



# **Australian Financial Review, RedBridge Group and Accent Research**

**Shifts in vote intention since June 2025**

01 April, 2026

**Contents**

**Methodology** 2

**Federal vote intention** 3

**Vote recall and current vote intention** 17

**Drivers of support for One Nation** 19

    Almost anything is better than the way things are going now, I just want to vote for change . . . . 21

    It is important we elect qualified leaders, even if we don't always agree with them . . . . . 24

    A vote for One Nation will force the major parties to put Australia first . . . . . 27

    I'm voting One Nation as a tactic to make the major parties listen to ordinary Australians . . . . . 30

## Methodology

The fieldwork for the most recent survey detailed in this report was conducted between Friday 6 March and Thursday 19 March, 2026, over online panel. This involved the collection of a sample of N = 5,563 Australian voters aged 18 and older, recruited to fill quotas based on age, gender, location (state and AEC region), education and vote at the 2025 federal election.

Rim weighting was used to apply interlocking weights for age, gender, education, religion and location. The efficiency of these weights for the most recent survey was 83 per cent, providing an effective sample size of 4,614.

Based on this effective sample size, the margin of error (95 per cent confidence interval) for a 50 per cent result from the full sample is  $\pm 1.4$  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 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 eight per cent of the March 2026 sample, and similar rates for the other surveys, and were excluded from published vote intention figures.

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

# Federal vote intention

## Question text

If a federal election for the House of Representatives 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 2025*
3. National Party *shown in electorates where Nationals ran a candidate in 2025*
4. Liberal-National Party *shown in QLD*
5. Country Liberal Party *shown in the NT*
6. The Greens
7. Pauline Hanson's One Nation
8. Other parties and candidates *relevant options shown in electorates where they ran in 2025*
9. Will not vote
10. Undecided

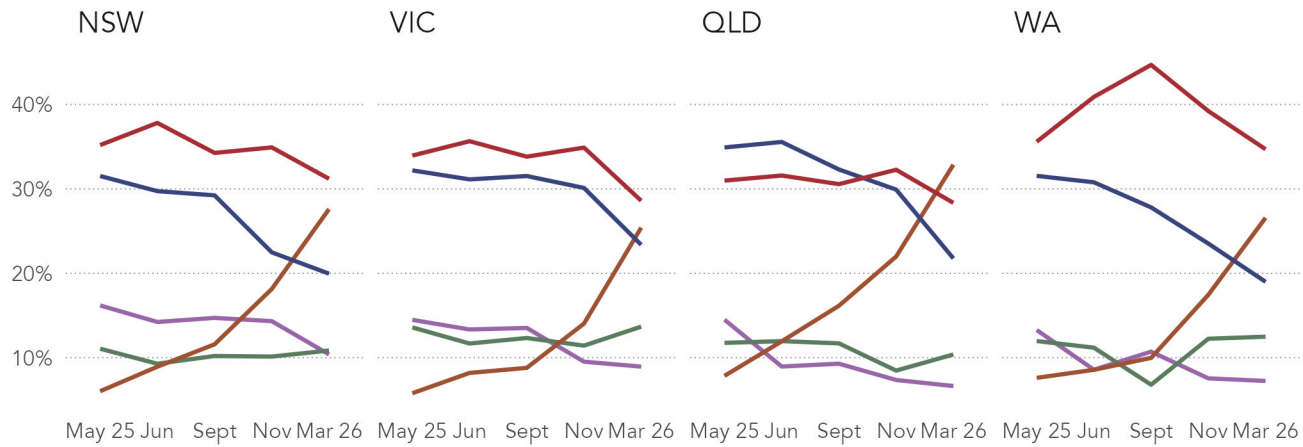
*If answered 'Undecided' above*

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

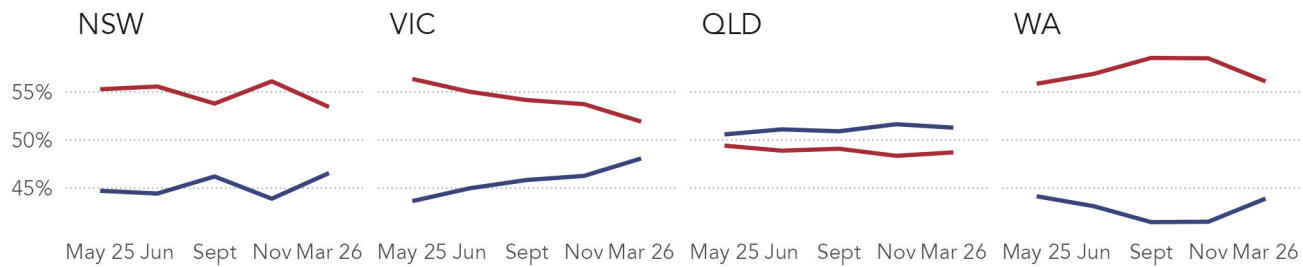
1. Labor Party
2. Liberal Party *shown in electorates where Liberals ran a candidate in 2025*
3. National Party *shown in electorates where Nationals ran a candidate in 2025*
4. Liberal-National Party *shown in QLD*
5. Country Liberal Party *shown in the NT*
6. The Greens
7. Pauline Hanson's One Nation
8. Other parties and candidates *relevant options shown in electorates where they ran in 2025*
9. Will not vote
10. Undecided

# VOTE SHARE BY STATE

## FIRST PREFERENCE



## TWO PARTY PREFERRED (PAST ELECTION FLOWS)



- Labor
- Coalition
- One Nation
- Greens
- Other parties and candidates

## LABOR MARCH TWO-PARTY PREFERRED VOTE (RESPONDENT ALLOCATED FLOWS)

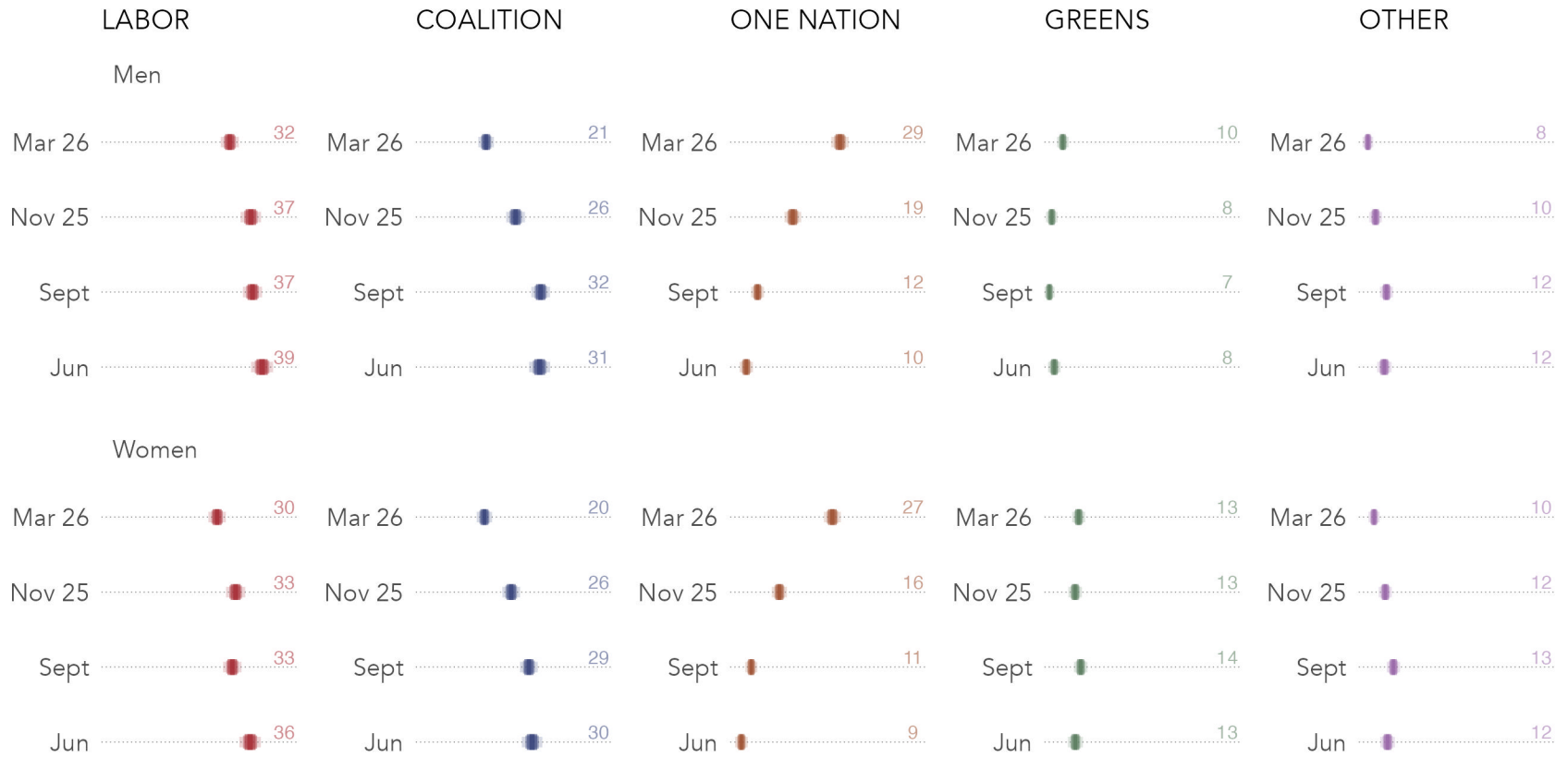
	NSW	VIC	QLD	WA
vs. One Nation	55	53	47	57
vs. Coalition	52	51	48	57

