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INFLUENCE WITH INTEGRITY

ACCENT RESEARCH

AFR, RedBridge Group and Accent Research Victorian state poll

October, 2026

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Methodology

The fieldwork for this survey was conducted between Friday 2 October and Thursday 8 October. The sample of N = 1,008 Victorian voters aged 18 and older was recruited through online panels. 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 77 per cent, providing an effective sample size of 775.

All results are estimates and involve a margin of error. Based on the effective sample size, the margin of error (95 per cent confidence interval) for a 50 per cent result on the full sample from this survey is ± 3.5 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 seven per cent of the sample, and were excluded from published vote intention figures.

Two-party preferred results were calculated using respondent allocated flows.

Percentages are weighted and base sizes are unweighted. Subgroup categories may not sum to the applicable total because missing, unallocated, other and prefer-not responses are not displayed.

Detailed findings and question wording are contained in the following sections. Questions are presented in the order they appeared in the survey.

Victorian 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

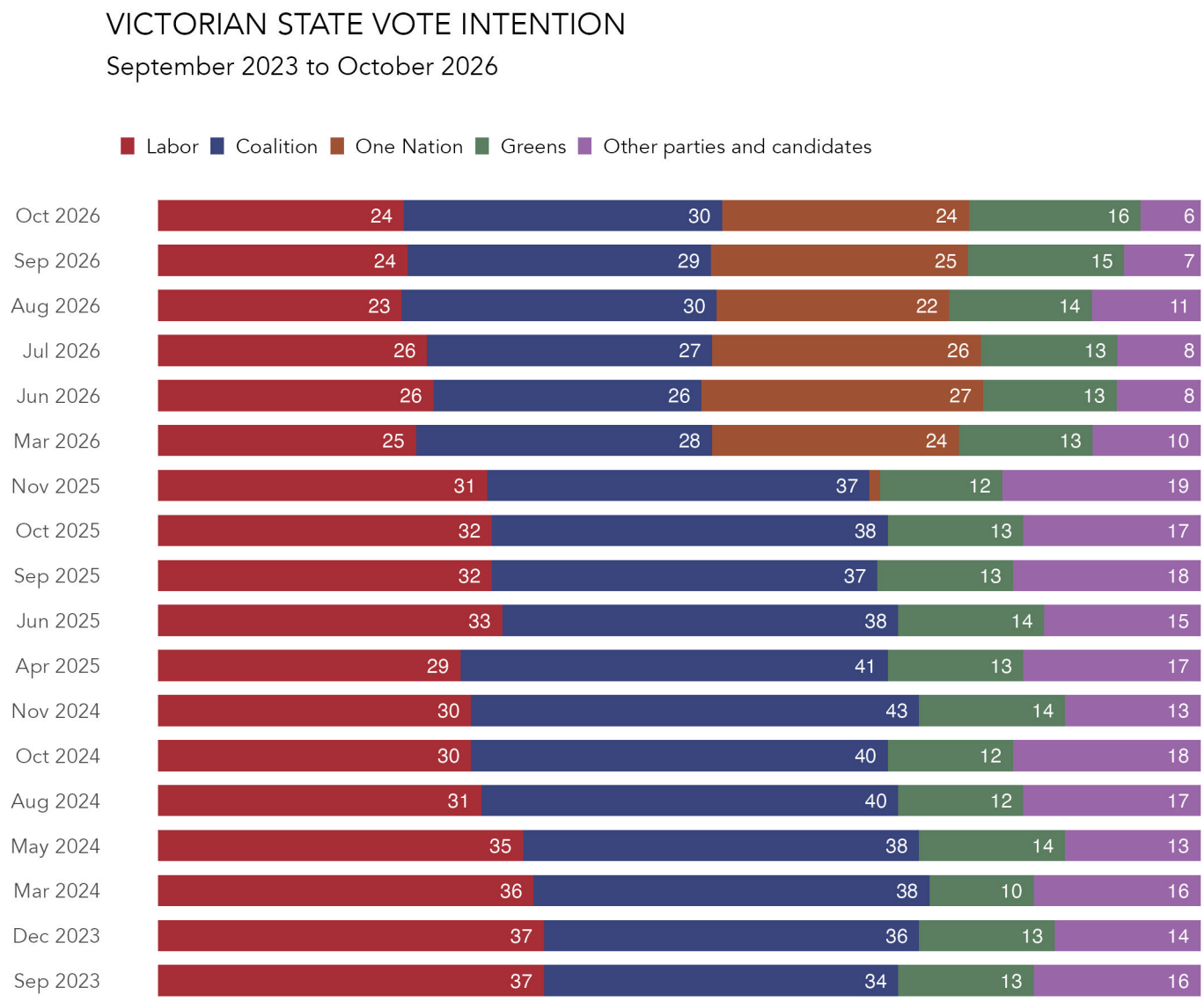


Figure 1: State vote intention for the Victorian Legislative Assembly, from RedBridge/Accent surveys run between September 2023 and October 2026. One Nation was only offered in all districts from early 2026.

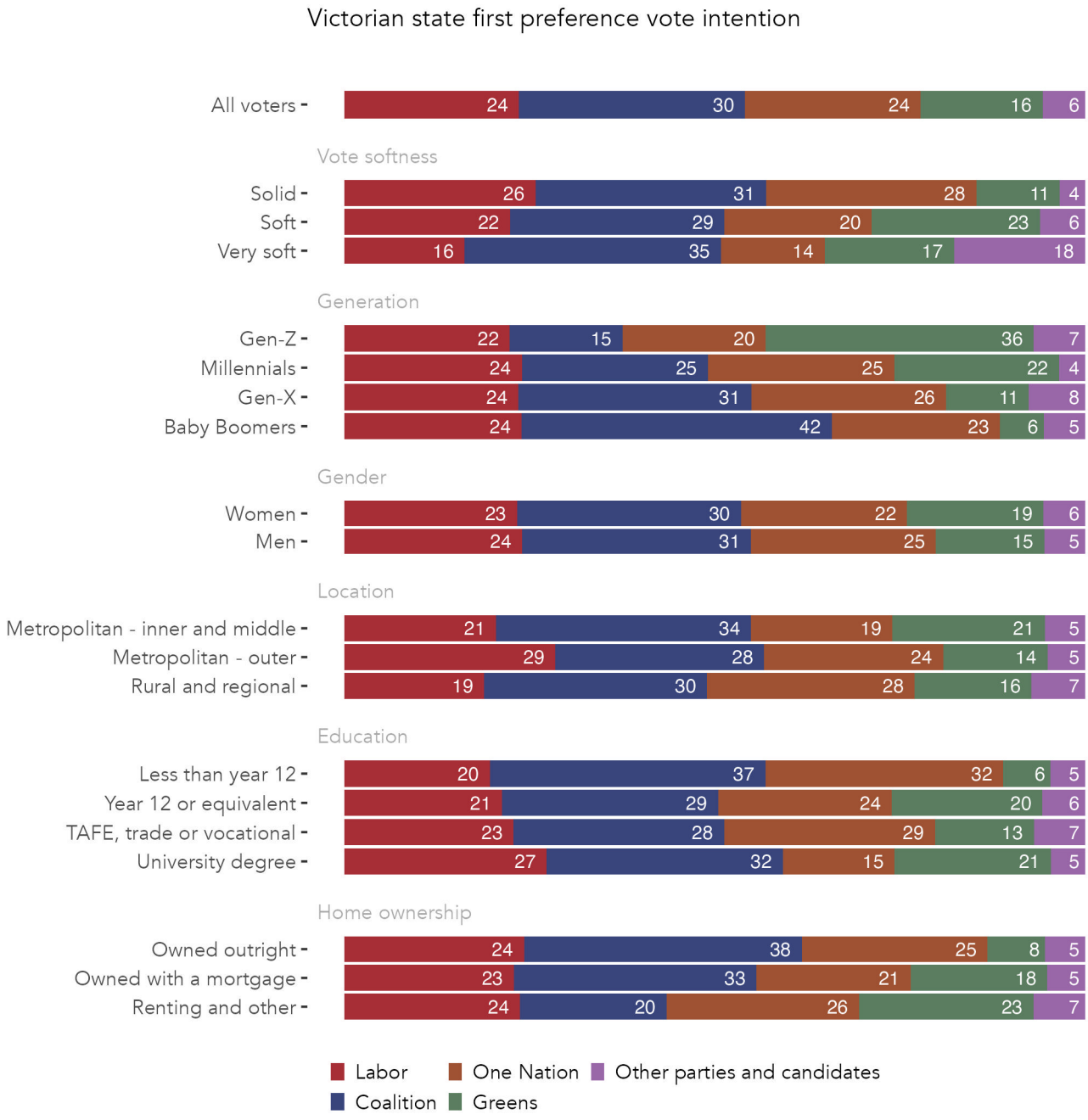


Figure 2: State vote intention for the Victorian Legislative Assembly, by demographic characteristics, 2 October to 8 October 2026. Note: some cells contain small samples, and these should be interpreted conservatively.

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

	Respondent allocated two-party preferred		
First preference vote	**Labor**	**Coalition**	**One Nation**
Labor vs. Coalition			
Greens	85	15	-
One Nation	13	87	-
Other parties and candidates	65	35	-
Labor vs. One Nation			
Coalition	37	-	63
Greens	93	-	7
Other parties and candidates	80	-	20

Table 2: Victorian state vote intention for the Legislative Assembly, by demographic characteristics, 2 October to 8 October. Note: some cells contain small samples, and these should be interpreted conservatively.

	First preference vote intention					Labor two-party vote share (respondent allocated)		
	Labor	Coalition	One Nation	Greens	Other parties and candidates	vs. Coalition	vs. One Nation	N
All voters	24	30	24	16	6	44	55	935
Vote softness								
Solid	26	31	28	11	4	39	46	470
Soft	22	29	20	23	6	51	64	383
Very soft	16	35	14	17	18	40	66	82
Generation								
Gen-Z	22	15	20	36	7	63	72	141
Millennials	24	25	25	22	4	50	59	251
Gen-X	24	31	26	11	8	40	53	220
Baby Boomers	24	42	23	6	5	34	44	323
Gender								
Women	23	30	22	19	6	46	57	461
Men	24	31	25	15	5	43	52	470
Location								
Metropolitan - inner and middle	21	34	19	21	5	47	59	273
Metropolitan - outer	29	28	24	14	5	47	58	432
Rural and regional	19	30	28	16	7	37	45	230
Education								
Less than year 12	20	37	32	6	5	29	35	86
Year 12 or equivalent	21	29	24	20	6	48	55	173
TAFE, trade or vocational	23	28	29	13	7	42	50	319
University degree	27	32	15	21	5	50	67	357
Home ownership								
Owned outright	24	38	25	8	5	36	44	307
Owned with a mortgage	23	33	21	18	5	46	60	364
Renting and other	24	20	26	23	7	52	60	264

Name recognition and favourability ratings of political figures

Question text

Do you have a favourable or unfavourable view of the following?

Grid; randomise items

A. Jess Wilson
B. Danny O'Brien
C. Ben Carroll
D. Ellen Sandell
E. Warren Pickering

Single select; random reverse 1-5

1. Very favourable
2. Mostly favourable
3. Neither favourable nor unfavourable
4. Mostly unfavourable
5. Very unfavourable
6. Not sure
7. I have not heard of them

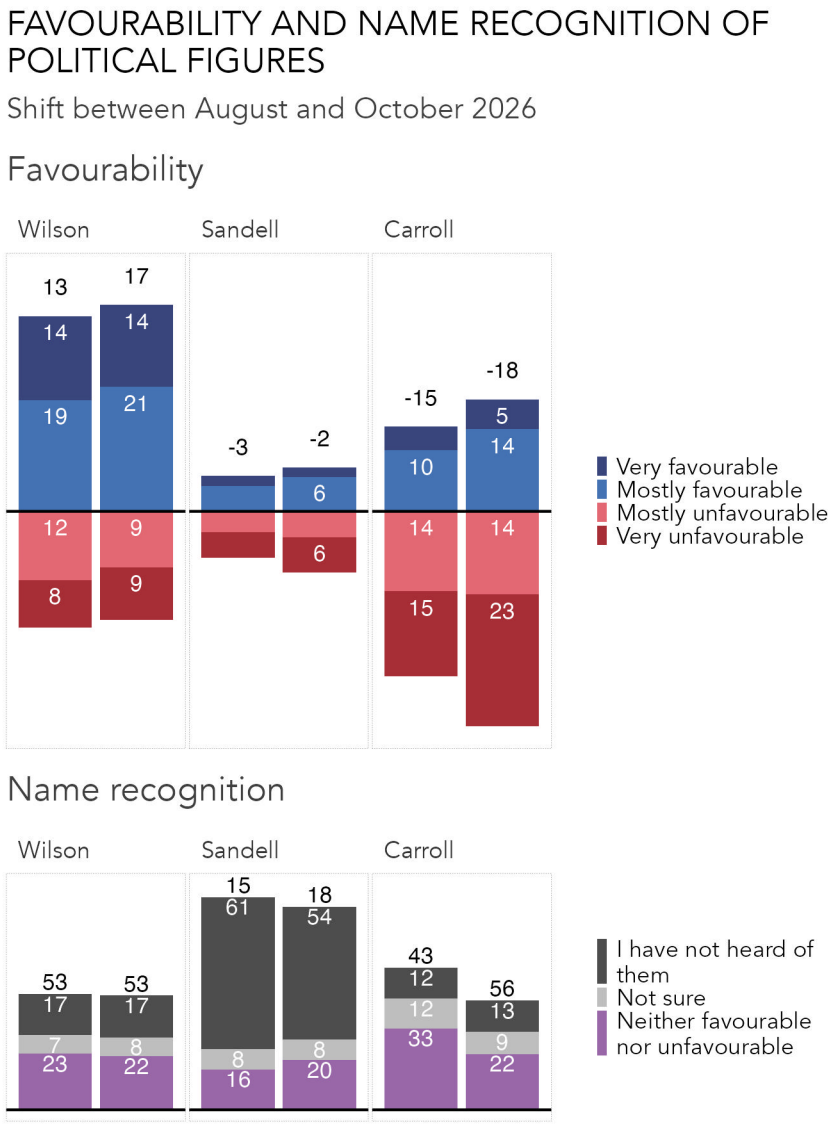


Figure 3: Favourability ratings and name recognition of political figures. Figures above the top row of the plot indicate the net share who are favourable to each individual (total share who hold a favourable view, minus the share who hold an unfavourable view). The values above the second row of the plot are the share of voters with hard name recognition of each political figure (that is, the percentage who are able to express either a favourable or unfavourable perception of each).

Table 3: Favourability ratings and name recognition of political figures.

Wave	Very favourable	Mostly favourable	Neither favourable nor un-favourable	Mostly un-favourable	Very un-favourable	Not sure	I have not heard of them	Net favourability
Carroll								
Oct 2026	5	14	22	14	23	9	13	**-18**
Aug 2026	4	10	33	14	15	12	12	**-15**
O'Brien								
Oct 2026	4	7	21	7	5	10	46	**-1**
Pickering								
Oct 2026	6	9	20	6	14	11	34	**-5**
Sandell								
Oct 2026	2	6	20	4	6	8	54	**-2**
Aug 2026	2	4	16	4	5	8	61	**-3**
Wilson								
Oct 2026	14	21	22	9	9	8	17	**17**
Aug 2026	14	19	23	12	8	7	17	**13**

Jess Wilson

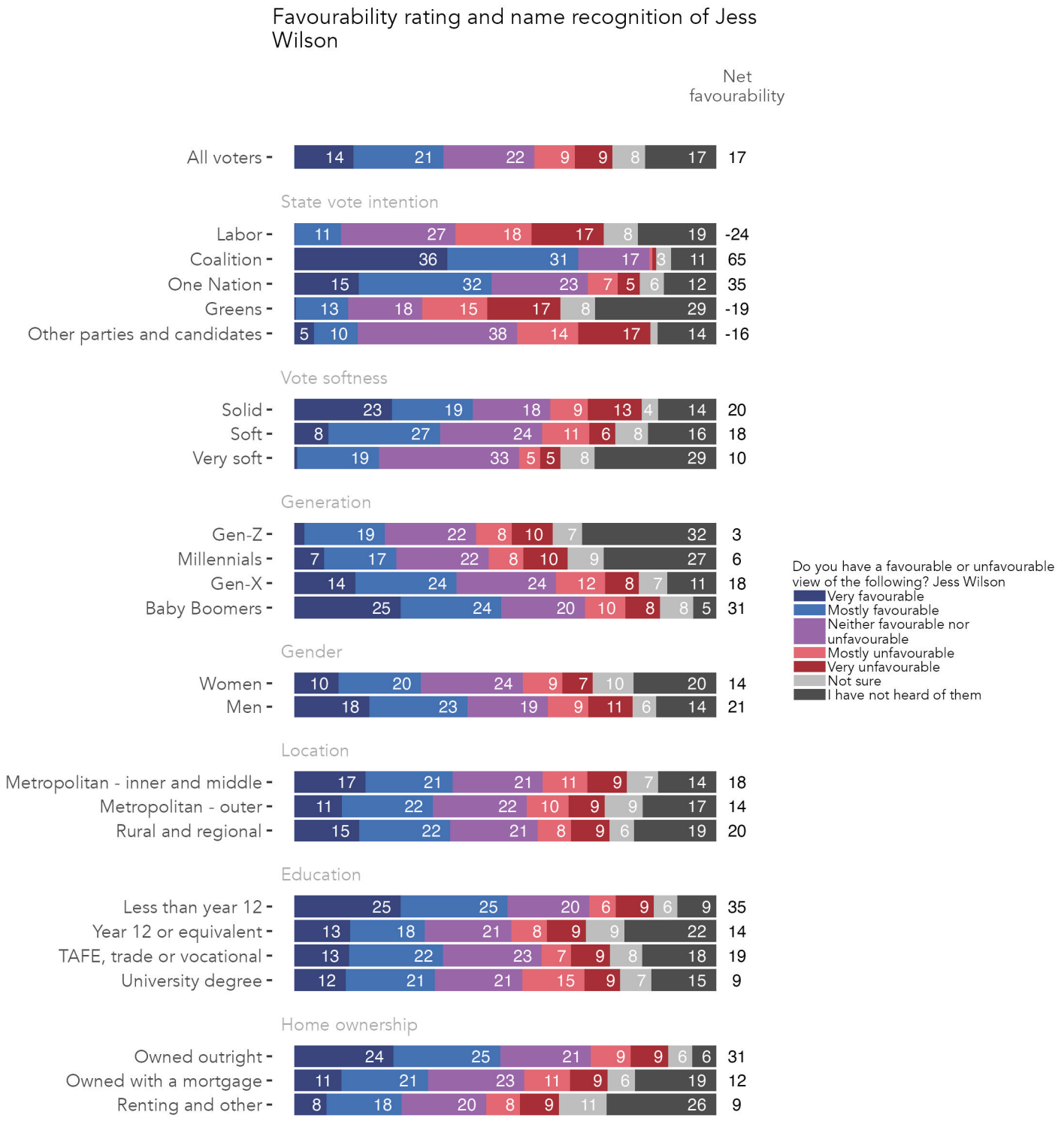


Figure 4: Favourability rating and name recognition of Jess Wilson, by demographic characteristics, 2 - 8 October. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 4: Favourability rating and name recognition of Jess Wilson, by demographic characteristics, 2 - 8 October.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	14	21	22	9	9	8	17	17
State vote intention								
Labor	0	11	27	18	17	8	19	-24
Coalition	36	31	17	1	1	3	11	65
One Nation	15	32	23	7	5	6	12	35
Greens	0	13	18	15	17	8	29	-19
Other parties and candidates	5	10	38	14	17	2	14	-16
Vote softness								
Solid	23	19	18	9	13	4	14	20
Soft	8	27	24	11	6	8	16	18
Very soft	1	19	33	5	5	8	29	10
Generation								
Gen-Z	2	19	22	8	10	7	32	3
Millennials	7	17	22	8	10	9	27	6
Gen-X	14	24	24	12	8	7	11	18
Baby Boomers	25	24	20	10	8	8	5	31
Gender								
Women	10	20	24	9	7	10	20	14
Men	18	23	19	9	11	6	14	21
Location								
Metropolitan - inner and middle	17	21	21	11	9	7	14	18
Metropolitan - outer	11	22	22	10	9	9	17	14
Rural and regional	15	22	21	8	9	6	19	20
Education								
Less than year 12	25	25	20	6	9	6	9	35
Year 12 or equivalent	13	18	21	8	9	9	22	14
TAFE, trade or vocational	13	22	23	7	9	8	18	19
University degree	12	21	21	15	9	7	15	9
Home ownership								
Owned outright	24	25	21	9	9	6	6	31
Owned with a mortgage	11	21	23	11	9	6	19	12
Renting and other	8	18	20	8	9	11	26	9

