



AFR, RedBridge Group and Accent Research federal poll

February, 2026

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Key findings

- Since the December AFR/RedBridge/Accent Research poll, the vote share of the former Coalition parties has collapsed further. The Liberal and LNP vote is less than half of their pre-election high points. One Nation is now receiving a larger share of the vote (26 per cent) than the combined former Coalition parties (19 per cent; see figure 2). This surge in the One Nation support is widespread across most demographics, and indicative of a potential partisan realignment (figure 4). Besides shrinking, the Liberal vote is also becoming softer (figure 5).
- Voters are abandoning the (former) Coalition parties, and switching to One Nation due to negative assessment of the Liberal leadership, the Coalition split and general anti-system views. Negative assessments of the Labor leadership, immigration and that the major parties are too similar are also driving voters to One Nation (see figures 7 and 8).
- Pauline Hanson is currently the most popular politician covered by the track (net favourability of -3 points, up 16 from December), followed by Anthony Albanese (-10 points, down 11 from December). Sussan Ley trails both (net -32, down 12 from December; figure 12).
- Labor still has a slightly higher favourability net rating than One Nation, though (-3, down 10), but One Nation is gaining ground (up 13 to -6). The net favourability of the Liberal Party has also dropped (down 9 to -22; figure 21).
- Reasons for One Nation's growing support can be seen in two figures: The salience of immigration and national security has increased since December (figure 27), and voters are increasingly likely to say Australia is headed in the wrong direction (figure 41).
- Labor is still seen as the better party to handle 4 out of the 6 issues asked about in this survey, but its lead is slipping. One Nation is catching up, and now ahead of the Liberal Party on housing, cost of living and climate change, and tied on national security; while it leads as the preferred party of a plurality of voters on immigration (figure 34).

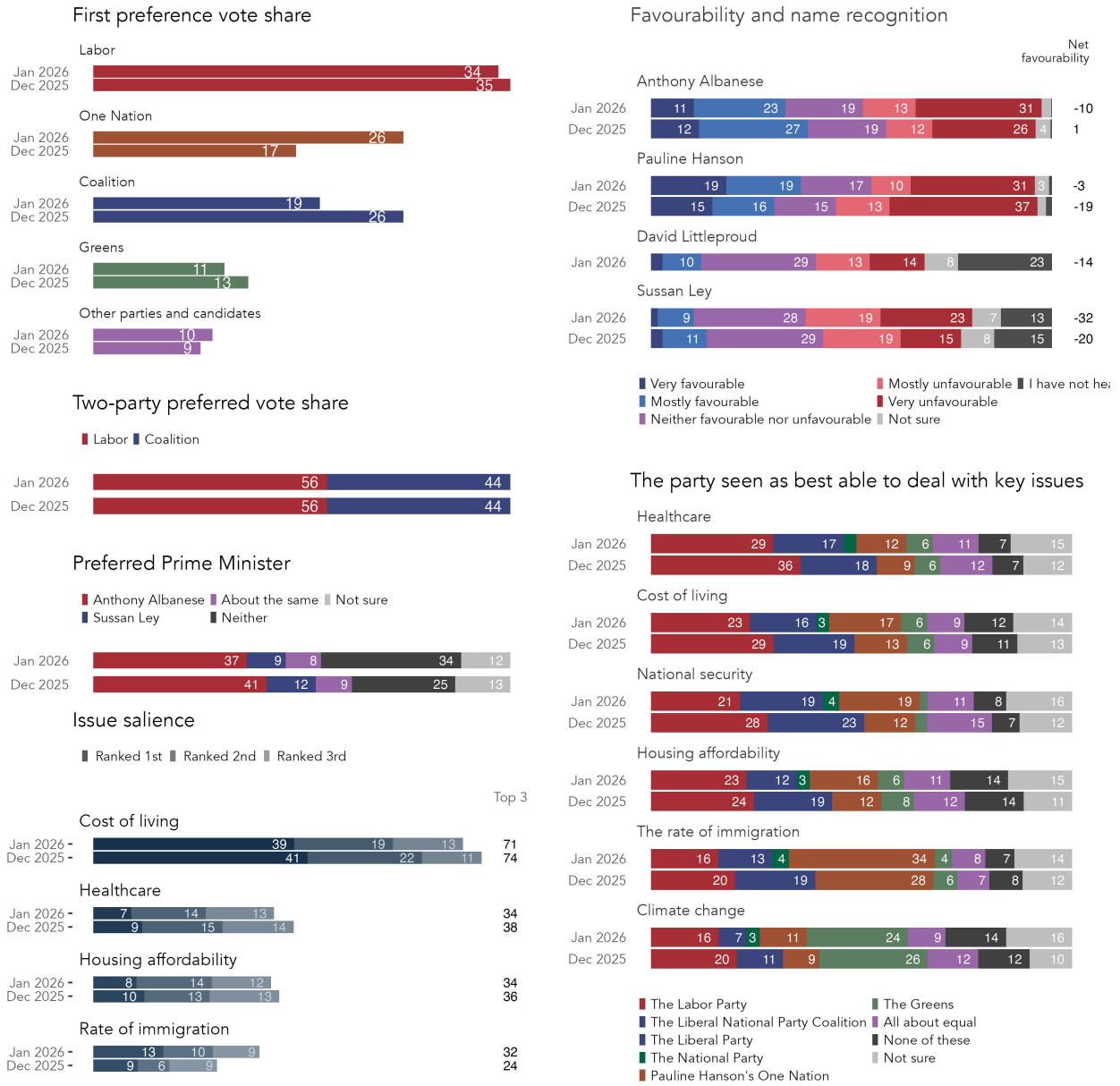


Figure 1: The key findings from the Redbridge Group / Accent Research Poll for the AFR.

Methodology

The fieldwork for this survey was conducted between Thursday 22 January and Thursday 29 January. The sample of N = 1,003 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 2025 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 78 per cent, providing an effective sample size of 782.

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 six per cent of the sample, and were excluded from published vote intention figures. Two-party preferred results are based on preference flows from the 2025 federal election.

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

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 *shown in electorates where One Nation ran a candidate in 2025*
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 *shown in electorates where One Nation ran a candidate in 2025*
8. Other parties and candidates *relevant options shown in electorates where they ran in 2025*
9. Will not vote
10. Undecided

FIRST PREFERENCE VOTE SHARE

Shift in vote intention, May 2024 to January 2026

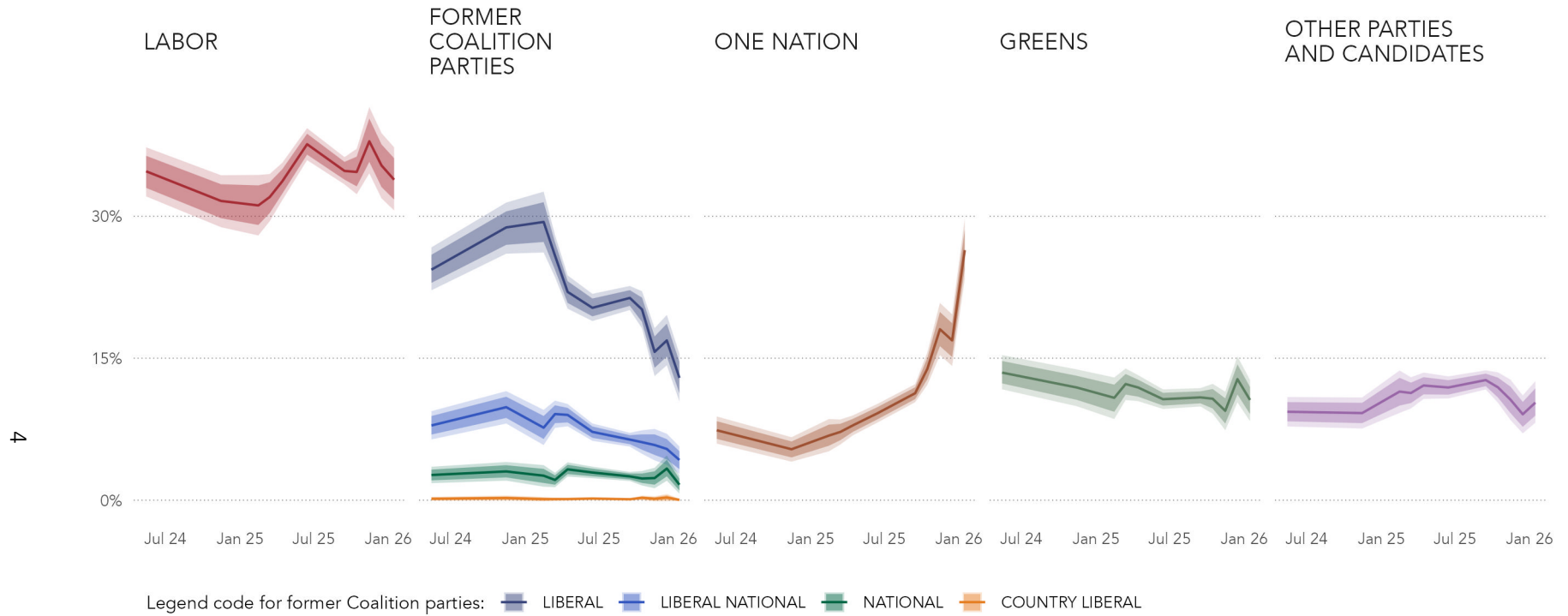


Figure 2: Shifts in the estimated first preference vote share since May 2024. The shaded area around the curves represent 80 and 95 per cent confidence intervals.

TWO-PARTY PREFERRED VOTE SHARE

Shift in vote intention, May 2024 to January 2026

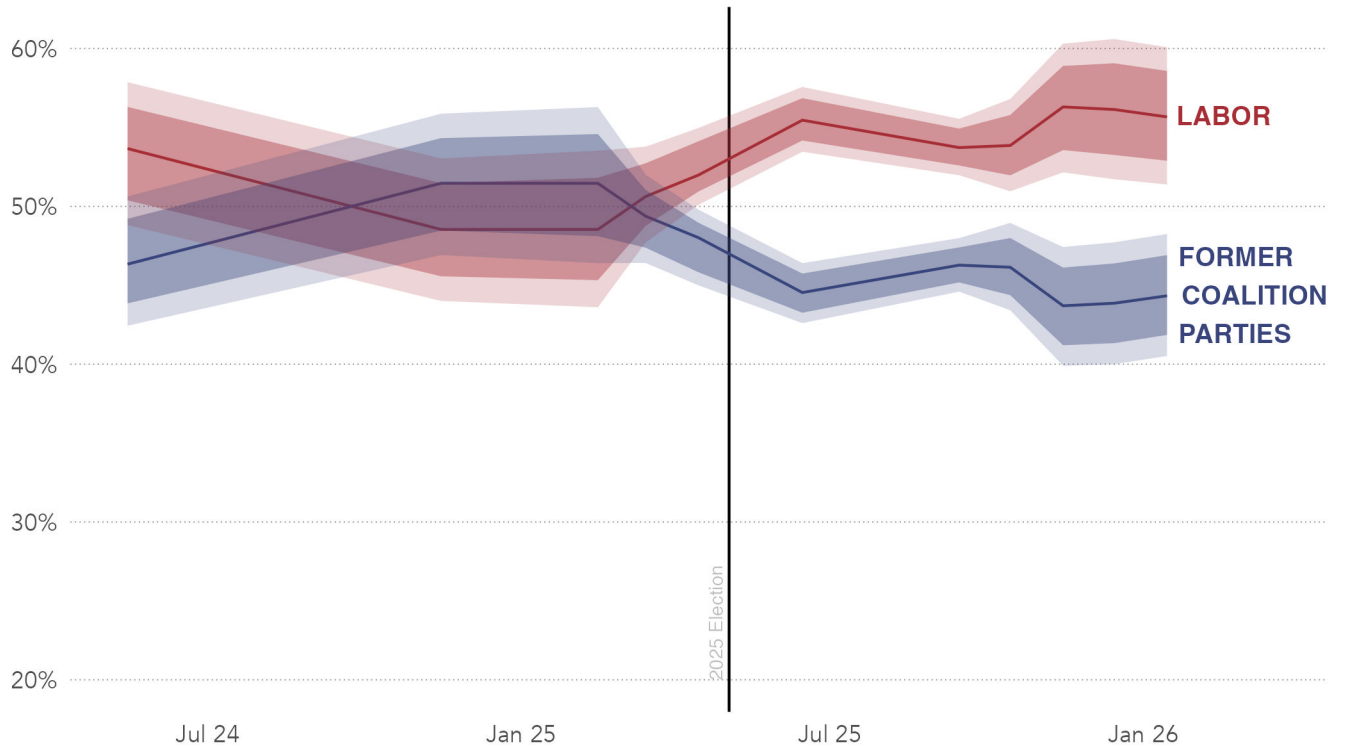


Figure 3: Shifts in estimated Labor vs former Coalition parties two-party preferred vote share, calculated using surveyed first preference votes and preference flows from the previous federal election. In the reality of an election with the primary vote results shown above, the outcome is likely to be more complicated than this, and the traditional two-party preferred measure less useful than it has been historically. The shaded area around the curves represent 80 and 95 per cent confidence intervals.

CURRENT FEDERAL VOTE INTENTION

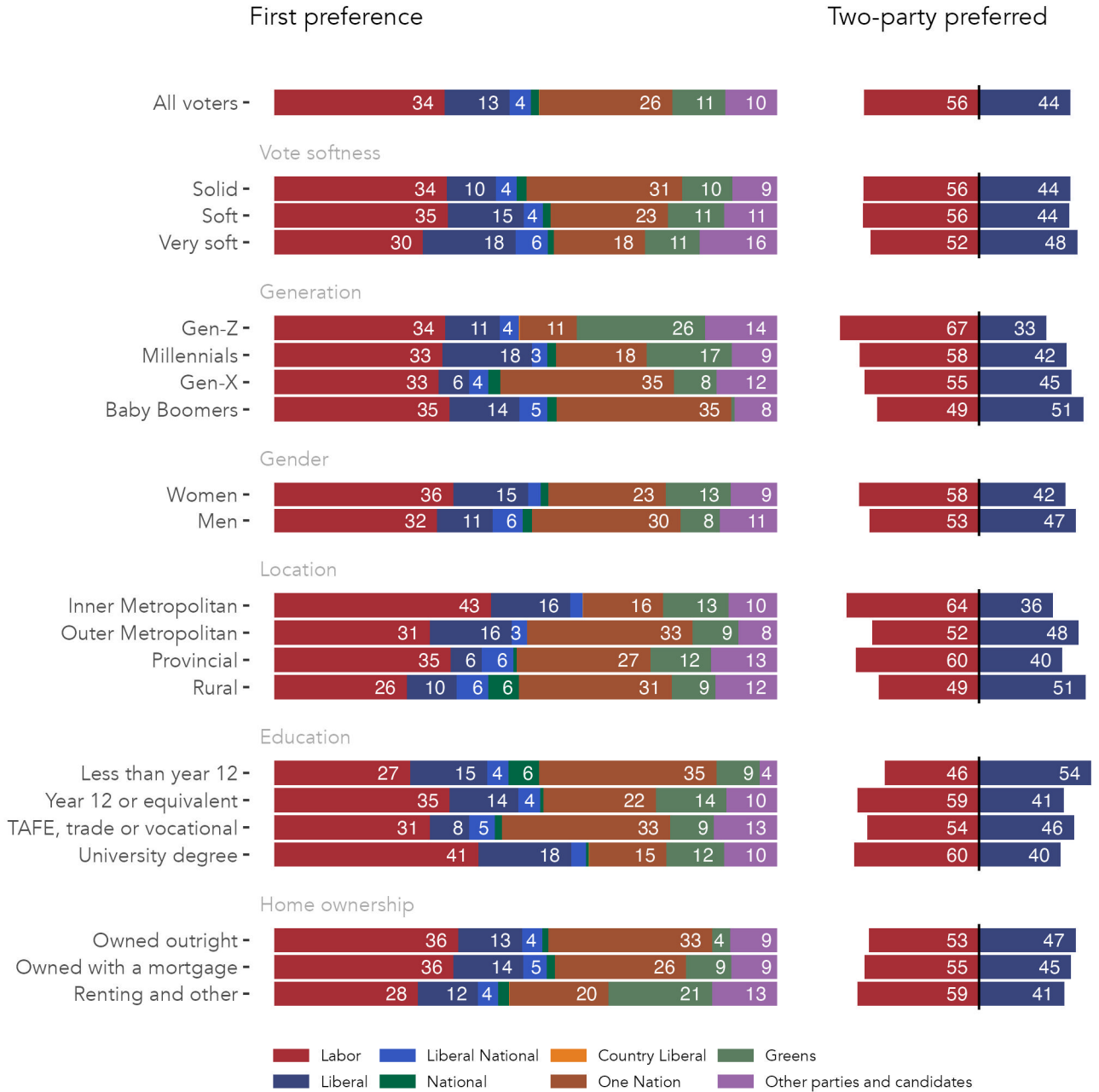


Figure 4: Federal vote intention for the House of Representatives, by demographic characteristics, 22-29 January. Note: some cells contain small samples, and these should be interpreted conservatively.

Table 1: Federal vote intention for the House of Representatives, by demographic characteristics.

