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INFLUENCE WITH INTEGRITY

Victorian state vote intention

A RedBridge State Public Opinion Snapshot

08 October, 2024

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Methodology

The fieldwork for this survey was conducted between Thursday 26 September and Thursday 3 October, 2024. The sample of N = 1,516 Victorian 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 Victorian 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 1309.

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 break-downs 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 11.3 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 October 2024

First preference

Two-party preferred

Vote share

50%

40%

30%

20%

10%

Sep 23　Jan 24　May 24　Aug 24　　Sep 23　Jan 24　May 24　Aug 24

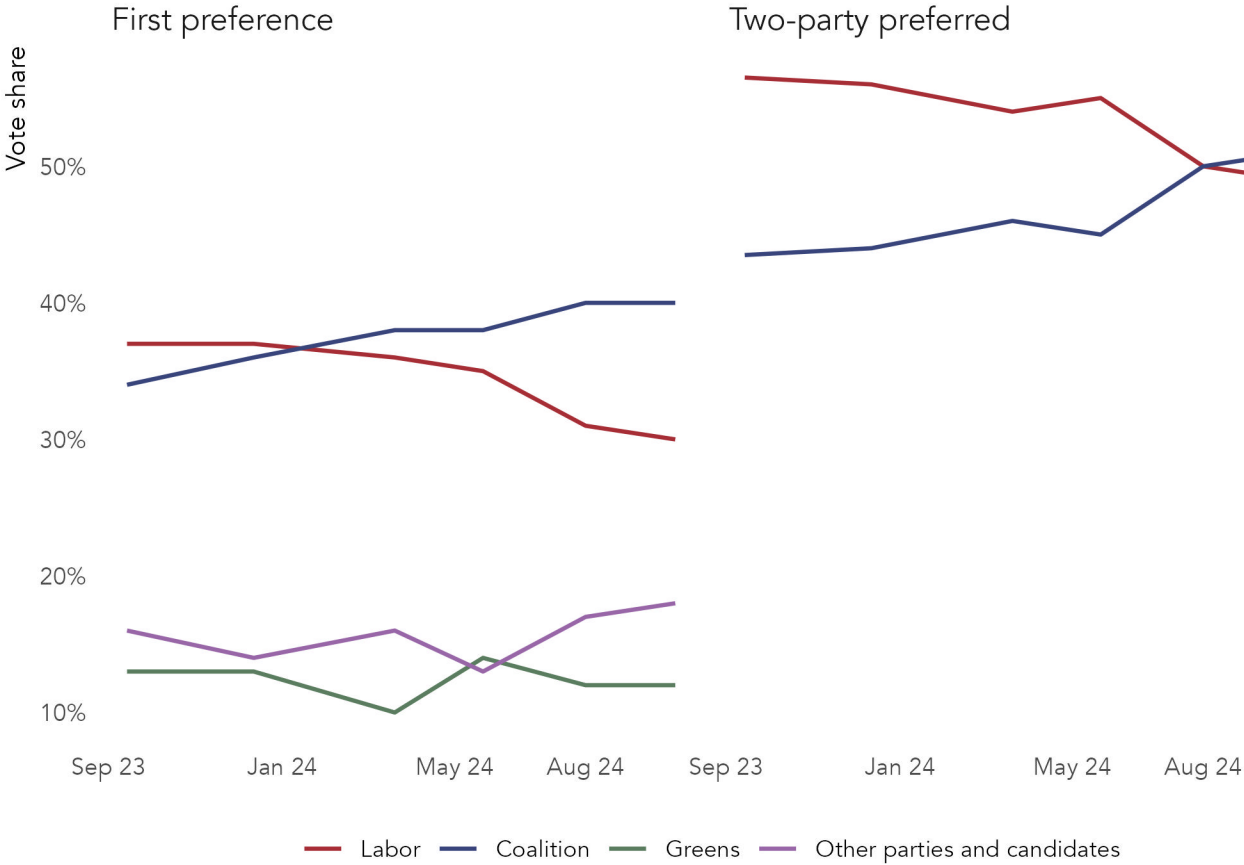— Labor　— Coalition　— Greens　— Other parties and candidates