Ben Carroll

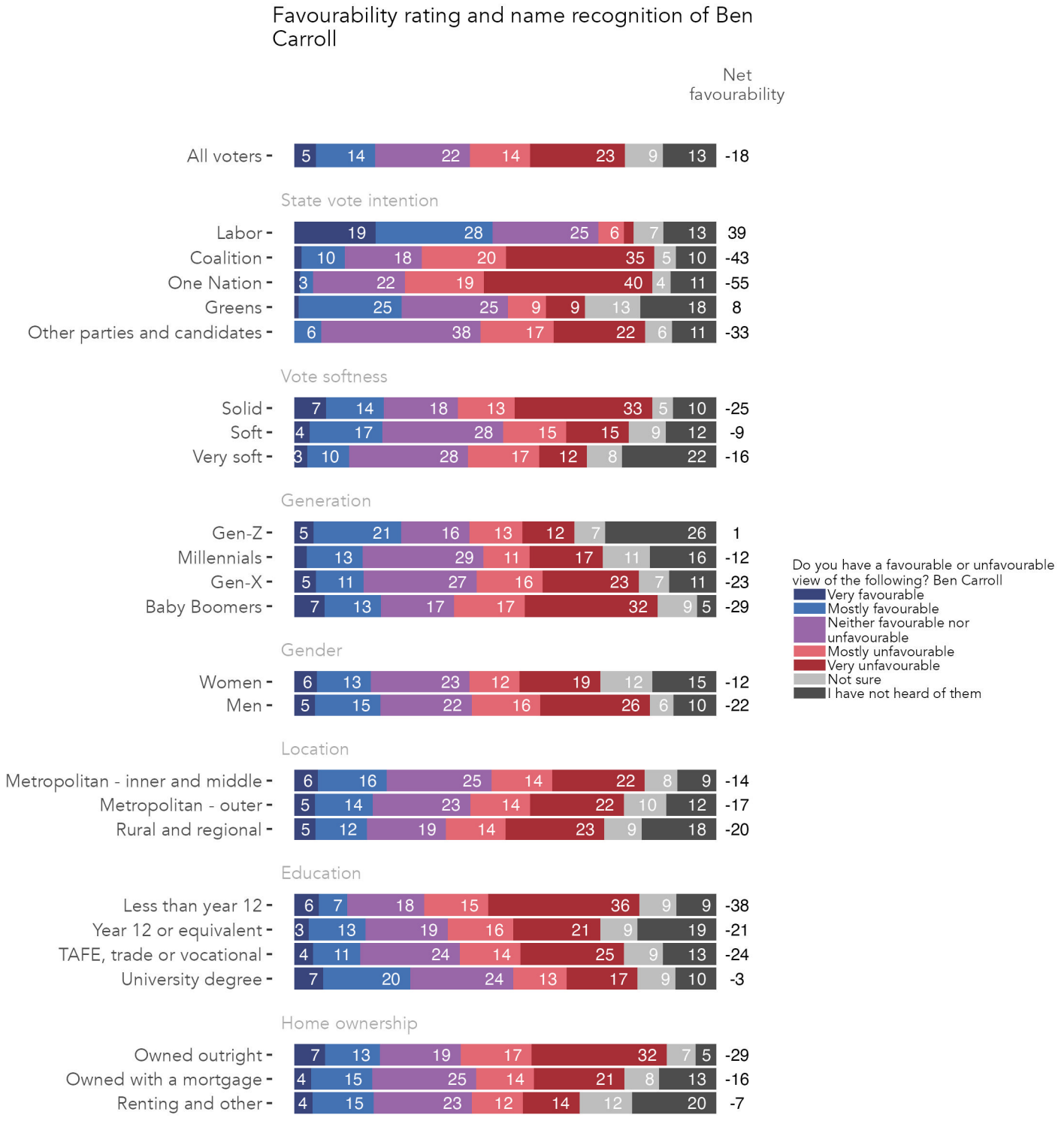


Figure 5: Favourability rating and name recognition of Ben Carroll, by demographic characteristics, 2 - 8 October. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 5: Favourability rating and name recognition of Ben Carroll, by demographic characteristics, 2 - 8 October.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	5	14	22	14	23	9	13	-18
State vote intention								
Labor	19	28	25	6	2	7	13	39
Coalition	2	10	18	20	35	5	10	-43
One Nation	1	3	22	19	40	4	11	-55
Greens	1	25	25	9	9	13	18	8
Other parties and candidates	0	6	38	17	22	6	11	-33
Vote softness								
Solid	7	14	18	13	33	5	10	-25
Soft	4	17	28	15	15	9	12	-9
Very soft	3	10	28	17	12	8	22	-16
Generation								
Gen-Z	5	21	16	13	12	7	26	1
Millennials	3	13	29	11	17	11	16	-12
Gen-X	5	11	27	16	23	7	11	-23
Baby Boomers	7	13	17	17	32	9	5	-29
Gender								
Women	6	13	23	12	19	12	15	-12
Men	5	15	22	16	26	6	10	-22
Location								
Metropolitan - inner and middle	6	16	25	14	22	8	9	-14
Metropolitan - outer	5	14	23	14	22	10	12	-17
Rural and regional	5	12	19	14	23	9	18	-20
Education								
Less than year 12	6	7	18	15	36	9	9	-38
Year 12 or equivalent	3	13	19	16	21	9	19	-21
TAFE, trade or vocational	4	11	24	14	25	9	13	-24
University degree	7	20	24	13	17	9	10	-3
Home ownership								
Owned outright	7	13	19	17	32	7	5	-29
Owned with a mortgage	4	15	25	14	21	8	13	-16
Renting and other	4	15	23	12	14	12	20	-7

Ellen Sandell

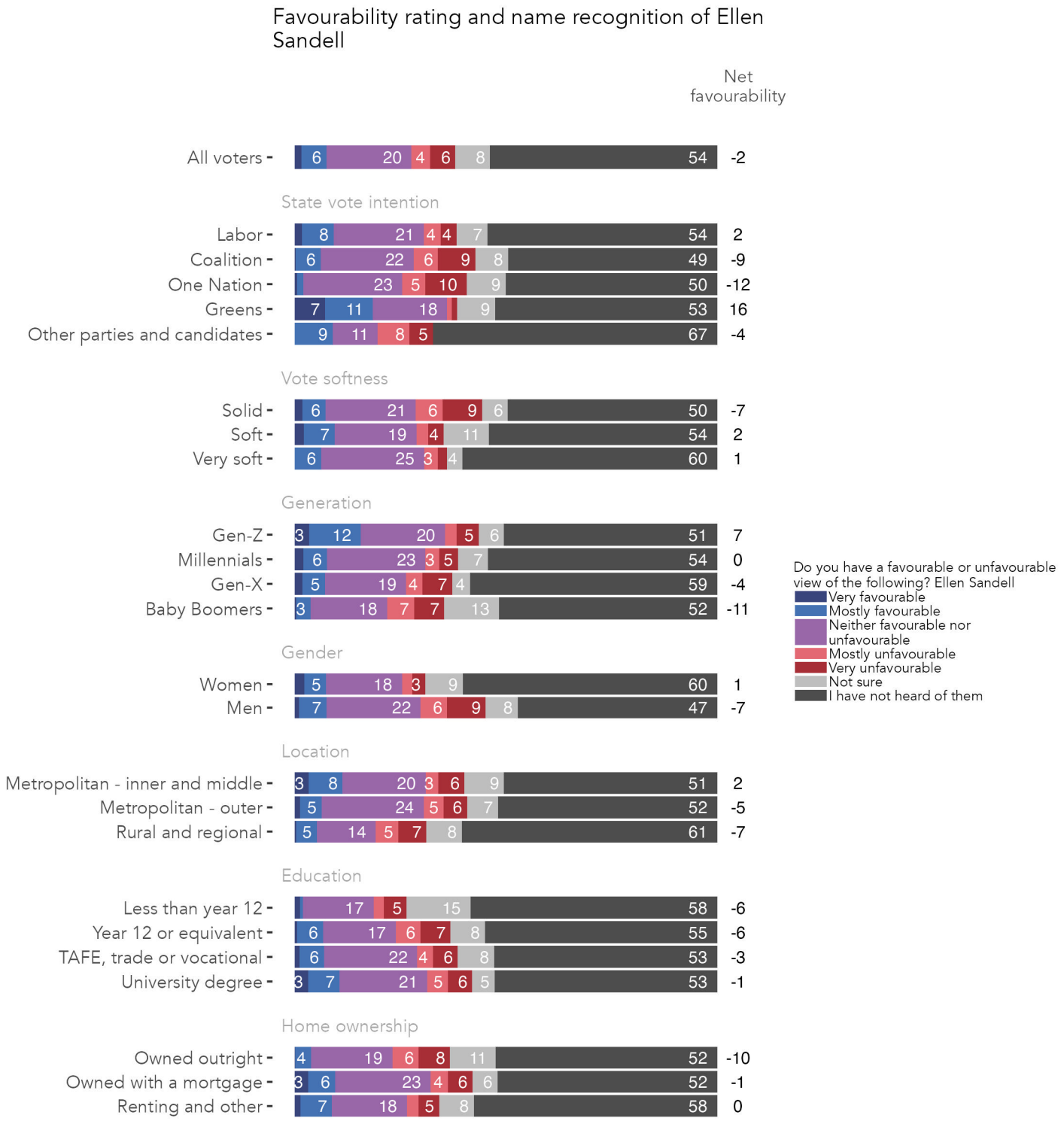


Figure 6: Favourability rating and name recognition of Ellen Sandell, by demographic characteristics, 2 - 8 October. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 6: Favourability rating and name recognition of Ellen Sandell, by demographic characteristics, 2 - 8 October.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	2	6	20	4	6	8	54	-2
State vote intention								
Labor	2	8	21	4	4	7	54	2
Coalition	0	6	22	6	9	8	49	-9
One Nation	1	2	23	5	10	9	50	-12
Greens	7	11	18	1	1	9	53	16
Other parties and candidates	0	9	11	8	5	0	67	-4
Vote softness								
Solid	2	6	21	6	9	6	50	-7
Soft	2	7	19	3	4	11	54	2
Very soft	0	6	25	3	2	4	60	1
Generation								
Gen-Z	3	12	20	3	5	6	51	7
Millennials	2	6	23	3	5	7	54	0
Gen-X	2	5	19	4	7	4	59	-4
Baby Boomers	0	3	18	7	7	13	52	-11
Gender								
Women	2	5	18	3	3	9	60	1
Men	1	7	22	6	9	8	47	-7
Location								
Metropolitan - inner and middle	3	8	20	3	6	9	51	2
Metropolitan - outer	1	5	24	5	6	7	52	-5
Rural and regional	0	5	14	5	7	8	61	-7
Education								
Less than year 12	1	1	17	3	5	15	58	-6
Year 12 or equivalent	1	6	17	6	7	8	55	-6
TAFE, trade or vocational	1	6	22	4	6	8	53	-3
University degree	3	7	21	5	6	5	53	-1
Home ownership								
Owned outright	0	4	19	6	8	11	52	-10
Owned with a mortgage	3	6	23	4	6	6	52	-1
Renting and other	1	7	18	3	5	8	58	0

Danny O'Brien

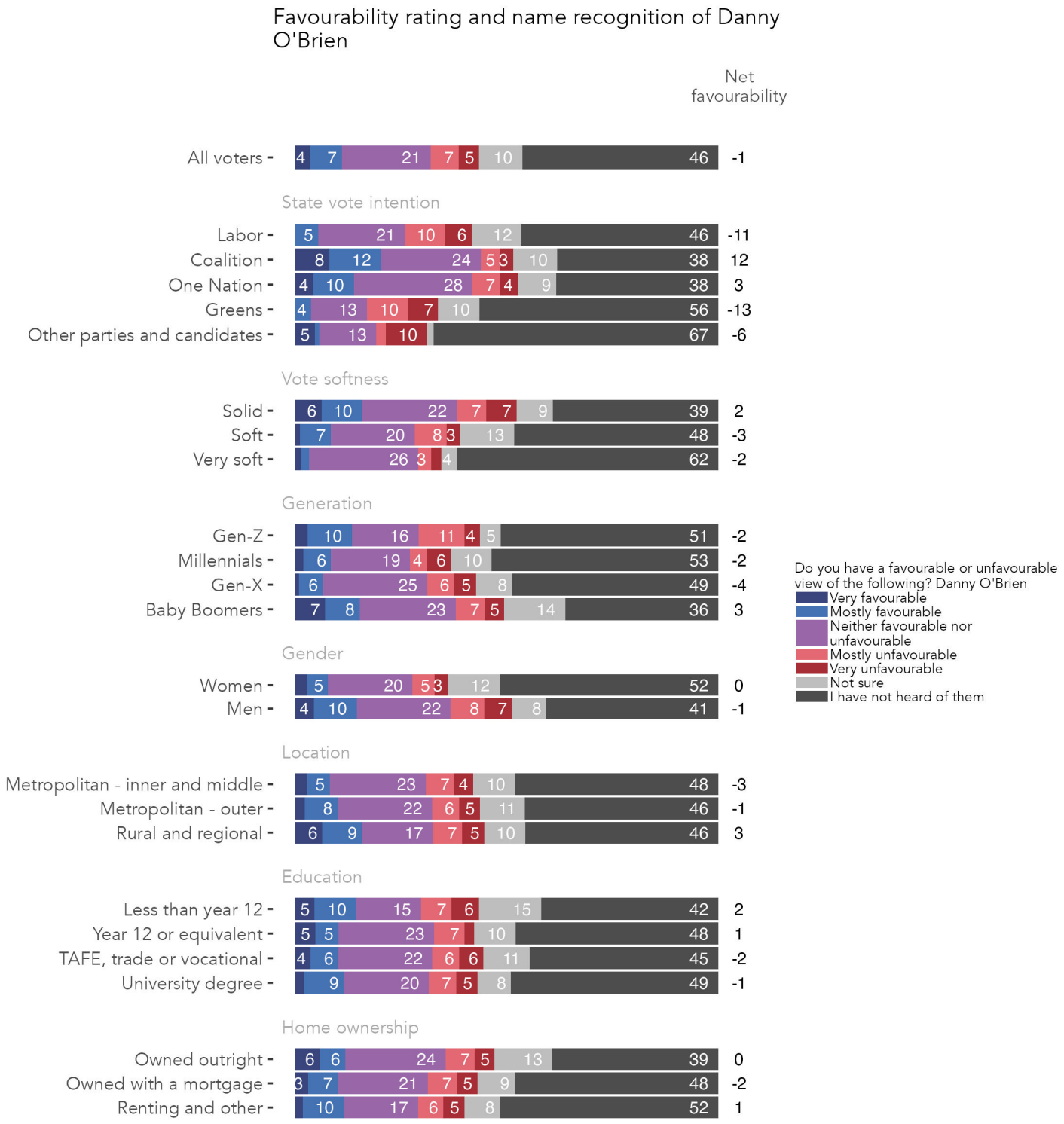


Figure 7: Favourability rating and name recognition of Danny O'Brien, by demographic characteristics, 2 - 8 October. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 7: Favourability rating and name recognition of Danny O'Brien, by demographic characteristics, 2 - 8 October.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	4	7	21	7	5	10	46	-1
State vote intention								
Labor	0	5	21	10	6	12	46	-11
Coalition	8	12	24	5	3	10	38	12
One Nation	4	10	28	7	4	9	38	3
Greens	0	4	13	10	7	10	56	-13
Other parties and candidates	5	1	13	2	10	2	67	-6
Vote softness								
Solid	6	10	22	7	7	9	39	2
Soft	1	7	20	8	3	13	48	-3
Very soft	1	2	26	3	2	4	62	-2
Generation								
Gen-Z	3	10	16	11	4	5	51	-2
Millennials	2	6	19	4	6	10	53	-2
Gen-X	1	6	25	6	5	8	49	-4
Baby Boomers	7	8	23	7	5	14	36	3
Gender								
Women	3	5	20	5	3	12	52	0
Men	4	10	22	8	7	8	41	-1
Location								
Metropolitan - inner and middle	3	5	23	7	4	10	48	-3
Metropolitan - outer	2	8	22	6	5	11	46	-1
Rural and regional	6	9	17	7	5	10	46	3
Education								
Less than year 12	5	10	15	7	6	15	42	2
Year 12 or equivalent	5	5	23	7	2	10	48	1
TAFE, trade or vocational	4	6	22	6	6	11	45	-2
University degree	2	9	20	7	5	8	49	-1
Home ownership								
Owned outright	6	6	24	7	5	13	39	0
Owned with a mortgage	3	7	21	7	5	9	48	-2
Renting and other	2	10	17	6	5	8	52	1

Warren Pickering

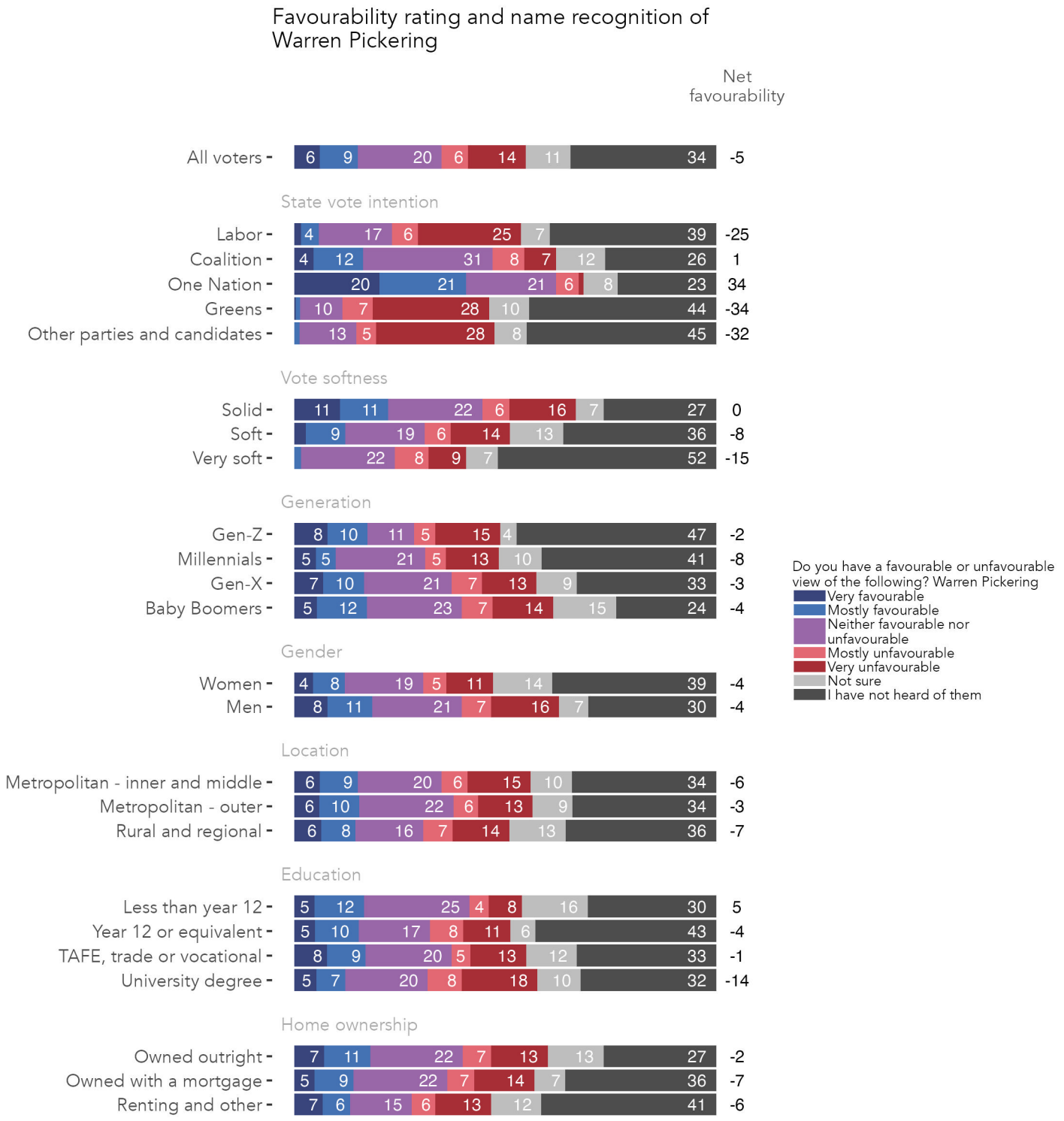


Figure 8: Favourability rating and name recognition of Warren Pickering, by demographic characteristics, 2 - 8 October. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 8: Favourability rating and name recognition of Warren Pickering, by demographic characteristics, 2 - 8 October.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	6	9	20	6	14	11	34	-5
State vote intention								
Labor	2	4	17	6	25	7	39	-25
Coalition	4	12	31	8	7	12	26	1
One Nation	20	21	21	6	1	8	23	34
Greens	0	1	10	7	28	10	44	-34
Other parties and candidates	0	1	13	5	28	8	45	-32
Vote softness								
Solid	11	11	22	6	16	7	27	0
Soft	3	9	19	6	14	13	36	-8
Very soft	0	2	22	8	9	7	52	-15
Generation								
Gen-Z	8	10	11	5	15	4	47	-2
Millennials	5	5	21	5	13	10	41	-8
Gen-X	7	10	21	7	13	9	33	-3
Baby Boomers	5	12	23	7	14	15	24	-4
Gender								
Women	4	8	19	5	11	14	39	-4
Men	8	11	21	7	16	7	30	-4
Location								
Metropolitan - inner and middle	6	9	20	6	15	10	34	-6
Metropolitan - outer	6	10	22	6	13	9	34	-3
Rural and regional	6	8	16	7	14	13	36	-7
Education								
Less than year 12	5	12	25	4	8	16	30	5
Year 12 or equivalent	5	10	17	8	11	6	43	-4
TAFE, trade or vocational	8	9	20	5	13	12	33	-1
University degree	5	7	20	8	18	10	32	-14
Home ownership								
Owned outright	7	11	22	7	13	13	27	-2
Owned with a mortgage	5	9	22	7	14	7	36	-7
Renting and other	7	6	15	6	13	12	41	-6

Favourability ratings of political parties

Question text

And what about these…

Do you have a favourable or unfavourable view of the following?