	Labor	Liberal	Liberal National	National	Country Liberal	One Nation	Greens	Other parties and candidates	LABOR 2PP
All voters	34	13	4	2	0	26	11	10	56
Vote softness									
Solid	34	10	4	2	0	31	10	9	56
Soft	35	15	4	1	0	23	11	11	56
Very soft	30	18	6	1	0	18	11	16	52
Generation									
Gen-Z	34	11	4	0	0	11	26	14	67
Millennials	33	18	3	2	0	18	17	9	58
Gen-X	33	6	4	2	0	35	8	12	55
Baby Boomers	35	14	5	2	0	35	1	8	49
Gender									
Women	36	15	3	1	0	23	13	9	58
Men	32	11	6	2	0	30	8	11	53
Location									
Inner Metropolitan	43	16	2	0	0	16	13	10	64
Outer Metropolitan	31	16	3	0	0	33	9	8	52
Provincial	35	6	6	1	0	27	12	13	60
Rural	26	10	6	6	0	31	9	12	49
Education									
Less than year 12	27	15	4	6	0	35	9	4	46
Year 12 or equivalent	35	14	4	1	0	22	14	10	59
TAFE, trade or vocational	31	8	5	1	0	33	9	13	54
University degree	41	18	3	1	0	15	12	10	60
Home ownership									
Owned outright	36	13	4	1	0	33	4	9	53
Owned with a mortgage	36	14	5	1	0	26	9	9	55
Renting and other	28	12	4	2	0	20	21	13	59

Vote softness

VOTE SOFTNESS BY PARTY OF FIRST PREFERENCE VOTE INTENTION

Shift in vote softness between November 2024 and January 2026

■ Solid ■ Soft ■ Very soft

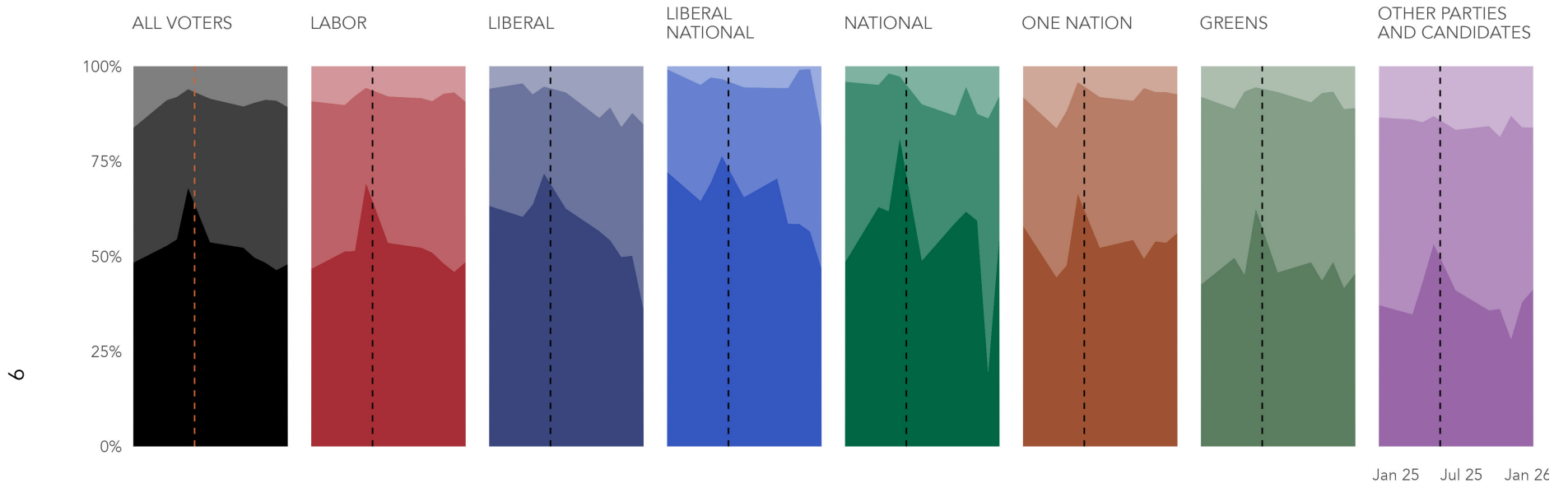


Figure 5: Vote softness by current first preference vote intention. A solid voter is defined here as one who could express a first preference in the initial vote intention question, and is certain they will vote that way. A soft voter is one who also expressed a first preference in the initial vote intention 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. The vertical dashed line represents the data of the 2025 federal election. Due to the small sample size, results for the Country Liberal Party are not shown.

Table 2: Vote softness by current first preference vote intention.

Wave	Solid	Soft	Very soft
ALL VOTERS			
Jan 2026	48	41	11
Dec 2025	46	45	9
Nov 2025	48	43	9
Oct 2025	50	41	9
Sep 2025	52	37	11
Jun 2025	54	38	8
Apr 2025	68	26	6
Mar 2025	55	37	8
Feb 2025	53	38	9
Nov 2024	48	36	16
LABOR			
Jan 2026	49	42	9
Dec 2025	46	47	7
Nov 2025	48	45	7
Oct 2025	51	40	9
Sep 2025	52	39	9
Jun 2025	54	38	8
Apr 2025	69	25	6
Mar 2025	51	41	8
Feb 2025	51	39	10
Nov 2024	47	44	9
LIBERAL			
Jan 2026	36	49	15
Dec 2025	50	38	12
Nov 2025	50	34	16
Oct 2025	54	35	11
Sep 2025	57	30	13
Jun 2025	63	30	7
Apr 2025	72	23	5
Mar 2025	64	29	7
Feb 2025	60	35	5
Nov 2024	63	31	6
LIBERAL NATIONAL			
Jan 2026	47	37	16
Dec 2025	56	43	1
Nov 2025	59	40	1
Oct 2025	58	36	6
Sep 2025	70	24	6
Jun 2025	66	29	5
Apr 2025	77	20	3
Mar 2025	69	28	3
Feb 2025	65	30	5
Nov 2024	72	27	1
NATIONAL			
Jan 2026	56	36	8
Dec 2025	19	67	14
Nov 2025	59	28	13
Oct 2025	62	33	5
Sep 2025	59	28	13
Jun 2025	49	41	10
Apr 2025	81	16	3

Table 2: Vote softness by current first preference vote intention. *(continued)*

Wave	Solid	Soft	Very soft
Mar 2025	62	36	2
Feb 2025	63	32	5
Nov 2024	49	47	4
ONE NATION			
Jan 2026	56	37	7
Dec 2025	54	39	7
Nov 2025	54	39	7
Oct 2025	49	45	6
Sep 2025	54	37	9
Jun 2025	52	40	8
Apr 2025	67	29	4
Mar 2025	48	40	12
Feb 2025	45	39	16
Nov 2024	58	34	8
GREENS			
Jan 2026	45	44	11
Dec 2025	42	47	11
Nov 2025	48	45	7
Oct 2025	44	49	7
Sep 2025	49	42	9
Jun 2025	46	47	7
Apr 2025	63	32	5
Mar 2025	45	48	7
Feb 2025	50	39	11
Nov 2024	43	49	8
OTHER PARTIES AND CANDIDATES			
Jan 2026	41	43	16
Dec 2025	38	46	16
Nov 2025	28	59	13
Oct 2025	36	45	19
Sep 2025	36	48	16
Jun 2025	41	42	17
Apr 2025	53	34	13
Mar 2025	43	42	15
Feb 2025	35	51	14
Nov 2024	37	49	14

Reasons for changing vote

Asked of those who say they will vote for a different party now than at the May 2025 federal election

Question text

You say that you plan to vote for a different party or candidate now than you did at the federal election in May 2025?

What is the main reason you have changed your vote?

Free text response

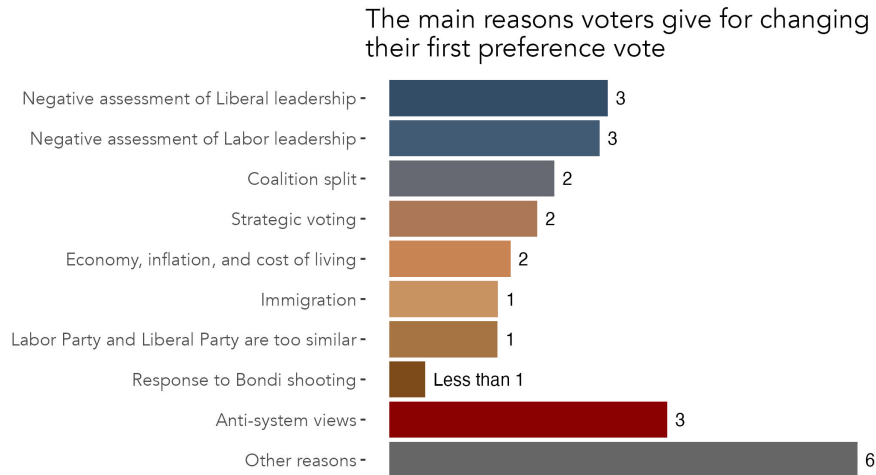


Figure 6: The main reasons given by voters for changing their vote. This was only asked of those who reported a different first preference vote intention to how they recalled voting at the May 2025 federal election. Answers were given as free text, and then coded using a supervised large language model. Percentages reported are the share of all voters giving each answer (with those who have not changed their vote included in the denominator).

The main reasons voters give for changing their first preference vote

By the party they voted for at the 2025 federal election

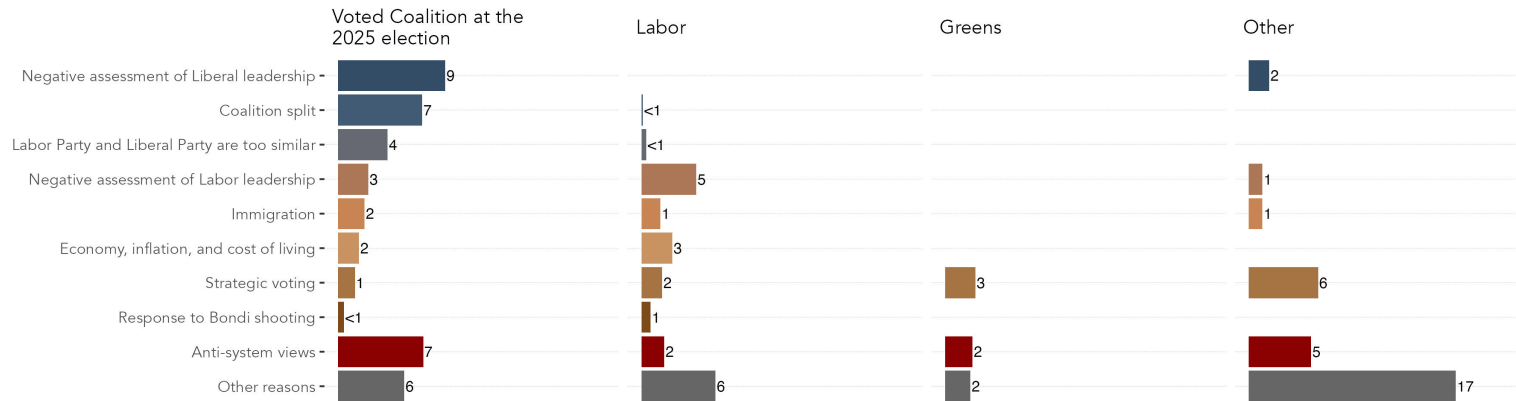


Figure 7: The main reasons given by voters for changing their vote, by party of first preference vote at the 2025 election. This was only asked of those who reported a different first preference vote intention to how they recalled voting at the May 2025 federal election. Answers were given as free text, and then coded using a supervised large language model. Percentages reported are the share of those who voted for each party at the last election who gave each answer (with those who have not changed their vote included in the denominator).

The main reasons voters give for changing their first preference vote

By the party they would vote for if an election were held now

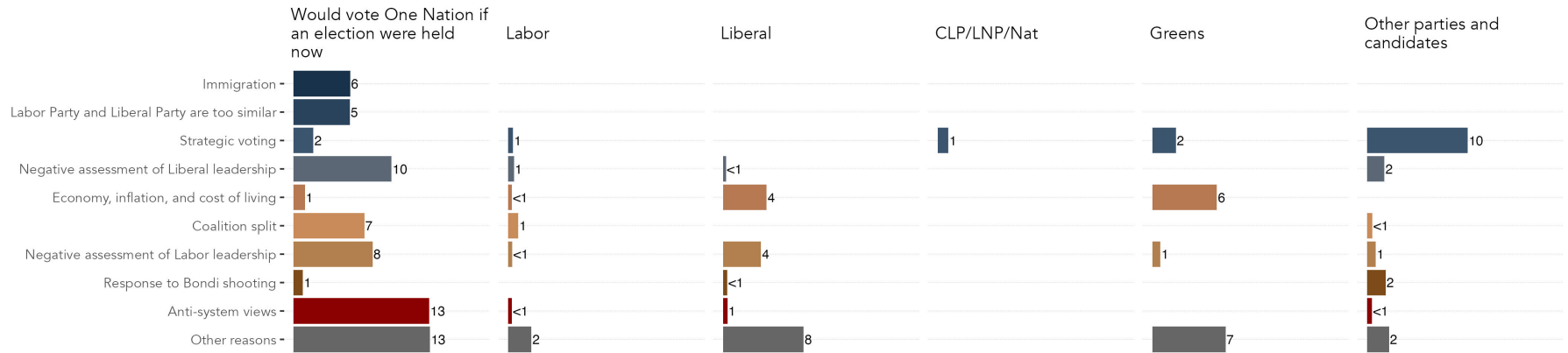


Figure 8: The main reasons given by voters for changing their vote, by current party of first preference vote intention. This was only asked of those who reported a different first preference vote intention to how they recalled voting at the May 2025 federal election. Answers were given as free text, and then coded using a supervised large language model. Percentages reported are the share who currently intend to vote for each party if an election were held now (with those who have not changed their vote included in the denominator).

The news story that had the biggest impact in the past week

Question text

What single news story have you heard about the most over the past week?

Free text response

The news story that had the greatest salience with voters in the past week

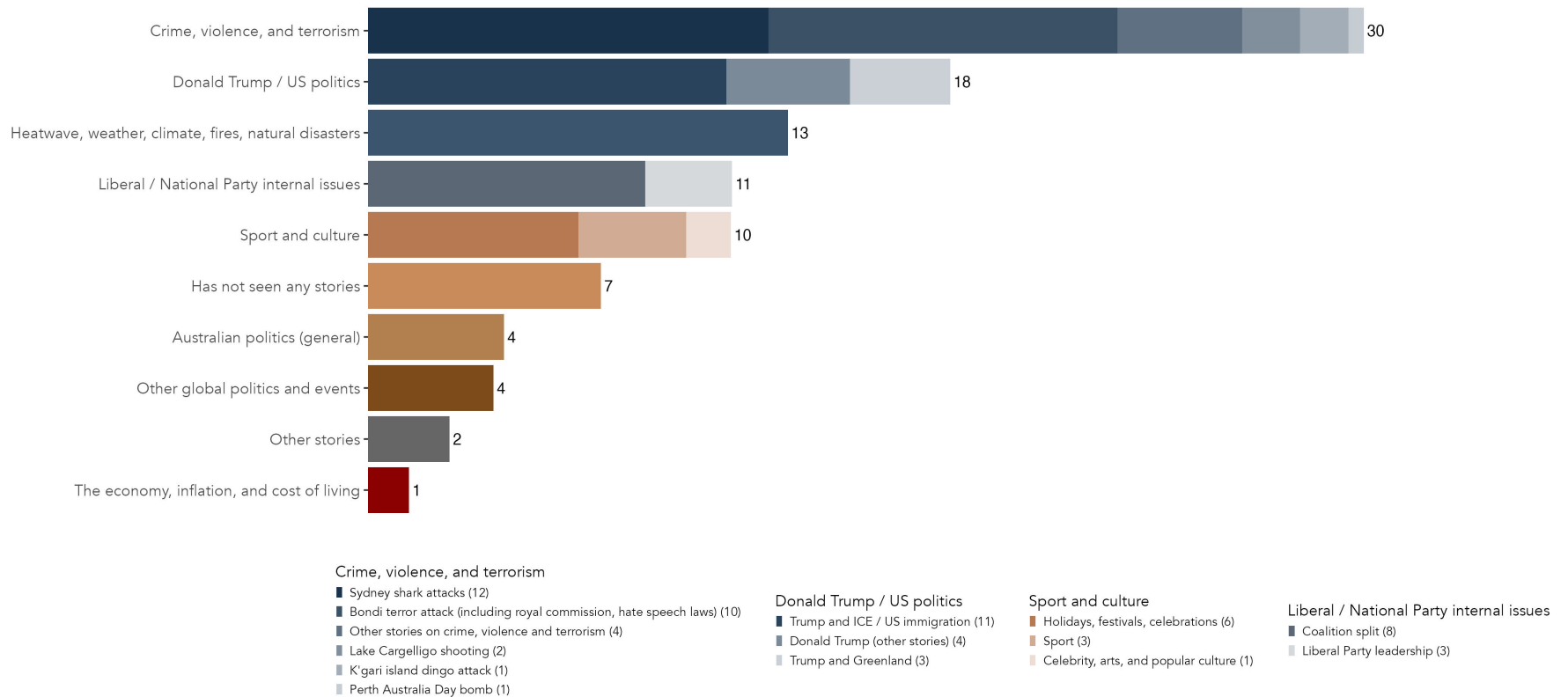


Figure 9: The single news story voters report hearing about the most over the past week. Answers were given as free text, and then coded using a supervised large language model. Related stories are grouped into topics (per row). Where this is done, these are broken down in the legend at the bottom of the plot (with the share of voters mentioning each sub-story listed in parentheses).