Figure 1: State vote intention for the Victorian Legislative Assembly, from RedBridge surveys run between September 2023 to October 2024.
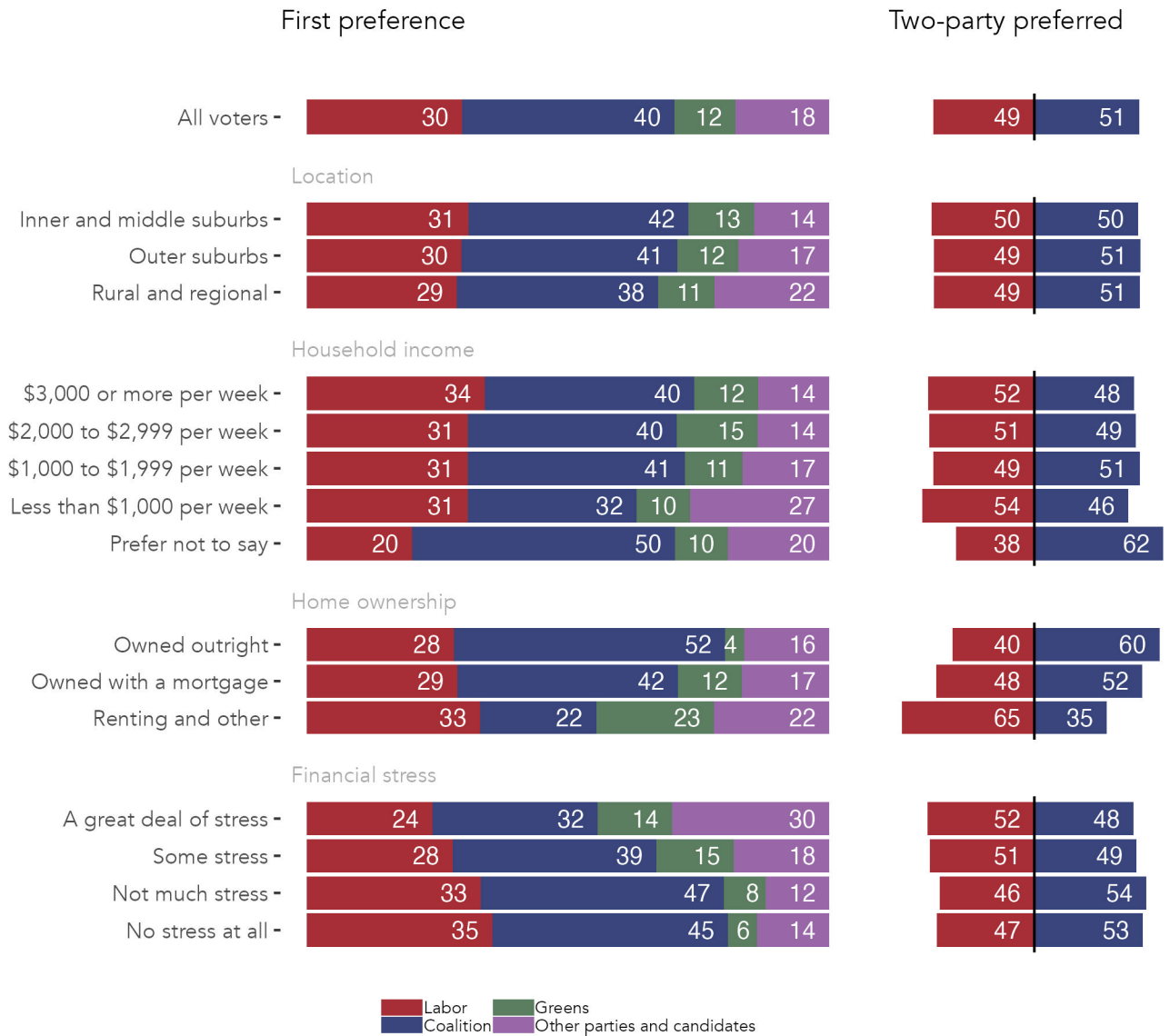
Current Victorian state vote intention

