



AFR, RedBridge Group and Accent Research Victorian state poll

14 September, 2026

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Methodology

The fieldwork for this survey was conducted between Tuesday 1 September and Monday 14 September, 2026. The sample of N = 2,371 Victorian voters was recruited over online panel. Quotas for age, gender, location, education and vote at the 2025 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 85 per cent, providing an effective sample size of 2,009.

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 ± 2.2 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 nine 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. One Nation Victoria
6. Other parties and candidates relevant options shown in electorates where they ran in 2022
7. Will not vote
8. 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. One Nation Victoria
6. Other parties and candidates relevant options shown in electorates where they ran in 2022
7. Will not vote
8. Undecided

VICTORIAN STATE VOTE INTENTION

June 2025 to September 2026

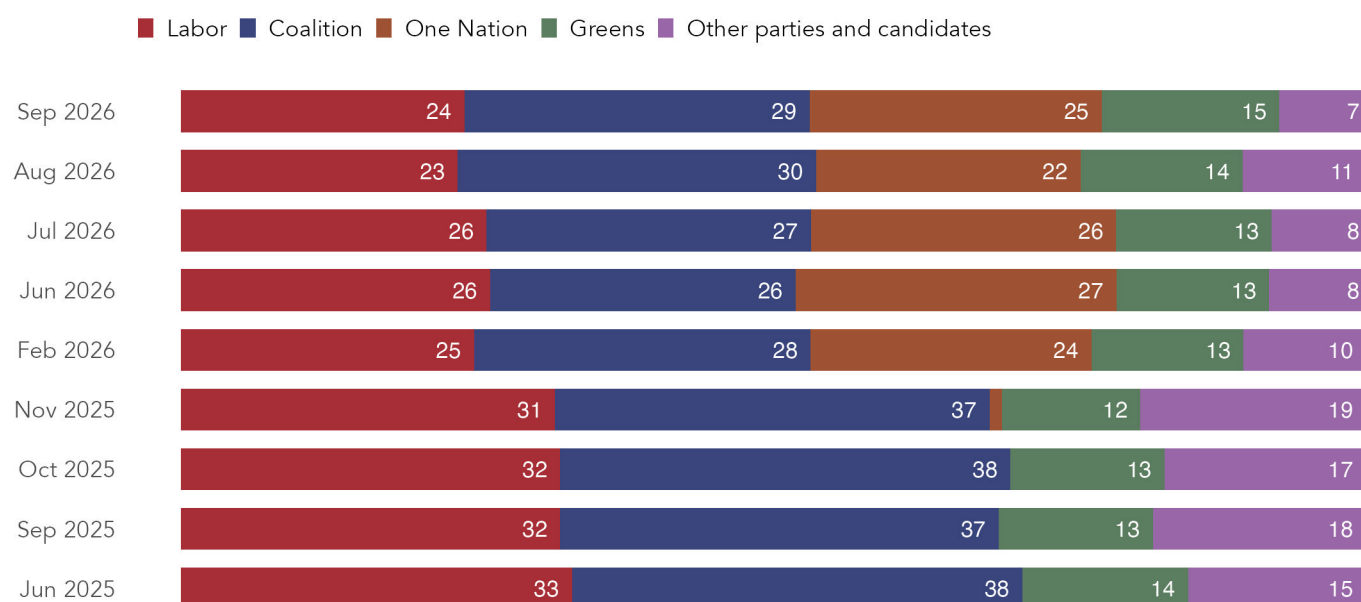


Figure 1: State vote intention for the Victorian Legislative Assembly, from RedBridge/Accent surveys run between June 2025 and September 2026. One Nation was only offered in all districts from early 2026.