The news story that had the greatest salience with voters in the past week

By current vote intention

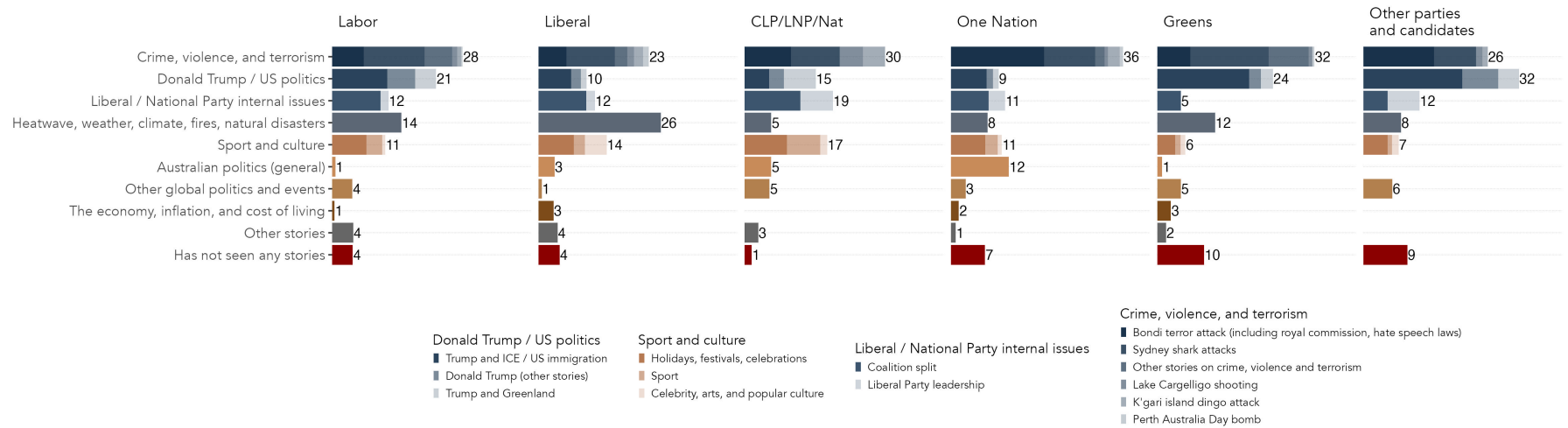


Figure 10: The single news story voters report hearing about the most over the past week, by current vote intention. Answers were given as free text, and then coded using a supervised large language model. Related stories are grouped into topics (per row). Where this is done, these are broken down in the legend at the bottom of the plot (with the share of voters mentioning each sub-story listed in parentheses).

The news story that had the greatest salience with voters in the past week

By generational cohort

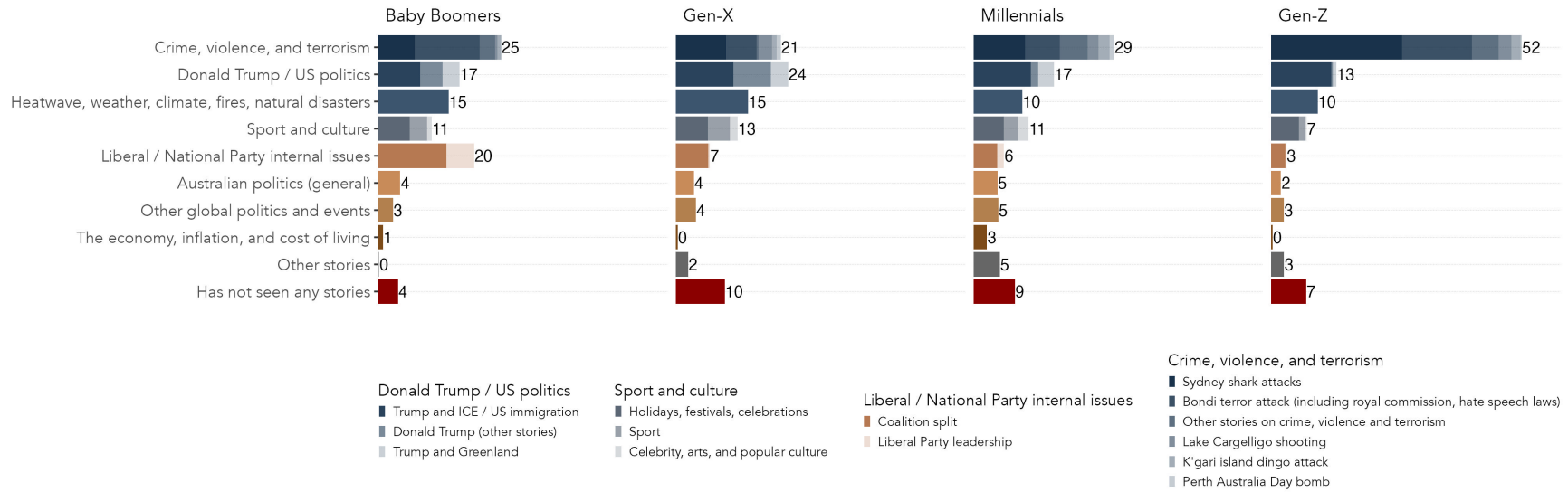


Figure 11: The single news story voters report hearing about the most over the past week, by generational cohort. Answers were given as free text, and then coded using a supervised large language model. Related stories are grouped into topics (per row). Where this is done, these are broken down in the legend at the bottom of the plot (with the share of voters mentioning each sub-story listed in parentheses).

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. Anthony Albanese
- B. Sussan Ley
- C. Pauline Hanson
- D. Barnaby Joyce
- E. Angus Taylor
- F. Andrew Hastie
- G. Donald Trump
- H. David Littleproud

Single select; random reverse 1-5

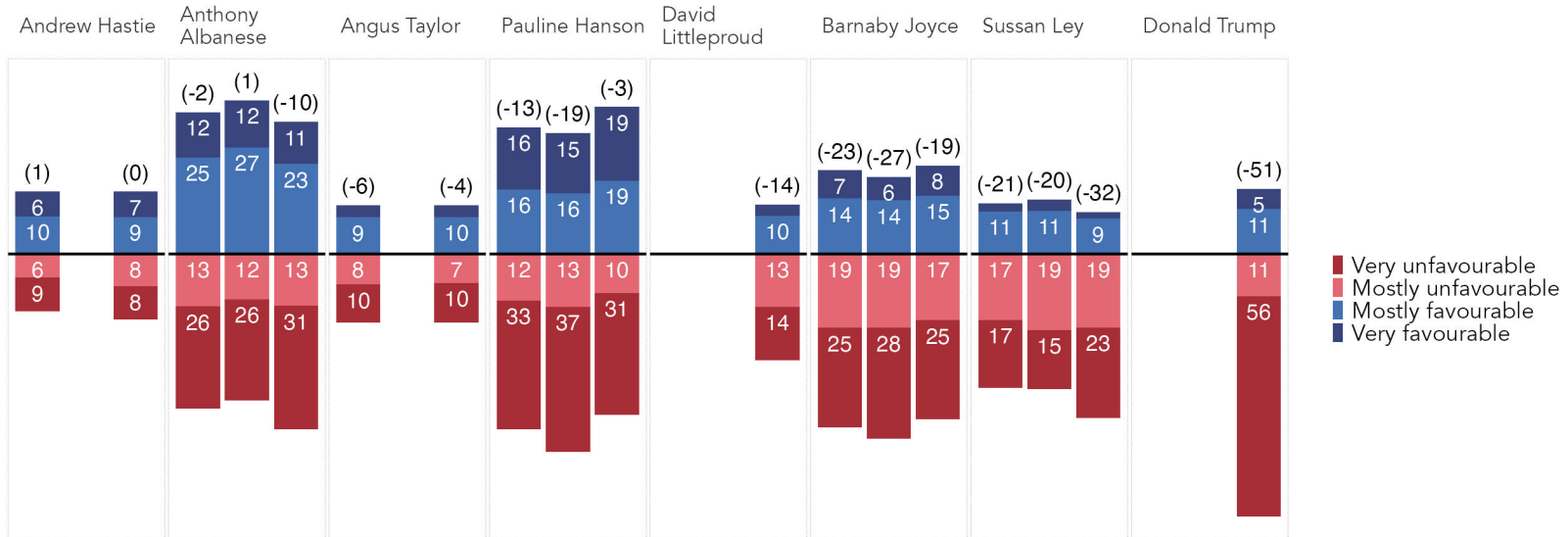
- 1. Very favourable
- 2. Mostly favourable
- 3. Neither favourable nor unfavourable
- 4. Mostly unfavourable
- 5. Very unfavourable
- 6. Not sure
- 7. I have not heard of them

*In some instances, the individuals asked about are rotated between surveys.

FAVOURABILITY AND NAME RECOGNITION OF POLITICAL FIGURES

Shift between November 2025 and January 2026

Favourability



Name recognition

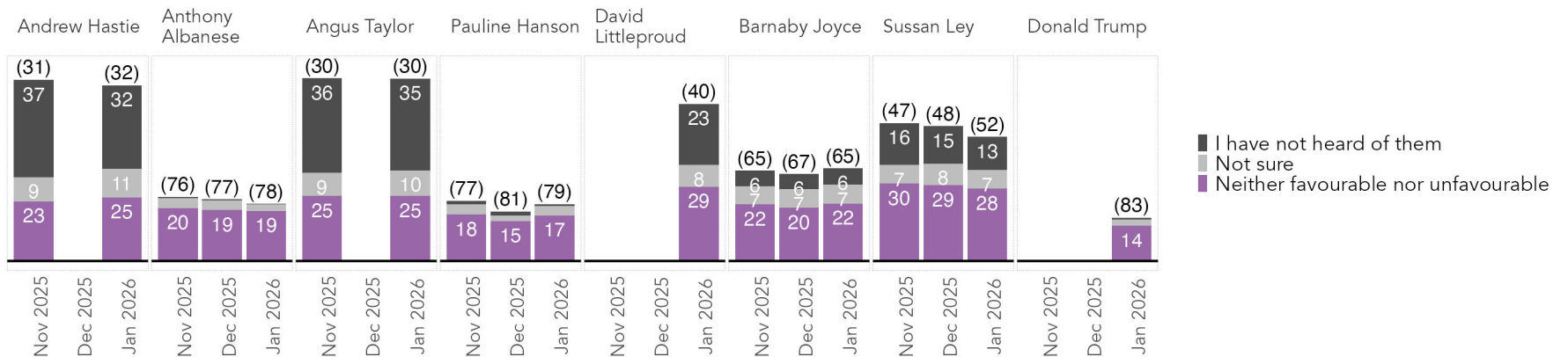


Figure 12: Favourability ratings and name recognition of political figures. Figures in parentheses above the top row of the plot indicate the net share who are favourable to each individual (total share who hold a favourable view, minus the share who hold an unfavourable view). The values in parentheses above the second row of the plot is 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).

Anthony Albanese

Favourability rating and name recognition of Anthony Albanese

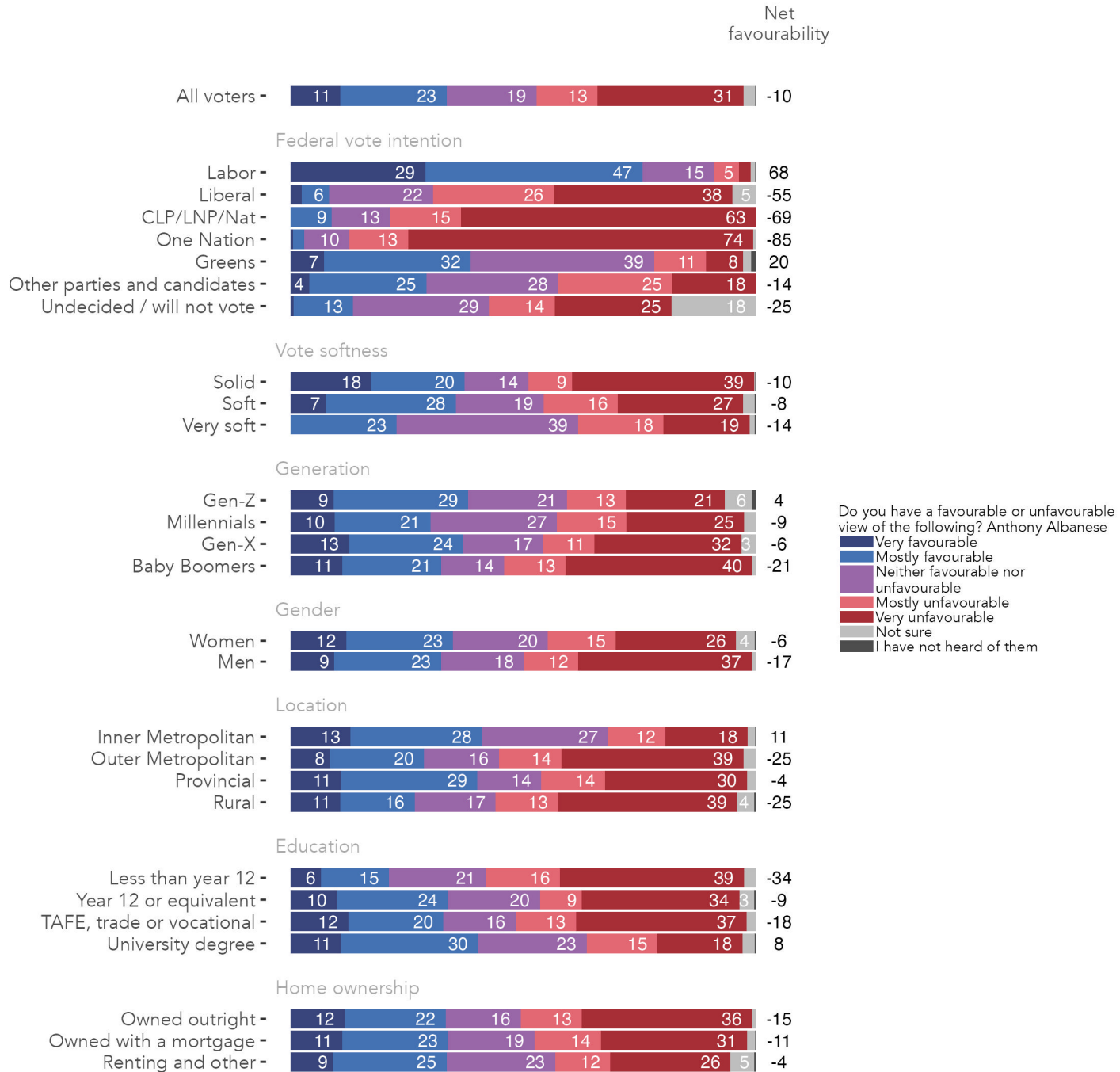


Figure 13: Favourability rating and name recognition of Anthony Albanese, by demographic characteristics, 22-29 January. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 3: Favourability rating and name recognition of Anthony Albanese, by demographic characteristics, 22-29 January.