First preference

Two-party preferred

All voters — First preference: Labor 30, Coalition 40, Greens 12, Other 18 | Two-party preferred: Labor 49, Coalition 51

Location

Inner and middle suburbs — First preference: 31, 42, 13, 14 | Two-party preferred: 50, 50
Outer suburbs — First preference: 30, 41, 12, 17 | Two-party preferred: 49, 51
Rural and regional — First preference: 29, 38, 11, 22 | Two-party preferred: 49, 51

Household income

$3,000 or more per week — First preference: 34, 40, 12, 14 | Two-party preferred: 52, 48
$2,000 to $2,999 per week — First preference: 31, 40, 15, 14 | Two-party preferred: 51, 49
$1,000 to $1,999 per week — First preference: 31, 41, 11, 17 | Two-party preferred: 49, 51
Less than $1,000 per week — First preference: 31, 32, 10, 27 | Two-party preferred: 54, 46
Prefer not to say — First preference: 20, 50, 10, 20 | Two-party preferred: 38, 62

Home ownership

Owned outright — First preference: 28, 52, 4, 16 | Two-party preferred: 40, 60
Owned with a mortgage — First preference: 29, 42, 12, 17 | Two-party preferred: 48, 52
Renting and other — First preference: 33, 22, 23, 22 | Two-party preferred: 65, 35

Financial stress

A great deal of stress — First preference: 24, 32, 14, 30 | Two-party preferred: 52, 48
Some stress — First preference: 28, 39, 15, 18 | Two-party preferred: 51, 49
Not much stress — First preference: 33, 47, 8, 12 | Two-party preferred: 46, 54
No stress at all — First preference: 35, 45, 6, 14 | Two-party preferred: 47, 53

Legend: Labor (red), Coalition (blue), Greens (green), Other parties and candidates (purple)

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

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

	Labor	Coalition	Greens	Other parties and candidates	LABOR 2PP
All voters	30	40	12	18	49
Location					
Inner and middle suburbs	31	42	13	14	50
Outer suburbs	30	41	12	17	49
Rural and regional	29	38	11	22	49
Household income					
$3,000 or more per week	34	40	12	14	52
$2,000 to $2,999 per week	31	40	15	14	51
$1,000 to $1,999 per week	31	41	11	17	49
Less than $1,000 per week	31	32	10	27	54
Prefer not to say	20	50	10	20	38
Home ownership					
Owned outright	28	52	4	16	40
Owned with a mortgage	29	42	12	17	48
Renting and other	33	22	23	22	64
Financial stress					
A great deal of stress	24	32	14	30	52
Some stress	28	39	15	18	51
Not much stress	33	47	8	12	46
No stress at all	35	45	6	14	47