Victorian state first preference vote intention

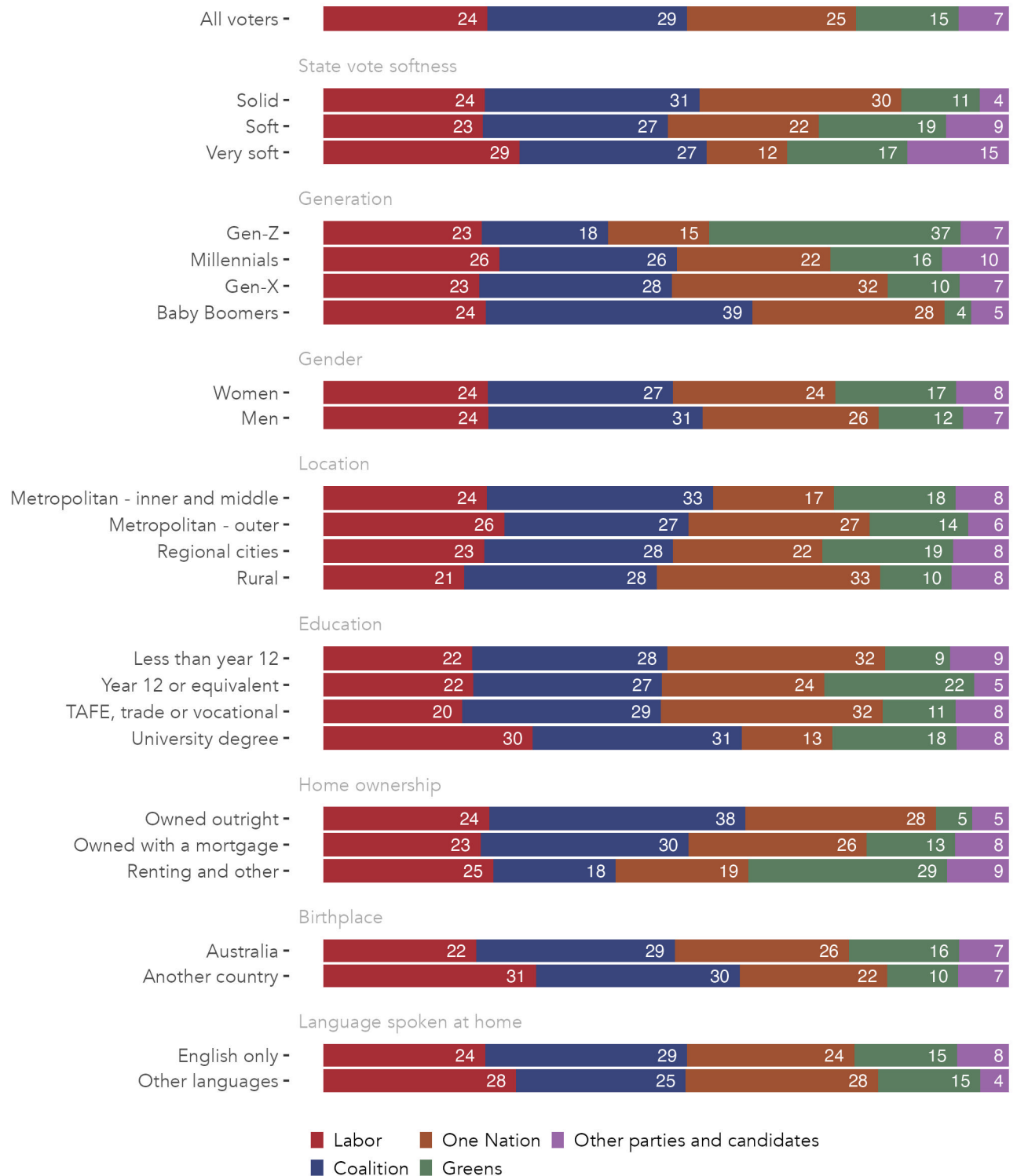


Figure 2: State vote intention for the Victorian Legislative Assembly, by demographic characteristics.

Table 1: Victorian state two-party vote intention, by party of first preference.