	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	23	19	13	31	3	0	-10
Federal vote intention								
Labor	29	47	15	5	3	1	0	68
Liberal	3	6	22	26	38	5	0	-55
CLP/LNP/Nat	0	9	13	15	63	0	0	-69
One Nation	0	2	10	13	74	1	0	-85
Greens	7	32	39	11	8	2	1	20
Other parties and candidates	4	25	28	25	18	0	0	-14
Undecided / will not vote	1	13	29	14	25	18	0	-25
Vote softness								
Solid	18	20	14	9	39	0	0	-10
Soft	7	28	19	16	27	3	0	-8
Very soft	0	23	39	18	19	1	0	-14
Generation								
Gen-Z	9	29	21	13	21	6	1	4
Millennials	10	21	27	15	25	2	0	-9
Gen-X	13	24	17	11	32	3	0	-6
Baby Boomers	11	21	14	13	40	1	0	-21
Gender								
Women	12	23	20	15	26	4	0	-6
Men	9	23	18	12	37	1	0	-17
Location								
Inner Metropolitan	13	28	27	12	18	2	0	11
Outer Metropolitan	8	20	16	14	39	3	0	-25
Provincial	11	29	14	14	30	2	0	-4
Rural	11	16	17	13	39	4	0	-25
Education								
Less than year 12	6	15	21	16	39	3	0	-34
Year 12 or equivalent	10	24	20	9	34	3	0	-9
TAFE, trade or vocational	12	20	16	13	37	2	0	-18
University degree	11	30	23	15	18	3	0	8
Home ownership								
Owned outright	12	22	16	13	36	1	0	-15
Owned with a mortgage	11	23	19	14	31	2	0	-11
Renting and other	9	25	23	12	26	5	0	-4

Sussan Ley

Favourability rating and name recognition of Sussan Ley

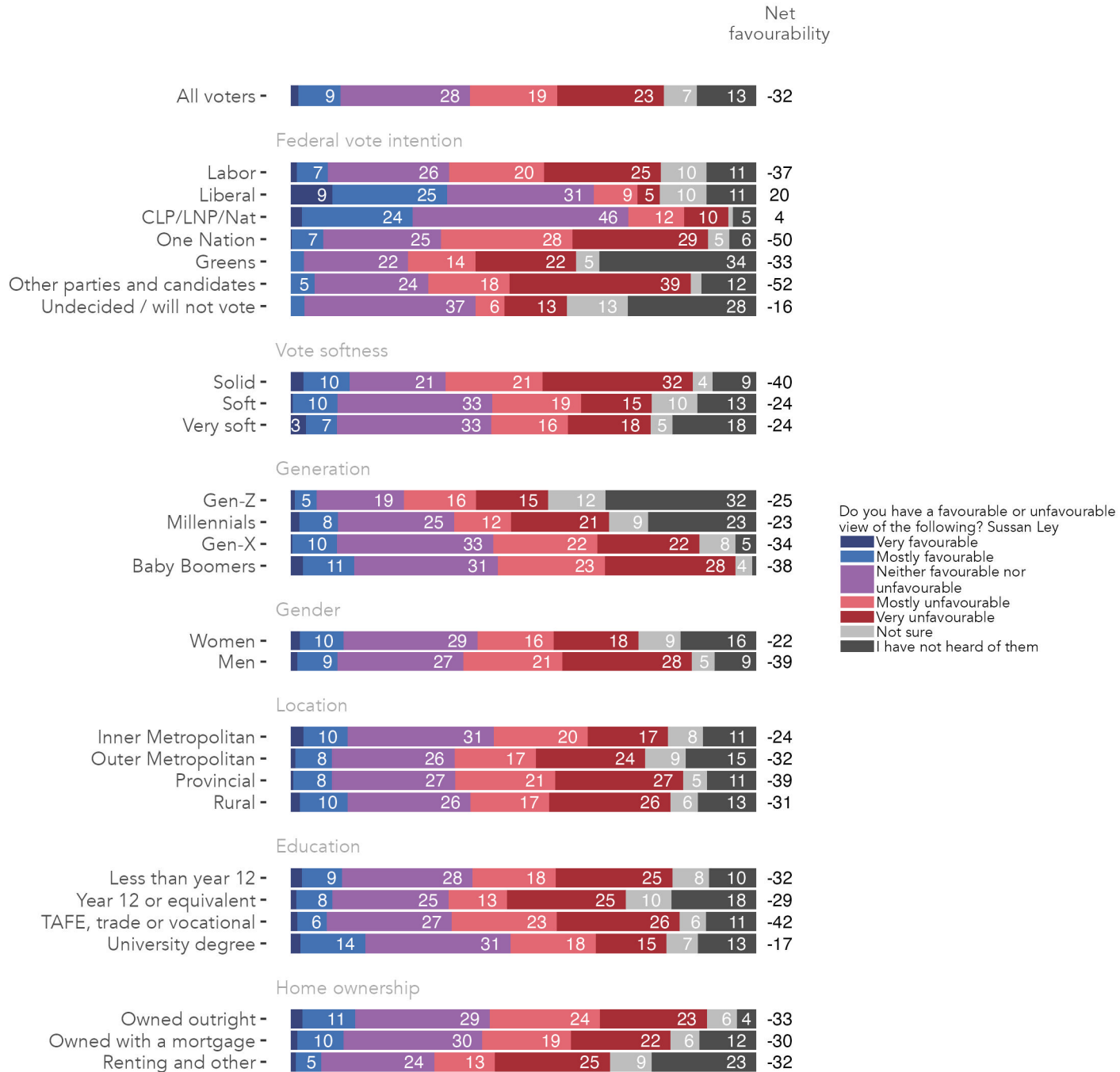


Figure 14: Favourability rating and name recognition of Sussan Ley, by demographic characteristics, 22-29 January. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 4: Favourability rating and name recognition of Sussan Ley, by demographic characteristics, 22-29 January.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	1	9	28	19	23	7	13	-32
Federal vote intention								
Labor	1	7	26	20	25	10	11	-37
Liberal	9	25	31	9	5	10	11	20
CLP/LNP/Nat	2	24	46	12	10	1	5	4
One Nation	0	7	25	28	29	5	6	-50
Greens	0	3	22	14	22	5	34	-33
Other parties and candidates	0	5	24	18	39	2	12	-52
Undecided / will not vote	0	3	37	6	13	13	28	-16
Vote softness								
Solid	3	10	21	21	32	4	9	-40
Soft	0	10	33	19	15	10	13	-24
Very soft	3	7	33	16	18	5	18	-24
Generation								
Gen-Z	1	5	19	16	15	12	32	-25
Millennials	2	8	25	12	21	9	23	-23
Gen-X	0	10	33	22	22	8	5	-34
Baby Boomers	2	11	31	23	28	4	1	-38
Gender								
Women	2	10	29	16	18	9	16	-22
Men	1	9	27	21	28	5	9	-39
Location								
Inner Metropolitan	3	10	31	20	17	8	11	-24
Outer Metropolitan	1	8	26	17	24	9	15	-32
Provincial	1	8	27	21	27	5	11	-39
Rural	2	10	26	17	26	6	13	-31
Education								
Less than year 12	2	9	28	18	25	8	10	-32
Year 12 or equivalent	1	8	25	13	25	10	18	-29
TAFE, trade or vocational	1	6	27	23	26	6	11	-42
University degree	2	14	31	18	15	7	13	-17
Home ownership								
Owned outright	3	11	29	24	23	6	4	-33
Owned with a mortgage	1	10	30	19	22	6	12	-30
Renting and other	1	5	24	13	25	9	23	-32

Pauline Hanson

Favourability rating and name recognition of Pauline Hanson

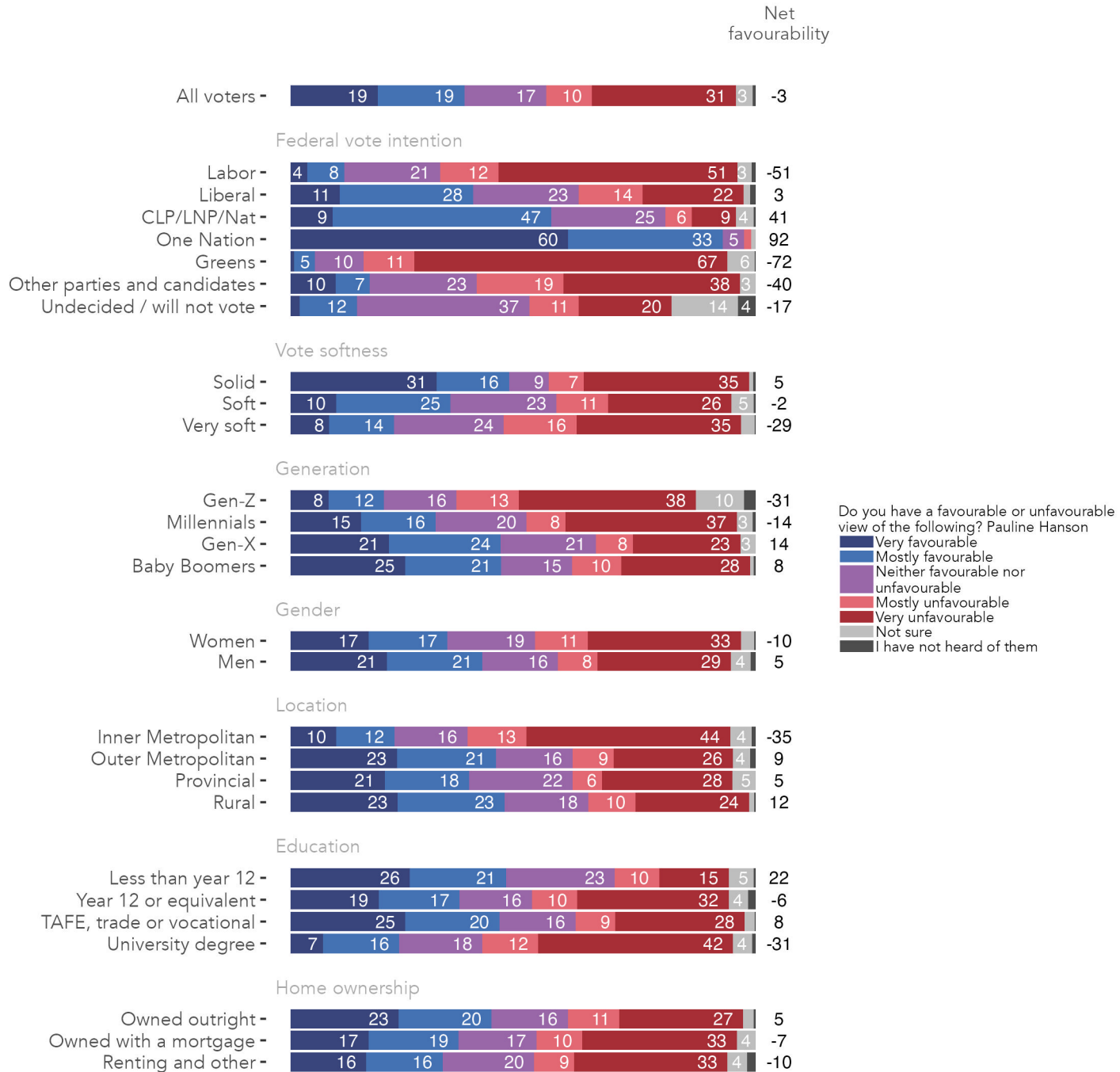


Figure 15: Favourability rating and name recognition of Pauline Hanson, by demographic characteristics, 22-29 January. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 5: Favourability rating and name recognition of Pauline Hanson, by demographic characteristics, 22-29 January.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	19	19	17	10	31	3	1	-3
Federal vote intention								
Labor	4	8	21	12	51	3	1	-51
Liberal	11	28	23	14	22	1	1	3
CLP/LNP/Nat	9	47	25	6	9	4	0	41
One Nation	60	33	5	1	0	1	0	92
Greens	1	5	10	11	67	6	0	-72
Other parties and candidates	10	7	23	19	38	3	0	-40
Undecided / will not vote	2	12	37	11	20	14	4	-17
Vote softness								
Solid	31	16	9	7	35	1	1	5
Soft	10	25	23	11	26	5	0	-2
Very soft	8	14	24	16	35	3	0	-29
Generation								
Gen-Z	8	12	16	13	38	10	3	-31
Millennials	15	16	20	8	37	3	1	-14
Gen-X	21	24	21	8	23	3	0	14
Baby Boomers	25	21	15	10	28	1	0	8
Gender								
Women	17	17	19	11	33	3	0	-10
Men	21	21	16	8	29	4	1	5
Location								
Inner Metropolitan	10	12	16	13	44	4	1	-35
Outer Metropolitan	23	21	16	9	26	4	1	9
Provincial	21	18	22	6	28	5	0	5
Rural	23	23	18	10	24	1	1	12
Education								
Less than year 12	26	21	23	10	15	5	0	22
Year 12 or equivalent	19	17	16	10	32	4	2	-6
TAFE, trade or vocational	25	20	16	9	28	2	0	8
University degree	7	16	18	12	42	4	1	-31
Home ownership								
Owned outright	23	20	16	11	27	2	1	5
Owned with a mortgage	17	19	17	10	33	4	0	-7
Renting and other	16	16	20	9	33	4	2	-10

Barnaby Joyce

Favourability rating and name recognition of Barnaby Joyce

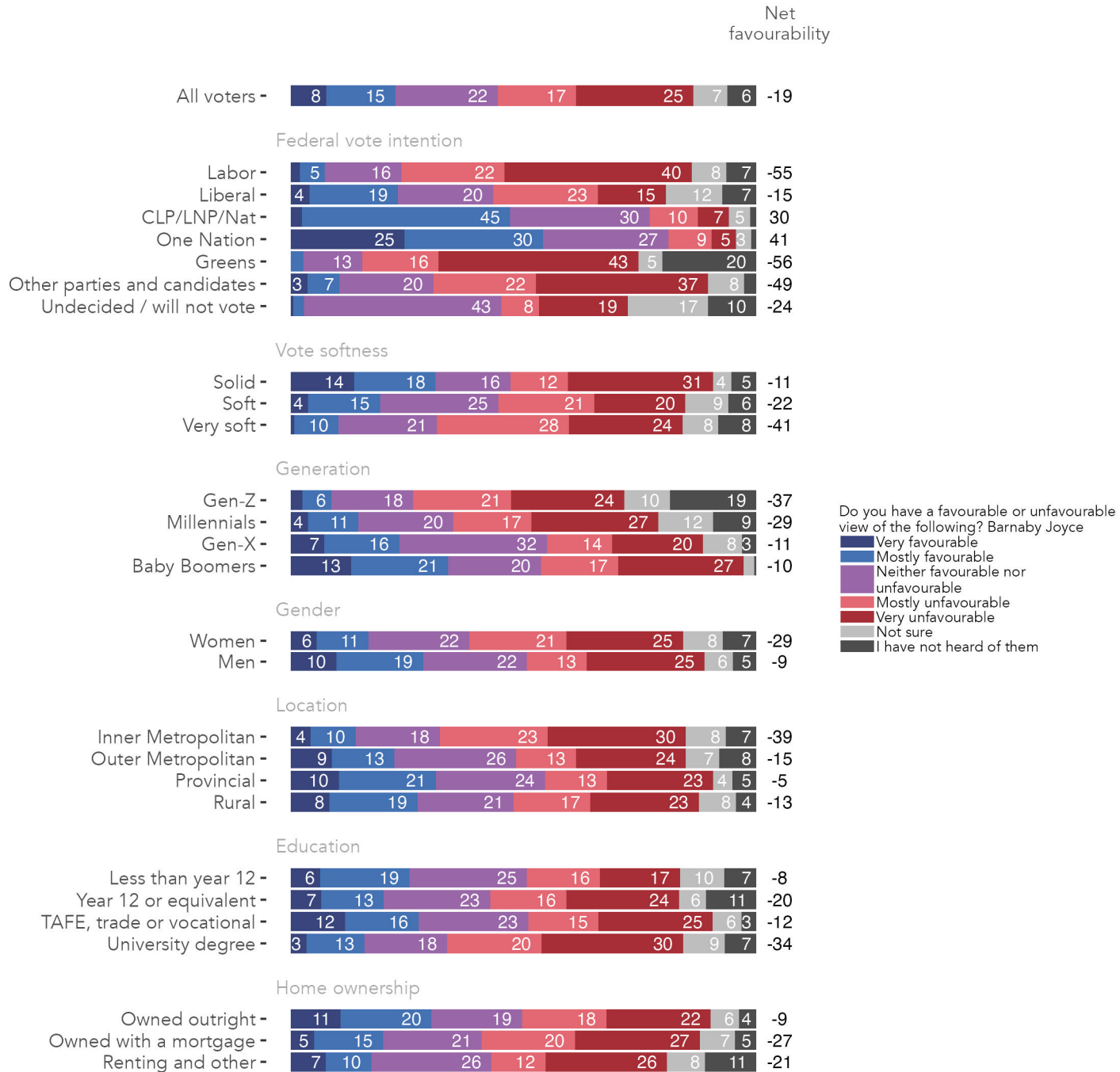


Figure 16: Favourability rating and name recognition of Barnaby Joyce, by demographic characteristics, 22-29 January. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 6: Favourability rating and name recognition of Barnaby Joyce, by demographic characteristics, 22-29 January.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	8	15	22	17	25	7	6	-19
Federal vote intention								
Labor	2	5	16	22	40	8	7	-55
Liberal	4	19	20	23	15	12	7	-15
CLP/LNP/Nat	2	45	30	10	7	5	1	30
One Nation	25	30	27	9	5	3	1	41
Greens	0	3	13	16	43	5	20	-56
Other parties and candidates	3	7	20	22	37	8	3	-49
Undecided / will not vote	1	2	43	8	19	17	10	-24
Vote softness								
Solid	14	18	16	12	31	4	5	-11
Soft	4	15	25	21	20	9	6	-22
Very soft	1	10	21	28	24	8	8	-41
Generation								
Gen-Z	2	6	18	21	24	10	19	-37
Millennials	4	11	20	17	27	12	9	-29
Gen-X	7	16	32	14	20	8	3	-11
Baby Boomers	13	21	20	17	27	2	0	-10
Gender								
Women	6	11	22	21	25	8	7	-29
Men	10	19	22	13	25	6	5	-9
Location								
Inner Metropolitan	4	10	18	23	30	8	7	-39
Outer Metropolitan	9	13	26	13	24	7	8	-15
Provincial	10	21	24	13	23	4	5	-5
Rural	8	19	21	17	23	8	4	-13
Education								
Less than year 12	6	19	25	16	17	10	7	-8
Year 12 or equivalent	7	13	23	16	24	6	11	-20
TAFE, trade or vocational	12	16	23	15	25	6	3	-12
University degree	3	13	18	20	30	9	7	-34
Home ownership								
Owned outright	11	20	19	18	22	6	4	-9
Owned with a mortgage	5	15	21	20	27	7	5	-27
Renting and other	7	10	26	12	26	8	11	-21