Grid; randomise items

A. The Liberal Party
B. The Labor Party
C. The Greens
D. One Nation Victoria
E. The National Party

Single select; random reverse 1-5

1. Very favourable
2. Mostly favourable
3. Neither favourable nor unfavourable
4. Mostly unfavourable
5. Very unfavourable
6. Not sure
7. I have not heard of them

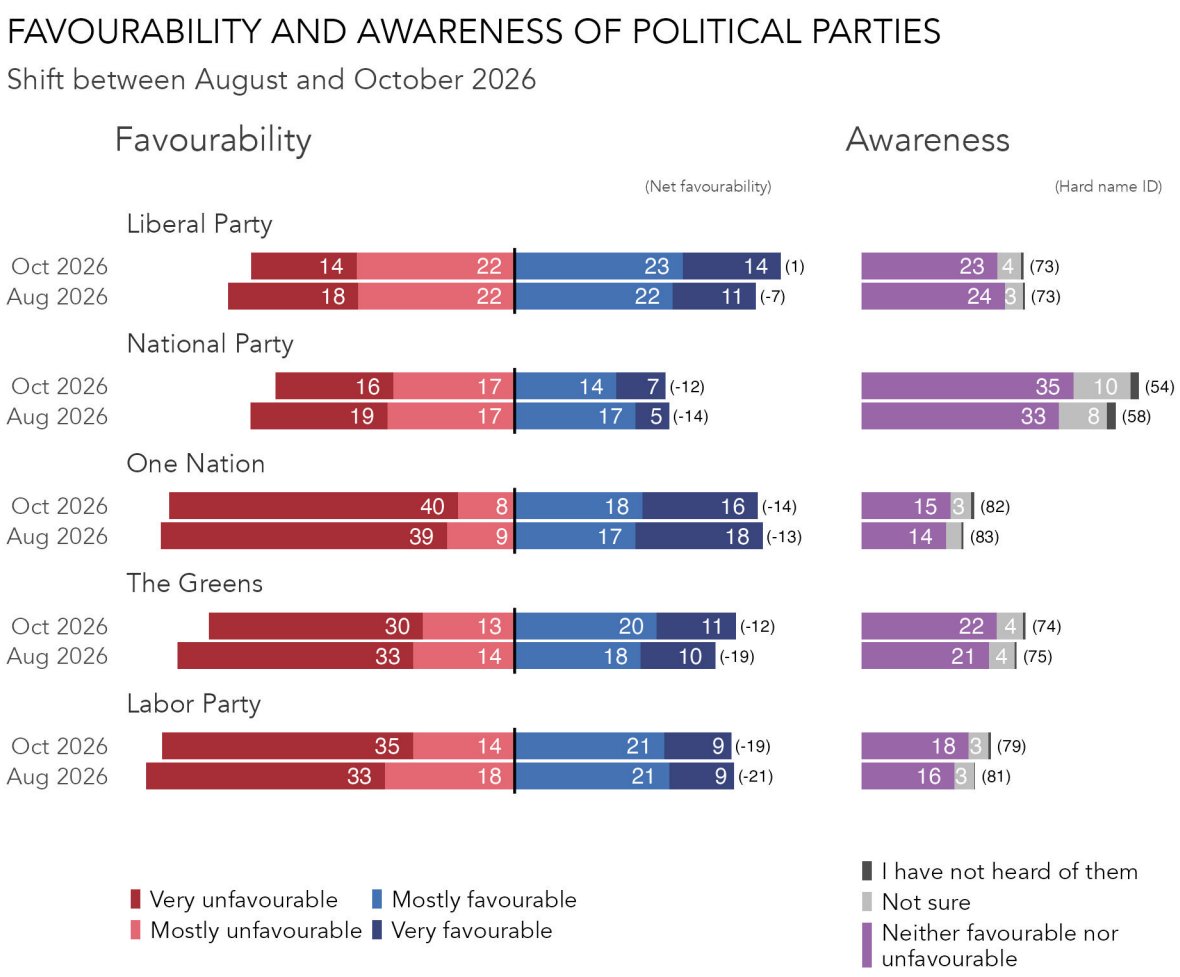


Figure 9: Favourability ratings and awareness of political parties. Figures in black on the right-hand side of the first plot indicate the net share who are favourable to each organisation (total share who hold a favourable view, minus the share who hold an unfavourable view). The values on the right-hand side of the second plot show the share of voters with hard awareness of each organisation (that is, the percentage who are able to express either a favourable or unfavourable perception of each).

The Labor Party

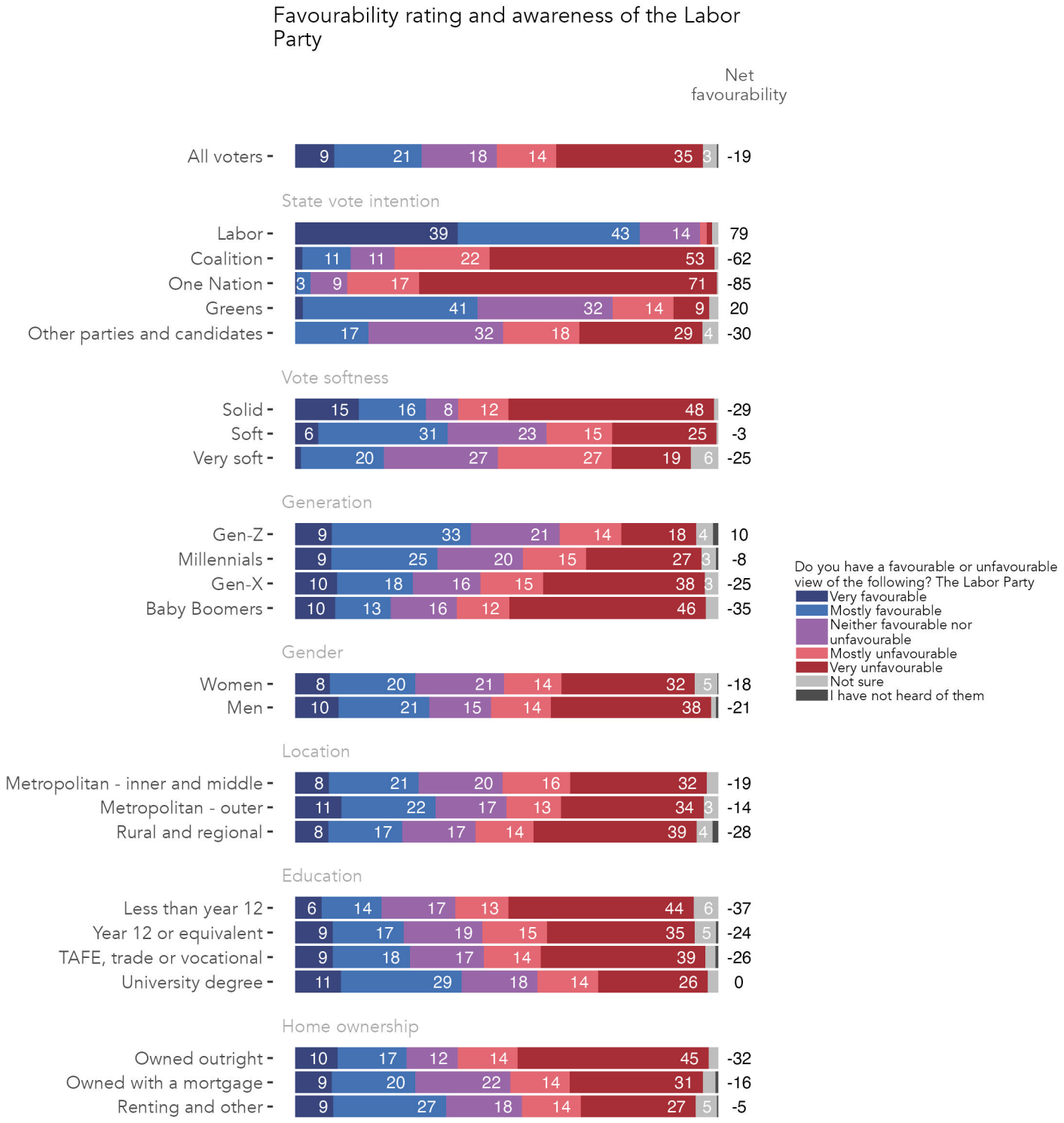


Figure 10: Favourability rating and awareness of the Labor Party, by demographic characteristics, 2 - 8 October. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 9: Favourability rating and awareness of the Labor Party, by demographic characteristics, 2 - 8 October.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	9	21	18	14	35	3	0	-19
State vote intention								
Labor	39	43	14	2	1	1	0	79
Coalition	2	11	11	22	53	1	0	-62
One Nation	0	3	9	17	71	0	0	-85
Greens	2	41	32	14	9	2	0	20
Other parties and candidates	0	17	32	18	29	4	0	-30
Vote softness								
Solid	15	16	8	12	48	1	0	-29
Soft	6	31	23	15	25	0	0	-3
Very soft	1	20	27	27	19	6	0	-25
Generation								
Gen-Z	9	33	21	14	18	4	1	10
Millennials	9	25	20	15	27	3	1	-8
Gen-X	10	18	16	15	38	3	0	-25
Baby Boomers	10	13	16	12	46	3	0	-35
Gender								
Women	8	20	21	14	32	5	0	-18
Men	10	21	15	14	38	1	1	-21
Location								
Metropolitan - inner and middle	8	21	20	16	32	3	0	-19
Metropolitan - outer	11	22	17	13	34	3	0	-14
Rural and regional	8	17	17	14	39	4	1	-28
Education								
Less than year 12	6	14	17	13	44	6	0	-37
Year 12 or equivalent	9	17	19	15	35	5	0	-24
TAFE, trade or vocational	9	18	17	14	39	2	1	-26
University degree	11	29	18	14	26	2	0	0
Home ownership								
Owned outright	10	17	12	14	45	2	0	-32
Owned with a mortgage	9	20	22	14	31	3	1	-16
Renting and other	9	27	18	14	27	5	0	-5

The Liberal Party

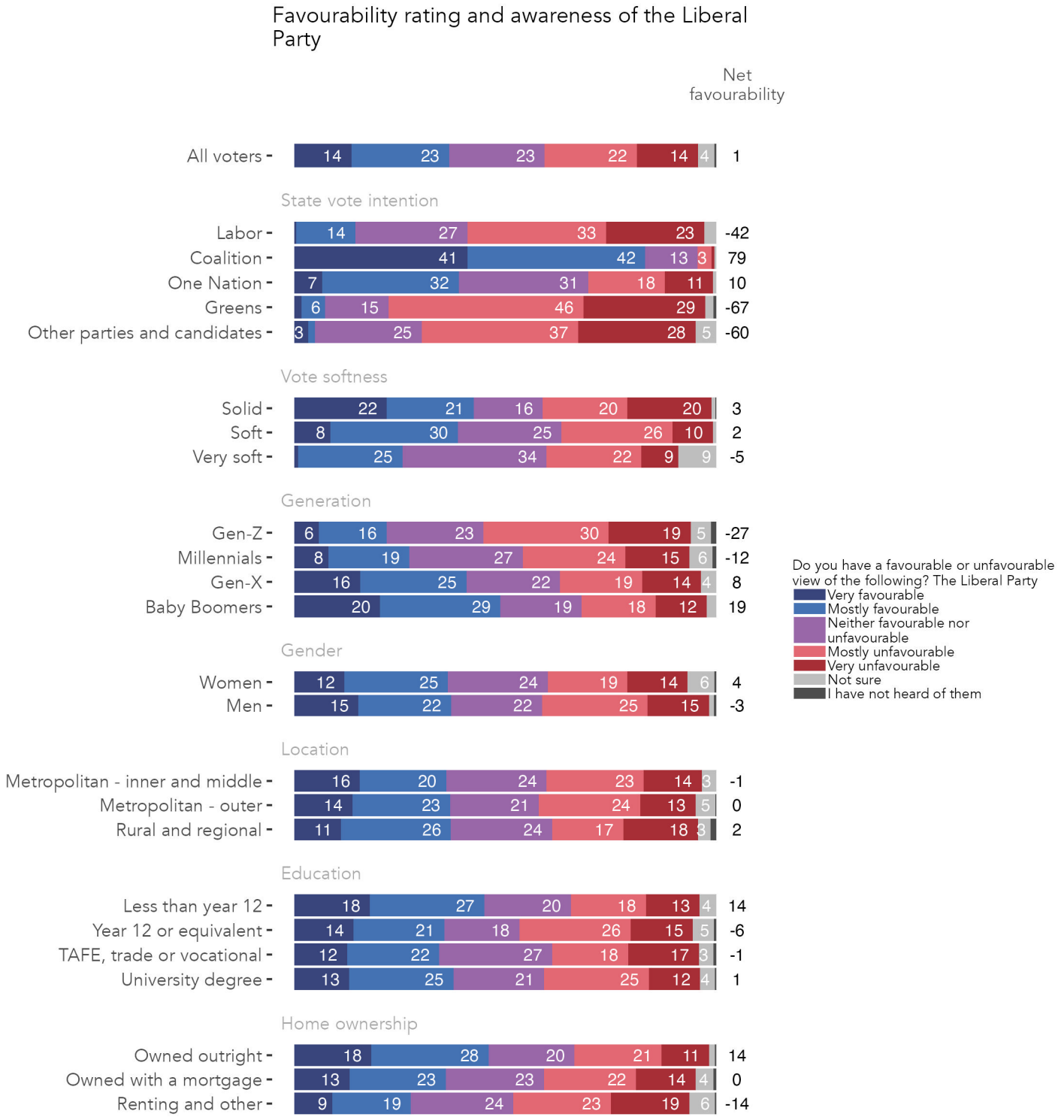


Figure 11: Favourability rating and awareness of the Liberal Party, by demographic characteristics, 2 - 8 October. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 10: Favourability rating and awareness of the Liberal Party, by demographic characteristics, 2 - 8 October.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	14	23	23	22	14	4	0	1
State vote intention								
Labor	0	14	27	33	23	3	0	-42
Coalition	41	42	13	3	1	0	0	79
One Nation	7	32	31	18	11	1	0	10
Greens	2	6	15	46	29	2	0	-67
Other parties and candidates	3	2	25	37	28	5	0	-60
Vote softness								
Solid	22	21	16	20	20	1	0	3
Soft	8	30	25	26	10	1	0	2
Very soft	1	25	34	22	9	9	0	-5
Generation								
Gen-Z	6	16	23	30	19	5	1	-27
Millennials	8	19	27	24	15	6	1	-12
Gen-X	16	25	22	19	14	4	0	8
Baby Boomers	20	29	19	18	12	2	0	19
Gender								
Women	12	25	24	19	14	6	0	4
Men	15	22	22	25	15	1	0	-3
Location								
Metropolitan - inner and middle	16	20	24	23	14	3	0	-1
Metropolitan - outer	14	23	21	24	13	5	0	0
Rural and regional	11	26	24	17	18	3	1	2
Education								
Less than year 12	18	27	20	18	13	4	0	14
Year 12 or equivalent	14	21	18	26	15	5	1	-6
TAFE, trade or vocational	12	22	27	18	17	3	1	-1
University degree	13	25	21	25	12	4	0	1
Home ownership								
Owned outright	18	28	20	21	11	2	0	14
Owned with a mortgage	13	23	23	22	14	4	1	0
Renting and other	9	19	24	23	19	6	0	-14

The National Party

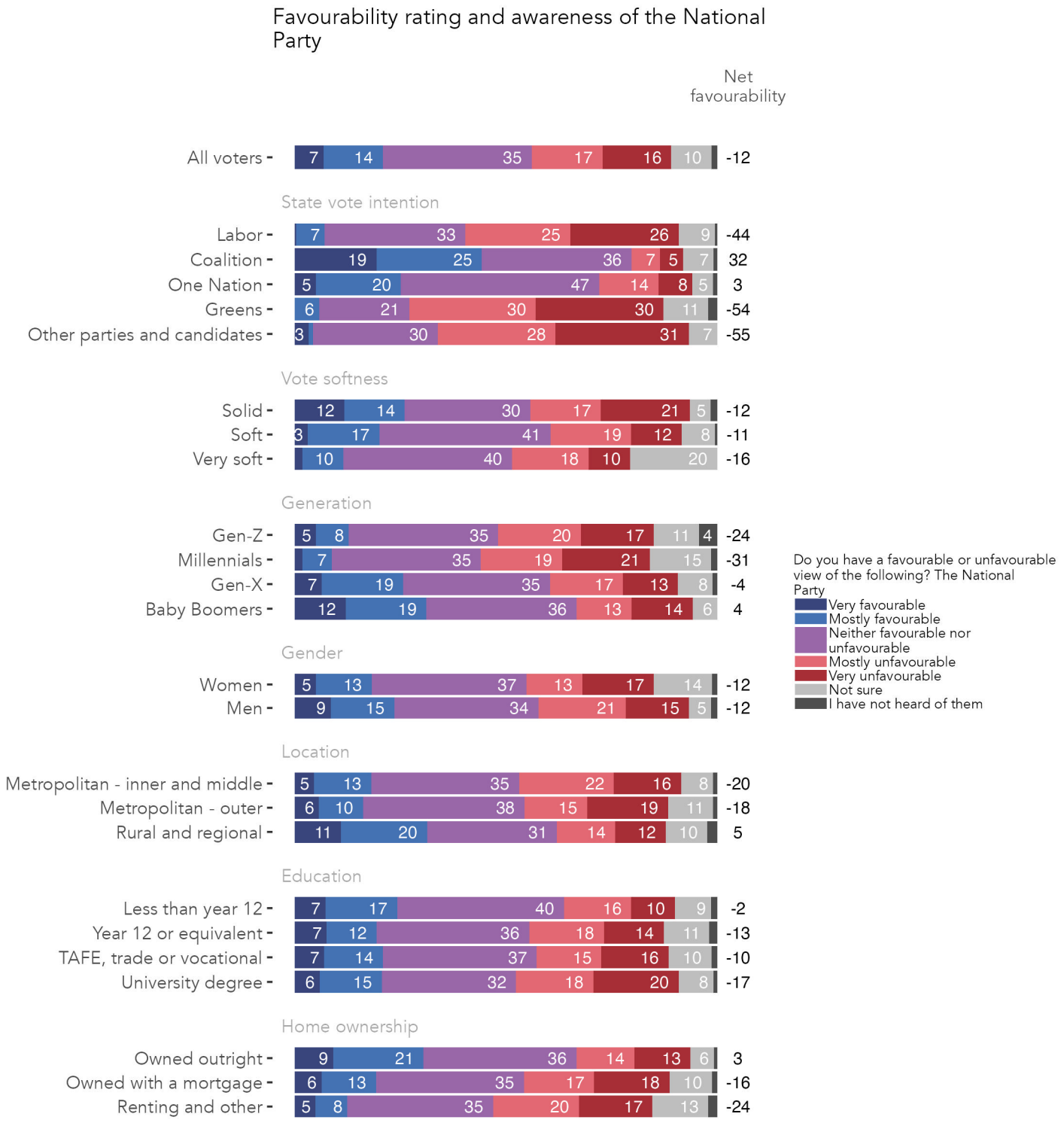


Figure 12: Favourability rating and awareness of the National Party, by demographic characteristics, 2 - 8 October. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 11: Favourability rating and awareness of the National Party, by demographic characteristics, 2 - 8 October.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	7	14	35	17	16	10	1	-12
State vote intention								
Labor	0	7	33	25	26	9	0	-44
Coalition	19	25	36	7	5	7	1	32
One Nation	5	20	47	14	8	5	1	3
Greens	0	6	21	30	30	11	2	-54
Other parties and candidates	3	1	30	28	31	7	0	-55
Vote softness								
Solid	12	14	30	17	21	5	1	-12
Soft	3	17	41	19	12	8	0	-11
Very soft	2	10	40	18	10	20	0	-16
Generation								
Gen-Z	5	8	35	20	17	11	4	-24
Millennials	2	7	35	19	21	15	1	-31
Gen-X	7	19	35	17	13	8	1	-4
Baby Boomers	12	19	36	13	14	6	0	4
Gender								
Women	5	13	37	13	17	14	1	-12
Men	9	15	34	21	15	5	1	-12
Location								
Metropolitan - inner and middle	5	13	35	22	16	8	1	-20
Metropolitan - outer	6	10	38	15	19	11	1	-18
Rural and regional	11	20	31	14	12	10	2	5
Education								
Less than year 12	7	17	40	16	10	9	1	-2
Year 12 or equivalent	7	12	36	18	14	11	2	-13
TAFE, trade or vocational	7	14	37	15	16	10	1	-10
University degree	6	15	32	18	20	8	1	-17
Home ownership								
Owned outright	9	21	36	14	13	6	1	3
Owned with a mortgage	6	13	35	17	18	10	1	-16
Renting and other	5	8	35	20	17	13	2	-24