First preference vote		Respondent allocated two-party preferred		
		Labor	Coalition	One Nation
Labor vs. Coalition				
	Greens	82	18	-
	One Nation	13	87	-
	Other parties and candidates	62	38	-
Labor vs. One Nation				
	Coalition	35	-	65
	Greens	94	-	6
	Other parties and candidates	72	-	28

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

	First preference vote intention					Labor two-party vote share (respondent allocated)		N
	Labor	Coalition	One Nation	Greens	Other parties and candi- dates	vs. Coalition	vs. One Nation	
All voters	24	29	25	15	7	44	53	2,160
Vote softness								
Solid	24	31	30	11	4	39	45	1,047
Soft	23	27	22	19	9	50	59	904
Very soft	29	27	12	17	15	48	70	209
Generation								
Gen-Z	23	18	15	37	7	61	72	385
Millennials	26	26	22	16	10	49	58	582
Gen-X	23	28	32	10	7	40	48	476
Baby Boomers	24	39	28	4	5	32	42	717
Gender								
Women	24	27	24	17	8	46	56	1,118
Men	24	31	26	12	7	42	51	1,035
Location								
Metropolitan - inner and middle	24	33	17	18	8	48	60	697
Metropolitan - outer	26	27	27	14	6	46	54	795
Regional cities	23	28	22	19	8	44	52	225
Rural	21	28	33	10	8	37	44	443
Education								
Less than year 12	22	28	32	9	9	40	43	239
Year 12 or equivalent	22	27	24	22	5	45	56	359
TAFE, trade or vocational	20	29	32	11	8	39	44	699
University degree	30	31	13	18	8	52	68	863
Home ownership								
Owned outright	24	38	28	5	5	34	43	765
Owned with a mortgage	23	30	26	13	8	41	53	788
Renting and other	25	18	19	29	9	60	66	607
Birthplace								
Australia	22	29	26	16	7	43	52	1,754
Another country	31	30	22	10	7	49	60	406
Language spoken at home								
English only	24	29	24	15	8	44	53	2,013
Other languages	28	25	28	15	4	49	58	147

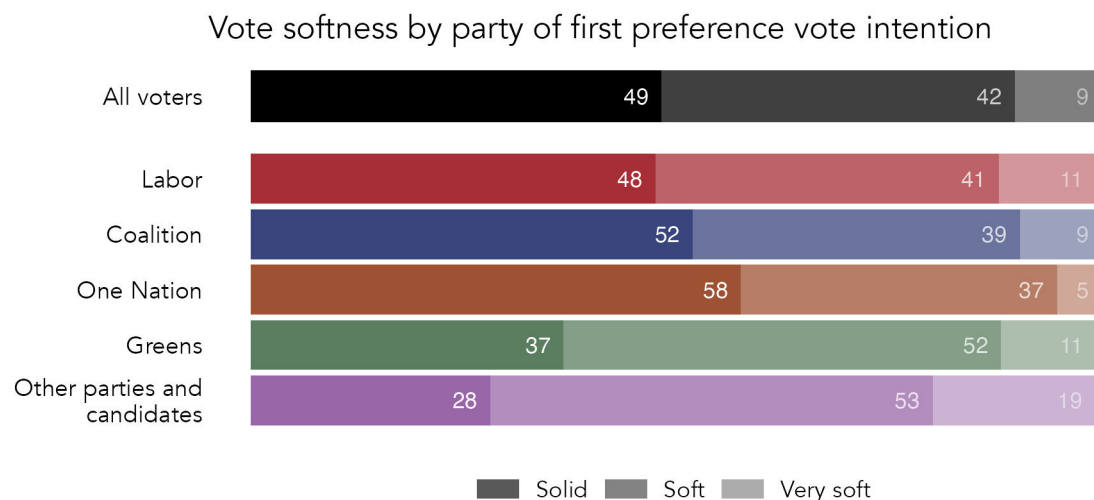


Figure 3: Vote softness by current first preference state vote intention. A solid voter is defined here as one who could express a first preference in the initial vote intention question, and is certain they will vote that way. A soft voter is one who also expressed a first preference in the initial vote intention question but says they may change their vote. A very soft voter is one who was either undecided in the first vote intention question but who was then able to express a preference when prompted, or who otherwise says they will probably change their vote.

ACCENT RESEARCH



INFLUENCE WITH INTEGRITY

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