**Figure 1:** Federal vote intention for the House of Representatives, by state. Only the four largest states were included, due to limitations of the sample sizes involved. RedBridge/Accent Research surveys run between June 2025 and March 2026, compared to the May 2025 federal election result.

**Table 1:** Federal vote intention for the House of Representatives, by state. Only the four largest states were included, due to limitations of the sample sizes involved.

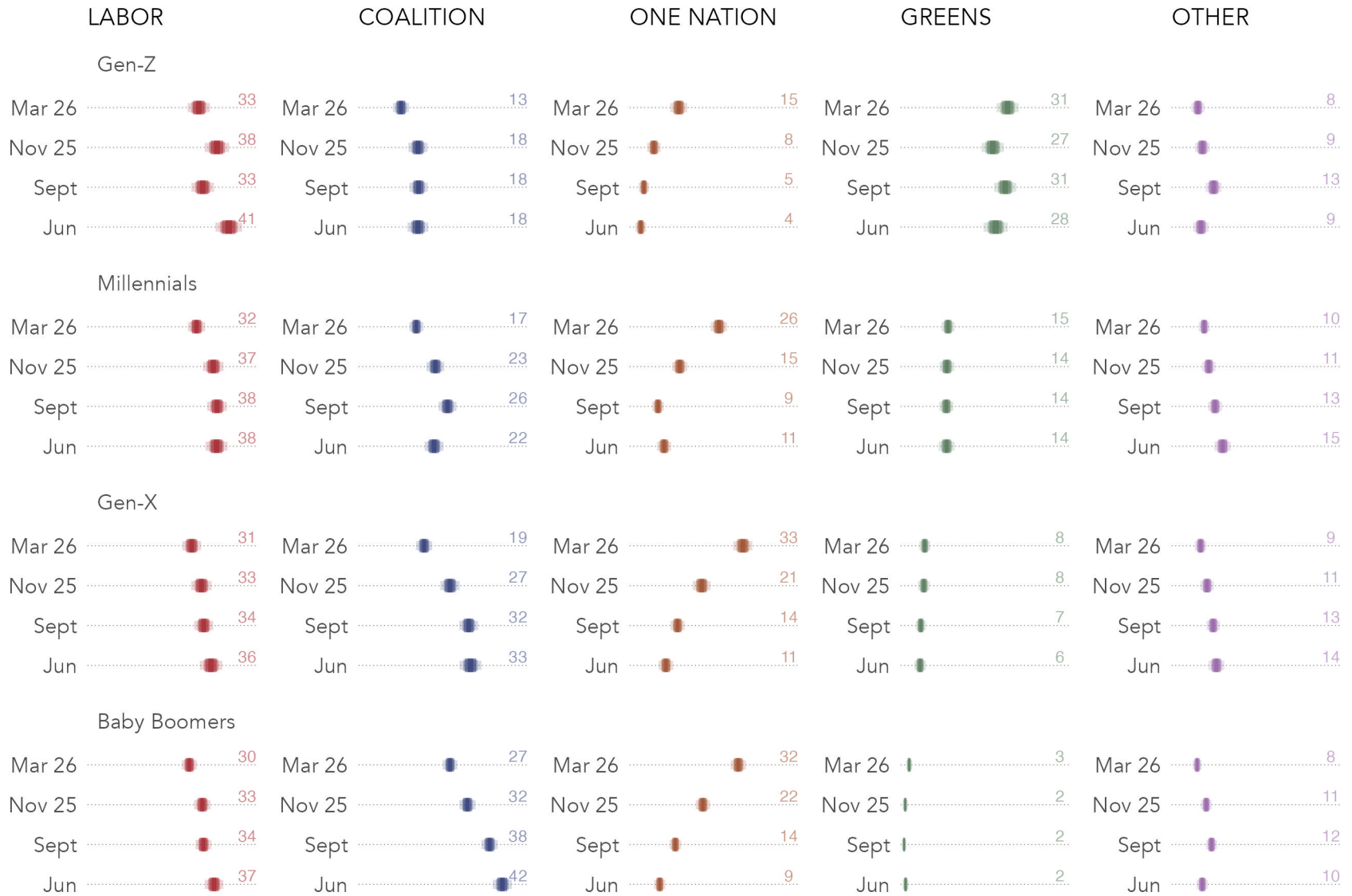
	First preference vote intention					Labor two-party vote share		
	Labor	Coalition	One Nation	Greens	Other parties and candidates	vs. Coalition (2025 flows)	vs. One Nation (respondent allocated)	vs. Coalition (respondent allocated)
<b>NSW</b>								
Mar 26	31	20	28	11	10	53	55	52
Nov 25	35	23	18	10	14	56	-	-
Sept	34	29	12	10	15	54	-	-
Jun	38	30	9	9	14	56	-	-
May	35	32	6	11	16	55	-	-
<b>QLD</b>								
Mar 26	28	22	33	10	7	49	47	48
Nov 25	32	30	22	9	7	48	-	-
Sept	31	32	16	12	9	49	-	-
Jun	32	35	12	12	9	49	-	-
May	31	35	8	12	14	49	-	-
<b>VIC</b>								
Mar 26	29	23	25	14	9	52	53	51
Nov 25	35	30	14	11	10	54	-	-
Sept	34	32	9	12	13	54	-	-
Jun	36	31	8	12	13	55	-	-
May	34	32	6	14	14	56	-	-
<b>WA</b>								
Mar 26	35	19	27	12	7	56	57	57
Nov 25	39	24	17	12	8	58	-	-
Sept	44	28	10	7	11	59	-	-
Jun	41	31	8	11	9	57	-	-
May	36	31	8	12	13	56	-	-

# VOTE SHARE BY GENDER



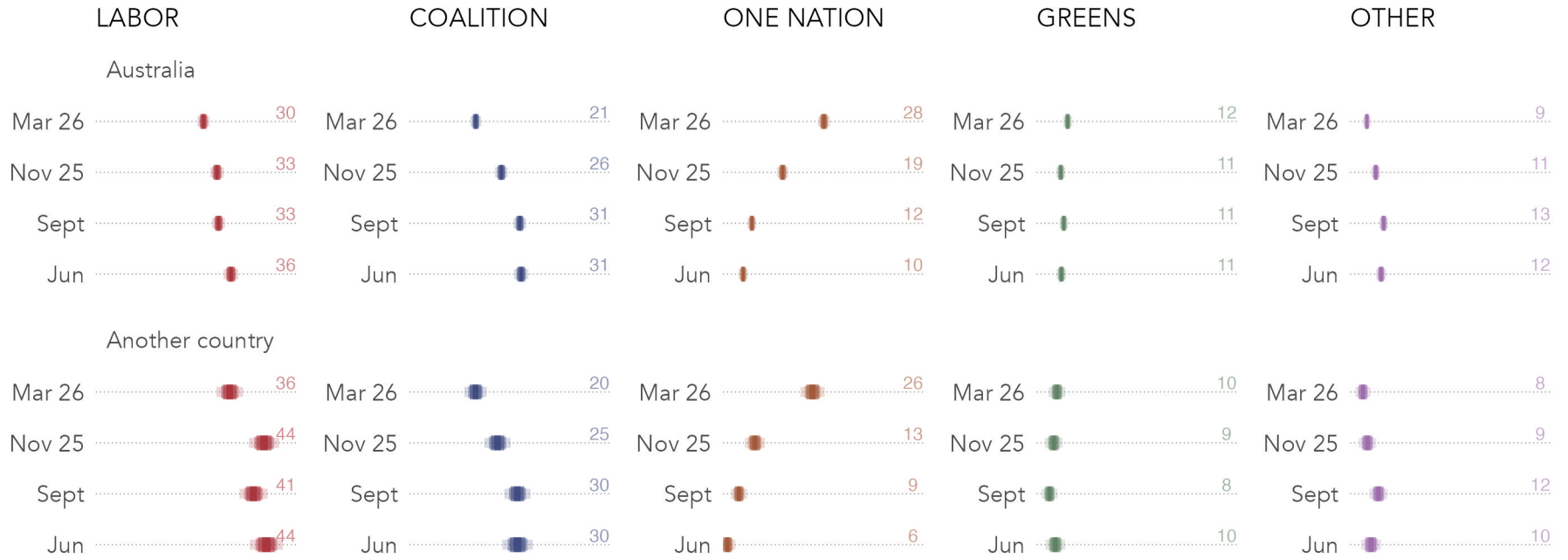
**Figure 2:** Estimated first preference vote share by gender, June, September and November 2025 and March 2026.