One Nation Victoria

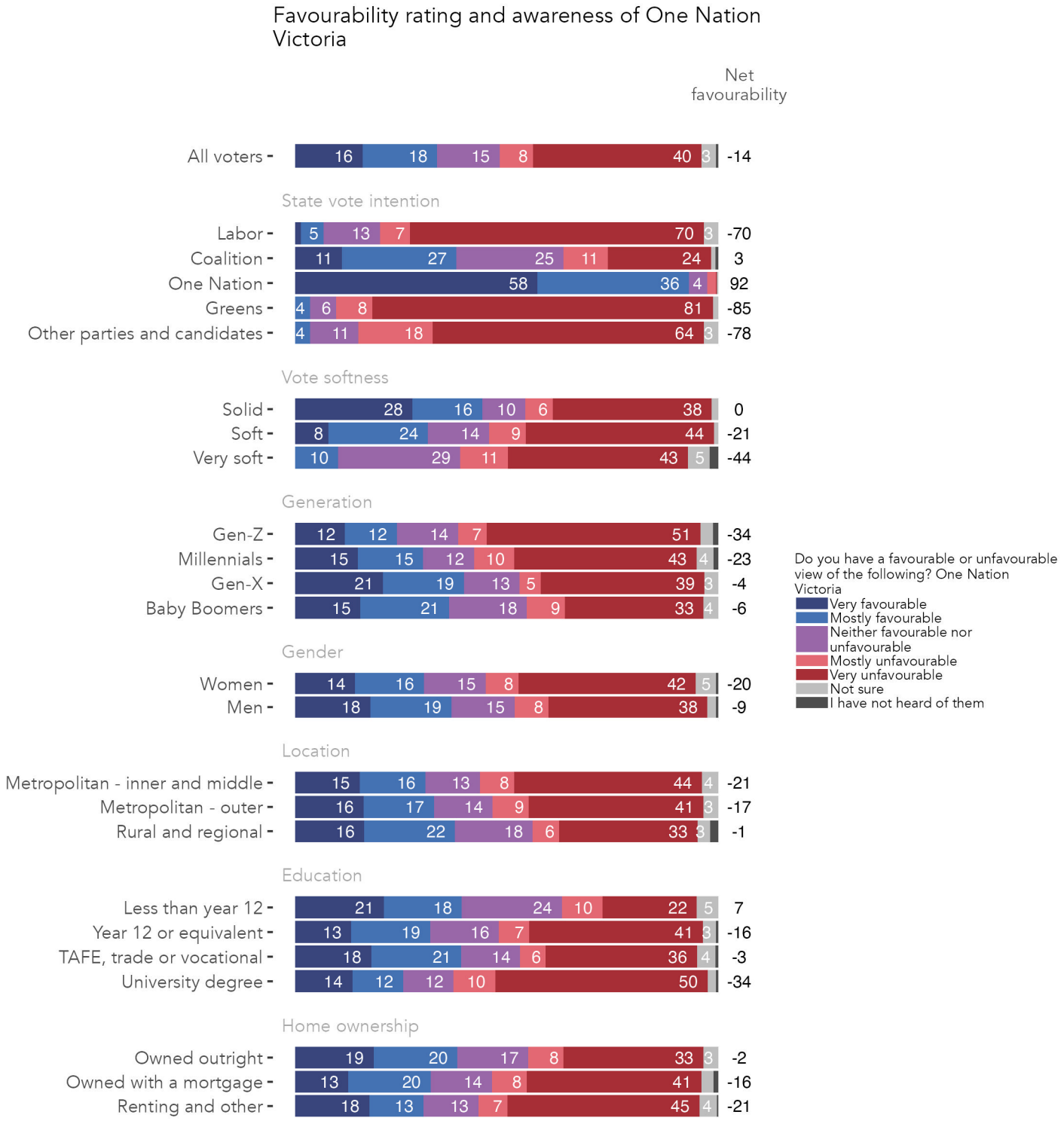


Figure 13: Favourability rating and awareness of One Nation Victoria, by demographic characteristics, 2 - 8 October. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 12: Favourability rating and awareness of One Nation Victoria, by demographic characteristics, 2 - 8 October.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	16	18	15	8	40	3	0	-14
State vote intention								
Labor	2	5	13	7	70	3	0	-70
Coalition	11	27	25	11	24	1	1	3
One Nation	58	36	4	2	0	0	0	92
Greens	0	4	6	8	81	1	0	-85
Other parties and candidates	0	4	11	18	64	3	0	-78
Vote softness								
Solid	28	16	10	6	38	2	0	0
Soft	8	24	14	9	44	1	0	-21
Very soft	0	10	29	11	43	5	2	-44
Generation								
Gen-Z	12	12	14	7	51	3	1	-34
Millennials	15	15	12	10	43	4	1	-23
Gen-X	21	19	13	5	39	3	0	-4
Baby Boomers	15	21	18	9	33	4	0	-6
Gender								
Women	14	16	15	8	42	5	0	-20
Men	18	19	15	8	38	2	0	-9
Location								
Metropolitan - inner and middle	15	16	13	8	44	4	0	-21
Metropolitan - outer	16	17	14	9	41	3	0	-17
Rural and regional	16	22	18	6	33	3	2	-1
Education								
Less than year 12	21	18	24	10	22	5	0	7
Year 12 or equivalent	13	19	16	7	41	3	1	-16
TAFE, trade or vocational	18	21	14	6	36	4	1	-3
University degree	14	12	12	10	50	2	0	-34
Home ownership								
Owned outright	19	20	17	8	33	3	0	-2
Owned with a mortgage	13	20	14	8	41	3	1	-16
Renting and other	18	13	13	7	45	4	0	-21

The Greens

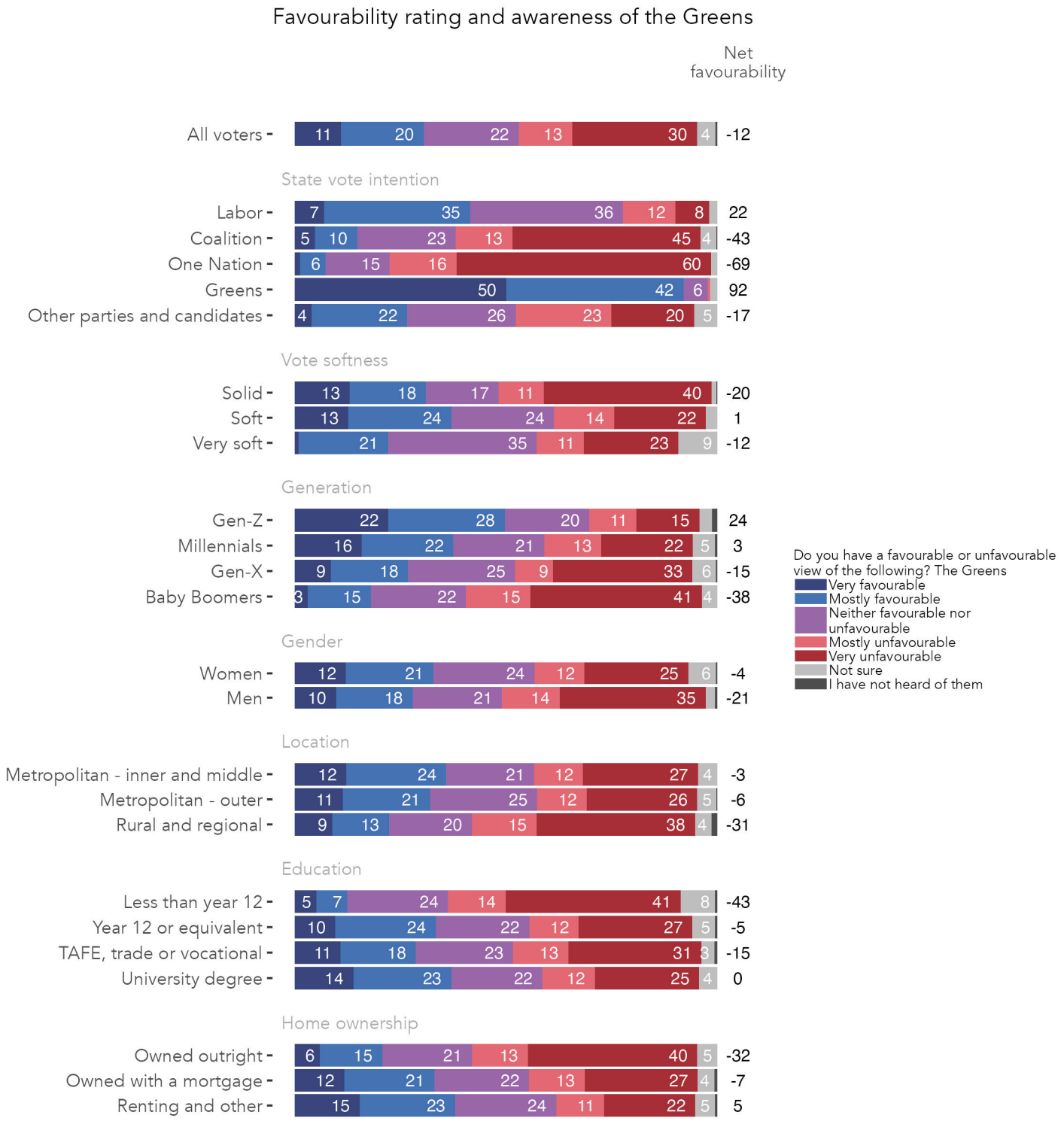


Figure 14: Favourability rating and awareness of the Greens, by demographic characteristics, 2 - 8 October. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 13: Favourability rating and awareness of the Greens, by demographic characteristics, 2 - 8 October.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	11	20	22	13	30	4	0	-12
State vote intention								
Labor	7	35	36	12	8	2	0	22
Coalition	5	10	23	13	45	4	0	-43
One Nation	1	6	15	16	60	2	0	-69
Greens	50	42	6	0	0	2	0	92
Other parties and candidates	4	22	26	23	20	5	0	-17
Vote softness								
Solid	13	18	17	11	40	1	0	-20
Soft	13	24	24	14	22	3	0	1
Very soft	1	21	35	11	23	9	0	-12
Generation								
Gen-Z	22	28	20	11	15	3	1	24
Millennials	16	22	21	13	22	5	1	3
Gen-X	9	18	25	9	33	6	0	-15
Baby Boomers	3	15	22	15	41	4	0	-38
Gender								
Women	12	21	24	12	25	6	0	-4
Men	10	18	21	14	35	2	0	-21
Location								
Metropolitan - inner and middle	12	24	21	12	27	4	0	-3
Metropolitan - outer	11	21	25	12	26	5	0	-6
Rural and regional	9	13	20	15	38	4	1	-31
Education								
Less than year 12	5	7	24	14	41	8	1	-43
Year 12 or equivalent	10	24	22	12	27	5	0	-5
TAFE, trade or vocational	11	18	23	13	31	3	1	-15
University degree	14	23	22	12	25	4	0	0
Home ownership								
Owned outright	6	15	21	13	40	5	0	-32
Owned with a mortgage	12	21	22	13	27	4	1	-7
Renting and other	15	23	24	11	22	5	0	5

Issue salience

Question text

If a Victorian state election were held today, which of the following issues would be most important to you when deciding who will receive your vote?

Please rank your top 3, where the most important issue is ranked 1, the second most important 2, and the third most important 3.

Rank; min 3, max 3; randomise 1-14

1. Cost of living
2. Healthcare
3. Housing affordability
4. Crime and public safety
5. The rate of immigration
6. Climate change
7. The environment
8. Economic Management
9. Integrity in government
10. Education and training
11. Tax reform
12. Government debt
13. Energy reliability
14. Roads and transport
15. Something else
16. None of these Exclusive

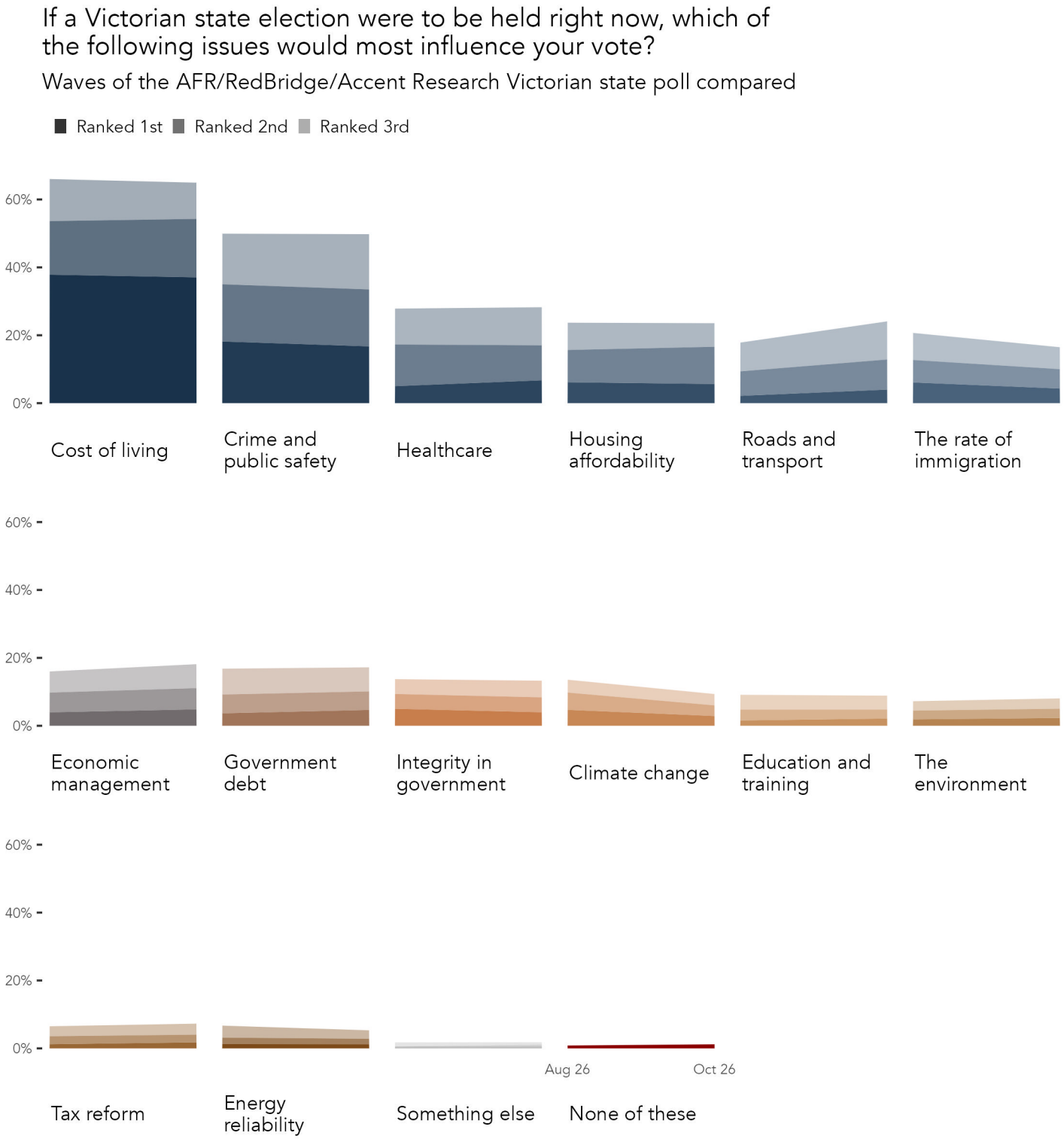


Figure 15: The issues that Victorians say are most important when deciding how to vote. Respondents were asked to rank the three issues that would most influence their vote (with the most important ranked first). They are ordered by the share of voters ranking them as one of their top three issues.

Table 14: Issue salience in the two most recent waves of the AFR/RedBridge/Accent Research Victorian state poll.

	October 2026				August 2026				
Issue	Ranked 1st	Ranked 2nd	Ranked 3rd	Top 3	Ranked 1st	Ranked 2nd	Ranked 3rd	Top 3	Top 3 – Change
Cost of living	37	17	11	65	38	16	12	66	-1
Crime and public safety	17	17	16	50	18	17	15	50	0
Healthcare	7	10	11	28	5	12	11	28	0
Housing affordability	6	11	7	24	6	10	8	24	0
The rate of immigration	4	6	6	16	6	7	8	21	-5
Roads and transport	4	9	11	24	2	7	9	18	6
Government debt	5	5	7	17	4	5	8	17	0
Economic management	5	6	7	18	4	6	6	16	2
Integrity in government	4	4	5	13	5	4	5	14	-1
Climate change	3	3	3	9	5	5	4	14	-5
Education and training	2	3	4	9	2	3	4	9	0
The environment	2	3	3	8	2	2	3	7	1
Energy reliability	1	2	2	5	1	2	4	7	-2
Tax reform	2	2	3	7	1	2	3	6	1
Something else	1	0	1	2	1	0	1	2	0
None of these	1	-	-	-	1	-	-	-	-

Cost of living

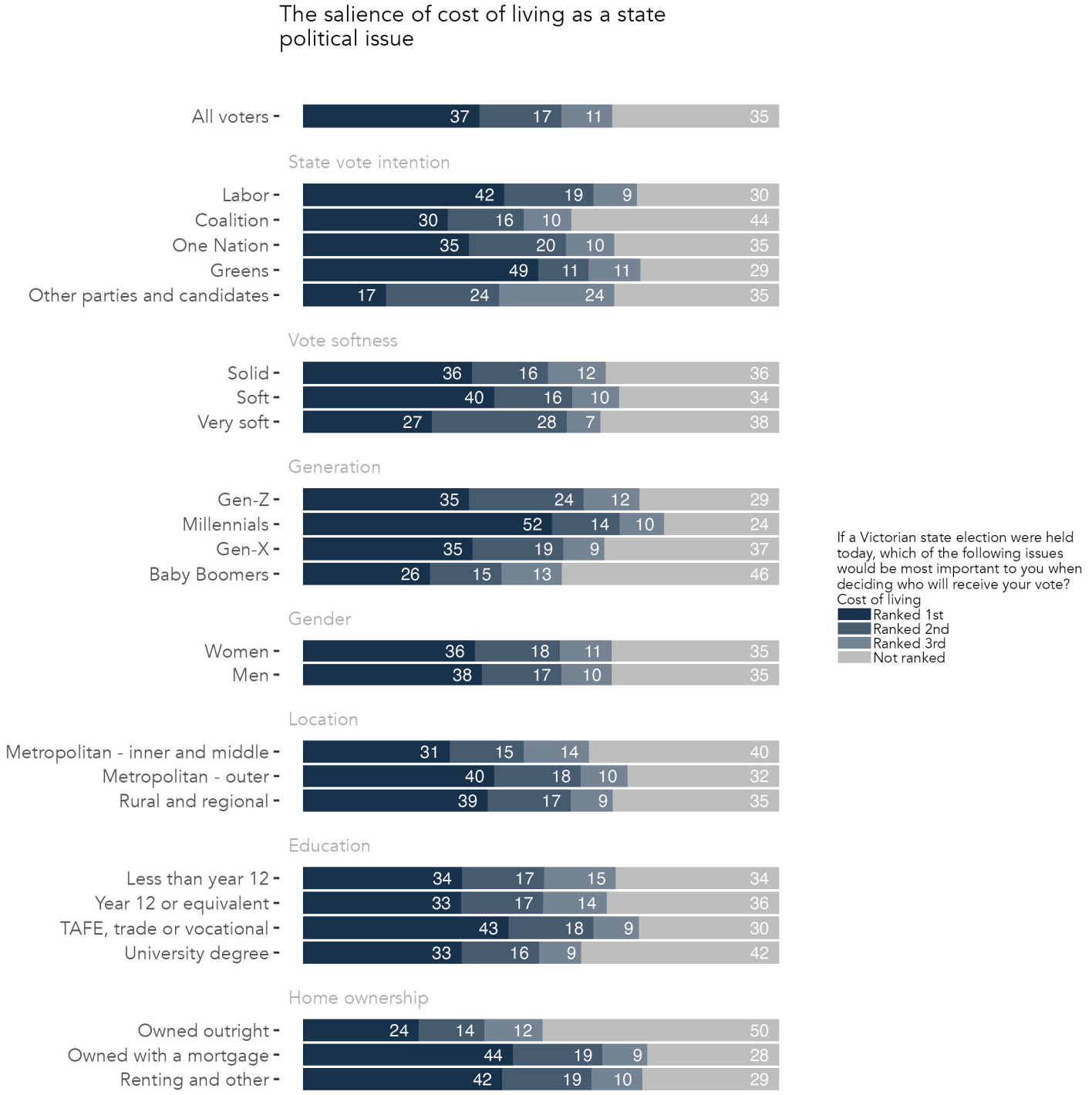


Figure 16: The salience of cost of living as a state political issue, by demographic characteristics, 2 - 8 October.

