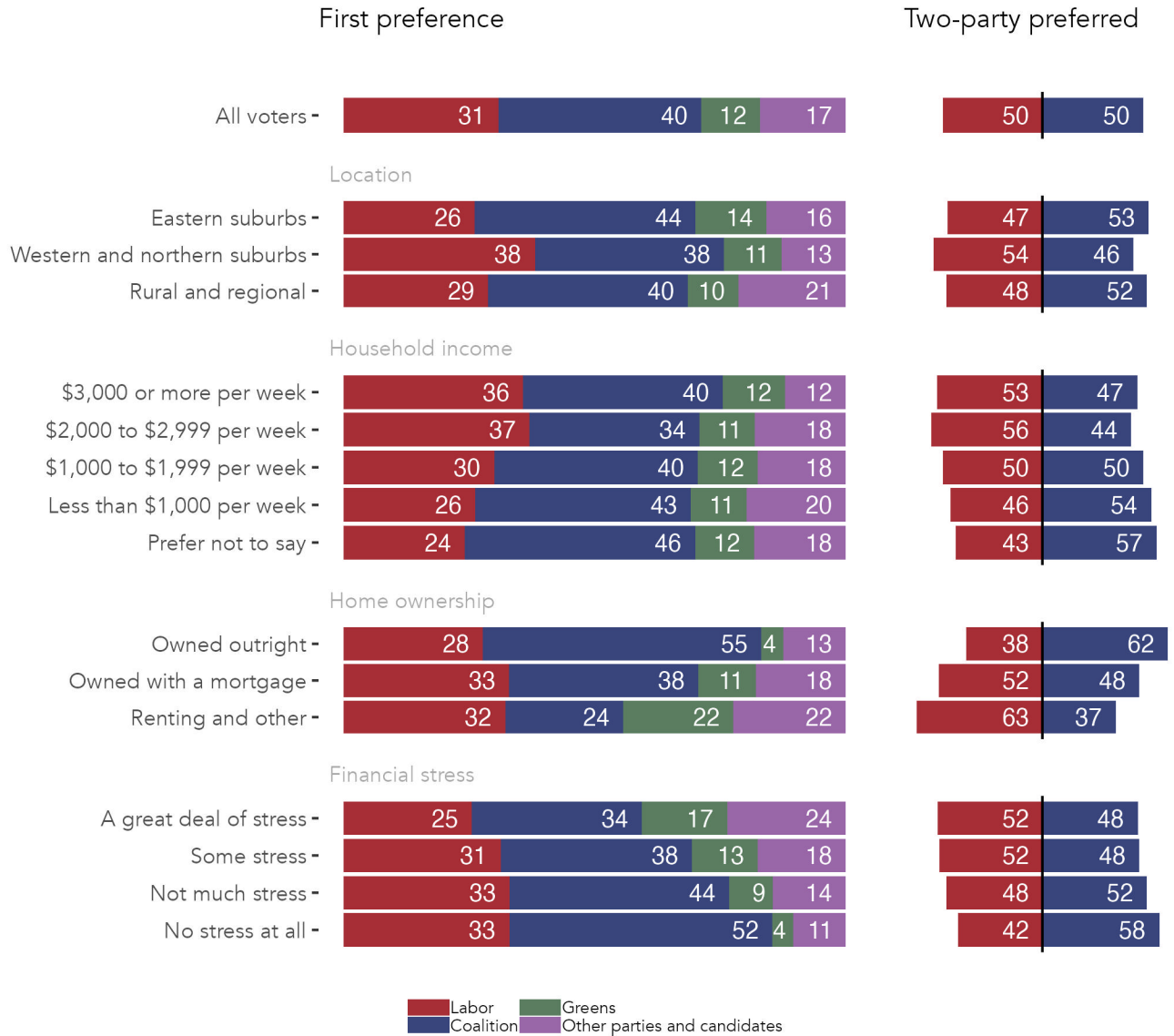- Greens
- Other parties and candidates

Figure 2: State vote intention for the Victorian Legistlative Assembly, by location, household income, home ownership and financial stress

Table 1: State vote intention for the Victorian Legistlative Assembly, by location, household income, home ownership and financial stress.