# VOTE SHARE BY GENERATIONAL COHORT



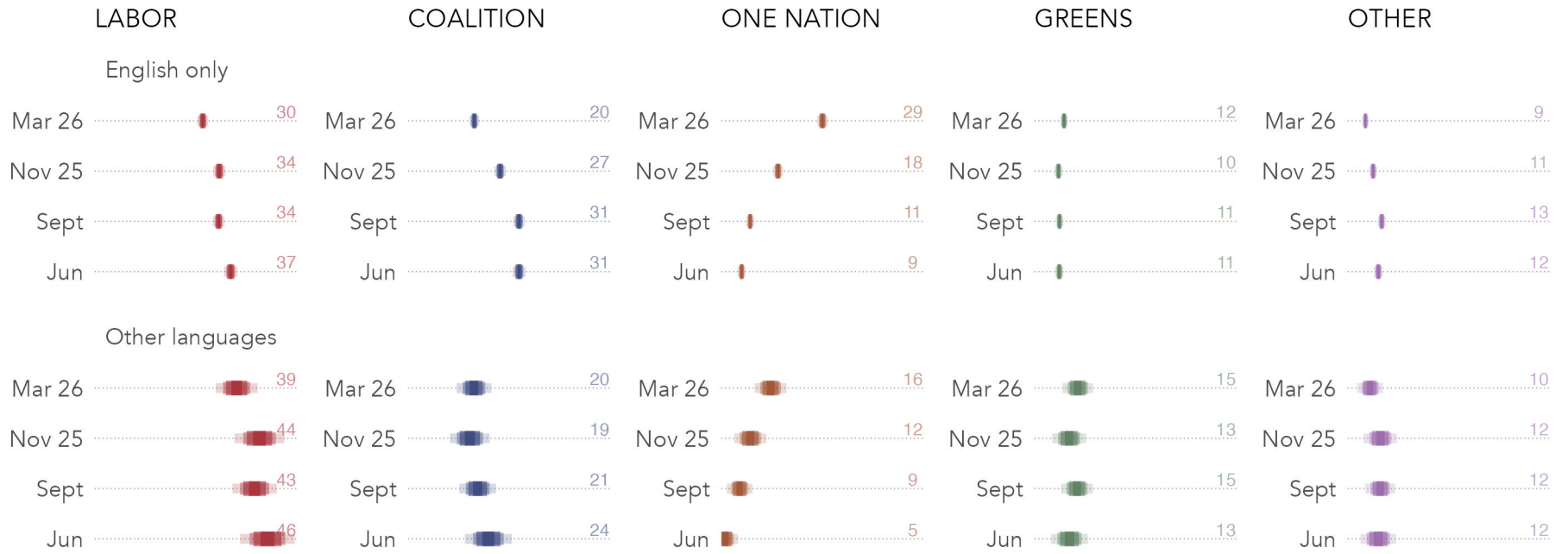
**Figure 3:** Estimated first preference vote share by generational cohort, June, September and November 2025 and March 2026. The Baby Boomer cohort here also includes those voters from earlier generations.

# VOTE SHARE BY BIRTHPLACE



**Figure 4:** Estimated first preference vote share by birthplace, June, September and November 2025 and March 2026.

# VOTE SHARE BY LANGUAGE SPOKEN AT HOME

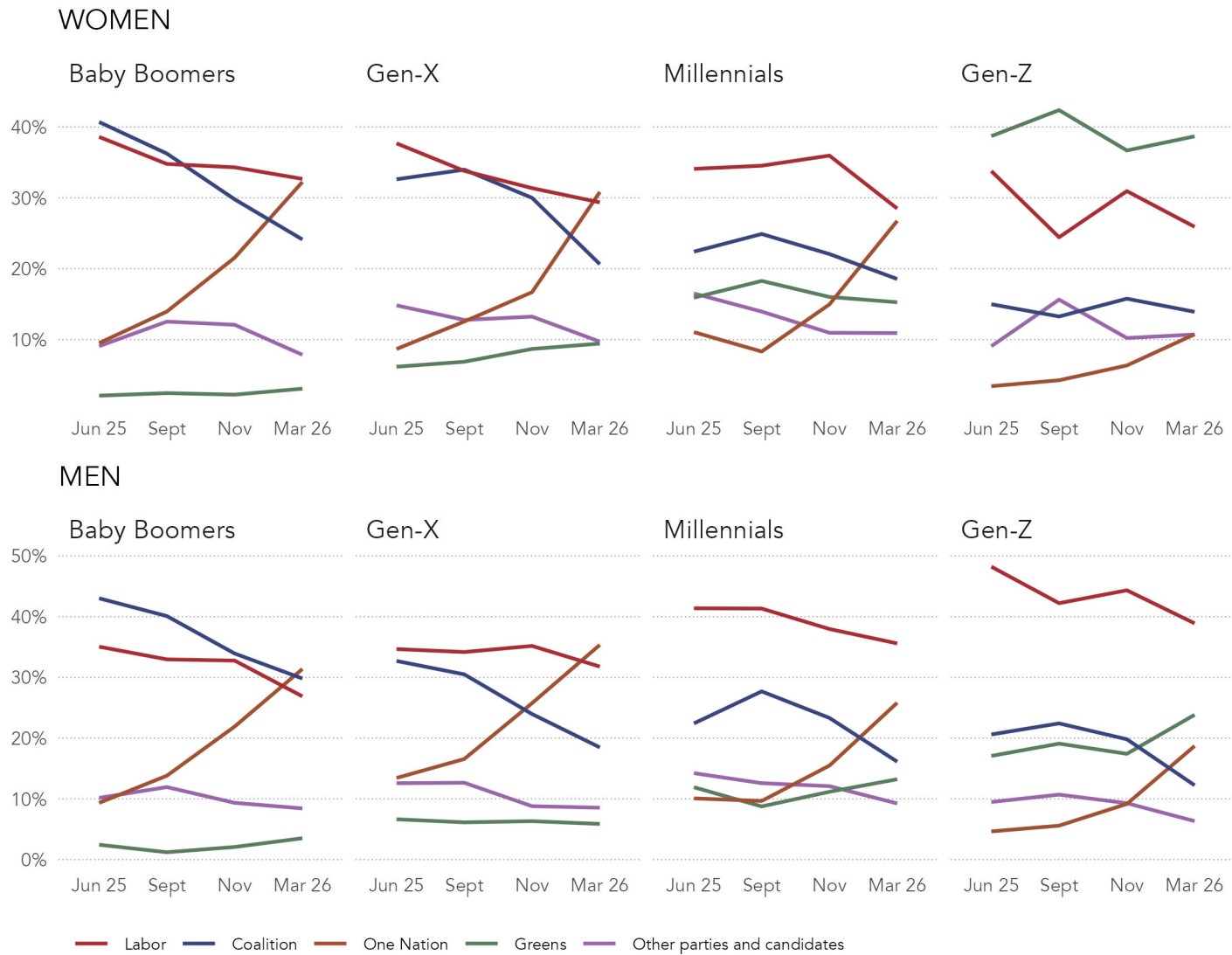


**Figure 5:** Estimated first preference vote share by language spoken at home, June, September and November 2025 and March 2026.