Angus Taylor

Favourability rating and name recognition of Angus Taylor

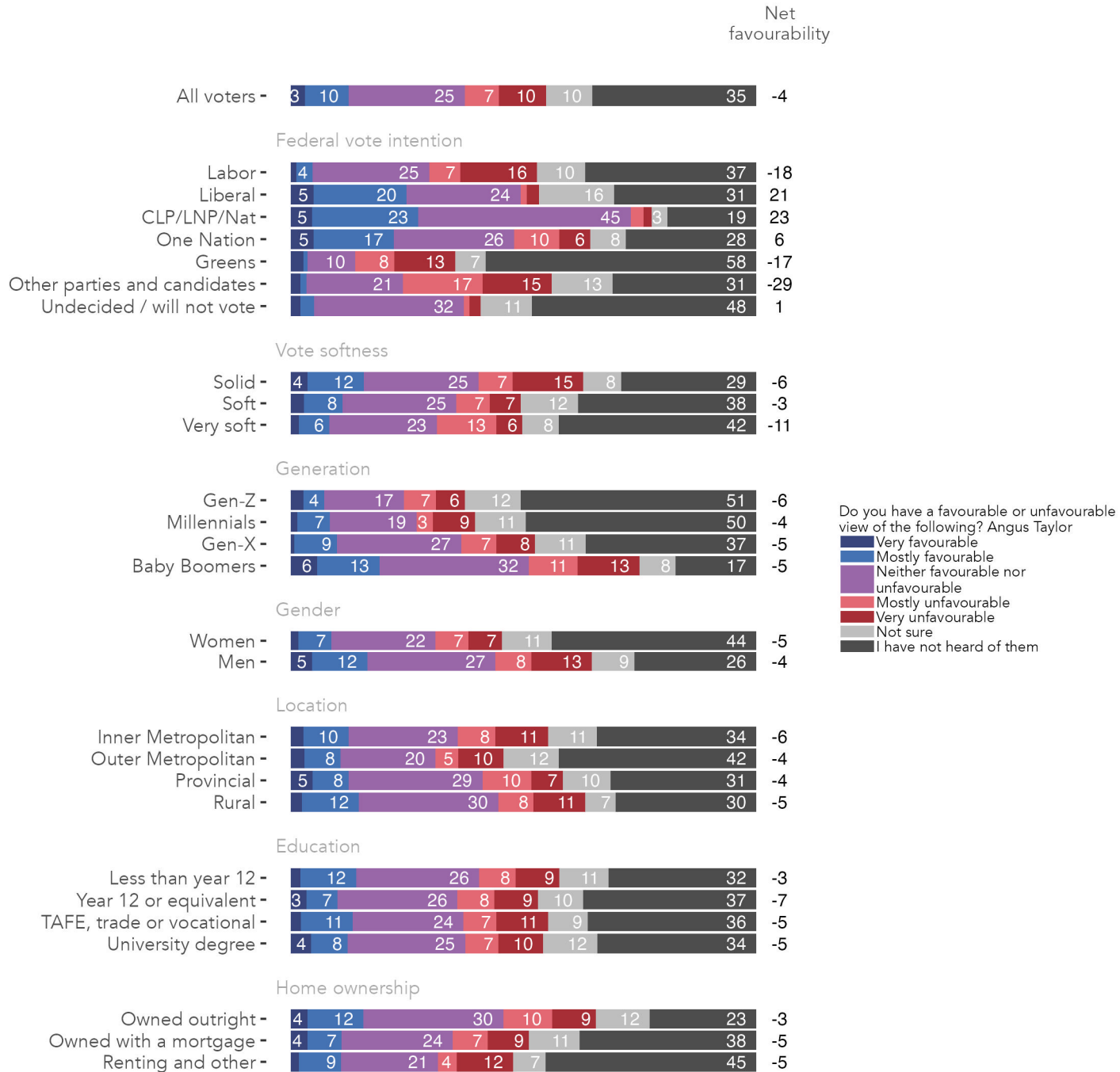


Figure 17: Favourability rating and name recognition of Angus Taylor, by demographic characteristics, 22-29 January. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 7: Favourability rating and name recognition of Angus Taylor, by demographic characteristics, 22-29 January.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	3	10	25	7	10	10	35	-4
Federal vote intention								
Labor	1	4	25	7	16	10	37	-18
Liberal	5	20	24	1	3	16	31	21
CLP/LNP/Nat	5	23	45	3	2	3	19	23
One Nation	5	17	26	10	6	8	28	6
Greens	3	1	10	8	13	7	58	-17
Other parties and candidates	2	1	21	17	15	13	31	-29
Undecided / will not vote	2	3	32	1	3	11	48	1
Vote softness								
Solid	4	12	25	7	15	8	29	-6
Soft	3	8	25	7	7	12	38	-3
Very soft	2	6	23	13	6	8	42	-11
Generation								
Gen-Z	3	4	17	7	6	12	51	-6
Millennials	1	7	19	3	9	11	50	-4
Gen-X	1	9	27	7	8	11	37	-5
Baby Boomers	6	13	32	11	13	8	17	-5
Gender								
Women	2	7	22	7	7	11	44	-5
Men	5	12	27	8	13	9	26	-4
Location								
Inner Metropolitan	3	10	23	8	11	11	34	-6
Outer Metropolitan	3	8	20	5	10	12	42	-4
Provincial	5	8	29	10	7	10	31	-4
Rural	2	12	30	8	11	7	30	-5
Education								
Less than year 12	2	12	26	8	9	11	32	-3
Year 12 or equivalent	3	7	26	8	9	10	37	-7
TAFE, trade or vocational	2	11	24	7	11	9	36	-5
University degree	4	8	25	7	10	12	34	-5
Home ownership								
Owned outright	4	12	30	10	9	12	23	-3
Owned with a mortgage	4	7	24	7	9	11	38	-5
Renting and other	2	9	21	4	12	7	45	-5

Andrew Hastie

Favourability rating and name recognition of Andrew Hastie

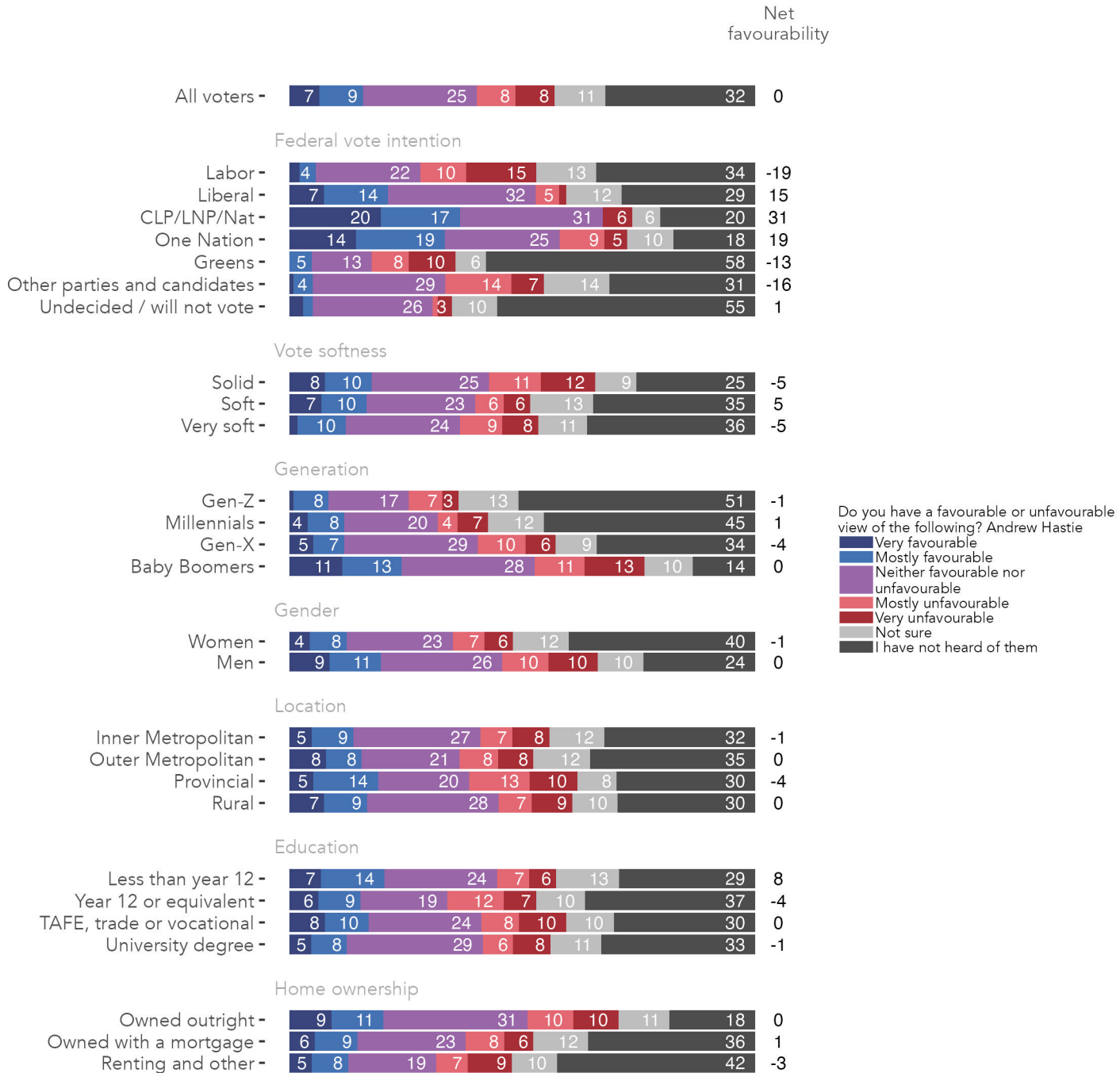


Figure 18: Favourability rating and name recognition of Andrew Hastie, by demographic characteristics, 22-29 January. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 8: Favourability rating and name recognition of Andrew Hastie, by demographic characteristics, 22-29 January.

	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	9	25	8	8	11	32	0
Federal vote intention								
Labor	2	4	22	10	15	13	34	-19
Liberal	7	14	32	5	1	12	29	15
CLP/LNP/Nat	20	17	31	0	6	6	20	31
One Nation	14	19	25	9	5	10	18	19
Greens	0	5	13	8	10	6	58	-13
Other parties and candidates	1	4	29	14	7	14	31	-16
Undecided / will not vote	3	2	26	1	3	10	55	1
Vote softness								
Solid	8	10	25	11	12	9	25	-5
Soft	7	10	23	6	6	13	35	5
Very soft	2	10	24	9	8	11	36	-5
Generation								
Gen-Z	1	8	17	7	3	13	51	-1
Millennials	4	8	20	4	7	12	45	1
Gen-X	5	7	29	10	6	9	34	-4
Baby Boomers	11	13	28	11	13	10	14	0
Gender								
Women	4	8	23	7	6	12	40	-1
Men	9	11	26	10	10	10	24	0
Location								
Inner Metropolitan	5	9	27	7	8	12	32	-1
Outer Metropolitan	8	8	21	8	8	12	35	0
Provincial	5	14	20	13	10	8	30	-4
Rural	7	9	28	7	9	10	30	0
Education								
Less than year 12	7	14	24	7	6	13	29	8
Year 12 or equivalent	6	9	19	12	7	10	37	-4
TAFE, trade or vocational	8	10	24	8	10	10	30	0
University degree	5	8	29	6	8	11	33	-1
Home ownership								
Owned outright	9	11	31	10	10	11	18	0
Owned with a mortgage	6	9	23	8	6	12	36	1
Renting and other	5	8	19	7	9	10	42	-3

Donald Trump

Favourability rating and name recognition of Donald Trump

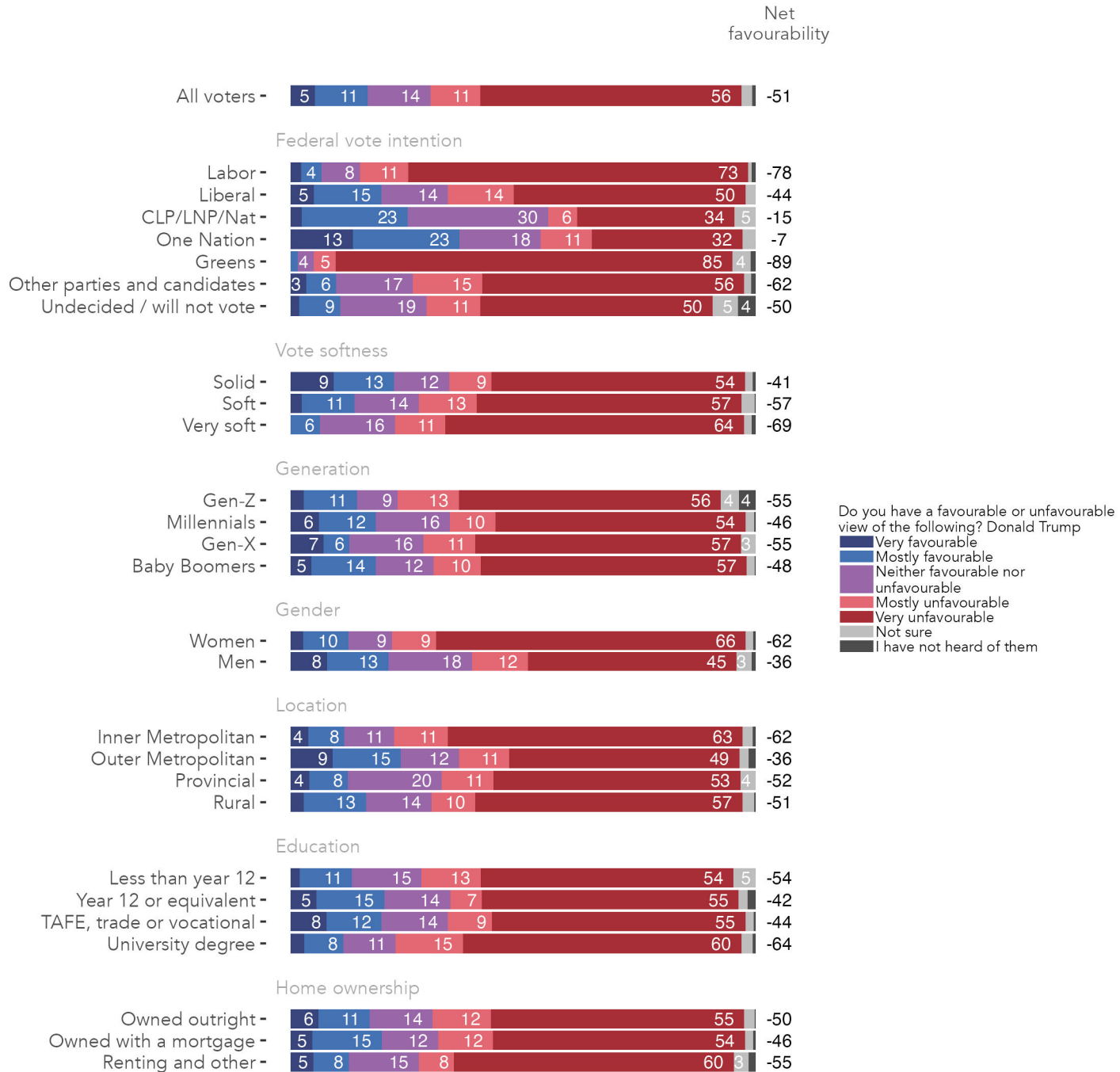


Figure 19: Favourability rating and name recognition of Donald Trump, by demographic characteristics, 22-29 January. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 9: Favourability rating and name recognition of Donald Trump, by demographic characteristics, 22-29 January.