	Labor	Coalition	Greens	Other parties and candidates	LABOR 2PP
All voters	31	40	12	17	50
Location					
Eastern suburbs	26	44	14	16	47
Western and northern suburbs	38	38	11	13	54
Rural and regional	29	40	10	21	48
Household income					
$3,000 or more per week	36	40	12	12	53
$2,000 to $2,999 per week	37	34	11	18	56
$1,000 to $1,999 per week	30	40	12	18	50
Less than $1,000 per week	26	43	11	20	46
Prefer not to say	24	46	12	18	43
Home ownership					
Owned outright	28	55	4	13	38
Owned with a mortgage	33	38	11	18	52
Renting and other	32	24	22	22	63
Financial stress					
A great deal of stress	25	34	17	24	52
Some stress	31	38	13	18	52
Not much stress	33	44	9	14	48
No stress at all	33	52	4	11	42

Current Victorian state vote intention

First preference

Two-party preferred

All voters
First preference: Labor 31, Coalition 40, Greens 12, Other 17
Two-party preferred: Labor 50, Coalition 50

Age

Aged 18-34 — Labor 33, Coalition 26, Greens 24, Other 17 | TPP: 62, 38
35-49 — Labor 35, Coalition 34, Greens 13, Other 18 | TPP: 55, 45
50-64 — Labor 27, Coalition 47, Greens 6, Other 20 | TPP: 43, 57
65 and older — Labor 29, Coalition 55, Other 14 | TPP: 37, 63

Gender

Women — Labor 31, Coalition 39, Greens 12, Other 18 | TPP: 50, 50
Men — Labor 31, Coalition 42, Greens 11, Other 16 | TPP: 49, 51

Education

Less than year 12 — Labor 27, Coalition 52, Greens 7, Other 14 | TPP: 40, 60
Year 12 or equivalent — Labor 31, Coalition 40, Greens 13, Other 16 | TPP: 51, 49
TAFE, trade or vocational — Labor 27, Coalition 39, Greens 12, Other 22 | TPP: 48, 52
University degree — Labor 36, Coalition 37, Greens 12, Other 15 | TPP: 54, 46

Religion

Protestant — Labor 19, Coalition 64, Greens 14 | TPP: 29, 71
Catholic — Labor 32, Coalition 45, Greens 6, Other 17 | TPP: 46, 54
Other religions — Labor 35, Coalition 41, Greens 15, Other 9 | TPP: 53, 47
No religion — Labor 34, Coalition 30, Greens 17, Other 19 | TPP: 59, 41

Language spoken at home

English only — Labor 30, Coalition 41, Greens 12, Other 17 | TPP: 49, 51
Other languages — Labor 34, Coalition 38, Greens 11, Other 17 | TPP: 51, 49

Birthplace

Australia — Labor 31, Coalition 40, Greens 12, Other 17 | TPP: 50, 50
Another country — Labor 33, Coalition 44, Greens 8, Other 15 | TPP: 47, 53