Table 15: The salience of cost of living as a state political issue, by demographic characteristics, 2 - 8 October.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	37	17	11	35
State vote intention				
Labor	42	19	9	30
Coalition	30	16	10	44
One Nation	35	20	10	35
Greens	49	11	11	29
Other parties and candidates	17	24	24	35
Vote softness				
Solid	36	16	12	36
Soft	40	16	10	34
Very soft	27	28	7	38
Generation				
Gen-Z	35	24	12	29
Millennials	52	14	10	24
Gen-X	35	19	9	37
Baby Boomers	26	15	13	46
Gender				
Women	36	18	11	35
Men	38	17	10	35
Location				
Metropolitan - inner and middle	31	15	14	40
Metropolitan - outer	40	18	10	32
Rural and regional	39	17	9	35
Education				
Less than year 12	34	17	15	34
Year 12 or equivalent	33	17	14	36
TAFE, trade or vocational	43	18	9	30
University degree	33	16	9	42
Home ownership				
Owned outright	24	14	12	50
Owned with a mortgage	44	19	9	28
Renting and other	42	19	10	29

Crime and public safety

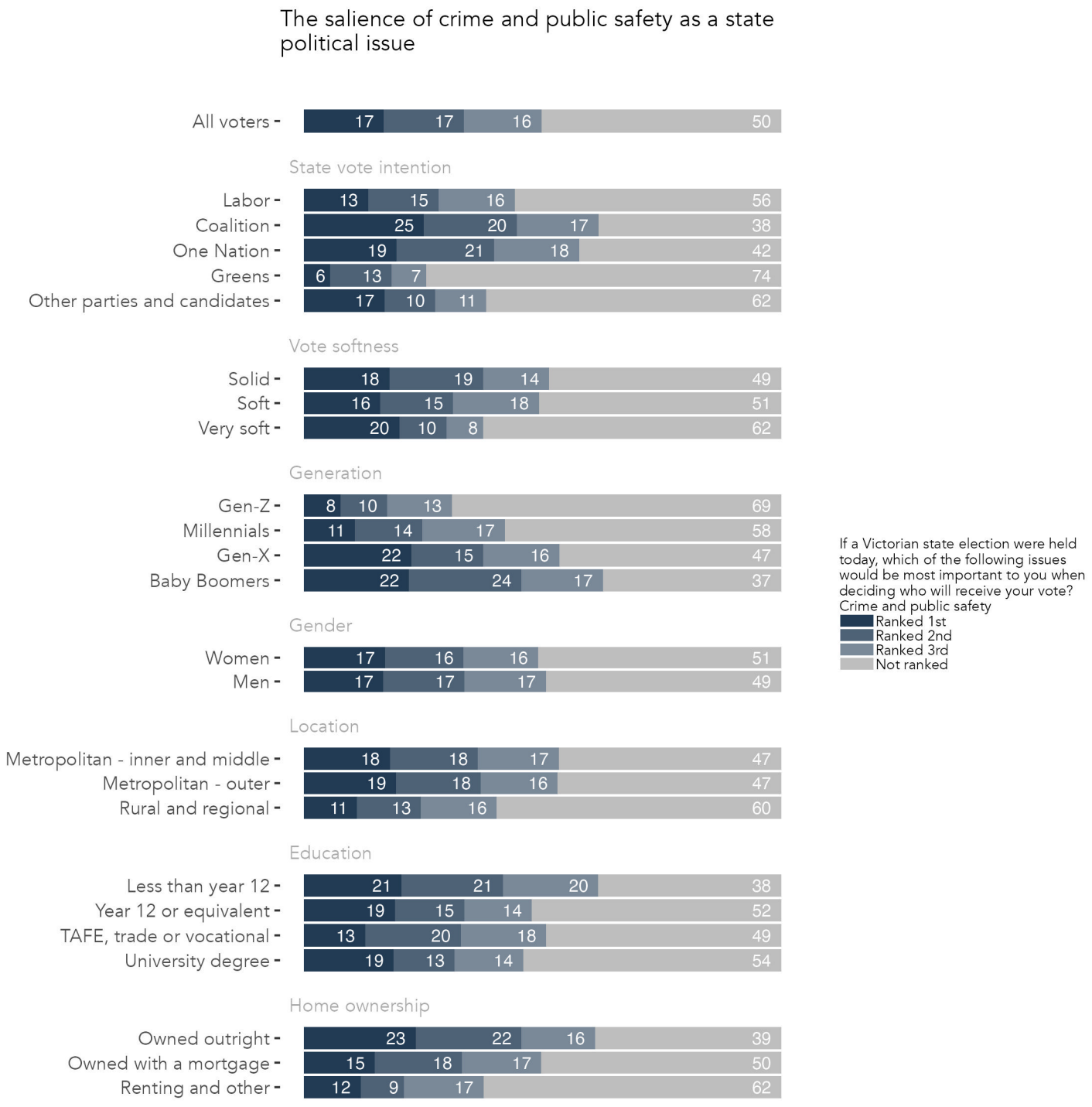


Figure 17: The salience of crime and public safety as a state political issue, by demographic characteristics, 2 - 8 October.

Table 16: The salience of crime and public safety as a state political issue, by demographic characteristics, 2 - 8 October.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	17	17	16	50
State vote intention				
Labor	13	15	16	56
Coalition	25	20	17	38
One Nation	19	21	18	42
Greens	6	13	7	74
Other parties and candidates	17	10	11	62
Vote softness				
Solid	18	19	14	49
Soft	16	15	18	51
Very soft	20	10	8	62
Generation				
Gen-Z	8	10	13	69
Millennials	11	14	17	58
Gen-X	22	15	16	47
Baby Boomers	22	24	17	37
Gender				
Women	17	16	16	51
Men	17	17	17	49
Location				
Metropolitan - inner and middle	18	18	17	47
Metropolitan - outer	19	18	16	47
Rural and regional	11	13	16	60
Education				
Less than year 12	21	21	20	38
Year 12 or equivalent	19	15	14	52
TAFE, trade or vocational	13	20	18	49
University degree	19	13	14	54
Home ownership				
Owned outright	23	22	16	39
Owned with a mortgage	15	18	17	50
Renting and other	12	9	17	62

Healthcare

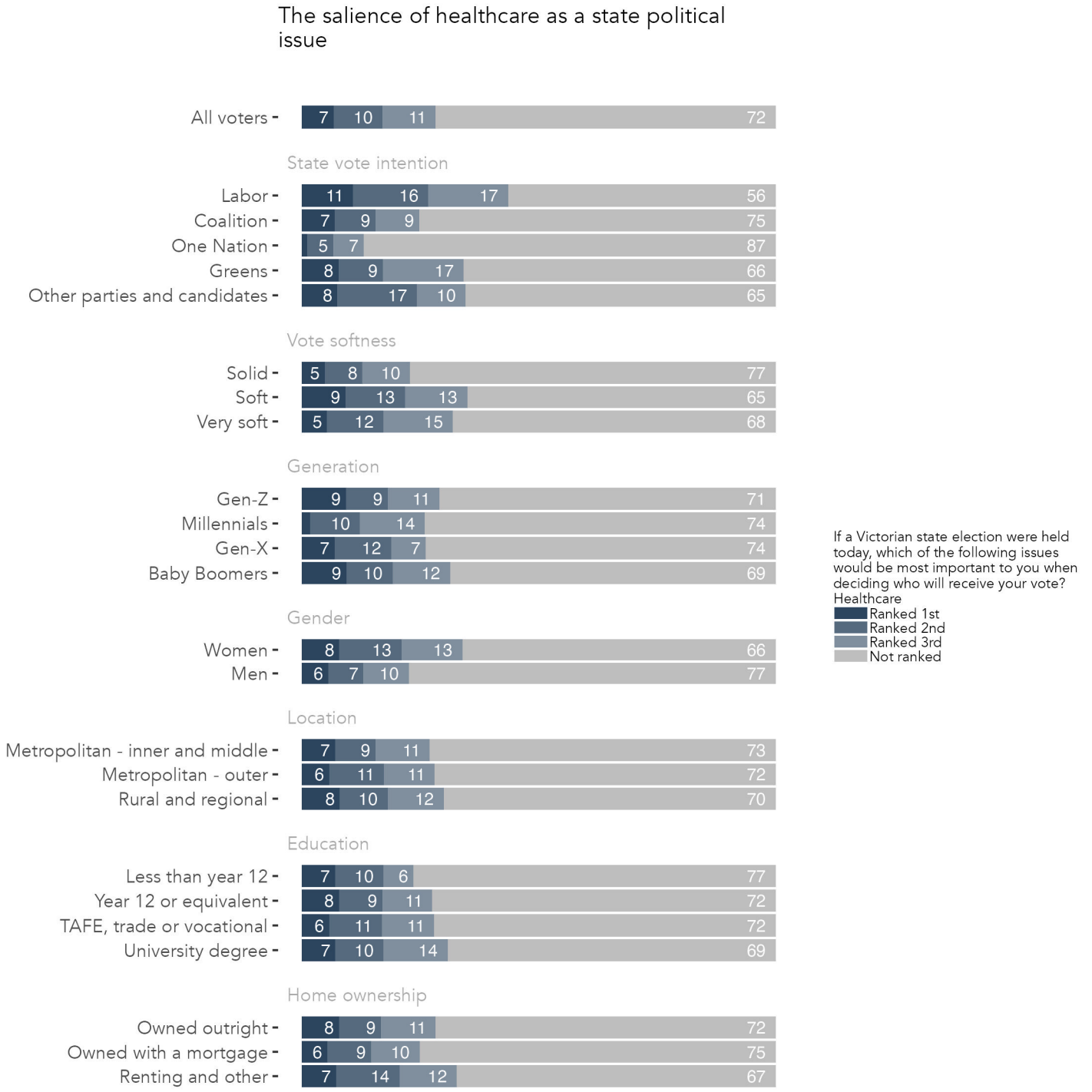


Figure 18: The salience of healthcare as a state political issue, by demographic characteristics, 2 - 8 October.

Table 17: The salience of healthcare as a state political issue, by demographic characteristics, 2 - 8 October.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	7	10	11	72
State vote intention				
Labor	11	16	17	56
Coalition	7	9	9	75
One Nation	1	5	7	87
Greens	8	9	17	66
Other parties and candidates	8	17	10	65
Vote softness				
Solid	5	8	10	77
Soft	9	13	13	65
Very soft	5	12	15	68
Generation				
Gen-Z	9	9	11	71
Millennials	2	10	14	74
Gen-X	7	12	7	74
Baby Boomers	9	10	12	69
Gender				
Women	8	13	13	66
Men	6	7	10	77
Location				
Metropolitan - inner and middle	7	9	11	73
Metropolitan - outer	6	11	11	72
Rural and regional	8	10	12	70
Education				
Less than year 12	7	10	6	77
Year 12 or equivalent	8	9	11	72
TAFE, trade or vocational	6	11	11	72
University degree	7	10	14	69
Home ownership				
Owned outright	8	9	11	72
Owned with a mortgage	6	9	10	75
Renting and other	7	14	12	67

Housing affordability

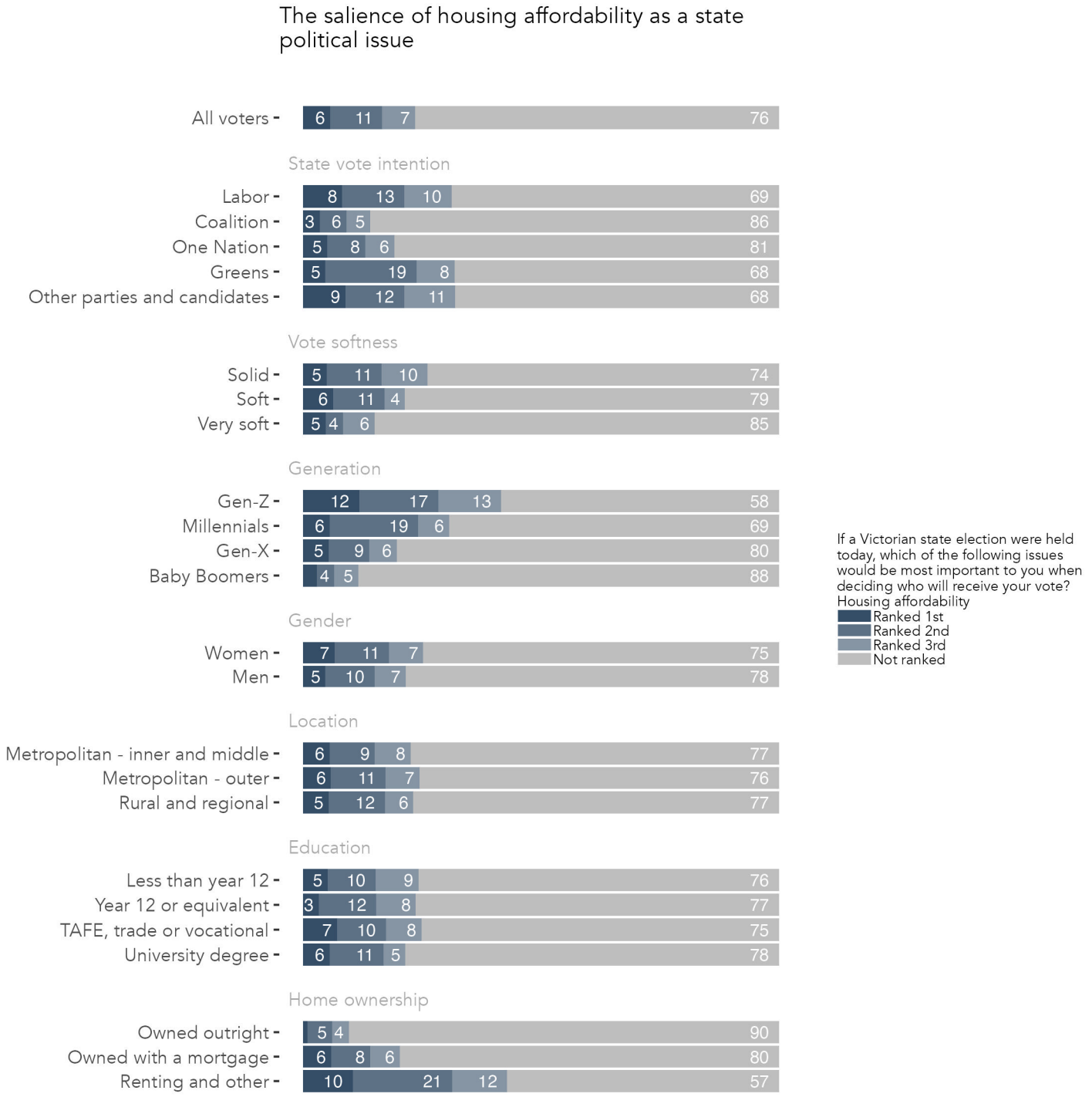


Figure 19: The salience of housing affordability as a state political issue, by demographic characteristics, 2 - 8 October.

Table 18: The salience of housing affordability as a state political issue, by demographic characteristics, 2 - 8 October.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	6	11	7	76
State vote intention				
Labor	8	13	10	69
Coalition	3	6	5	86
One Nation	5	8	6	81
Greens	5	19	8	68
Other parties and candidates	9	12	11	68
Vote softness				
Solid	5	11	10	74
Soft	6	11	4	79
Very soft	5	4	6	85
Generation				
Gen-Z	12	17	13	58
Millennials	6	19	6	69
Gen-X	5	9	6	80
Baby Boomers	3	4	5	88
Gender				
Women	7	11	7	75
Men	5	10	7	78
Location				
Metropolitan - inner and middle	6	9	8	77
Metropolitan - outer	6	11	7	76
Rural and regional	5	12	6	77
Education				
Less than year 12	5	10	9	76
Year 12 or equivalent	3	12	8	77
TAFE, trade or vocational	7	10	8	75
University degree	6	11	5	78
Home ownership				
Owned outright	1	5	4	90
Owned with a mortgage	6	8	6	80
Renting and other	10	21	12	57

The rate of immigration

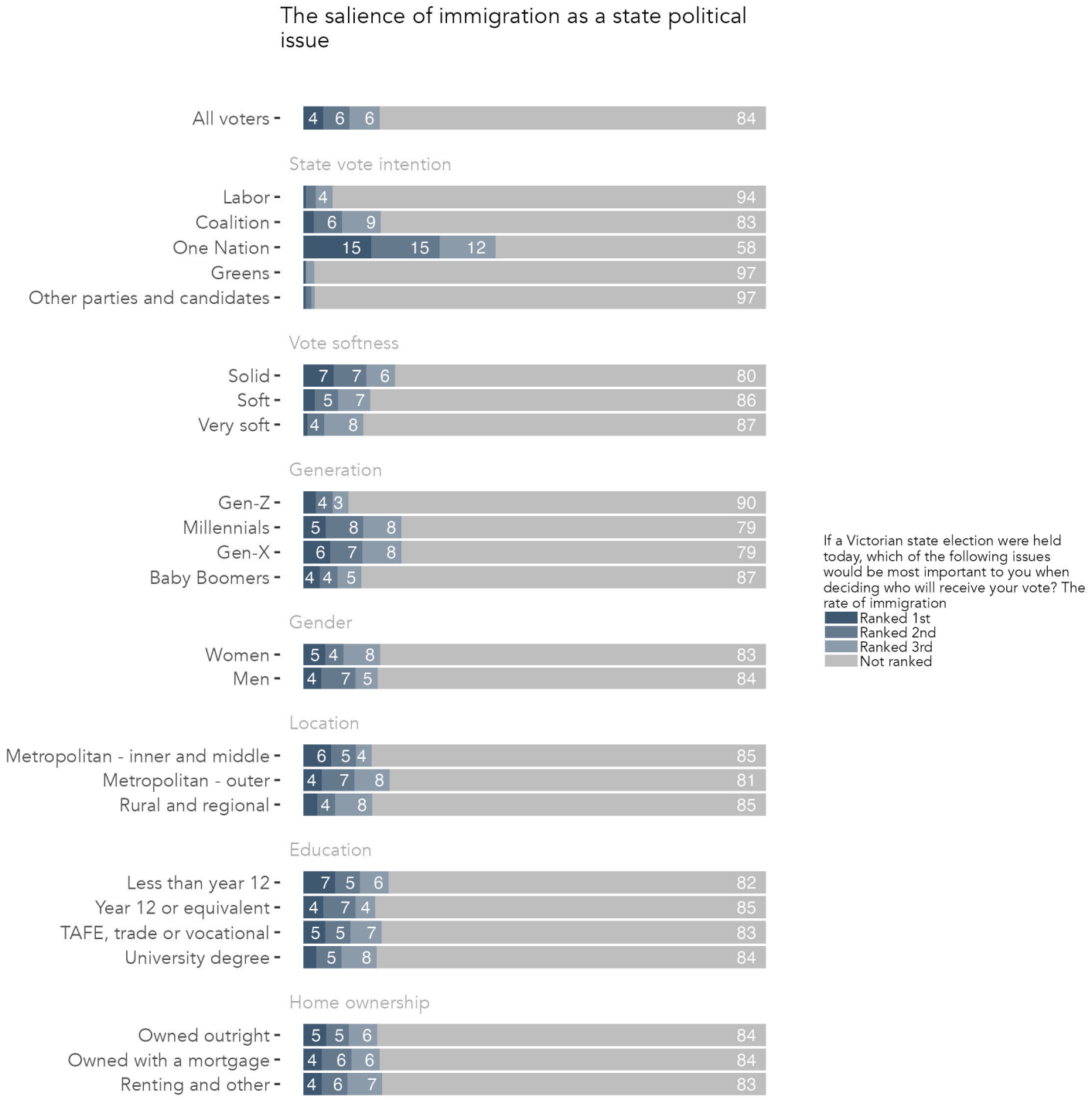


Figure 20: The salience of immigration as a state political issue, by demographic characteristics, 2 - 8 October.

Table 19: The salience of immigration as a state political issue, by demographic characteristics, 2 - 8 October.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	4	6	6	84
State vote intention				
Labor	0	2	4	94
Coalition	2	6	9	83
One Nation	15	15	12	58
Greens	1	0	2	97
Other parties and candidates	1	1	1	97
Vote softness				
Solid	7	7	6	80
Soft	2	5	7	86
Very soft	1	4	8	87
Generation				
Gen-Z	3	4	3	90
Millennials	5	8	8	79
Gen-X	6	7	8	79
Baby Boomers	4	4	5	87
Gender				
Women	5	4	8	83
Men	4	7	5	84
Location				
Metropolitan - inner and middle	6	5	4	85
Metropolitan - outer	4	7	8	81
Rural and regional	3	4	8	85
Education				
Less than year 12	7	5	6	82
Year 12 or equivalent	4	7	4	85
TAFE, trade or vocational	5	5	7	83
University degree	3	5	8	84
Home ownership				
Owned outright	5	5	6	84
Owned with a mortgage	4	6	6	84
Renting and other	4	6	7	83

Preferred Premier

Question text

Of the following, who would make the better Premier?