	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	11	14	11	56	2	1	-51
Federal vote intention								
Labor	2	4	8	11	73	1	1	-78
Liberal	5	15	14	14	50	2	0	-44
CLP/LNP/Nat	2	23	30	6	34	5	0	-15
One Nation	13	23	18	11	32	3	0	-7
Greens	0	1	4	5	85	4	1	-89
Other parties and candidates	3	6	17	15	56	2	1	-62
Undecided / will not vote	2	9	19	11	50	5	4	-50
Vote softness								
Solid	9	13	12	9	54	2	1	-41
Soft	2	11	14	13	57	3	0	-57
Very soft	0	6	16	11	64	2	1	-69
Generation								
Gen-Z	3	11	9	13	56	4	4	-55
Millennials	6	12	16	10	54	2	0	-46
Gen-X	7	6	16	11	57	3	0	-55
Baby Boomers	5	14	12	10	57	2	0	-48
Gender								
Women	3	10	9	9	66	2	1	-62
Men	8	13	18	12	45	3	1	-36
Location								
Inner Metropolitan	4	8	11	11	63	2	1	-62
Outer Metropolitan	9	15	12	11	49	2	2	-36
Provincial	4	8	20	11	53	4	0	-52
Rural	3	13	14	10	57	3	0	-51
Education								
Less than year 12	2	11	15	13	54	5	0	-54
Year 12 or equivalent	5	15	14	7	55	2	2	-42
TAFE, trade or vocational	8	12	14	9	55	2	0	-44
University degree	3	8	11	15	60	2	1	-64
Home ownership								
Owned outright	6	11	14	12	55	2	0	-50
Owned with a mortgage	5	15	12	12	54	2	0	-46
Renting and other	5	8	15	8	60	3	1	-55

David Littleproud

Favourability rating and name recognition of David Littleproud

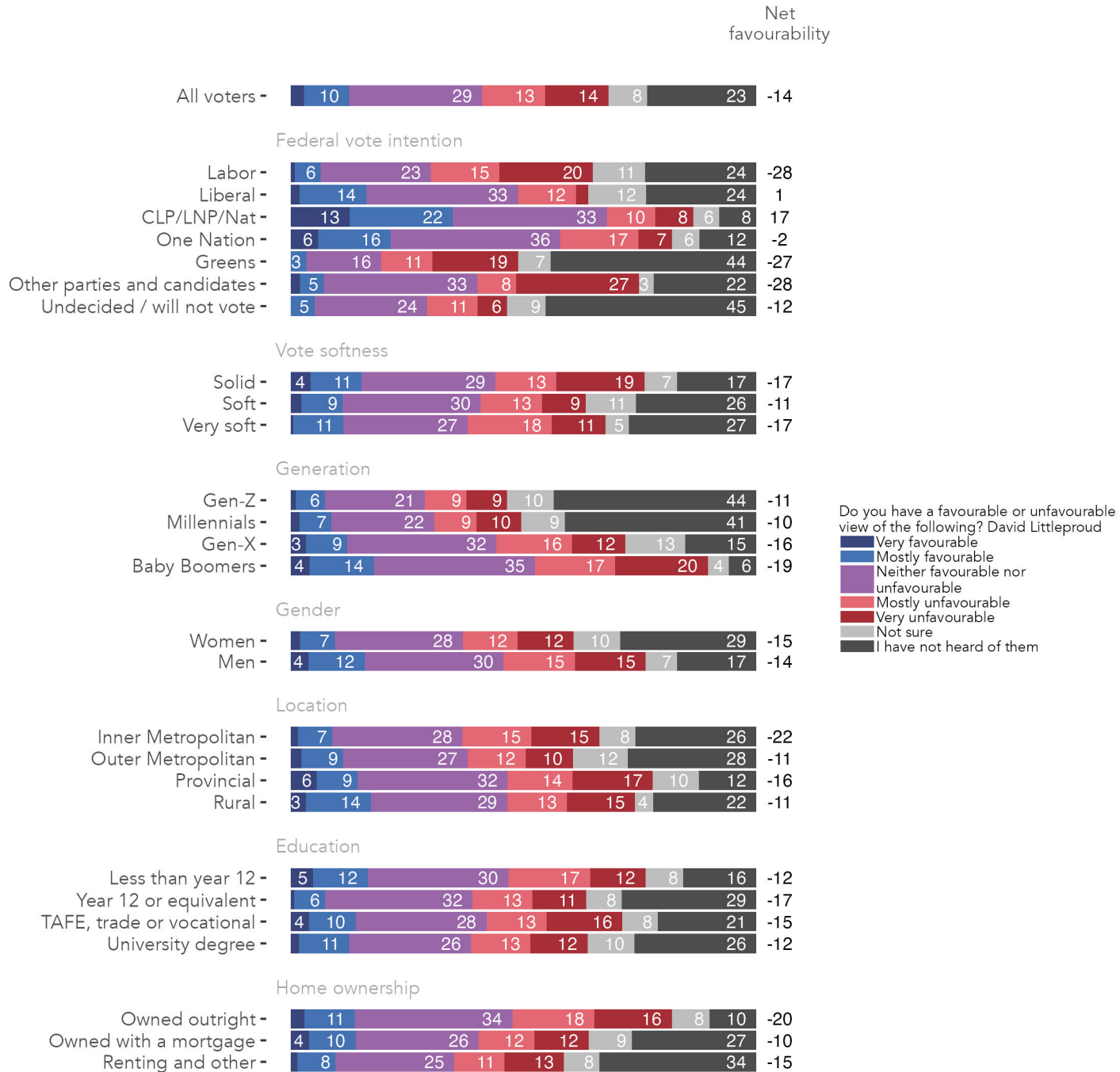


Figure 20: Favourability rating and name recognition of David Littleproud, by demographic characteristics, 22-29 January. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 10: Favourability rating and name recognition of David Littleproud, by demographic characteristics, 22-29 January.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	3	10	29	13	14	8	23	-14
Federal vote intention								
Labor	1	6	23	15	20	11	24	-28
Liberal	2	14	33	12	3	12	24	1
CLP/LNP/Nat	13	22	33	10	8	6	8	17
One Nation	6	16	36	17	7	6	12	-2
Greens	0	3	16	11	19	7	44	-27
Other parties and candidates	2	5	33	8	27	3	22	-28
Undecided / will not vote	0	5	24	11	6	9	45	-12
Vote softness								
Solid	4	11	29	13	19	7	17	-17
Soft	2	9	30	13	9	11	26	-11
Very soft	1	11	27	18	11	5	27	-17
Generation								
Gen-Z	1	6	21	9	9	10	44	-11
Millennials	2	7	22	9	10	9	41	-10
Gen-X	3	9	32	16	12	13	15	-16
Baby Boomers	4	14	35	17	20	4	6	-19
Gender								
Women	2	7	28	12	12	10	29	-15
Men	4	12	30	15	15	7	17	-14
Location								
Inner Metropolitan	1	7	28	15	15	8	26	-22
Outer Metropolitan	2	9	27	12	10	12	28	-11
Provincial	6	9	32	14	17	10	12	-16
Rural	3	14	29	13	15	4	22	-11
Education								
Less than year 12	5	12	30	17	12	8	16	-12
Year 12 or equivalent	1	6	32	13	11	8	29	-17
TAFE, trade or vocational	4	10	28	13	16	8	21	-15
University degree	2	11	26	13	12	10	26	-12
Home ownership								
Owned outright	3	11	34	18	16	8	10	-20
Owned with a mortgage	4	10	26	12	12	9	27	-10
Renting and other	1	8	25	11	13	8	34	-15

Favourability ratings of parties and groups

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. Pauline Hanson's One Nation
- 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

*In some instances, the parties asked about are rotated between surveys.

FAVOURABILITY AND RECOGNITION OF POLITICAL PARTIES

Shift between November 2025 and January 2026

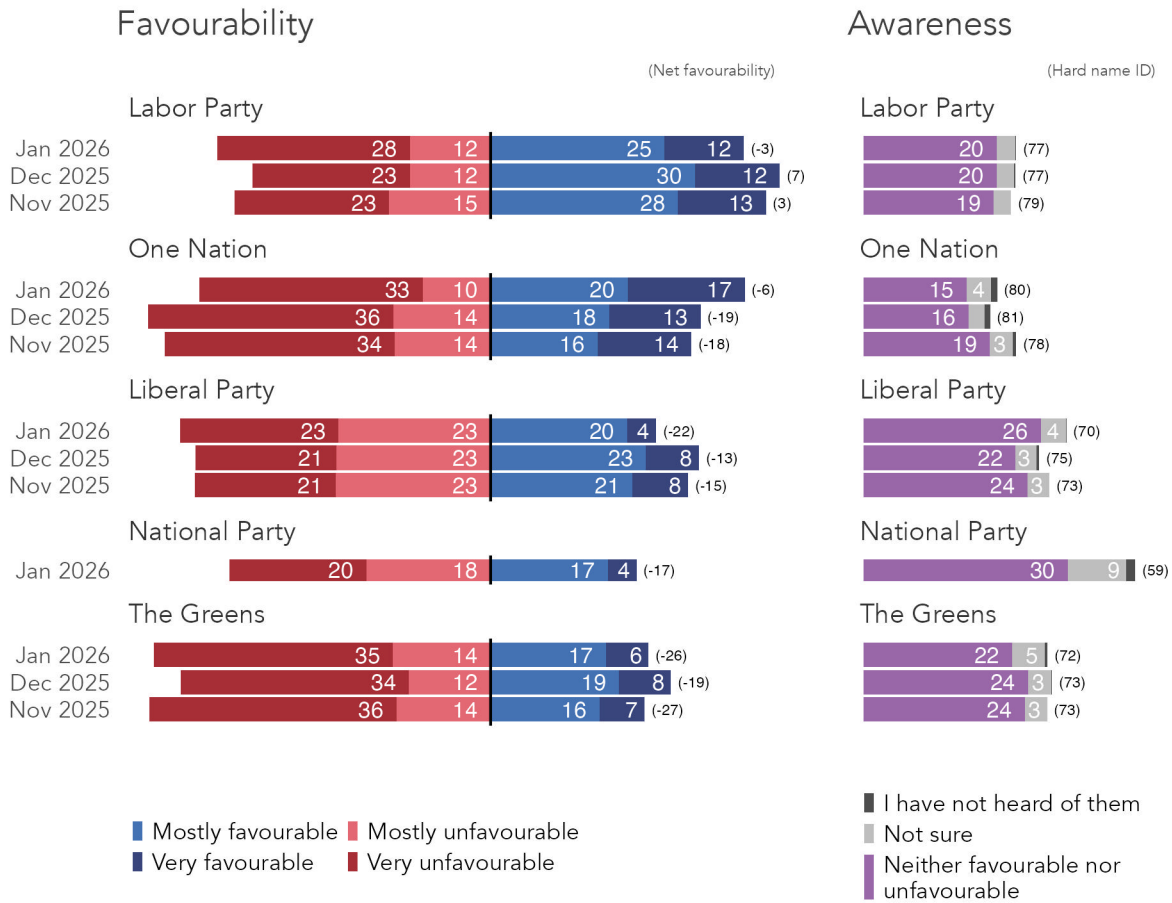


Figure 21: Favourability ratings and recognition of political parties. Figures in black on the right-hand side of the first plot indicate the net share who are favourable to each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view). The values on the right-hand side of the second plot is 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

Favourability rating and awareness of the Labor Party

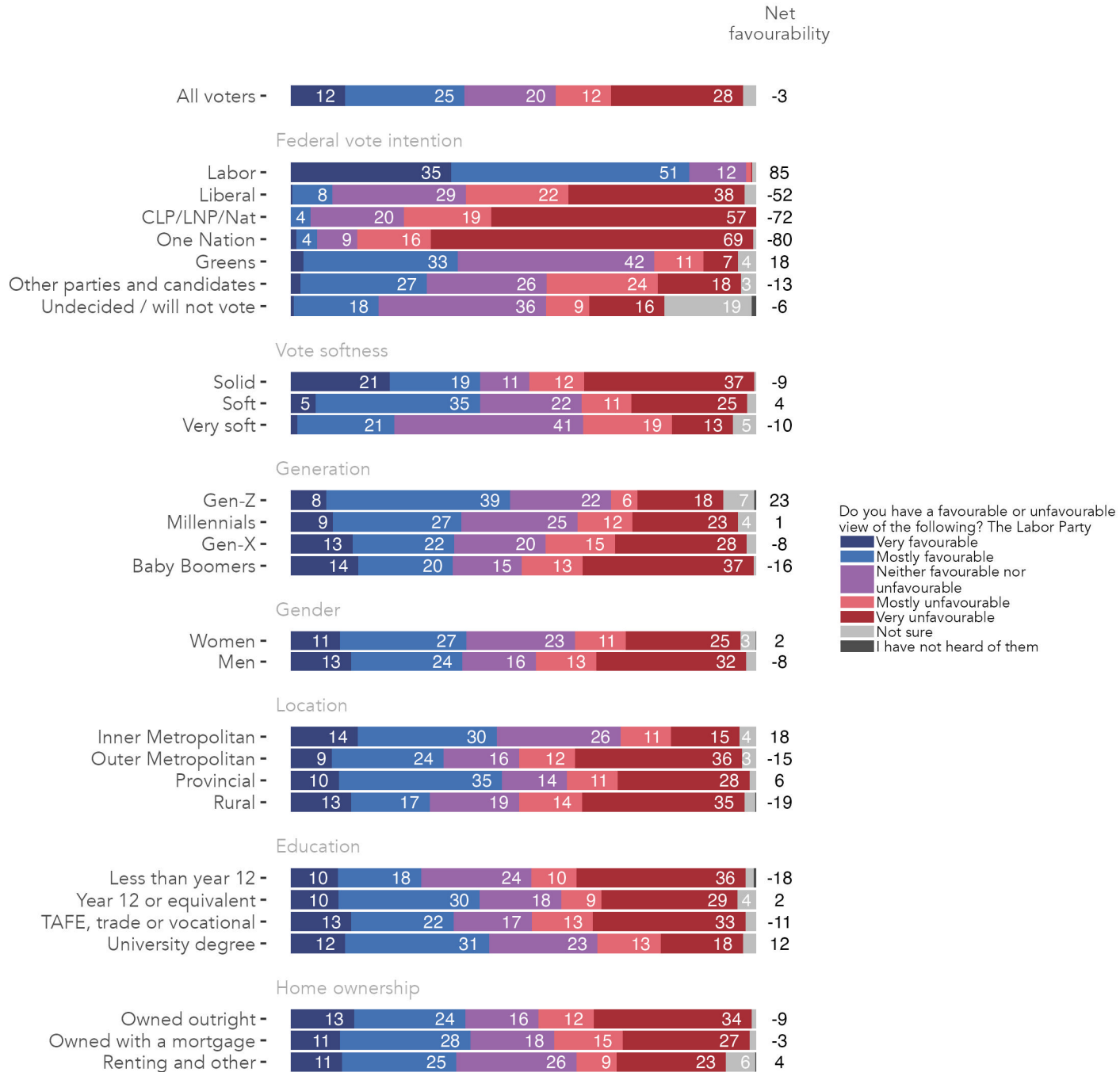


Figure 22: Favourability rating and awareness of the Labor Party, by demographic characteristics, 22-29 January. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 11: Favourability rating and awareness of the Labor Party, by demographic characteristics, 22-29 January.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	12	25	20	12	28	3	0	-3
Federal vote intention								
Labor	35	51	12	1	0	1	0	85
Liberal	0	8	29	22	38	3	0	-52
CLP/LNP/Nat	0	4	20	19	57	0	0	-72
One Nation	1	4	9	16	69	1	0	-80
Greens	3	33	42	11	7	4	0	18
Other parties and candidates	2	27	26	24	18	3	0	-13
Undecided / will not vote	1	18	36	9	16	19	1	-6
Vote softness								
Solid	21	19	11	12	37	0	0	-9
Soft	5	35	22	11	25	2	0	4
Very soft	1	21	41	19	13	5	0	-10
Generation								
Gen-Z	8	39	22	6	18	7	0	23
Millennials	9	27	25	12	23	4	0	1
Gen-X	13	22	20	15	28	2	0	-8
Baby Boomers	14	20	15	13	37	1	0	-16
Gender								
Women	11	27	23	11	25	3	0	2
Men	13	24	16	13	32	2	0	-8
Location								
Inner Metropolitan	14	30	26	11	15	4	0	18
Outer Metropolitan	9	24	16	12	36	3	0	-15
Provincial	10	35	14	11	28	2	0	6
Rural	13	17	19	14	35	2	0	-19
Education								
Less than year 12	10	18	24	10	36	2	0	-18
Year 12 or equivalent	10	30	18	9	29	4	0	2
TAFE, trade or vocational	13	22	17	13	33	2	0	-11
University degree	12	31	23	13	18	3	0	12
Home ownership								
Owned outright	13	24	16	12	34	1	0	-9
Owned with a mortgage	11	28	18	15	27	1	0	-3
Renting and other	11	25	26	9	23	6	0	4

The Liberal Party

Favourability rating and awareness of the Liberal Party

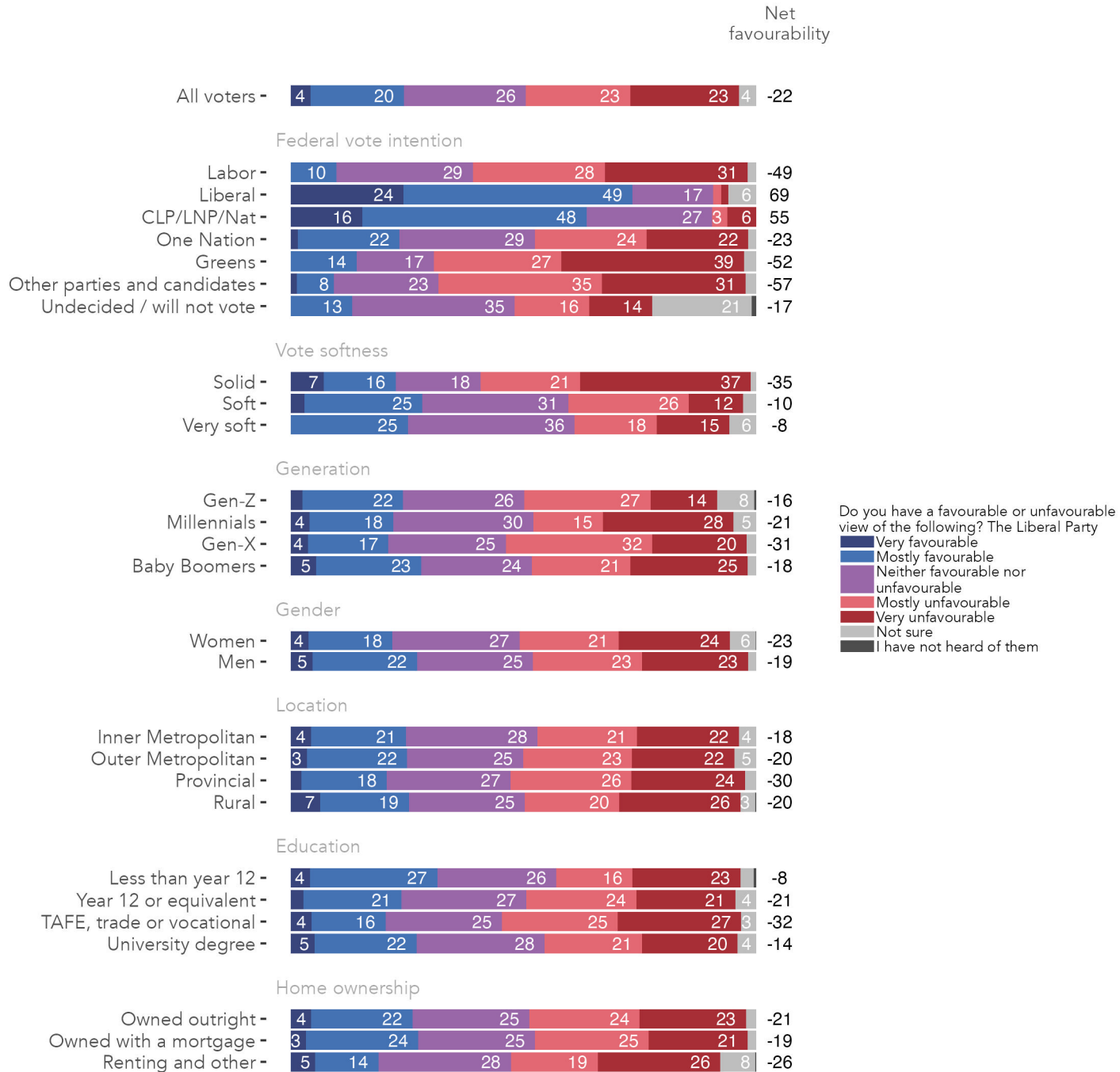


Figure 23: Favourability rating and awareness of the Liberal Party, by demographic characteristics, 22-29 January. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 12: Favourability rating and awareness of the Liberal Party, by demographic characteristics, 22-29 January.