Legend: Labor, Coalition, Greens, Other parties and candidates
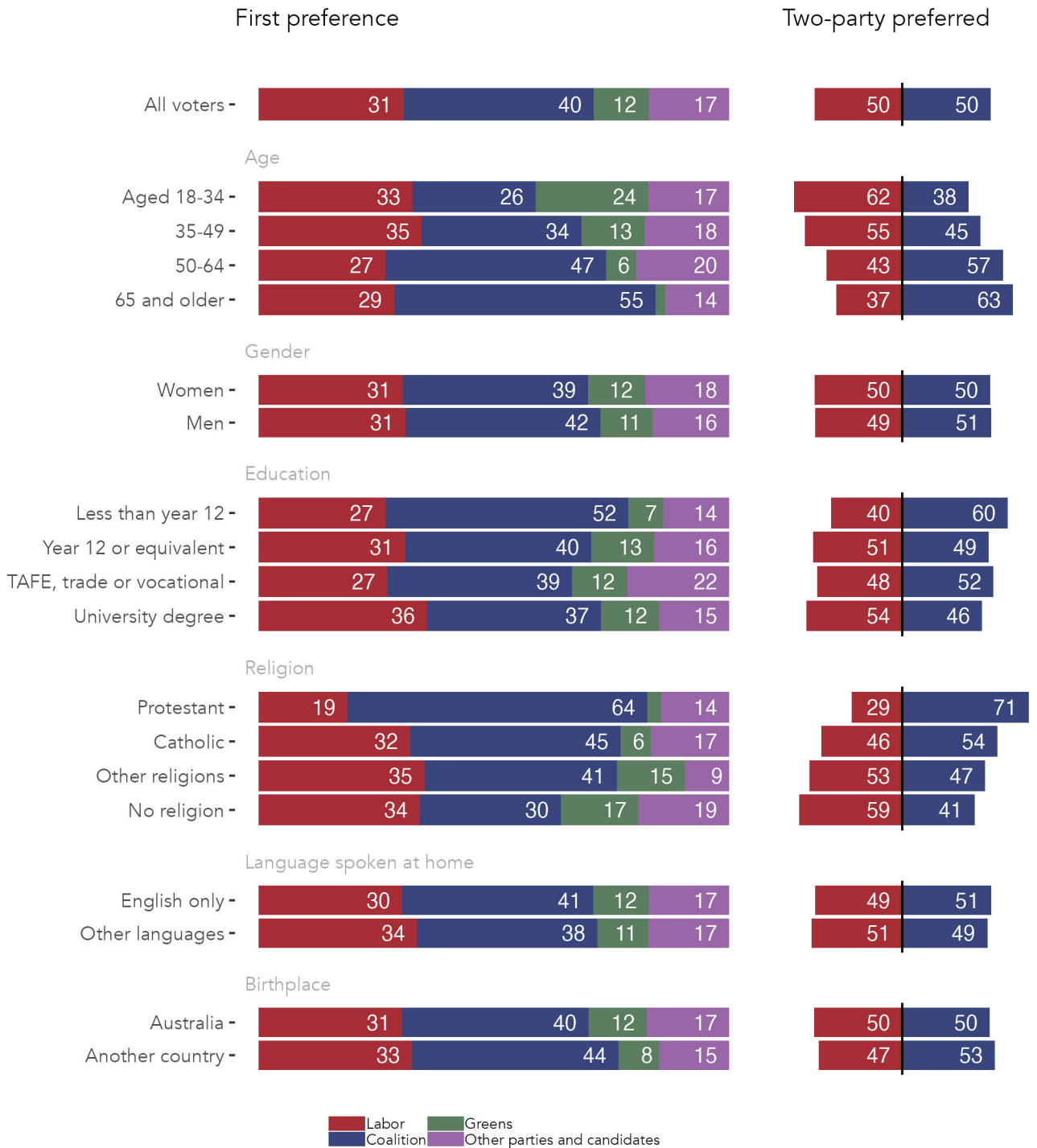
Figure 3: State vote intention for the Victorian Legistlative Assembly, by demographic characteristics.

Table 2: State vote intention for the Victorian Legistlative Assembly, by demographic characteristics.

	Labor	Coalition	Greens	Other parties and candidates	LABOR 2PP
All voters	31	40	12	17	50
Age					
Aged 18-34	33	26	24	17	62
35-49	35	34	13	18	55
50-64	27	47	6	20	43
65 and older	29	55	2	14	38
Gender					
Women	31	39	12	18	50
Men	31	42	11	16	50
Education					
Less than year 12	27	52	7	14	40
Year 12 or equivalent	31	40	13	16	51
TAFE, trade or vocational	27	39	12	22	48
University degree	36	37	12	15	55
Religion					
Protestant	19	64	3	14	29
Catholic	32	45	6	17	46
Other religions	35	41	15	9	53
No religion	34	30	17	19	59
Birthplace					
Australia	31	40	12	17	50
Another country	33	44	8	15	48
Language spoken at home					
English only	30	41	12	17	50
Other languages	34	38	11	17	52