Single select; random reverse 1-3

1. Jess Wilson
2. Ben Carroll
3. Warren Pickering
4. About the same
5. None of these
6. Not sure

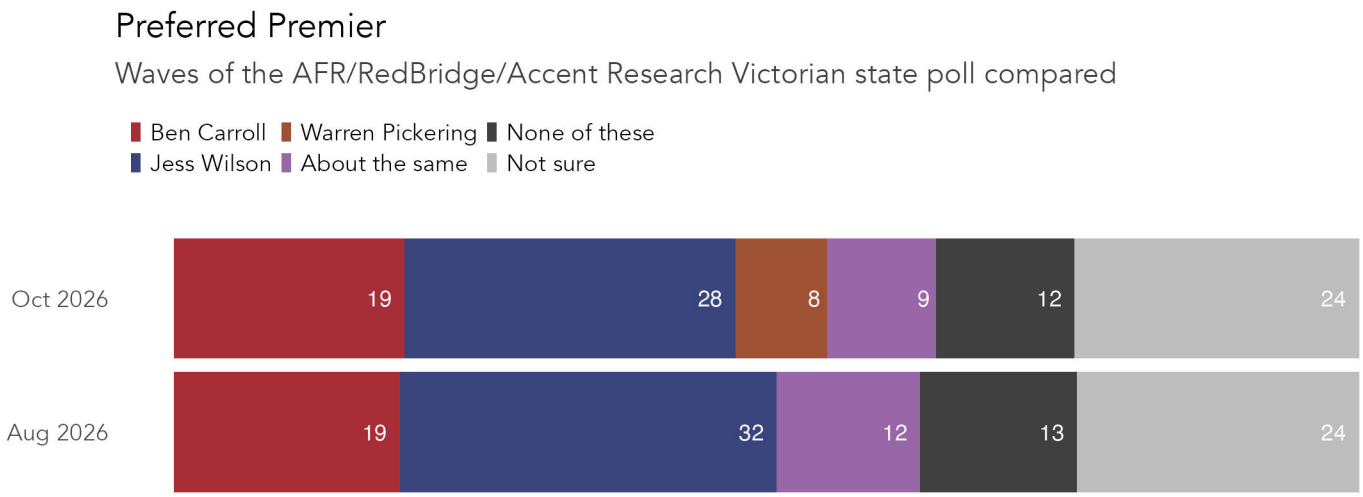


Figure 21: Victorian voters' preferred premier. Warren Pickering was only asked in the October survey.

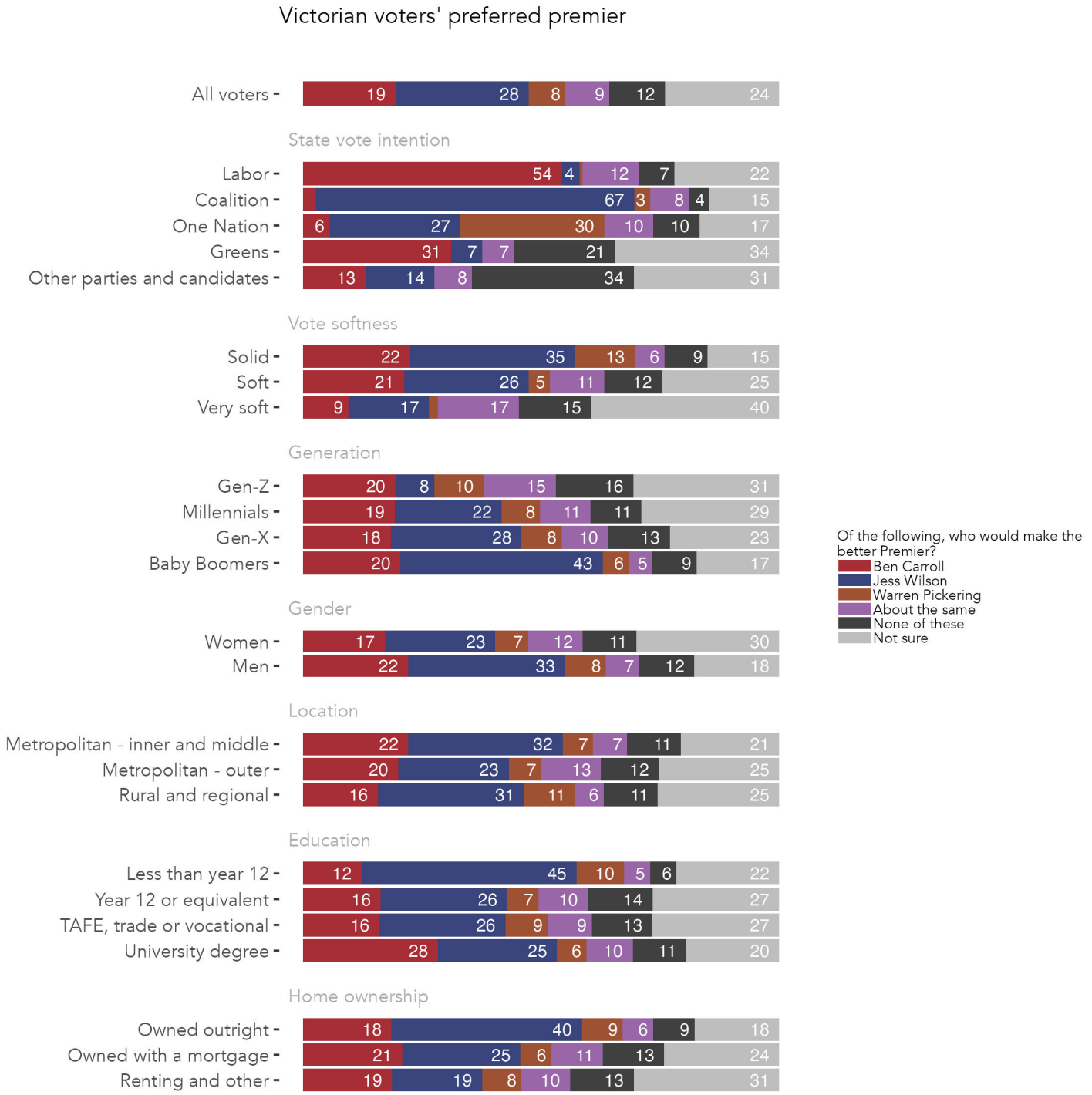


Figure 22: Victorian voters' preferred premier, by demographic characteristics, 2 - 8 October.

Table 20: Victorian voters' preferred premier, by demographic characteristics, 2 - 8 October.

	Ben Carroll	Jess Wilson	Warren Pickering	About the same	None of these	Not sure
All voters	19	28	8	9	12	24
State vote intention						
Labor	54	4	1	12	7	22
Coalition	3	67	3	8	4	15
One Nation	6	27	30	10	10	17
Greens	31	7	0	7	21	34
Other parties and candidates	13	14	0	8	34	31
Vote softness						
Solid	22	35	13	6	9	15
Soft	21	26	5	11	12	25
Very soft	9	17	2	17	15	40
Generation						
Gen-Z	20	8	10	15	16	31
Millennials	19	22	8	11	11	29
Gen-X	18	28	8	10	13	23
Baby Boomers	20	43	6	5	9	17
Gender						
Women	17	23	7	12	11	30
Men	22	33	8	7	12	18
Location						
Metropolitan - inner and middle	22	32	7	7	11	21
Metropolitan - outer	20	23	7	13	12	25
Rural and regional	16	31	11	6	11	25
Education						
Less than year 12	12	45	10	5	6	22
Year 12 or equivalent	16	26	7	10	14	27
TAFE, trade or vocational	16	26	9	9	13	27
University degree	28	25	6	10	11	20
Home ownership						
Owned outright	18	40	9	6	9	18
Owned with a mortgage	21	25	6	11	13	24
Renting and other	19	19	8	10	13	31

Which party is best able to handle key issues?

Question text

Which of the following do you believe is best able to deal with…

Carousel; randomise items

A. Cost of living
B. Healthcare
C. Housing affordability
D. Integrity in government
E. Climate change
F. Crime and public safety

Single select; randomise 1-5

1. The Labor Party
2. The Liberal Party
3. The Greens
4. One Nation Victoria
5. The National Party
6. All about equal
7. None of these
8. Not sure

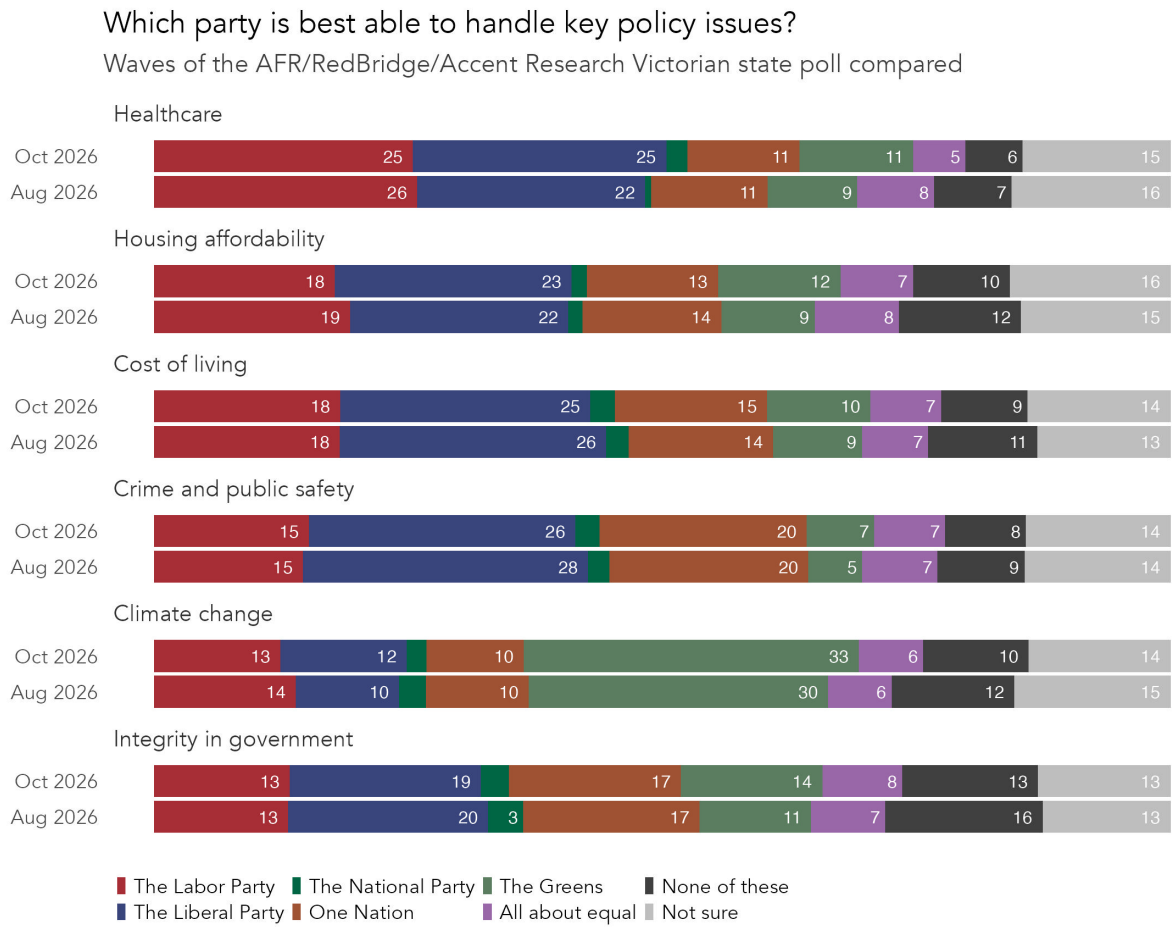


Figure 23: Victorian voters' perceptions on which party is best able to handle key policy issues.

Table 21: Which of the following do you believe is best able to deal with each of the following policy areas? The two most recent waves of the AFR/RedBridge/Accent Research Victorian state poll compared.

	October 2026								August 2026							
Issue	Labor	Liberal	National	One Nation	Greens	All about equal	None of these	Not sure	Labor	Liberal	National	One Nation	Greens	All about equal	None of these	Not sure
Cost of living	18	25	2	15	10	7	9	14	18	26	2	14	9	7	11	13
Healthcare	25	25	2	11	11	5	6	15	26	22	1	11	9	8	7	16
Housing affordability	18	23	1	13	12	7	10	16	19	22	1	14	9	8	12	15
Integrity in government	13	19	3	17	14	8	13	13	13	20	3	17	11	7	16	13
Climate change	13	12	2	10	33	6	10	14	14	10	3	10	30	6	12	15
Crime and public safety	15	26	3	20	7	7	8	14	15	28	2	20	5	7	9	14

Cost of living

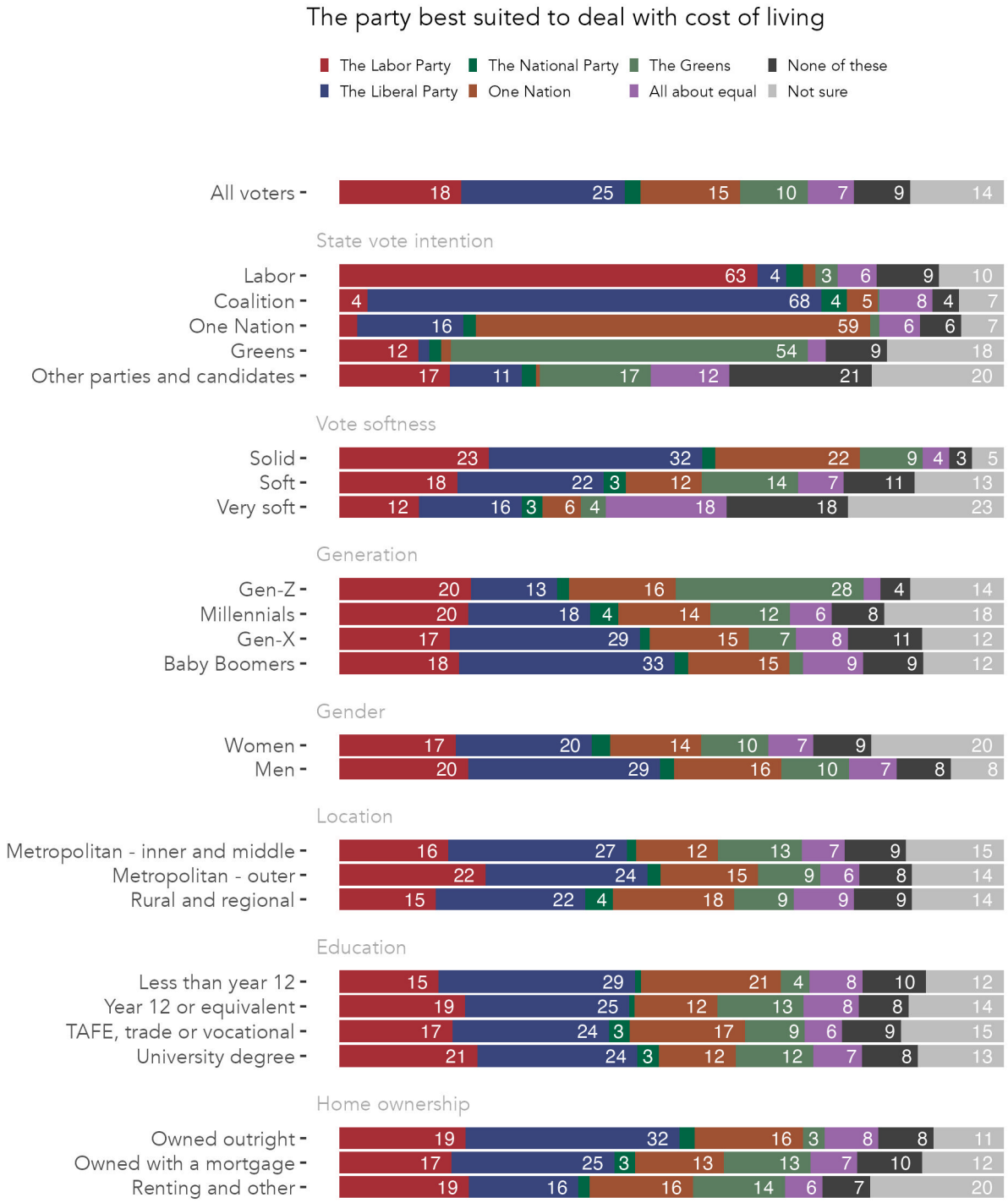


Figure 24: The party best suited to deal with cost of living, by demographic characteristics, 2 - 8 October.

Table 22: The party best suited to deal with cost of living, by demographic characteristics, 2 - 8 October.

	The Labor Party	The Liberal Party	The National Party	One Nation	The Greens	All about equal	None of these	Not sure
All voters	18	25	2	15	10	7	9	14
State vote intention								
Labor	63	4	3	2	3	6	9	10
Coalition	4	68	4	5	0	8	4	7
One Nation	3	16	2	59	1	6	6	7
Greens	12	2	2	1	54	2	9	18
Other parties and candidates	17	11	2	0	17	12	21	20
Vote softness								
Solid	23	32	2	22	9	4	3	5
Soft	18	22	3	12	14	7	11	13
Very soft	12	16	3	6	4	18	18	23
Generation								
Gen-Z	20	13	2	16	28	3	4	14
Millennials	20	18	4	14	12	6	8	18
Gen-X	17	29	1	15	7	8	11	12
Baby Boomers	18	33	2	15	2	9	9	12
Gender								
Women	17	20	3	14	10	7	9	20
Men	20	29	2	16	10	7	8	8
Location								
Metropolitan - inner and middle	16	27	1	12	13	7	9	15
Metropolitan - outer	22	24	2	15	9	6	8	14
Rural and regional	15	22	4	18	9	9	9	14
Education								
Less than year 12	15	29	1	21	4	8	10	12
Year 12 or equivalent	19	25	1	12	13	8	8	14
TAFE, trade or vocational	17	24	3	17	9	6	9	15
University degree	21	24	3	12	12	7	8	13
Home ownership								
Owned outright	19	32	3	16	3	8	8	11
Owned with a mortgage	17	25	3	13	13	7	10	12
Renting and other	19	16	2	16	14	6	7	20

Healthcare

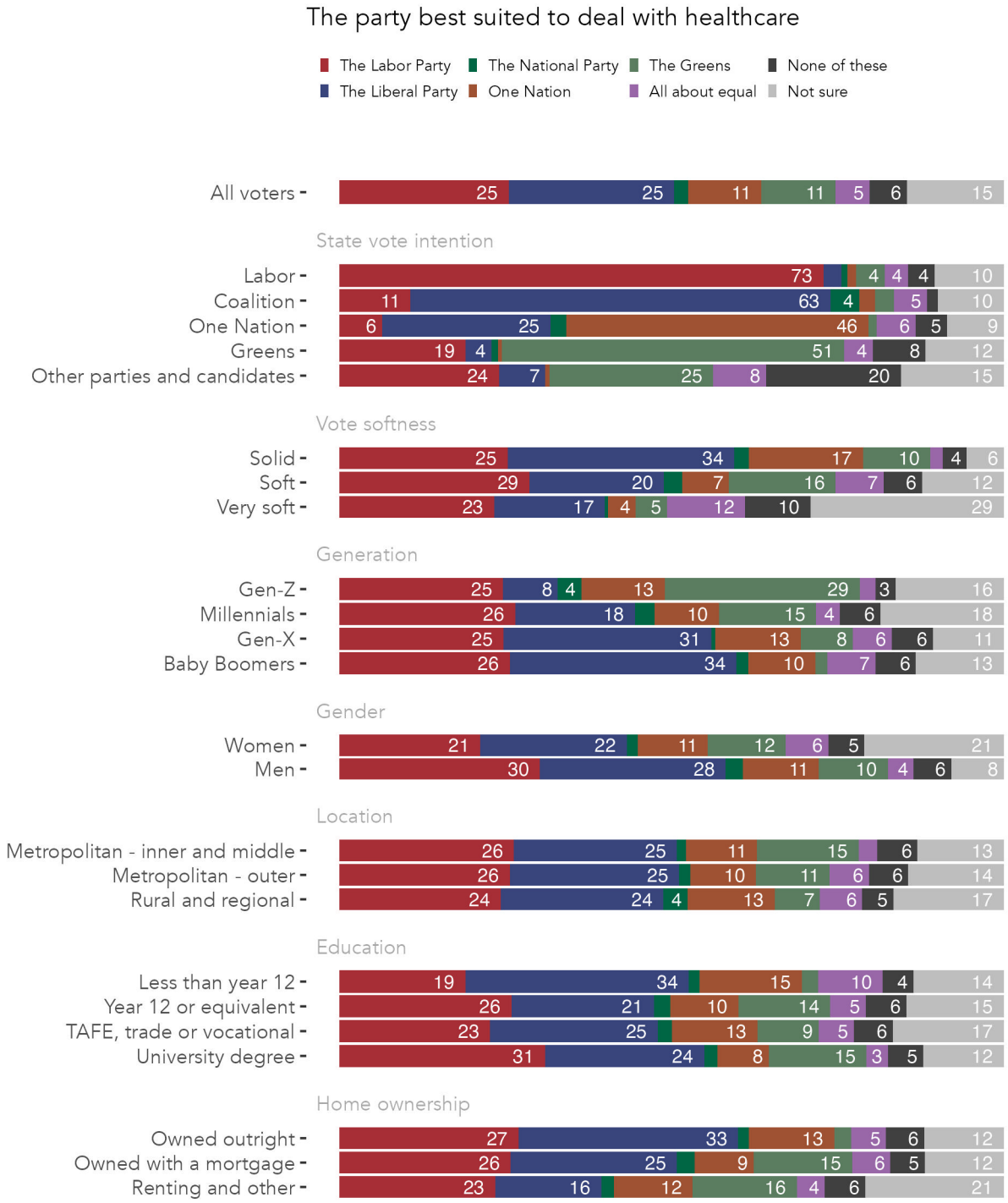


Figure 25: The party best suited to deal with healthcare, by demographic characteristics, 2 - 8 October.

Table 23: The party best suited to deal with healthcare, by demographic characteristics, 2 - 8 October.