**Table 2:** Estimated Labor two-party preferred vote share by demographic characteristics, June, September and November, 2025, and March 2026. The Baby Boomer cohort here also includes those voters from earlier generations.

	vs. Coalition (respondent allocated)			vs. One Nation (respondent allocated)	
	Jun 2025	Sept	Nov	Mar 2026	Mar 2026
<b>Gender</b>					
Men	55	52	54	53	53
Women	56	56	56	53	54
<b>Generation</b>					
Baby Boomers	46	45	47	44	45
Gen-X	52	51	52	51	49
Millennials	60	60	59	57	57
Gen-Z	73	69	70	68	73
<b>Birthplace</b>					
Another country	60	57	59	55	61
Australia	55	54	54	52	52
<b>Language used at home</b>					
English only	55	53	54	52	52
Other languages	64	62	67	59	70

# VOTE SHARE BY GENDER AND GENERATION

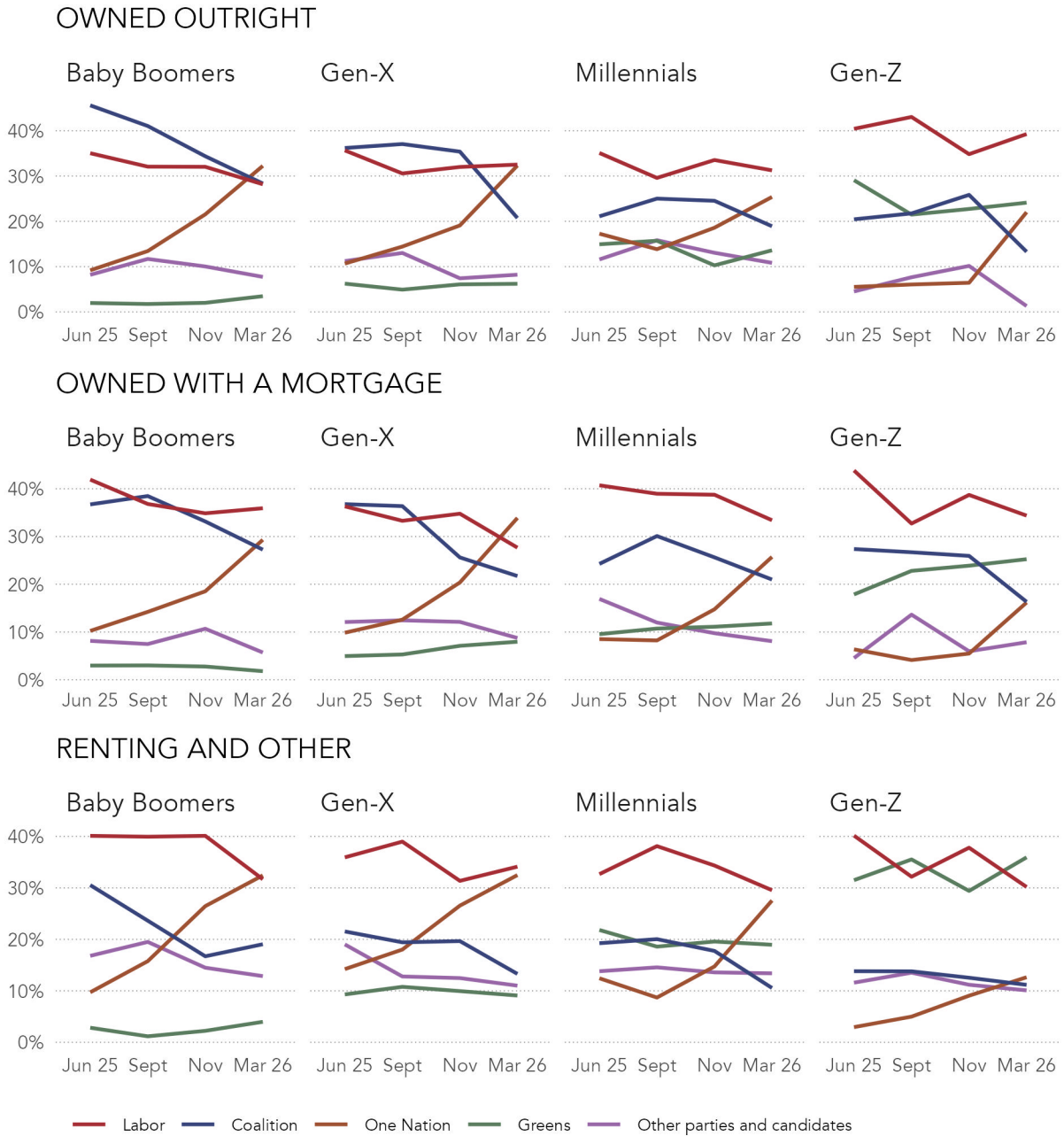


**Figure 6:** Federal vote intention for the House of Representatives, by generation and gender. The Baby Boomer cohort here also includes those voters from earlier generations. RedBridge/Accent Research surveys run between June 2025 and March 2026.

**Table 3:** Federal vote intention for the House of Representatives, by generation and gender. The Baby Boomer cohort here also includes those voters from earlier generations. Data are from March 2026.

Generation and Gender	First preference vote intention					Labor two-party vote share		
	Labor	Coalition	One Nation	Greens	Other parties and candidates	vs. Coalition (2025 flows)	vs. Coalition (respondent allocated)	vs. One Nation (respondent allocated)
<b>Baby Boomers</b>								
Men	27	30	31	4	8	42	40	43
Women	33	24	32	3	8	48	48	47
<b>Gen-X</b>								
Men	32	18	35	6	9	50	50	48
Women	29	21	31	9	10	51	52	51
<b>Millennials</b>								
Men	36	16	26	13	9	59	60	60
Women	28	19	27	15	11	54	54	55
<b>Gen-Z</b>								
Men	39	12	19	24	6	68	69	70
Women	26	14	11	38	11	68	66	75