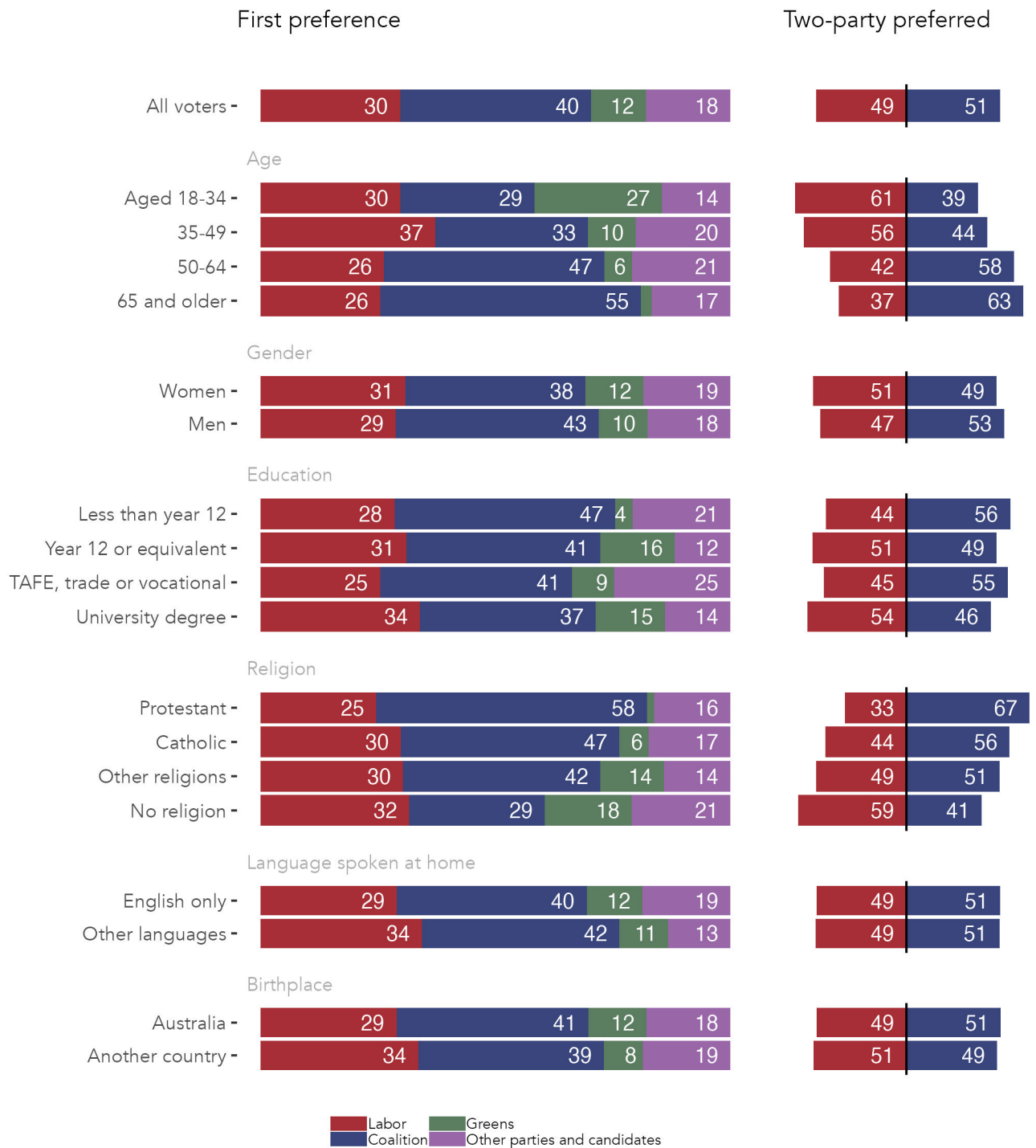# Current Victorian state vote intention

Figure 3: State vote intention for the Victorian Legislative Assembly, by demographic characteristics.

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

	Labor	Coalition	Greens	Other parties and candidates	LABOR 2PP
All voters	30	40	12	18	49
Age					
Aged 18-34	30	29	27	14	61
35-49	37	33	10	20	56
50-64	26	47	6	21	42
65 and older	26	55	2	17	37
Gender					
Women	31	38	12	19	51
Men	29	43	10	18	47
Education					
Less than year 12	28	47	4	21	44
Year 12 or equivalent	31	41	16	12	51
TAFE, trade or vocational	25	41	9	25	45
University degree	34	37	15	14	54
Religion					
Protestant	25	58	1	16	34
Catholic	30	47	6	17	44
Other religions	30	42	14	14	49
No religion	32	29	18	21	59
Language spoken at home					
English only	29	40	12	19	49
Other languages	34	42	11	13	49
Birthplace					
Australia	29	41	12	18	49
Another country	34	39	8	19	51