	The Labor Party	The Liberal Party	The National Party	One Nation	The Greens	All about equal	None of these	Not sure
All voters	25	25	2	11	11	5	6	15
State vote intention								
Labor	73	3	1	1	4	4	4	10
Coalition	11	63	4	2	3	5	2	10
One Nation	6	25	2	46	1	6	5	9
Greens	19	4	1	1	51	4	8	12
Other parties and candidates	24	7	0	1	25	8	20	15
Vote softness								
Solid	25	34	2	17	10	2	4	6
Soft	29	20	3	7	16	7	6	12
Very soft	23	17	0	4	5	12	10	29
Generation								
Gen-Z	25	8	4	13	29	2	3	16
Millennials	26	18	3	10	15	4	6	18
Gen-X	25	31	0	13	8	6	6	11
Baby Boomers	26	34	2	10	2	7	6	13
Gender								
Women	21	22	2	11	12	6	5	21
Men	30	28	3	11	10	4	6	8
Location								
Metropolitan - inner and middle	26	25	1	11	15	3	6	13
Metropolitan - outer	26	25	2	10	11	6	6	14
Rural and regional	24	24	4	13	7	6	5	17
Education								
Less than year 12	19	34	2	15	2	10	4	14
Year 12 or equivalent	26	21	3	10	14	5	6	15
TAFE, trade or vocational	23	25	2	13	9	5	6	17
University degree	31	24	2	8	15	3	5	12
Home ownership								
Owned outright	27	33	2	13	2	5	6	12
Owned with a mortgage	26	25	2	9	15	6	5	12
Renting and other	23	16	2	12	16	4	6	21

Housing affordability

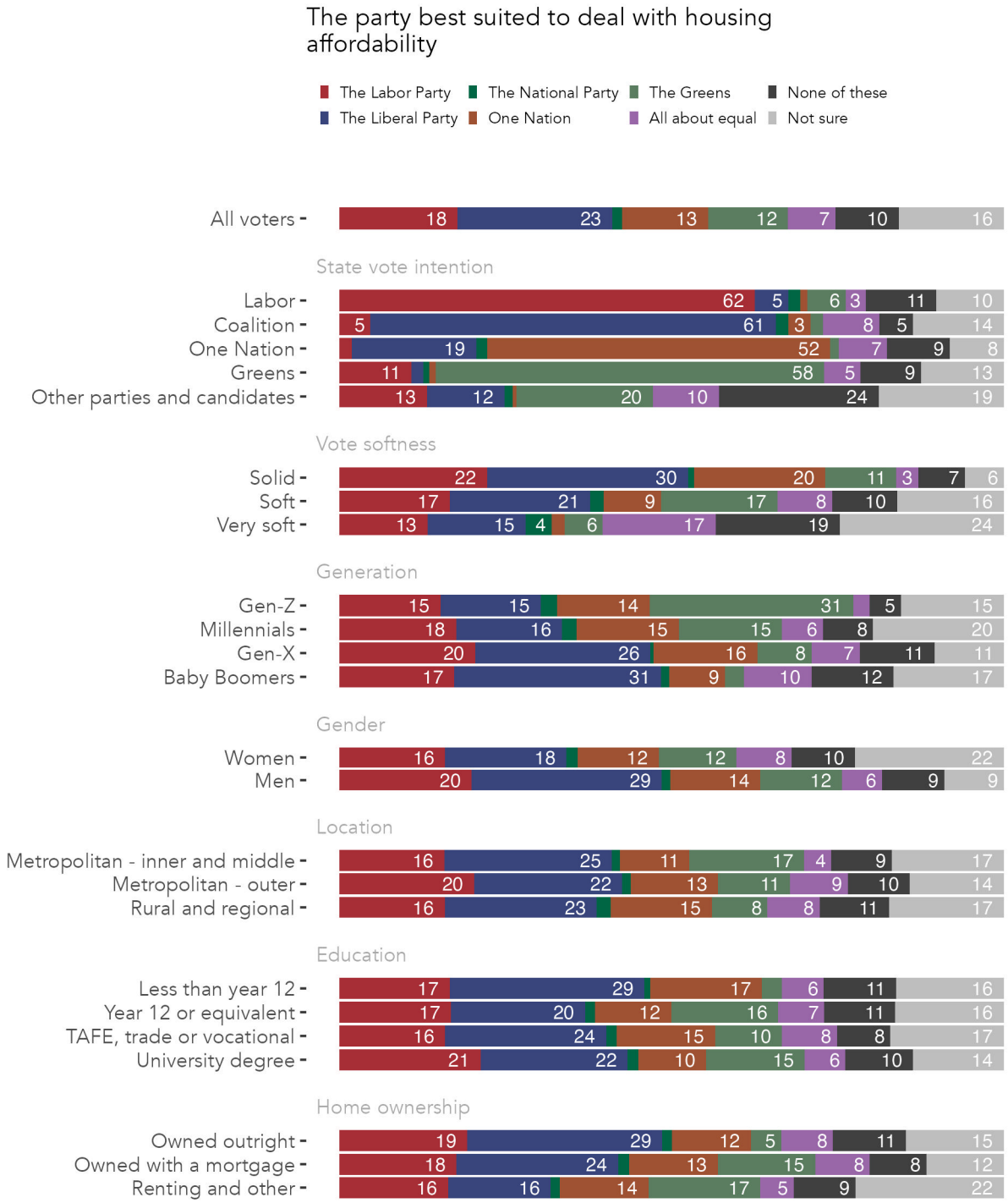


Figure 26: The party best suited to deal with housing affordability, by demographic characteristics, 2 - 8 October.

Table 24: The party best suited to deal with housing affordability, by demographic characteristics, 2 - 8 October.

	The Labor Party	The Liberal Party	The National Party	One Nation	The Greens	All about equal	None of these	Not sure
All voters	18	23	1	13	12	7	10	16
State vote intention								
Labor	62	5	2	1	6	3	11	10
Coalition	5	61	2	3	2	8	5	14
One Nation	2	19	2	52	1	7	9	8
Greens	11	2	1	1	58	5	9	13
Other parties and candidates	13	12	1	1	20	10	24	19
Vote softness								
Solid	22	30	1	20	11	3	7	6
Soft	17	21	2	9	17	8	10	16
Very soft	13	15	4	2	6	17	19	24
Generation								
Gen-Z	15	15	2	14	31	3	5	15
Millennials	18	16	2	15	15	6	8	20
Gen-X	20	26	1	16	8	7	11	11
Baby Boomers	17	31	1	9	3	10	12	17
Gender								
Women	16	18	2	12	12	8	10	22
Men	20	29	1	14	12	6	9	9
Location								
Metropolitan - inner and middle	16	25	1	11	17	4	9	17
Metropolitan - outer	20	22	1	13	11	9	10	14
Rural and regional	16	23	2	15	8	8	11	17
Education								
Less than year 12	17	29	1	17	3	6	11	16
Year 12 or equivalent	17	20	1	12	16	7	11	16
TAFE, trade or vocational	16	24	2	15	10	8	8	17
University degree	21	22	2	10	15	6	10	14
Home ownership								
Owned outright	19	29	1	12	5	8	11	15
Owned with a mortgage	18	24	2	13	15	8	8	12
Renting and other	16	16	1	14	17	5	9	22

Integrity in government

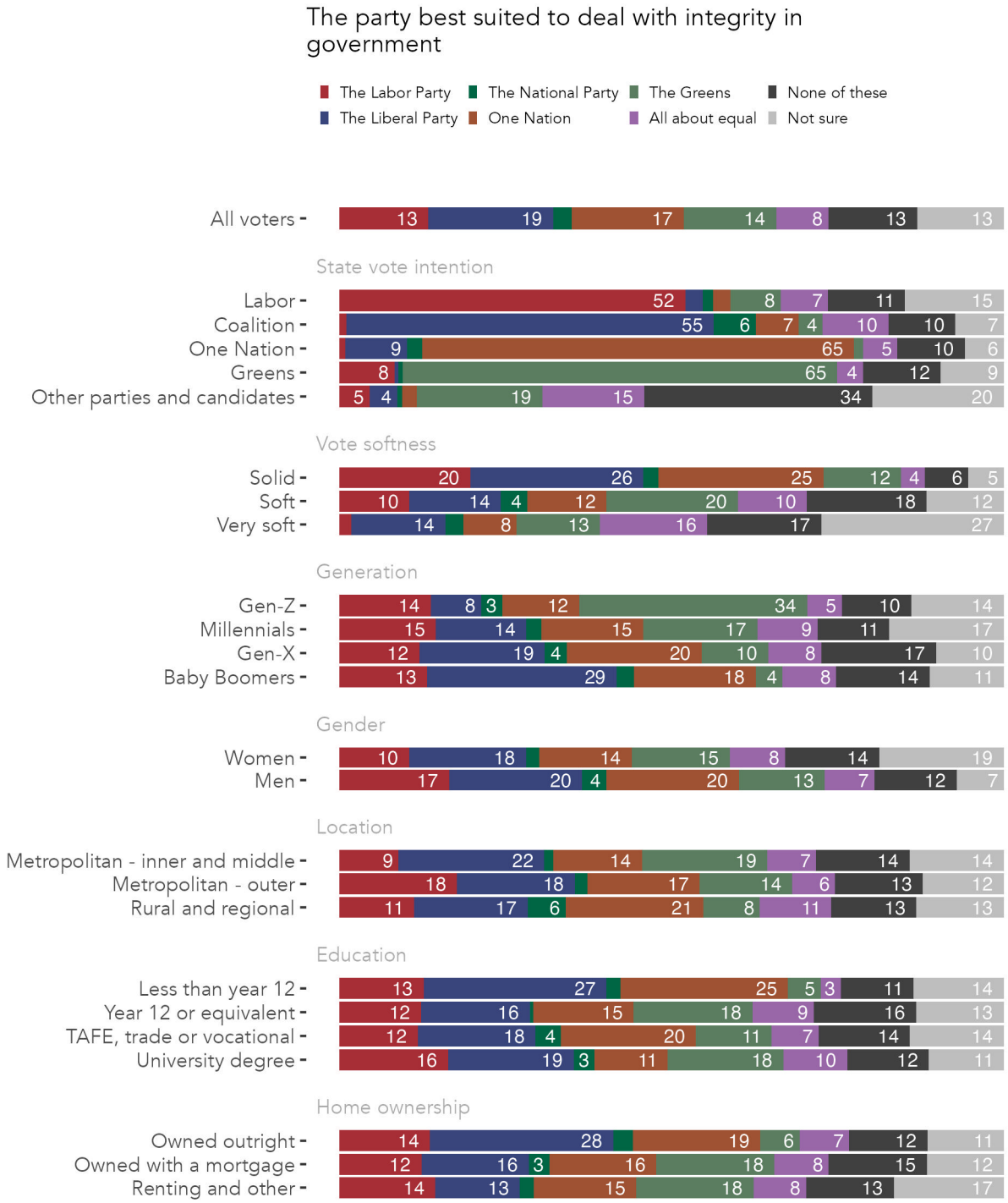


Figure 27: The party best suited to deal with integrity in government, by demographic characteristics, 2 - 8 October.

Table 25: The party best suited to deal with integrity in government, by demographic characteristics, 2 - 8 October.

	The Labor Party	The Liberal Party	The National Party	One Nation	The Greens	All about equal	None of these	Not sure
All voters	13	19	3	17	14	8	13	13
State vote intention								
Labor	52	3	1	3	8	7	11	15
Coalition	1	55	6	7	4	10	10	7
One Nation	1	9	2	65	2	5	10	6
Greens	8	1	1	0	65	4	12	9
Other parties and candidates	5	4	1	2	19	15	34	20
Vote softness								
Solid	20	26	2	25	12	4	6	5
Soft	10	14	4	12	20	10	18	12
Very soft	2	14	3	8	13	16	17	27
Generation								
Gen-Z	14	8	3	12	34	5	10	14
Millennials	15	14	2	15	17	9	11	17
Gen-X	12	19	4	20	10	8	17	10
Baby Boomers	13	29	3	18	4	8	14	11
Gender								
Women	10	18	2	14	15	8	14	19
Men	17	20	4	20	13	7	12	7
Location								
Metropolitan - inner and middle	9	22	1	14	19	7	14	14
Metropolitan - outer	18	18	2	17	14	6	13	12
Rural and regional	11	17	6	21	8	11	13	13
Education								
Less than year 12	13	27	2	25	5	3	11	14
Year 12 or equivalent	12	16	1	15	18	9	16	13
TAFE, trade or vocational	12	18	4	20	11	7	14	14
University degree	16	19	3	11	18	10	12	11
Home ownership								
Owned outright	14	28	3	19	6	7	12	11
Owned with a mortgage	12	16	3	16	18	8	15	12
Renting and other	14	13	2	15	18	8	13	17

Climate change

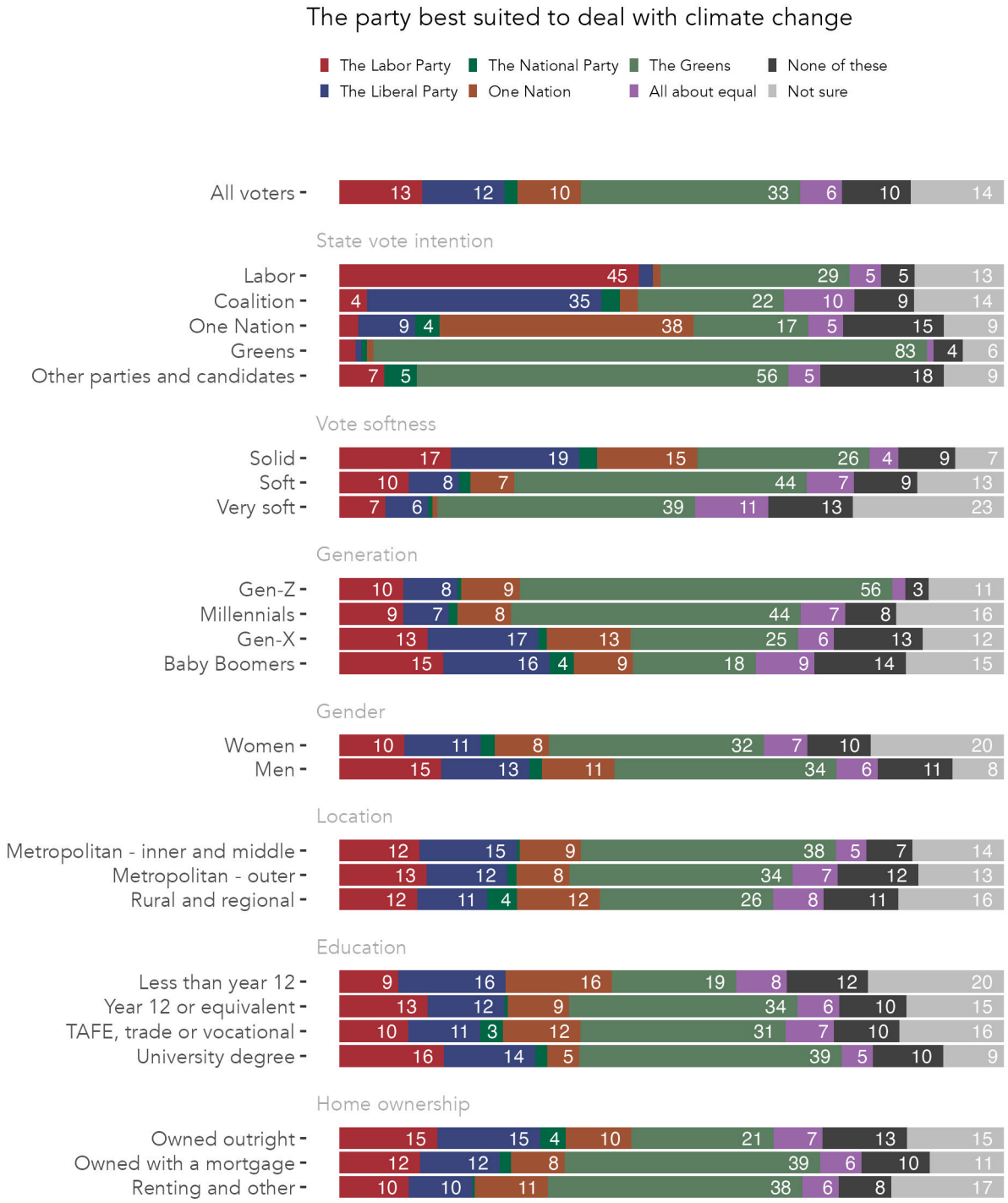


Figure 28: The party best suited to deal with climate change, by demographic characteristics, 2 - 8 October.

Table 26: The party best suited to deal with climate change, by demographic characteristics, 2 - 8 October.

	The Labor Party	The Liberal Party	The National Party	One Nation	The Greens	All about equal	None of these	Not sure
All voters	13	12	2	10	33	6	10	14
State vote intention								
Labor	45	2	0	1	29	5	5	13
Coalition	4	35	3	3	22	10	9	14
One Nation	3	9	4	38	17	5	15	9
Greens	3	1	1	1	83	1	4	6
Other parties and candidates	7	0	5	0	56	5	18	9
Vote softness								
Solid	17	19	3	15	26	4	9	7
Soft	10	8	2	7	44	7	9	13
Very soft	7	6	1	0	39	11	13	23
Generation								
Gen-Z	10	8	1	9	56	2	3	11
Millennials	9	7	1	8	44	7	8	16
Gen-X	13	17	1	13	25	6	13	12
Baby Boomers	15	16	4	9	18	9	14	15
Gender								
Women	10	11	2	8	32	7	10	20
Men	15	13	2	11	34	6	11	8
Location								
Metropolitan - inner and middle	12	15	0	9	38	5	7	14
Metropolitan - outer	13	12	1	8	34	7	12	13
Rural and regional	12	11	4	12	26	8	11	16
Education								
Less than year 12	9	16	0	16	19	8	12	20
Year 12 or equivalent	13	12	1	9	34	6	10	15
TAFE, trade or vocational	10	11	3	12	31	7	10	16
University degree	16	14	2	5	39	5	10	9
Home ownership								
Owned outright	15	15	4	10	21	7	13	15
Owned with a mortgage	12	12	2	8	39	6	10	11
Renting and other	10	10	0	11	38	6	8	17

Crime and public safety

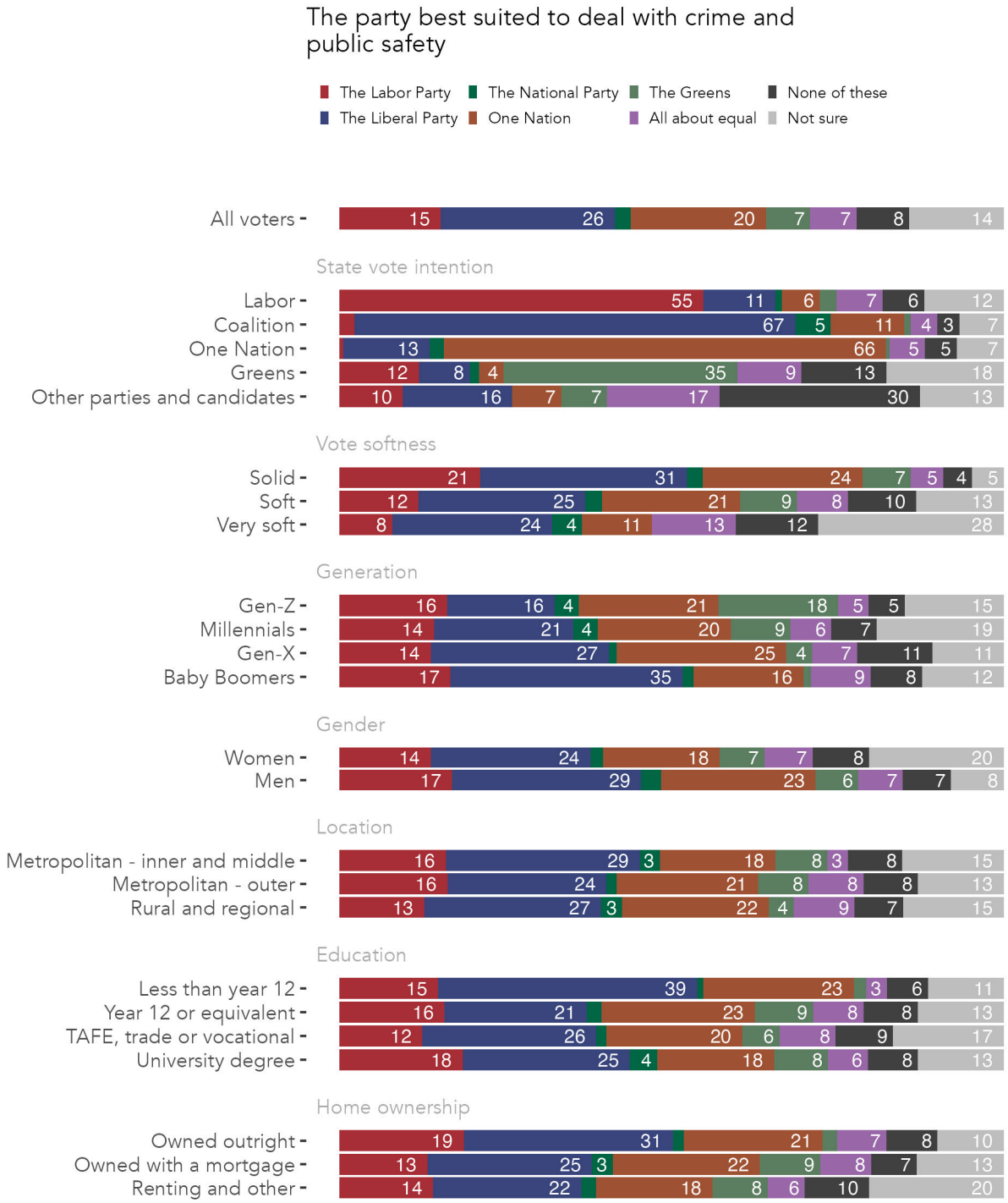


Figure 29: The party best suited to deal with crime and public safety, by demographic characteristics, 2 - 8 October.