# VOTE SHARE BY HOME OWNERSHIP AND GENERATION

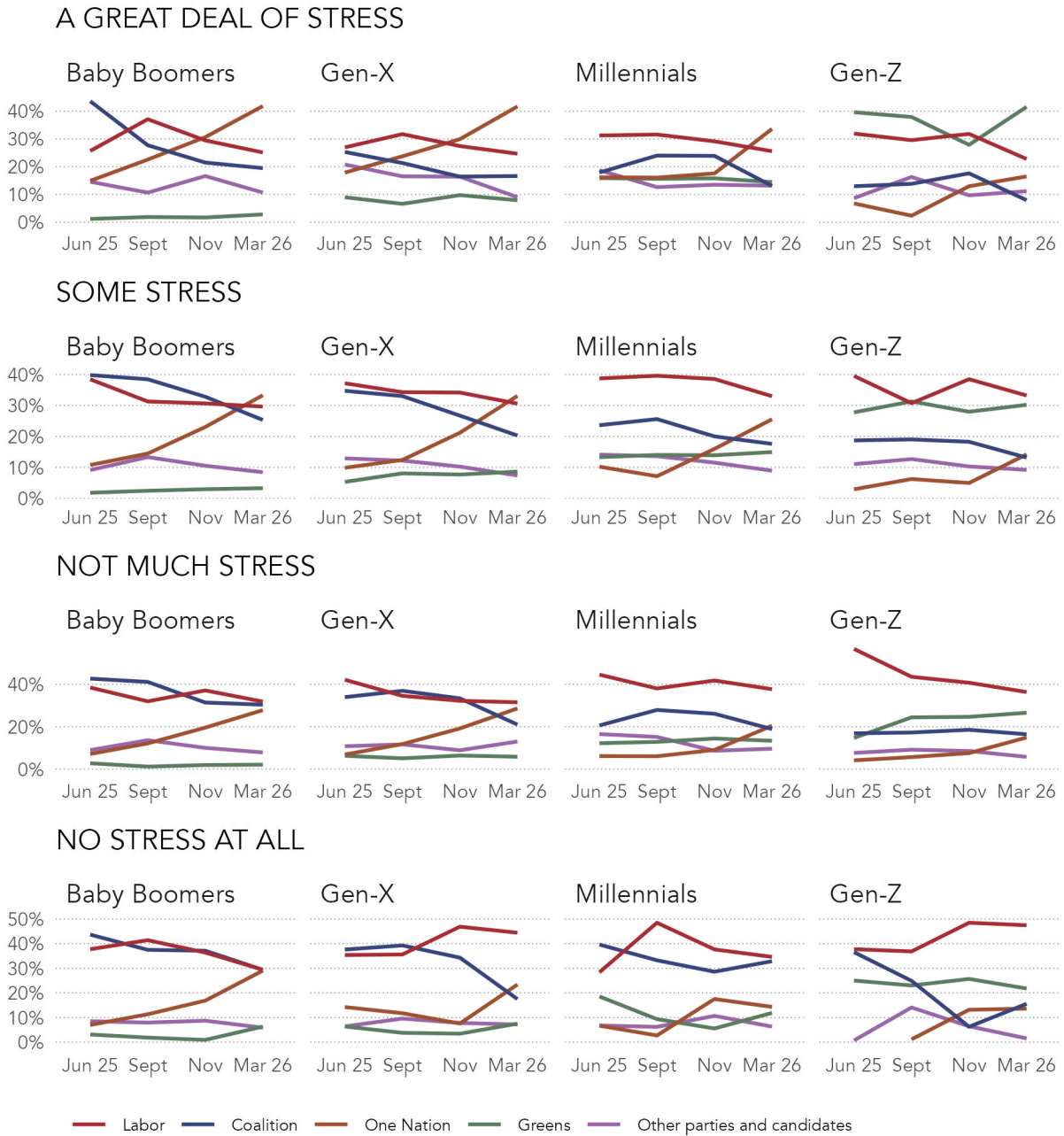


**Figure 7:** Federal vote intention for the House of Representatives, by generation and home ownership. The Baby Boomer cohort here also includes those voters from earlier generations. RedBridge/Accent Research surveys run between June 2025 and March 2026.

**Table 4:** Federal vote intention for the House of Representatives, by generation and home ownership. The Baby Boomer cohort here also includes those voters from earlier generations. The data here are from March 2026.

Generation and Home ownership	First preference vote intention					Labor two-party vote share		
	Labor	Coalition	One Nation	Greens	Other parties and candidates	vs. Coalition (2025 flows)	vs. Coalition (respondent allocated)	vs. One Nation (respondent allocated)
<b>Baby Boomers</b>								
Owned outright	28	28	32	4	8	44	42	44
Owned with a mortgage	36	27	29	2	6	48	46	48
Renting and other	32	19	32	4	13	50	51	46
<b>Gen-X</b>								
Owned outright	33	21	32	6	8	51	51	50
Owned with a mortgage	27	22	34	8	9	48	48	48
Renting and other	34	13	33	9	11	56	59	51
<b>Millennials</b>								
Owned outright	31	19	25	14	11	55	56	61
Owned with a mortgage	33	21	26	12	8	54	55	57
Renting and other	30	11	27	19	13	60	62	56
<b>Gen-Z</b>								
Owned outright	39	13	22	24	2	67	69	70
Owned with a mortgage	35	16	16	25	8	65	61	71
Renting and other	30	11	13	36	10	70	70	74

# VOTE SHARE BY FINANCIAL STRESS AND GENERATION



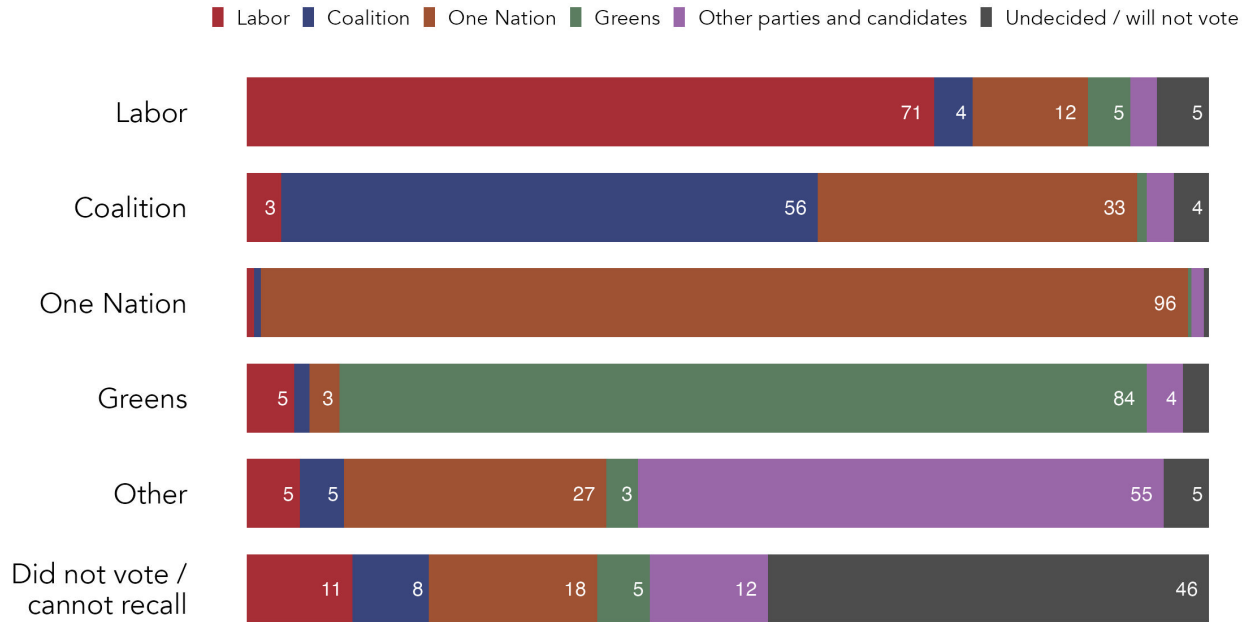
**Figure 8:** Federal vote intention for the House of Representatives, by generation and financial stress. The Baby Boomer cohort here also includes those voters from earlier generations. RedBridge/Accent Research surveys run between June 2025 and March 2026.

**Table 5:** Federal vote intention for the House of Representatives, by generation and financial stress. The Baby Boomer cohort here also includes those voters from earlier generations. Data are from March, 2026.

Generation and financial stress	First preference vote intention					Labor two-party vote share		
	Labor	Coalition	One Nation	Greens	Other parties and candidates	vs. Coalition (2025 flows)	vs. Coalition (respondent allocated)	vs. One Nation (respondent allocated)
<b>Baby Boomers</b>								
A great deal of stress	25	19	42	3	11	44	43	35
Some stress	30	25	33	3	9	45	44	44
Not much stress	32	30	28	2	8	45	43	49
No stress at all	30	29	29	6	6	46	46	47
<b>Gen-X</b>								
A great deal of stress	25	16	42	8	9	47	49	41
Some stress	31	20	33	9	7	51	52	49
Not much stress	31	21	29	6	13	51	51	53
No stress at all	44	18	23	8	7	60	56	62
<b>Millennials</b>								
A great deal of stress	26	13	34	14	13	54	58	51
Some stress	33	18	25	15	9	57	56	58
Not much stress	38	19	20	13	10	59	60	65
No stress at all	35	33	14	12	6	51	51	59
<b>Gen-Z</b>								
A great deal of stress	23	8	16	42	11	69	71	67
Some stress	34	13	14	30	9	68	68	75
Not much stress	36	16	15	27	6	66	63	71
No stress at all	47	16	14	22	1	71	72	77

**Vote recall and current vote intention**

## CURRENT VOTE INTENTION BY REPORTED VOTE RECALL AT THE 2025 FEDERAL ELECTION



**Figure 9:** Current vote intention for the House of Representatives by recalled first preference vote at the 2025 Federal election (represented by each row in the plot). It should be noted that vote recall often contains a great deal of error, with many voters having difficulty remembering or a great deal of uncertainty how they voted at the last election. This is particularly the case of those voters who are less engaged with politics.