	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	20	26	23	23	4	0	-22
Federal vote intention								
Labor	0	10	29	28	31	2	0	-49
Liberal	24	49	17	2	2	6	0	69
CLP/LNP/Nat	16	48	27	3	6	0	0	55
One Nation	1	22	29	24	22	2	0	-23
Greens	0	14	17	27	39	3	0	-52
Other parties and candidates	1	8	23	35	31	2	0	-57
Undecided / will not vote	0	13	35	16	14	21	1	-17
Vote softness								
Solid	7	16	18	21	37	1	0	-35
Soft	3	25	31	26	12	3	0	-10
Very soft	0	25	36	18	15	6	0	-8
Generation								
Gen-Z	3	22	26	27	14	8	0	-16
Millennials	4	18	30	15	28	5	0	-21
Gen-X	4	17	25	32	20	2	0	-31
Baby Boomers	5	23	24	21	25	2	0	-18
Gender								
Women	4	18	27	21	24	6	0	-23
Men	5	22	25	23	23	2	0	-19
Location								
Inner Metropolitan	4	21	28	21	22	4	0	-18
Outer Metropolitan	3	22	25	23	22	5	0	-20
Provincial	2	18	27	26	24	3	0	-30
Rural	7	19	25	20	26	3	0	-20
Education								
Less than year 12	4	27	26	16	23	3	1	-8
Year 12 or equivalent	3	21	27	24	21	4	0	-21
TAFE, trade or vocational	4	16	25	25	27	3	0	-32
University degree	5	22	28	21	20	4	0	-14
Home ownership								
Owned outright	4	22	25	24	23	2	0	-21
Owned with a mortgage	3	24	25	25	21	2	0	-19
Renting and other	5	14	28	19	26	8	0	-26

The National Party

Favourability rating and awareness of the National Party

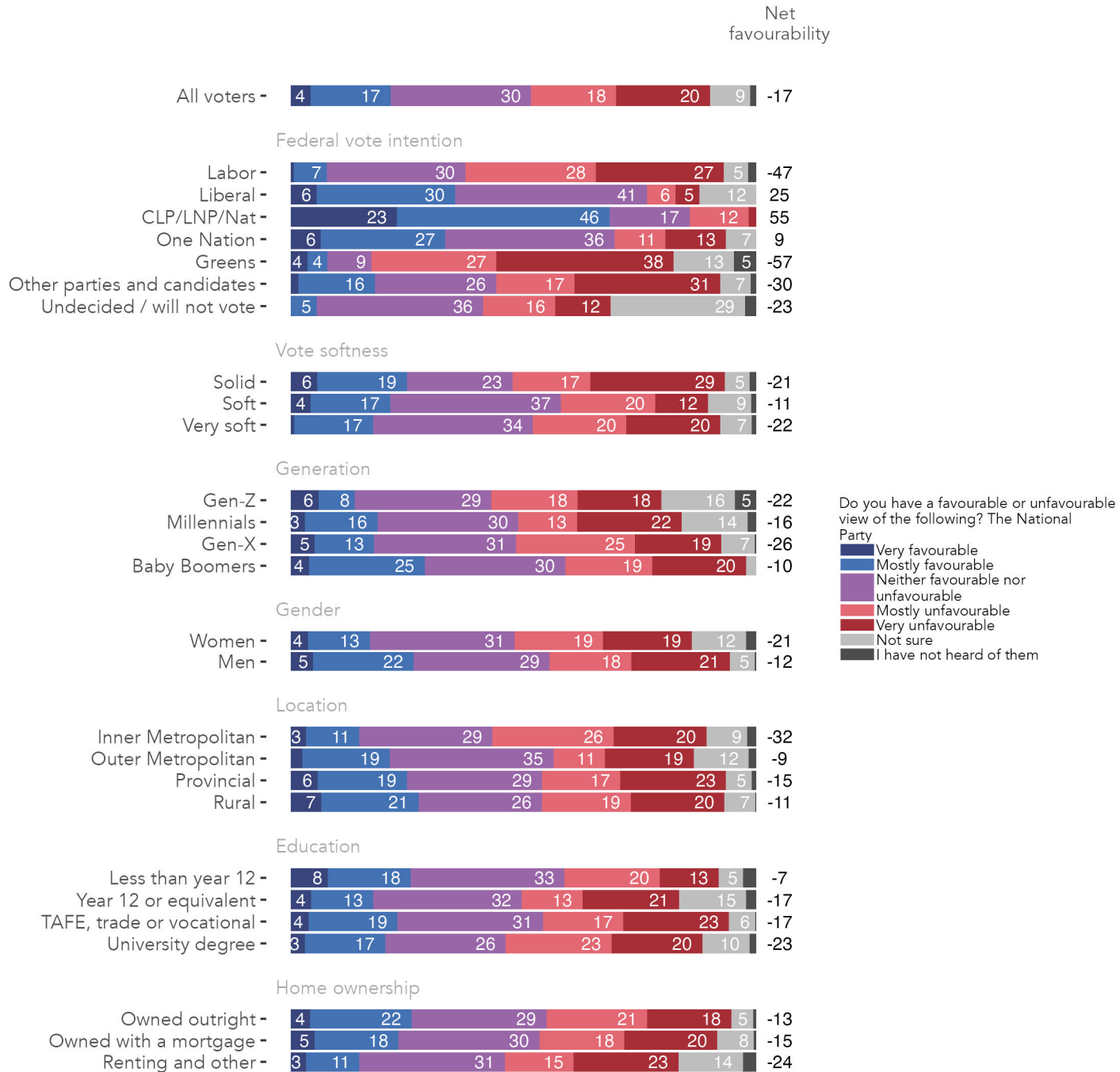


Figure 24: Favourability rating and awareness of the National Party, by demographic characteristics, 22-29 January. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 13: Favourability rating and awareness of the National Party, by demographic characteristics, 22-29 January.

	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	17	30	18	20	9	2	-17
Federal vote intention								
Labor	1	7	30	28	27	5	2	-47
Liberal	6	30	41	6	5	12	0	25
CLP/LNP/Nat	23	46	17	12	2	0	0	55
One Nation	6	27	36	11	13	7	0	9
Greens	4	4	9	27	38	13	5	-57
Other parties and candidates	2	16	26	17	31	7	1	-30
Undecided / will not vote	0	5	36	16	12	29	2	-23
Vote softness								
Solid	6	19	23	17	29	5	1	-21
Soft	4	17	37	20	12	9	1	-11
Very soft	1	17	34	20	20	7	1	-22
Generation								
Gen-Z	6	8	29	18	18	16	5	-22
Millennials	3	16	30	13	22	14	2	-16
Gen-X	5	13	31	25	19	7	0	-26
Baby Boomers	4	25	30	19	20	2	0	-10
Gender								
Women	4	13	31	19	19	12	2	-21
Men	5	22	29	18	21	5	0	-12
Location								
Inner Metropolitan	3	11	29	26	20	9	2	-32
Outer Metropolitan	2	19	35	11	19	12	2	-9
Provincial	6	19	29	17	23	5	1	-15
Rural	7	21	26	19	20	7	0	-11
Education								
Less than year 12	8	18	33	20	13	5	3	-7
Year 12 or equivalent	4	13	32	13	21	15	2	-17
TAFE, trade or vocational	4	19	31	17	23	6	0	-17
University degree	3	17	26	23	20	10	1	-23
Home ownership								
Owned outright	4	22	29	21	18	5	1	-13
Owned with a mortgage	5	18	30	18	20	8	1	-15
Renting and other	3	11	31	15	23	14	3	-24

Pauline Hanson's One Nation

Favourability rating and awareness of Pauline Hanson's One Nation

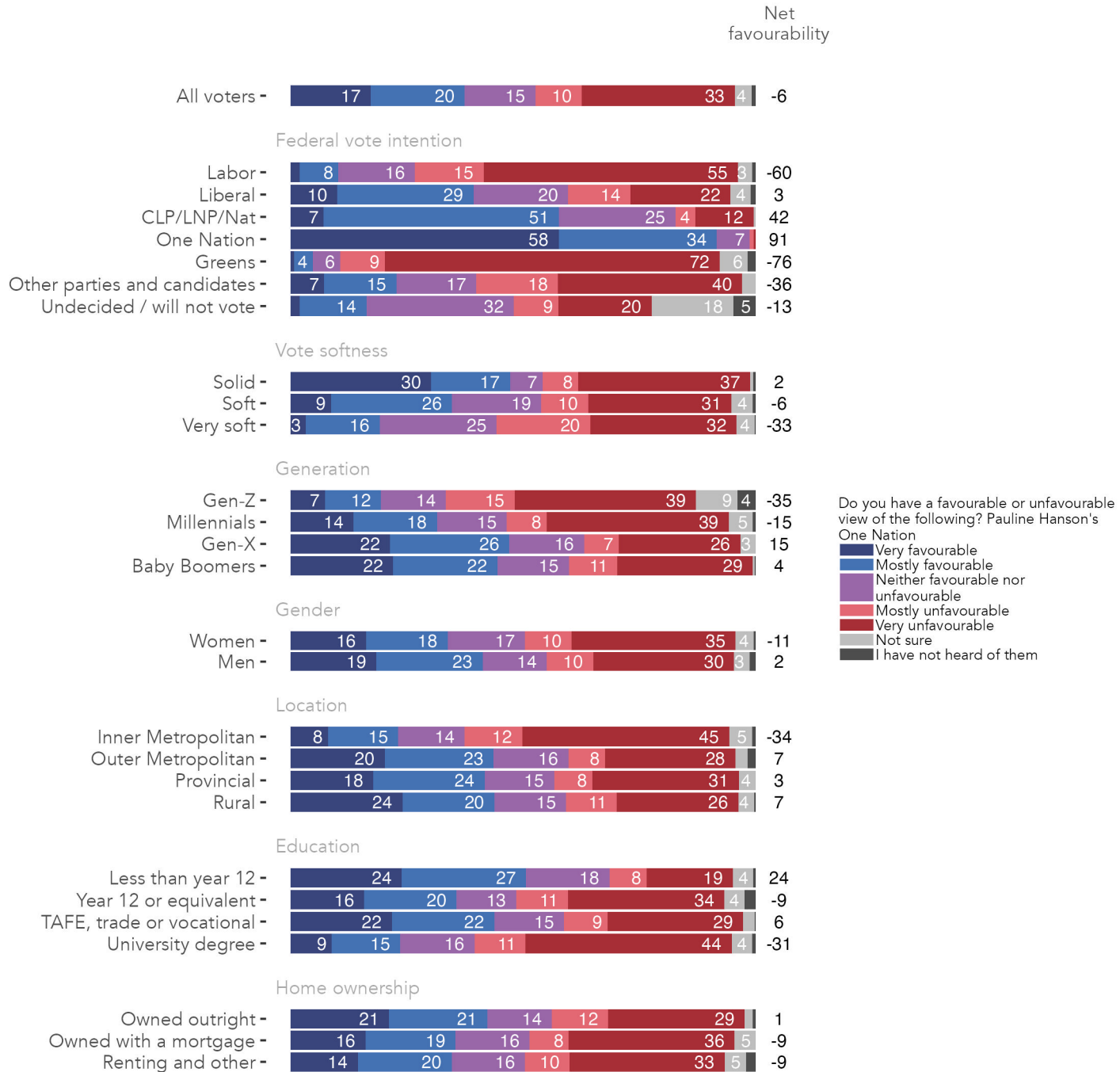


Figure 25: Favourability rating and awareness of Pauline Hanson's One Nation, by demographic characteristics, 22-29 January. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 14: Favourability rating and awareness of Pauline Hanson's One Nation, by demographic characteristics, 22-29 January.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	17	20	15	10	33	4	1	-6
Federal vote intention								
Labor	2	8	16	15	55	3	1	-60
Liberal	10	29	20	14	22	4	1	3
CLP/LNP/Nat	7	51	25	4	12	1	0	42
One Nation	58	34	7	1	0	0	0	91
Greens	1	4	6	9	72	6	2	-76
Other parties and candidates	7	15	17	18	40	3	0	-36
Undecided / will not vote	2	14	32	9	20	18	5	-13
Vote softness								
Solid	30	17	7	8	37	1	0	2
Soft	9	26	19	10	31	4	1	-6
Very soft	3	16	25	20	32	4	0	-33
Generation								
Gen-Z	7	12	14	15	39	9	4	-35
Millennials	14	18	15	8	39	5	1	-15
Gen-X	22	26	16	7	26	3	0	15
Baby Boomers	22	22	15	11	29	1	0	4
Gender								
Women	16	18	17	10	35	4	0	-11
Men	19	23	14	10	30	3	1	2
Location								
Inner Metropolitan	8	15	14	12	45	5	1	-34
Outer Metropolitan	20	23	16	8	28	3	2	7
Provincial	18	24	15	8	31	4	0	3
Rural	24	20	15	11	26	4	0	7
Education								
Less than year 12	24	27	18	8	19	4	0	24
Year 12 or equivalent	16	20	13	11	34	4	2	-9
TAFE, trade or vocational	22	22	15	9	29	3	0	6
University degree	9	15	16	11	44	4	1	-31
Home ownership								
Owned outright	21	21	14	12	29	2	1	1
Owned with a mortgage	16	19	16	8	36	5	0	-9
Renting and other	14	20	16	10	33	5	2	-9

The Greens

Favourability rating and awareness of the Greens

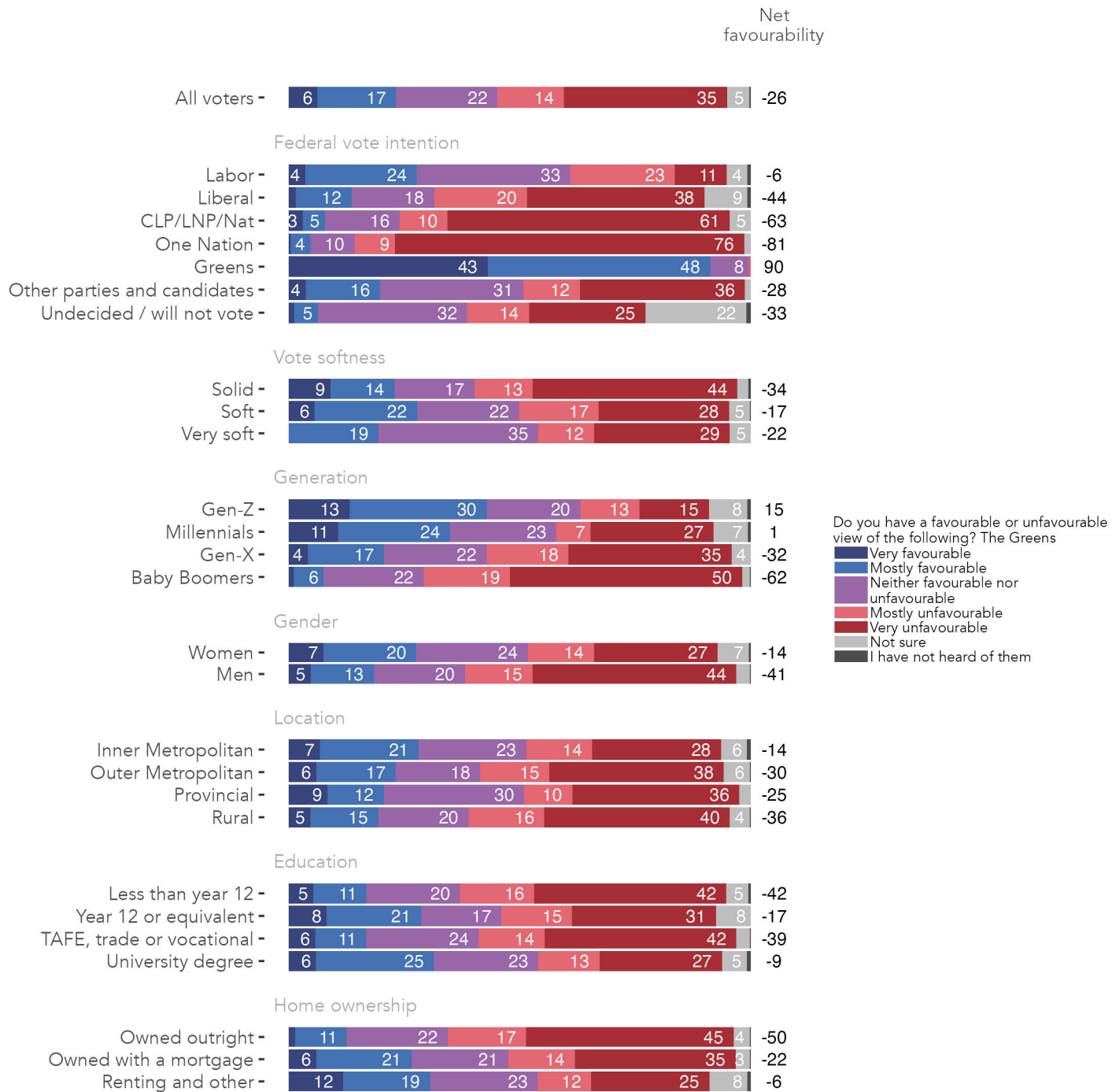


Figure 26: Favourability rating and awareness of the Greens, by demographic characteristics, 22-29 January. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 15: Favourability rating and awareness of the Greens, by demographic characteristics, 22-29 January.