Table 27: The party best suited to deal with crime and public safety, by demographic characteristics, 2 - 8 October.

	The Labor Party	The Liberal Party	The National Party	One Nation	The Greens	All about equal	None of these	Not sure
All voters	15	26	3	20	7	7	8	14
State vote intention								
Labor	55	11	1	6	2	7	6	12
Coalition	2	67	5	11	1	4	3	7
One Nation	1	13	2	66	1	5	5	7
Greens	12	8	1	4	35	9	13	18
Other parties and candidates	10	16	0	7	7	17	30	13
Vote softness								
Solid	21	31	3	24	7	5	4	5
Soft	12	25	2	21	9	8	10	13
Very soft	8	24	4	11	0	13	12	28
Generation								
Gen-Z	16	16	4	21	18	5	5	15
Millennials	14	21	4	20	9	6	7	19
Gen-X	14	27	1	25	4	7	11	11
Baby Boomers	17	35	2	16	1	9	8	12
Gender								
Women	14	24	2	18	7	7	8	20
Men	17	29	3	23	6	7	7	8
Location								
Metropolitan - inner and middle	16	29	3	18	8	3	8	15
Metropolitan - outer	16	24	2	21	8	8	8	13
Rural and regional	13	27	3	22	4	9	7	15
Education								
Less than year 12	15	39	1	23	2	3	6	11
Year 12 or equivalent	16	21	2	23	9	8	8	13
TAFE, trade or vocational	12	26	2	20	6	8	9	17
University degree	18	25	4	18	8	6	8	13
Home ownership								
Owned outright	19	31	2	21	2	7	8	10
Owned with a mortgage	13	25	3	22	9	8	7	13
Renting and other	14	22	2	18	8	6	10	20

Perceived performance of the Victorian Labor Party and Coalition parties

Question text

Do you agree or disagree with the following statements?

Carousel; Randomise

A. **Ben Carroll** and **Labor** have done enough to deserve to win the next state election
B. **Jess Wilson** and the **Coalition** have done enough to deserve to win the next state election

Single select; random reverse 1-4

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. Unsure

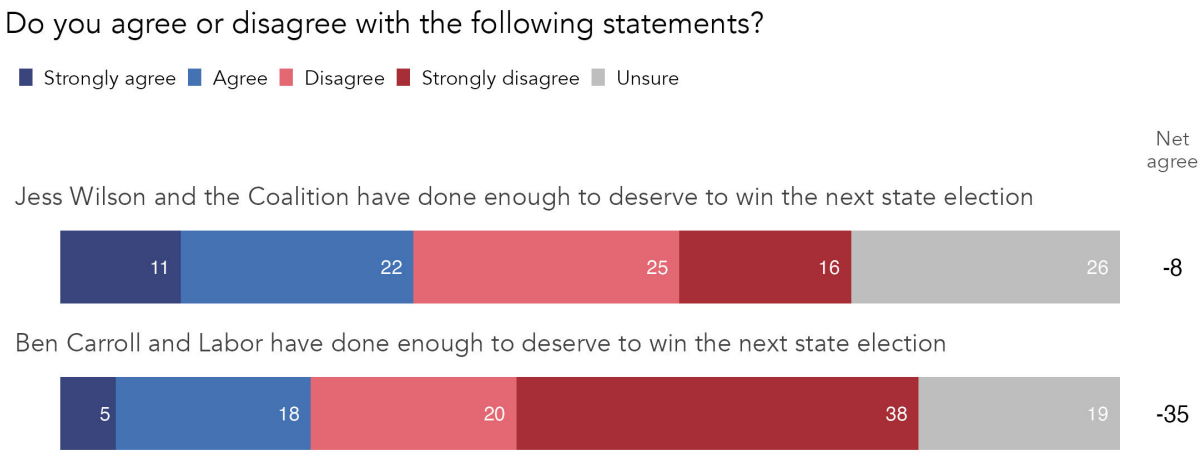


Figure 30: Perceived performance of the Victorian Labor Party and Coalition parties, 2-8 October. Figures in black on the right-hand side of the plot indicate the net share who agree with the statement (total share that agree, minus the share who disagree).

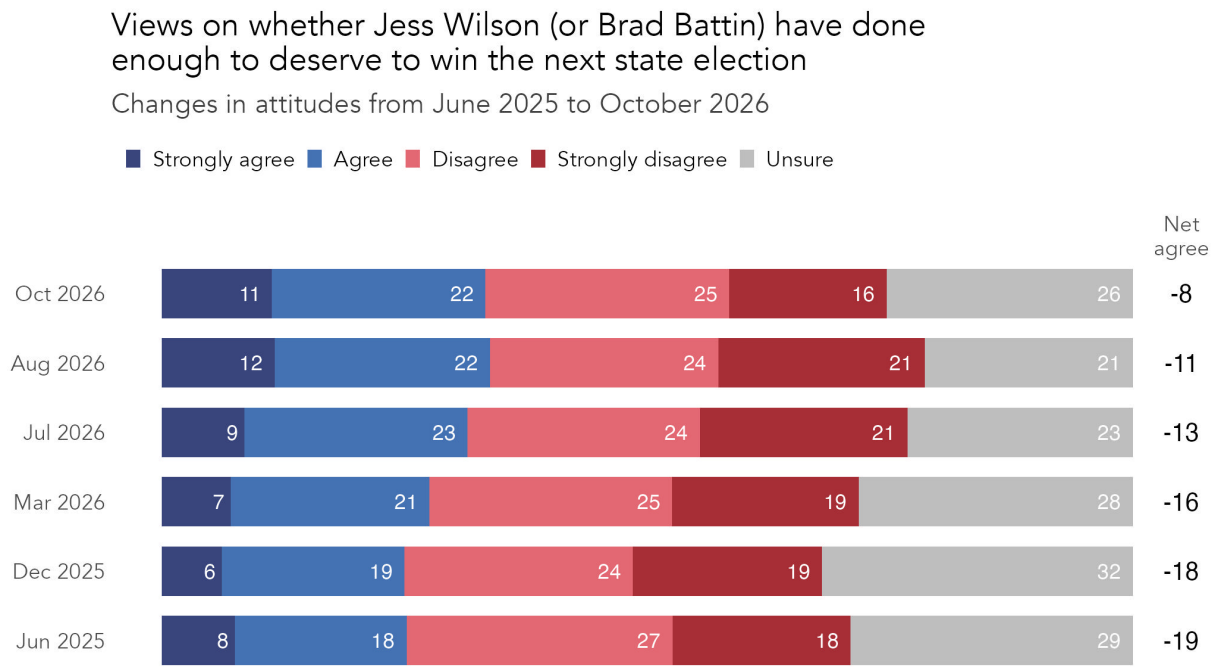


Figure 31: Voters' views on whether Jess Wilson (or Brad Battin) and the Coalition have done enough to deserve to win the next state election, from June 2025 to October 2026. Note: the June 2025 survey named Brad Battin. Figures in black on the right-hand side of the plot indicate the net share who agree with the statement (total share that agree, minus the share who disagree).

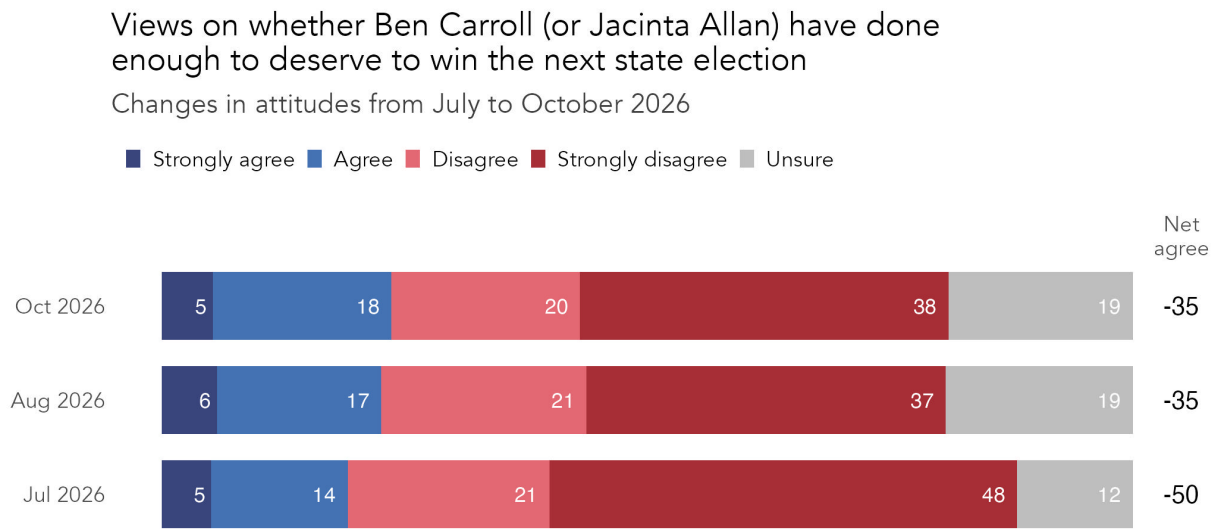


Figure 32: Voters' views on whether Ben Carroll (or Jacinta Allan) and Labor have done enough to deserve to win the next state election, from July to October 2026. Note: the July 2026 survey named Jacinta Allan. Figures in black on the right-hand side of the plot indicate the net share who agree with the statement (total share that agree, minus the share who disagree).

Ben Carroll and Labor have done enough to deserve to win the next state election

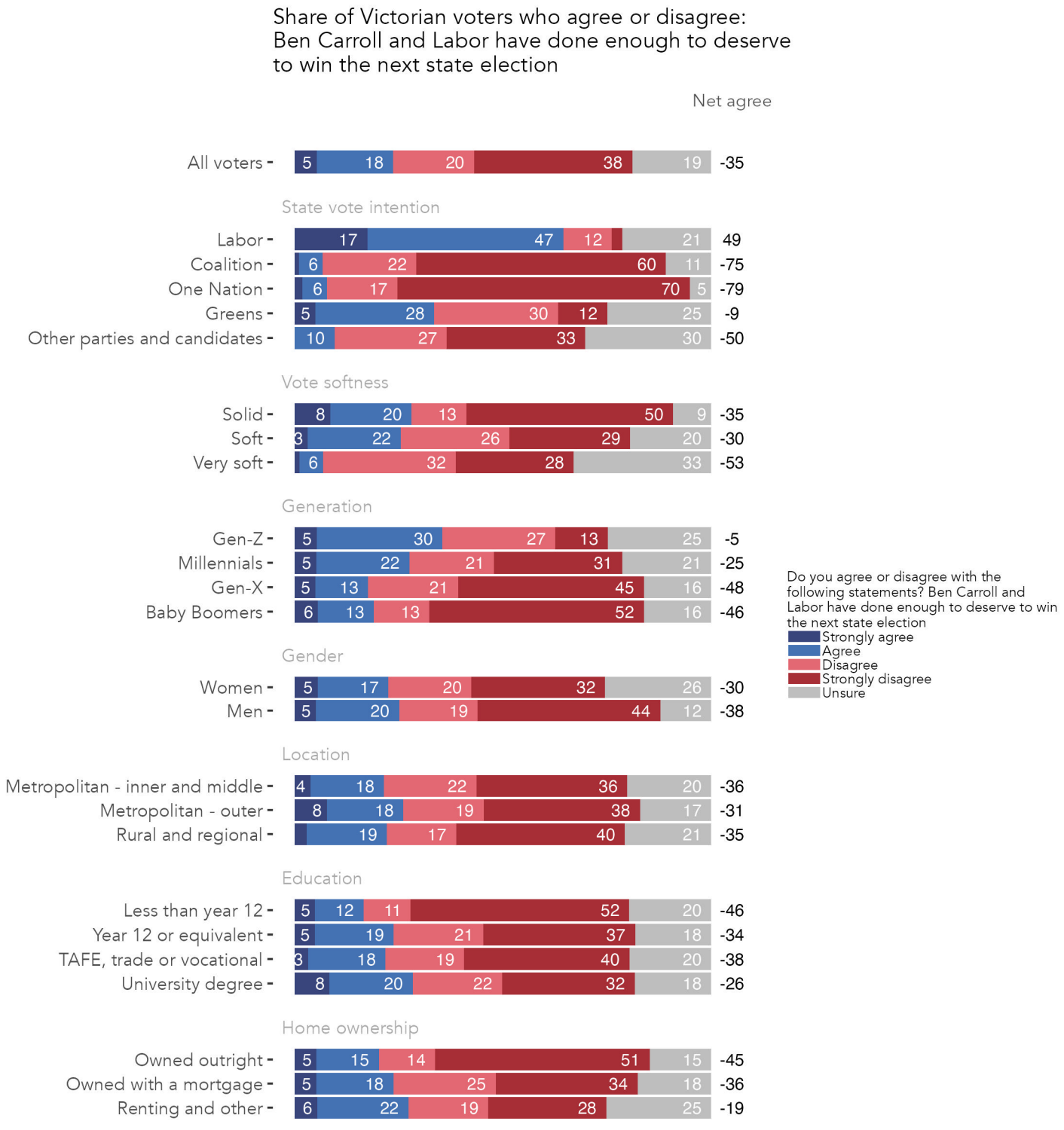


Figure 33: Share of Victorian voters who agree or disagree: Ben Carroll and Labor have done enough to deserve to win the next state election, by demographic characteristics, 2 - 8 October. Figures in black on the right-hand side of the plot indicate the net share who agree with the statement (total share that agree, minus the share who disagree).

Table 28: Share of Victorian voters who agree or disagree: Ben Carroll and Labor have done enough to deserve to win the next state election, by demographic characteristics, 2 - 8 October.

	Strongly agree	Agree	Disagree	Strongly disagree	Unsure	Net agree
All voters	5	18	20	38	19	-35
State vote intention						
Labor	17	47	12	3	21	49
Coalition	1	6	22	60	11	-75
One Nation	2	6	17	70	5	-79
Greens	5	28	30	12	25	-9
Other parties and candidates	0	10	27	33	30	-50
Vote softness						
Solid	8	20	13	50	9	-35
Soft	3	22	26	29	20	-30
Very soft	1	6	32	28	33	-53
Generation						
Gen-Z	5	30	27	13	25	-5
Millennials	5	22	21	31	21	-25
Gen-X	5	13	21	45	16	-48
Baby Boomers	6	13	13	52	16	-46
Gender						
Women	5	17	20	32	26	-30
Men	5	20	19	44	12	-38
Location						
Metropolitan - inner and middle	4	18	22	36	20	-36
Metropolitan - outer	8	18	19	38	17	-31
Rural and regional	3	19	17	40	21	-35
Education						
Less than year 12	5	12	11	52	20	-46
Year 12 or equivalent	5	19	21	37	18	-34
TAFE, trade or vocational	3	18	19	40	20	-38
University degree	8	20	22	32	18	-26
Home ownership						
Owned outright	5	15	14	51	15	-45
Owned with a mortgage	5	18	25	34	18	-36
Renting and other	6	22	19	28	25	-19

Jess Wilson and the Coalition have done enough to deserve to win the next state election

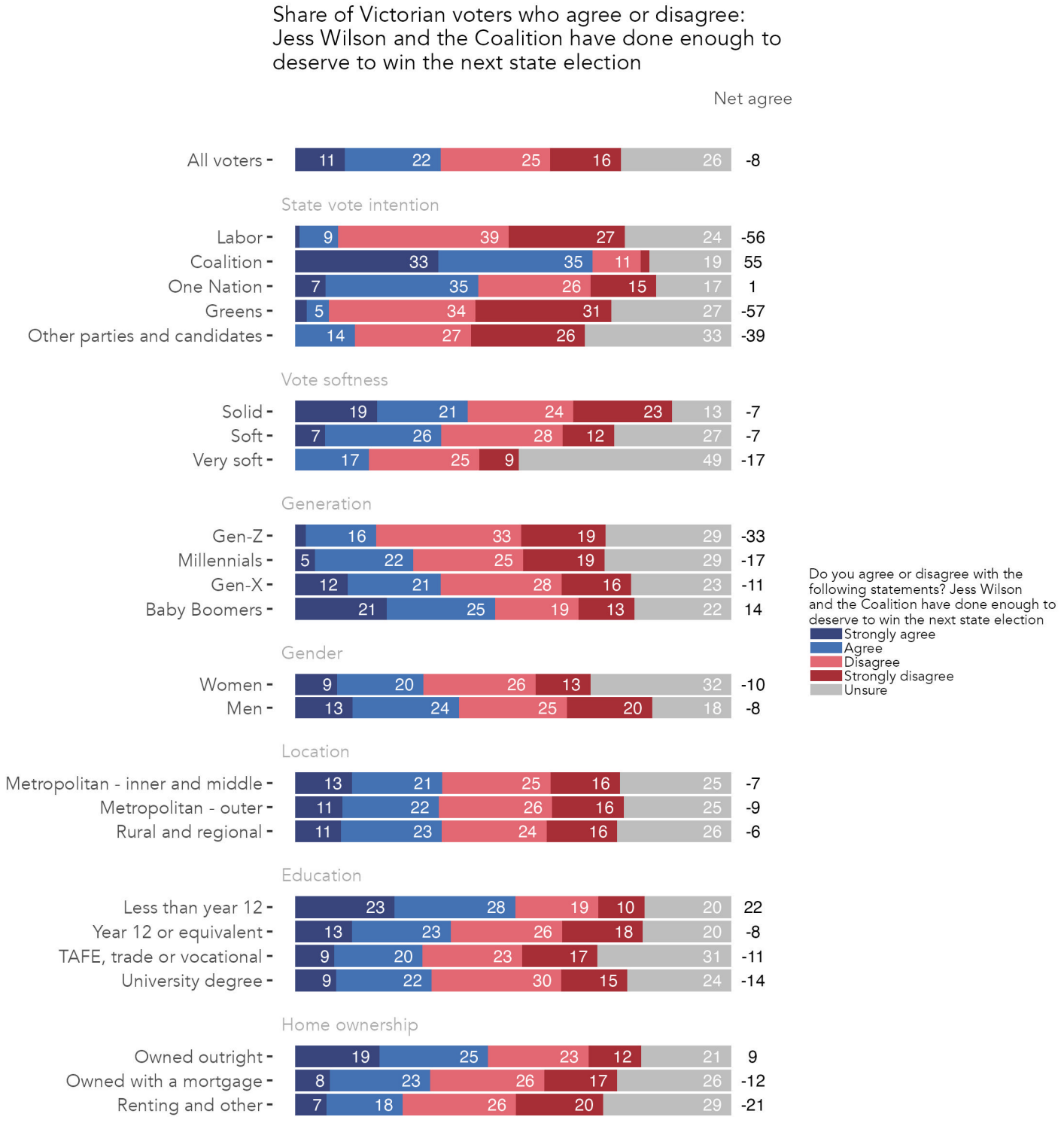


Figure 34: Share of Victorian voters who agree or disagree: Jess Wilson and the Coalition have done enough to deserve to win the next state election, by demographic characteristics, 2 - 8 October. Figures in black on the right-hand side of the plot indicate the net share who agree with the statement (total share that agree, minus the share who disagree).

Table 29: Share of Victorian voters who agree or disagree: Jess Wilson and the Coalition have done enough to deserve to win the next state election, by demographic characteristics, 2 - 8 October.

	Strongly agree	Agree	Disagree	Strongly disagree	Unsure	Net agree
All voters	11	22	25	16	26	-8
State vote intention						
Labor	1	9	39	27	24	-56
Coalition	33	35	11	2	19	55
One Nation	7	35	26	15	17	1
Greens	3	5	34	31	27	-57
Other parties and candidates	0	14	27	26	33	-39
Vote softness						
Solid	19	21	24	23	13	-7
Soft	7	26	28	12	27	-7
Very soft	0	17	25	9	49	-17
Generation						
Gen-Z	3	16	33	19	29	-33
Millennials	5	22	25	19	29	-17
Gen-X	12	21	28	16	23	-11
Baby Boomers	21	25	19	13	22	14
Gender						
Women	9	20	26	13	32	-10
Men	13	24	25	20	18	-8
Location						
Metropolitan - inner and middle	13	21	25	16	25	-7
Metropolitan - outer	11	22	26	16	25	-9
Rural and regional	11	23	24	16	26	-6
Education						
Less than year 12	23	28	19	10	20	22
Year 12 or equivalent	13	23	26	18	20	-8
TAFE, trade or vocational	9	20	23	17	31	-11
University degree	9	22	30	15	24	-14
Home ownership						
Owned outright	19	25	23	12	21	9
Owned with a mortgage	8	23	26	17	26	-12
Renting and other	7	18	26	20	29	-21

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