## Drivers of support for One Nation

### Question text

#### Do you agree or disagree with the following statements?

Carousel; randomise statements

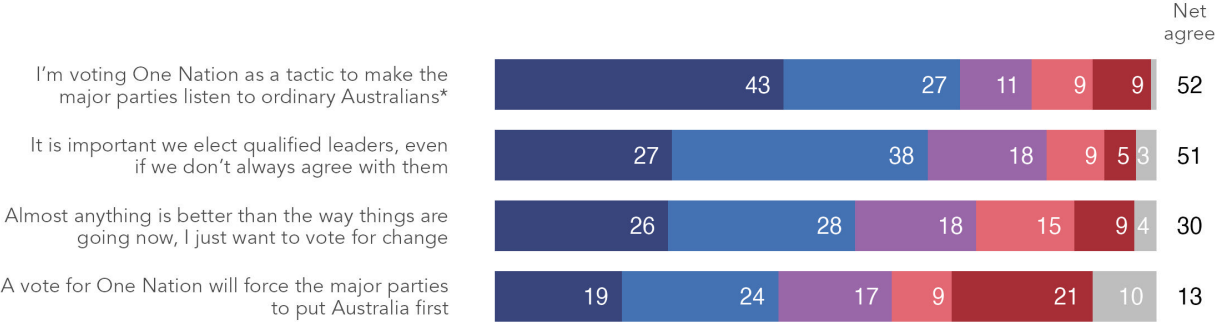
- A. Almost anything is better than the way things are going now, I just want to vote for change
- B. It is important we elect qualified leaders, even if we don't always agree with them
- C. A vote for One Nation will force the major parties to put Australia first
- D. I'm voting One Nation as a tactic to make the major parties listen to ordinary Australians **Note: this question was only asked if a respondent indicated that they planned to vote for One Nation.**

Single select; random reverse 1-5

- 1. Strongly agree
- 2. Somewhat agree
- 3. Neither agree nor disagree
- 4. Somewhat disagree
- 5. Strongly disagree
- 6. Not sure

# Do you agree or disagree with the following statements?

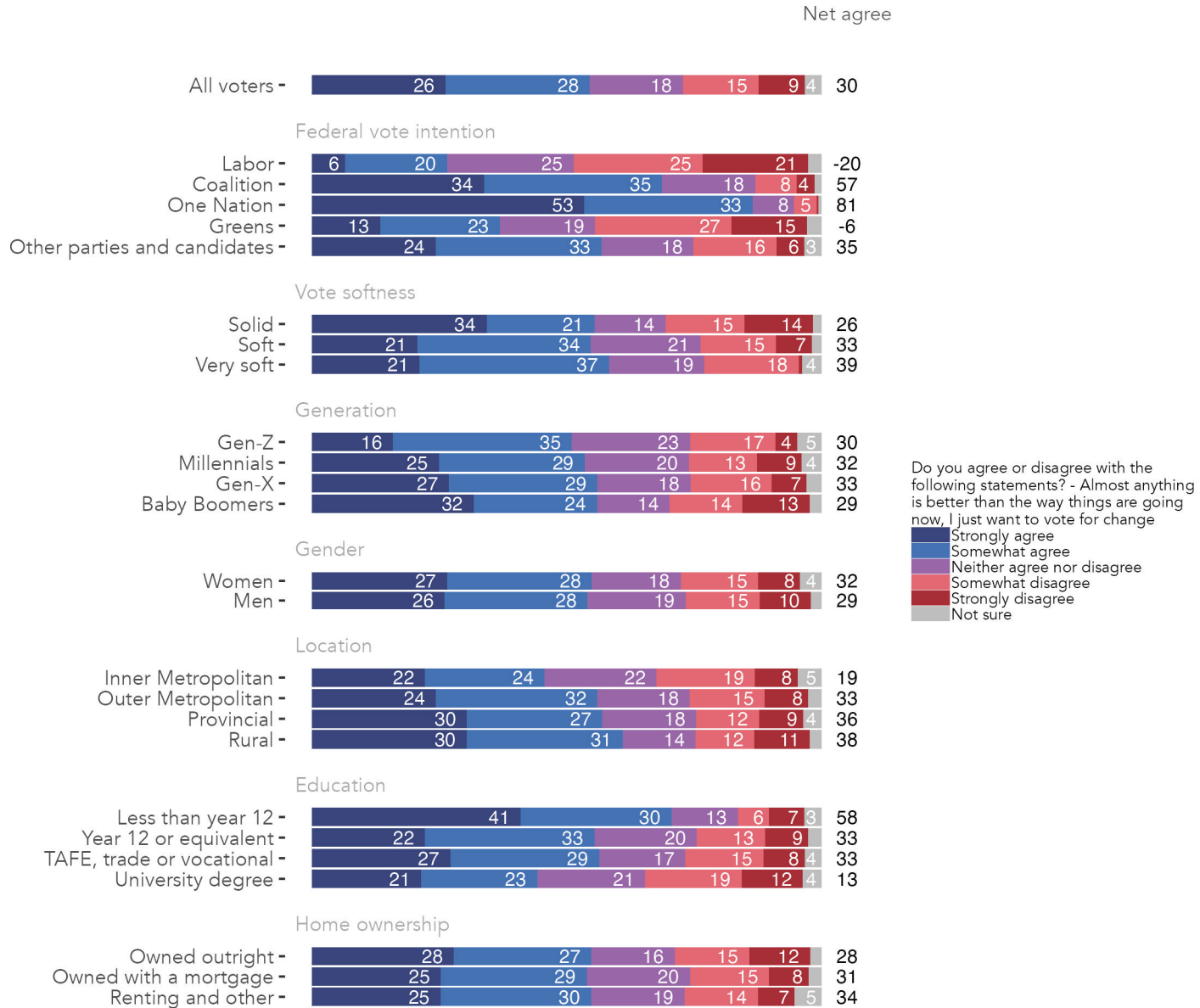
■ Strongly agree   
 ■ Neither agree nor disagree   
 ■ Strongly disagree  
■ Somewhat agree   
 ■ Somewhat disagree   
 ■ Not sure



**Figure 10:** Share of voters that agree and disagree with each statement. Figures in black on the right-hand side of the plot indicate the net share who agree with each statement (total share that agree, minus the share who disagree). Note: the question denoted with an asterisk was only asked of Australians who planned to vote for One Nation (n=491).

**Almost anything is better than the way things are going now, I just want to vote for change**

Share of voters that agree, or disagree, with the statement: Almost anything is better than the way things are going now, I just want to vote for change



**Figure 11:** Share of voters that agree, or disagree, with the statement: Almost anything is better than the way things are going now, I just want to vote for change, by demographic characteristics. 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).

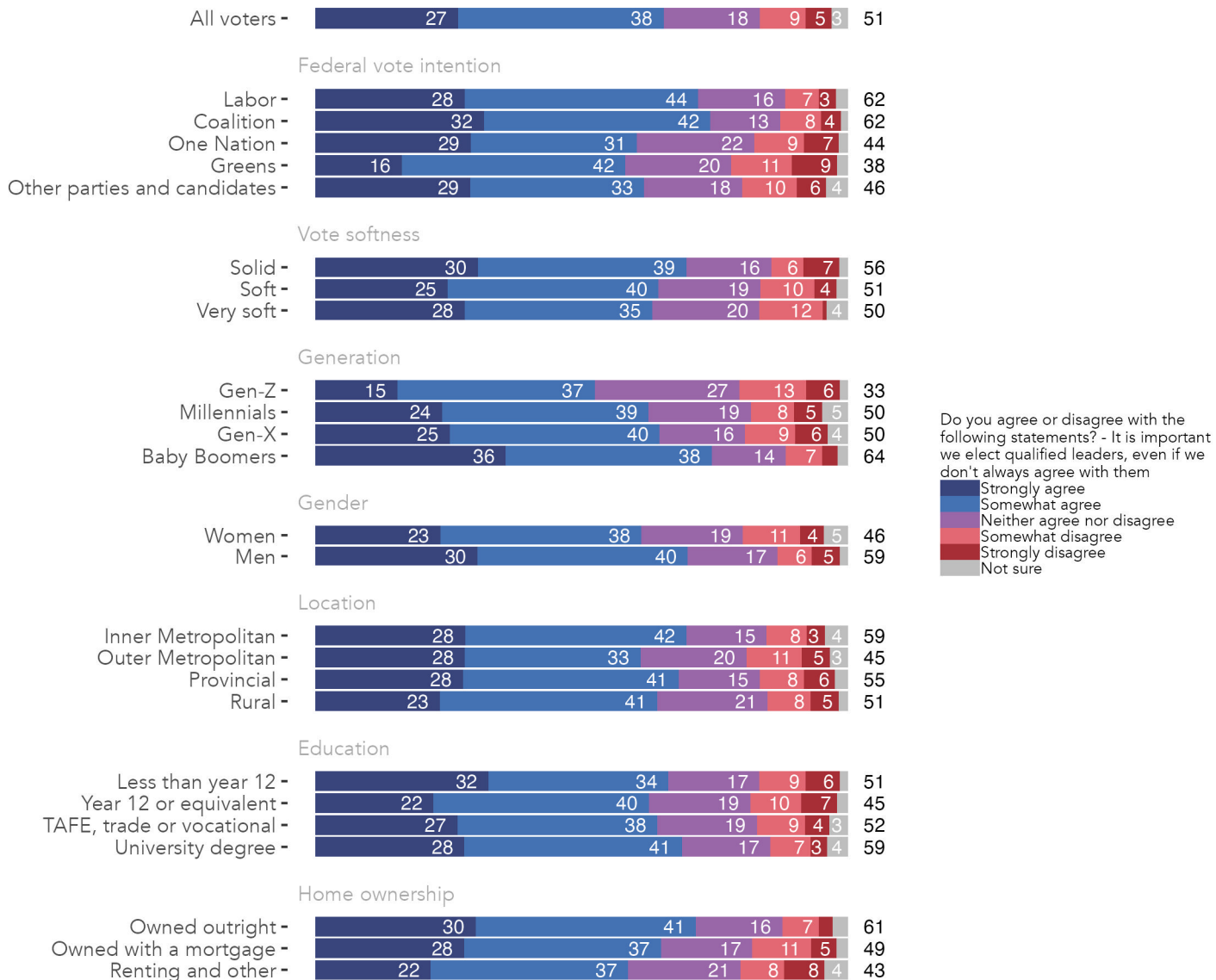
**Table 6:** Share of voters that agree, or disagree, with the statement: Almost anything is better than the way things are going now, I just want to vote for change, by demographic characteristics.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not sure
All voters	26	28	18	15	9	4
<b>Federal vote intention</b>						
Labor	6	20	25	25	21	3
Coalition	34	35	18	8	4	1
One Nation	53	33	8	5	0	1
Greens	13	23	19	27	15	3
Other parties and candidates	24	33	18	16	6	3
<b>Vote softness</b>						
Very soft	21	37	19	18	1	4
Soft	21	34	21	15	7	2
Solid	34	21	14	15	14	2
<b>Generation</b>						
Gen-Z	16	35	23	17	4	5
Millennials	25	29	20	13	9	4
Gen-X	27	29	18	16	7	3
Baby Boomers	32	24	14	14	13	3
<b>Gender</b>						
Women	27	28	18	15	8	4
Men	26	28	19	15	10	2
<b>Location</b>						
Inner Metropolitan	22	24	22	19	8	5
Outer Metropolitan	24	32	18	15	8	3
Provincial	30	27	18	12	9	4
Rural	30	31	14	12	11	2
<b>Education</b>						
Less than year 12	41	30	13	6	7	3
Year 12 or equivalent	22	33	20	13	9	3
TAFE, trade or vocational	27	29	17	15	8	4
University degree	21	23	21	19	12	4
<b>Home ownership</b>						
Owned outright	28	27	16	15	12	2
Owned with a mortgage	25	29	20	15	8	3
Renting and other	25	30	19	14	7	5

**It is important we elect qualified leaders, even if we don't always agree with them**

Share of voters that agree, or disagree, with the statement: It is important we elect qualified leaders, even if we don't always agree with them

Net agree



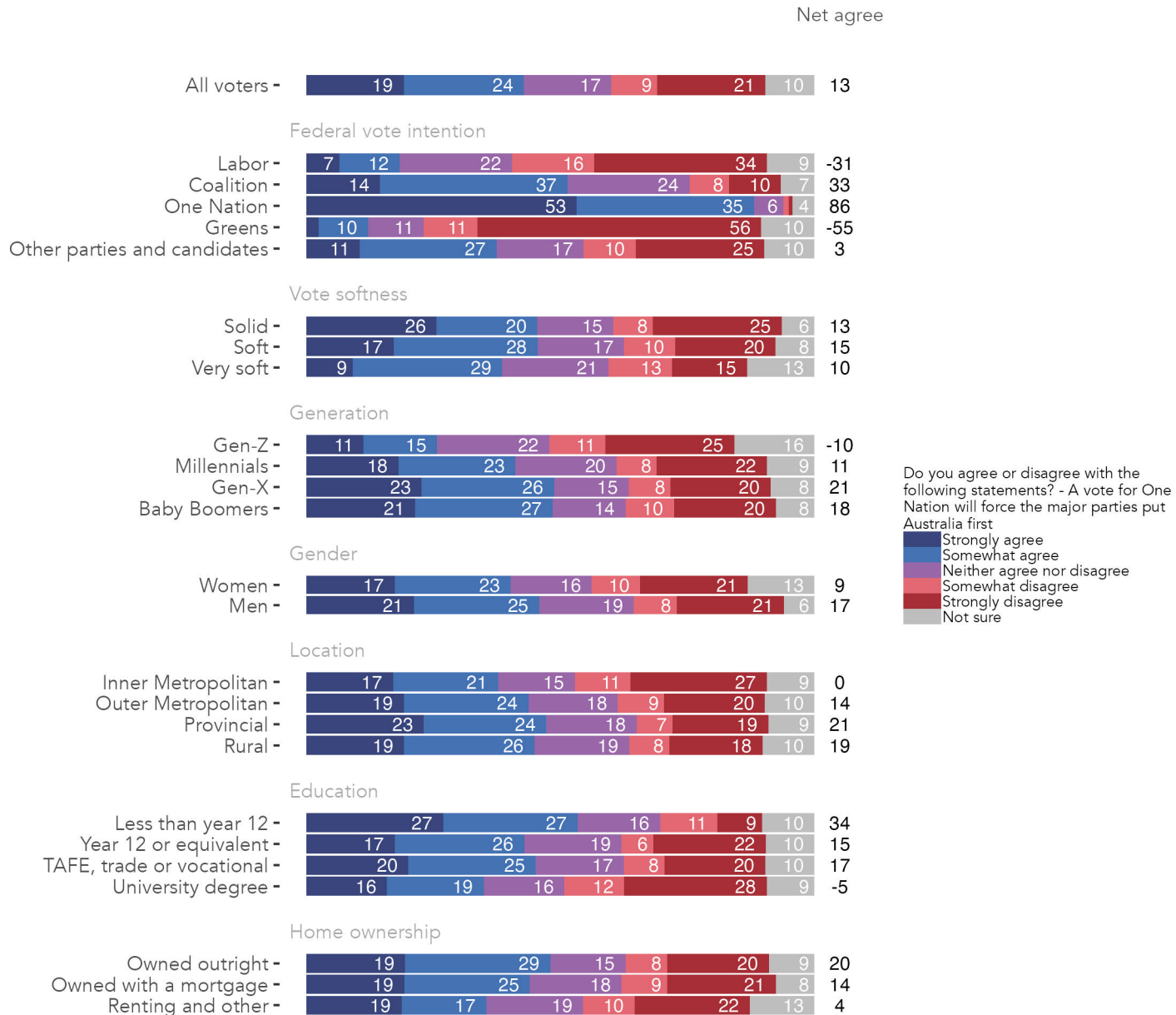
**Figure 12:** Share of voters that agree, or disagree, with the statement: It is important we elect qualified leaders, even if we don't always agree with them, by demographic characteristics. Figures in black on the right-hand side of the plot indicate the net share who agree with the statement (total share that agree, minus the share who disagree).

**Table 7:** Share of voters that agree, or disagree, with the statement: It is important we elect qualified leaders, even if we don't always agree with them, by demographic characteristics.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not sure
All voters	27	38	18	9	5	3
<b>Federal vote intention</b>						
Labor	28	44	16	7	3	2
Coalition	32	42	13	8	4	1
One Nation	29	31	22	9	7	2
Greens	16	42	20	11	9	2
Other parties and candidates	29	33	18	10	6	4
<b>Vote softness</b>						
Very soft	28	35	20	12	1	4
Soft	25	40	19	10	4	2
Solid	30	39	16	6	7	2
<b>Generation</b>						
Gen-Z	15	37	27	13	6	2
Millennials	24	39	19	8	5	5
Gen-X	25	40	16	9	6	4
Baby Boomers	36	38	14	7	3	2
<b>Gender</b>						
Women	23	38	19	11	4	5
Men	30	40	17	6	5	2
<b>Location</b>						
Inner Metropolitan	28	42	15	8	3	4
Outer Metropolitan	28	33	20	11	5	3
Provincial	28	41	15	8	6	2
Rural	23	41	21	8	5	2
<b>Education</b>						
Less than year 12	32	34	17	9	6	2
Year 12 or equivalent	22	40	19	10	7	2
TAFE, trade or vocational	27	38	19	9	4	3
University degree	28	41	17	7	3	4
<b>Home ownership</b>						
Owned outright	30	41	16	7	3	3
Owned with a mortgage	28	37	17	11	5	2
Renting and other	22	37	21	8	8	4

**A vote for One Nation will force the major parties to put Australia first**

Share of voters that agree, or disagree, with the statement: A vote for One Nation will force the major parties to put Australia first



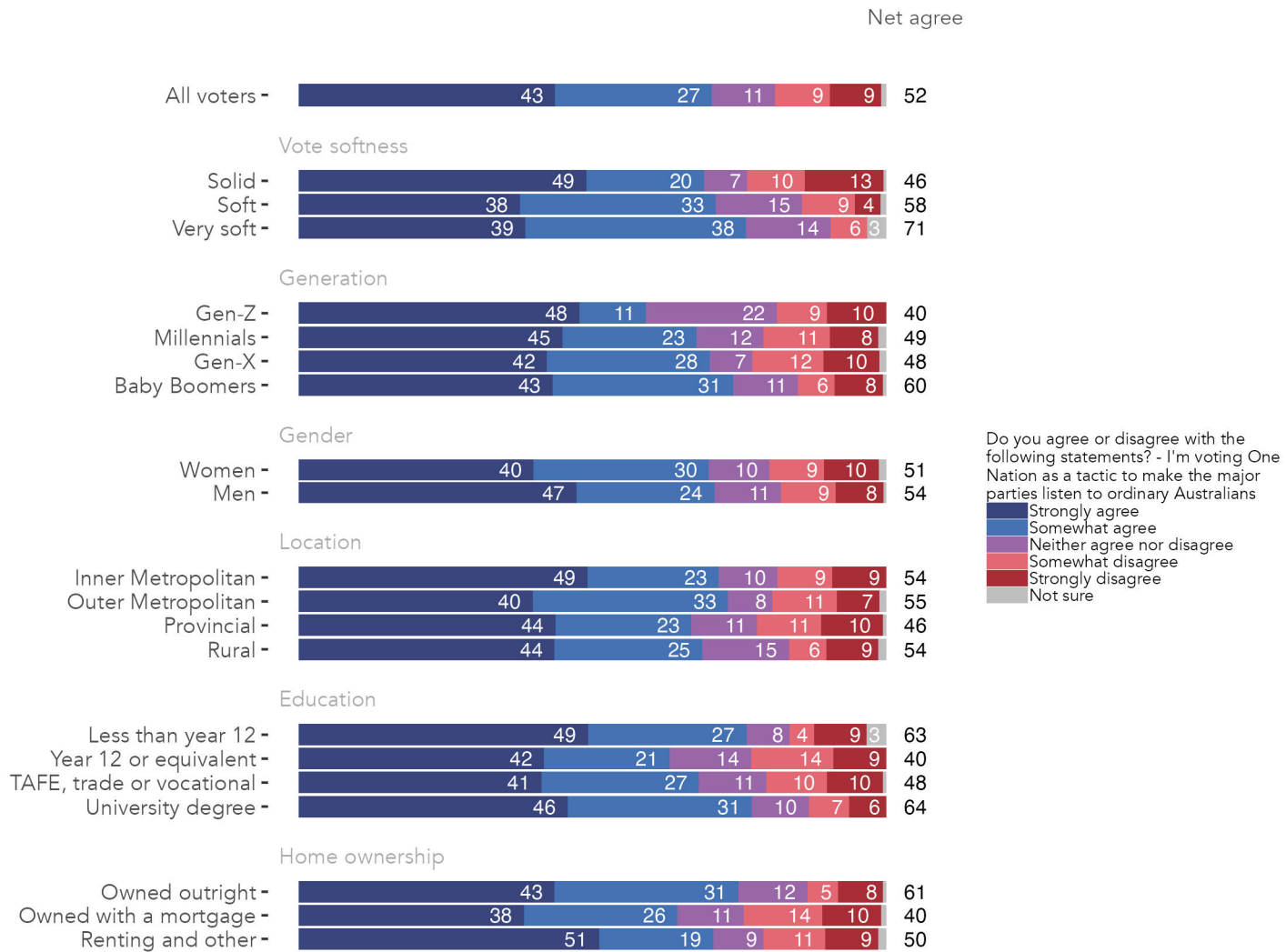
**Figure 13:** Share of voters that agree, or disagree, with the statement: A vote for One Nation will force the major parties to put Australia first, by demographic characteristics. Figures in black on the right-hand side of the plot indicate the net share who agree with the statement (total share that agree, minus the share who disagree).

**Table 8:** Share of voters that agree, or disagree, with the statement: A vote for One Nation will force the major parties to put Australia first, by demographic characteristics.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not sure
All voters	19	24	17	9	21	10
<b>Federal vote intention</b>						
Labor	7	12	22	16	34	9
Coalition	14	37	24	8	10	7
One Nation	53	35	6	1	1	4
Greens	2	10	11	11	56	10
Other parties and candidates	11	27	17	10	25	10
<b>Vote softness</b>						
Very soft	9	29	21	13	15	13
Soft	17	28	17	10	20	8
Solid	26	20	15	8	25	6
<b>Generation</b>						
Gen-Z	11	15	22	11	25	16
Millennials	18	23	20	8	22	9
Gen-X	23	26	15	8	20	8
Baby Boomers	21	27	14	10	20	8
<b>Gender</b>						
Women	17	23	16	10	21	13
Men	21	25	19	8	21	6
<b>Location</b>						
Inner Metropolitan	17	21	15	11	27	9
Outer Metropolitan	19	24	18	9	20	10
Provincial	23	24	18	7	19	9
Rural	19	26	19	8	18	10
<b>Education</b>						
Less than year 12	27	27	16	11	9	10
Year 12 or equivalent	17	26	19	6	22	10
TAFE, trade or vocational	20	25	17	8	20	10
University degree	16	19	16	12	28	9
<b>Home ownership</b>						
Owned outright	19	29	15	8	20	9
Owned with a mortgage	19	25	18	9	21	8
Renting and other	19	17	19	10	22	13

**I'm voting One Nation as a tactic to make the major parties listen to ordinary Australians**

Share of voters that agree, or disagree, with the statement: I'm voting One Nation as a tactic to make the major parties listen to ordinary Australians



**Figure 14:** Share of voters that agree, or disagree, with the statement: I'm voting One Nation as a tactic to make the major parties listen to ordinary Australians, by demographic characteristics. 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). Note: this question was only asked of respondents who intended to give One Nation their vote at a federal election (n=491).

**Table 9:** Share of voters that agree, or disagree, with the statement: I'm voting One Nation as a tactic to make the major parties listen to ordinary Australians, by demographic characteristics.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not sure
All voters	43	27	11	9	9	1
<b>Vote softness</b>						
Solid	49	20	7	10	13	1
Soft	38	33	15	9	4	1
Very soft	39	38	14	6	0	3
<b>Generation</b>						
Gen-Z	48	11	22	9	10	0
Millennials	45	23	12	11	8	1
Gen-X	42	28	7	12	10	1
Baby Boomers	43	31	11	6	8	1
<b>Gender</b>						
Women	40	30	10	9	10	1
Men	47	24	11	9	8	1
<b>Location</b>						
Inner Metropolitan	49	23	10	9	9	0
Outer Metropolitan	40	33	8	11	7	1
Provincial	44	23	11	11	10	1
Rural	44	25	15	6	9	1
<b>Education</b>						
Less than year 12	49	27	8	4	9	3
Year 12 or equivalent	42	21	14	14	9	0
TAFE, trade or vocational	41	27	11	10	10	1
University degree	46	31	10	7	6	0
<b>Home ownership</b>						
Owned outright	43	31	12	5	8	1
Owned with a mortgage	38	26	11	14	10	1
Renting and other	51	19	9	11	9	1

ACCENT RESEARCH

redbridge

INFLUENCE WITH INTEGRITY