	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	17	22	14	35	5	1	-26
Federal vote intention								
Labor	4	24	33	23	11	4	1	-6
Liberal	2	12	18	20	38	9	1	-44
CLP/LNP/Nat	3	5	16	10	61	5	0	-63
One Nation	0	4	10	9	76	1	0	-81
Greens	43	48	8	1	0	0	0	90
Other parties and candidates	4	16	31	12	36	1	0	-28
Undecided / will not vote	1	5	32	14	25	22	1	-33
Vote softness								
Solid	9	14	17	13	44	2	1	-34
Soft	6	22	22	17	28	5	0	-17
Very soft	0	19	35	12	29	5	0	-22
Generation								
Gen-Z	13	30	20	13	15	8	1	15
Millennials	11	24	23	7	27	7	1	1
Gen-X	4	17	22	18	35	4	0	-32
Baby Boomers	1	6	22	19	50	2	0	-62
Gender								
Women	7	20	24	14	27	7	1	-14
Men	5	13	20	15	44	3	0	-41
Location								
Inner Metropolitan	7	21	23	14	28	6	1	-14
Outer Metropolitan	6	17	18	15	38	6	0	-30
Provincial	9	12	30	10	36	3	0	-25
Rural	5	15	20	16	40	4	0	-36
Education								
Less than year 12	5	11	20	16	42	5	1	-42
Year 12 or equivalent	8	21	17	15	31	8	0	-17
TAFE, trade or vocational	6	11	24	14	42	3	0	-39
University degree	6	25	23	13	27	5	1	-9
Home ownership								
Owned outright	1	11	22	17	45	4	0	-50
Owned with a mortgage	6	21	21	14	35	3	0	-22
Renting and other	12	19	23	12	25	8	1	-6

Issue salience

Question text

If a federal 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. National security
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**

If a federal election were to be held right now, which of the following issues would most influence your vote?

Waves of the AFR/RedBridge/Accent Research poll compared

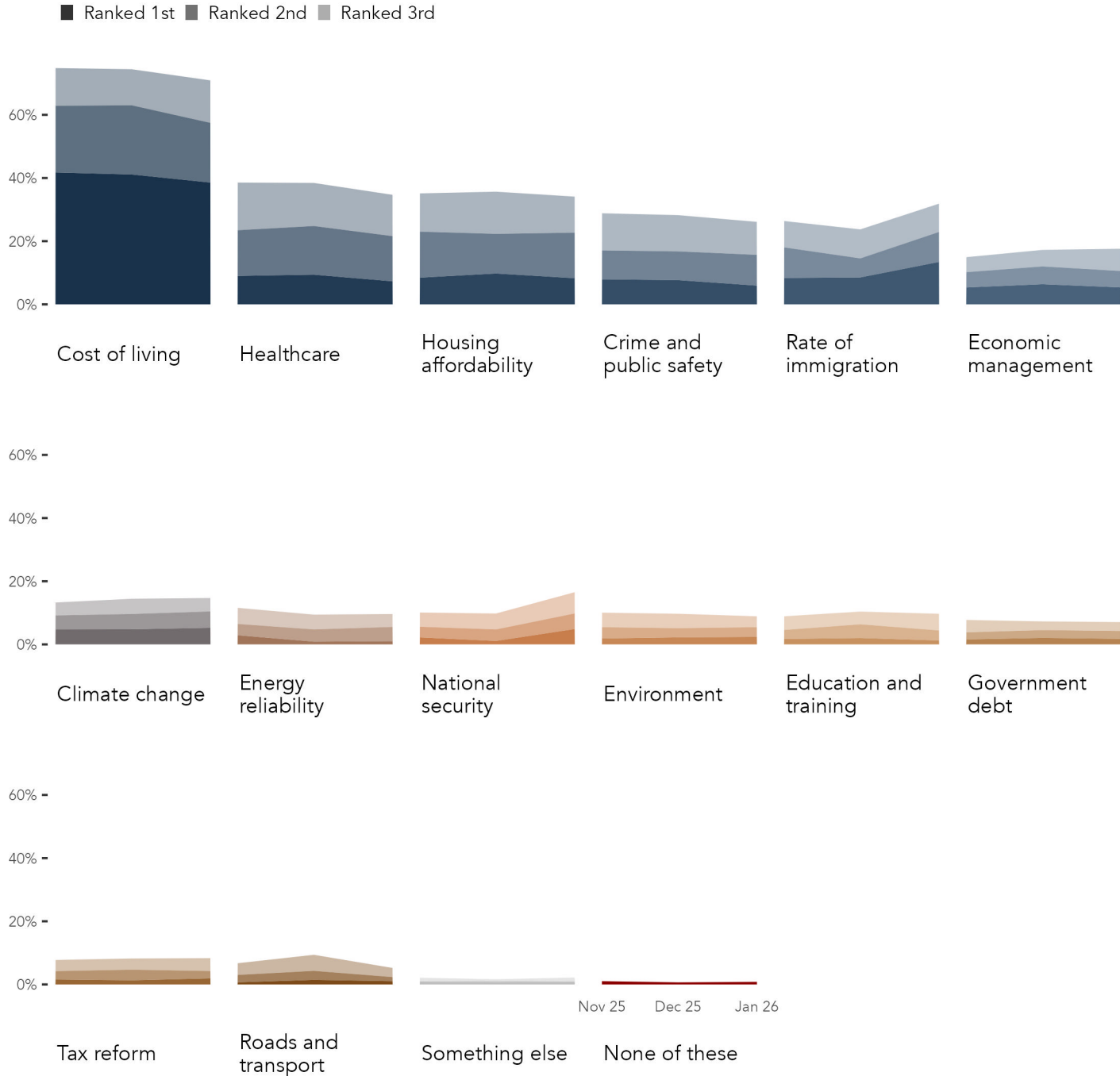
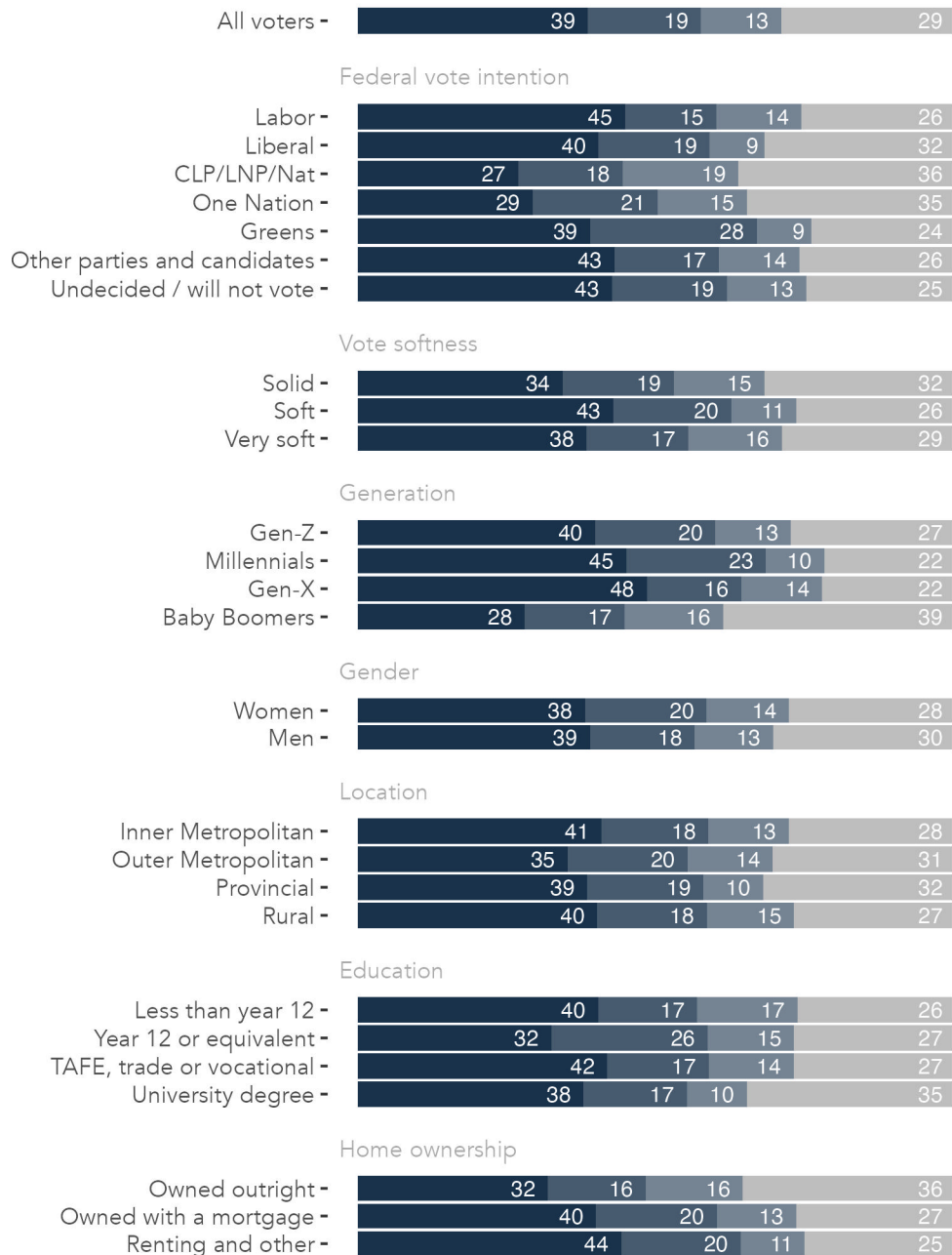


Figure 27: The issues that voters say are most important when deciding how to vote. Respondents were asked to rank the three issues that would most influence their vote (with the most important ranked first). They are ordered by the share of voters ranking them as one of their top three issues.

Cost of living

The salience of cost of living as a federal political issue



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

- Ranked 1st
- Ranked 2nd
- Ranked 3rd
- Not ranked

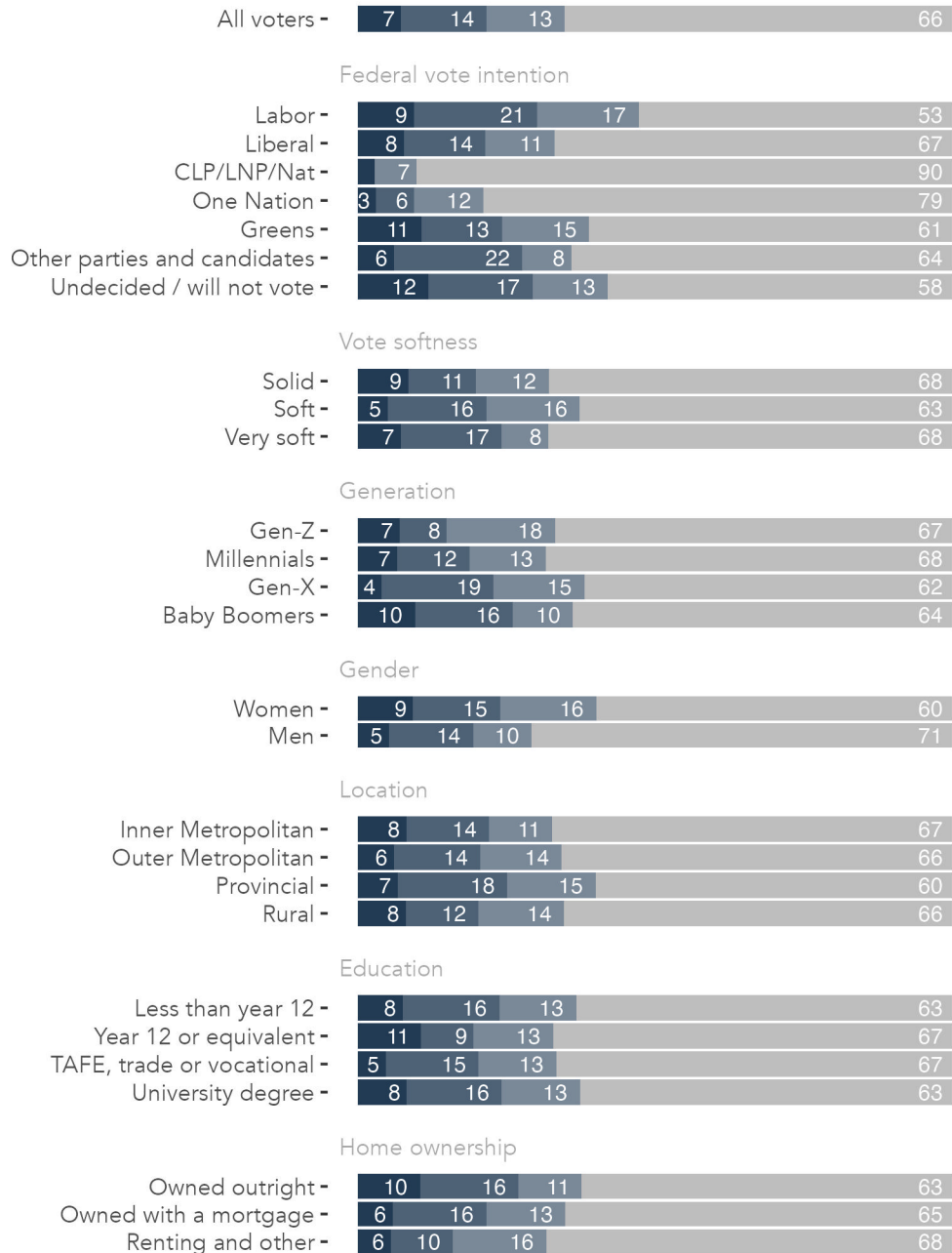
Figure 28: The salience of cost of living as a federal political issue, by demographic characteristics, 22-29 January.

Table 16: The salience of cost of living as a federal political issue, by demographic characteristics, 22-29 January.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	39	19	13	29
Federal vote intention				
Labor	45	15	14	26
Liberal	40	19	9	32
CLP/LNP/Nat	27	18	19	36
One Nation	29	21	15	35
Greens	39	28	9	24
Other parties and candidates	43	17	14	26
Undecided / will not vote	43	19	13	25
Vote softness				
Solid	34	19	15	32
Soft	43	20	11	26
Very soft	38	17	16	29
Generation				
Gen-Z	40	20	13	27
Millennials	45	23	10	22
Gen-X	48	16	14	22
Baby Boomers	28	17	16	39
Gender				
Women	38	20	14	28
Men	39	18	13	30
Location				
Inner Metropolitan	41	18	13	28
Outer Metropolitan	35	20	14	31
Provincial	39	19	10	32
Rural	40	18	15	27
Education				
Less than year 12	40	17	17	26
Year 12 or equivalent	32	26	15	27
TAFE, trade or vocational	42	17	14	27
University degree	38	17	10	35
Home ownership				
Owned outright	32	16	16	36
Owned with a mortgage	40	20	13	27
Renting and other	44	20	11	25

Healthcare

The salience of healthcare as a federal political issue



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

- Ranked 1st
- Ranked 2nd
- Ranked 3rd
- Not ranked

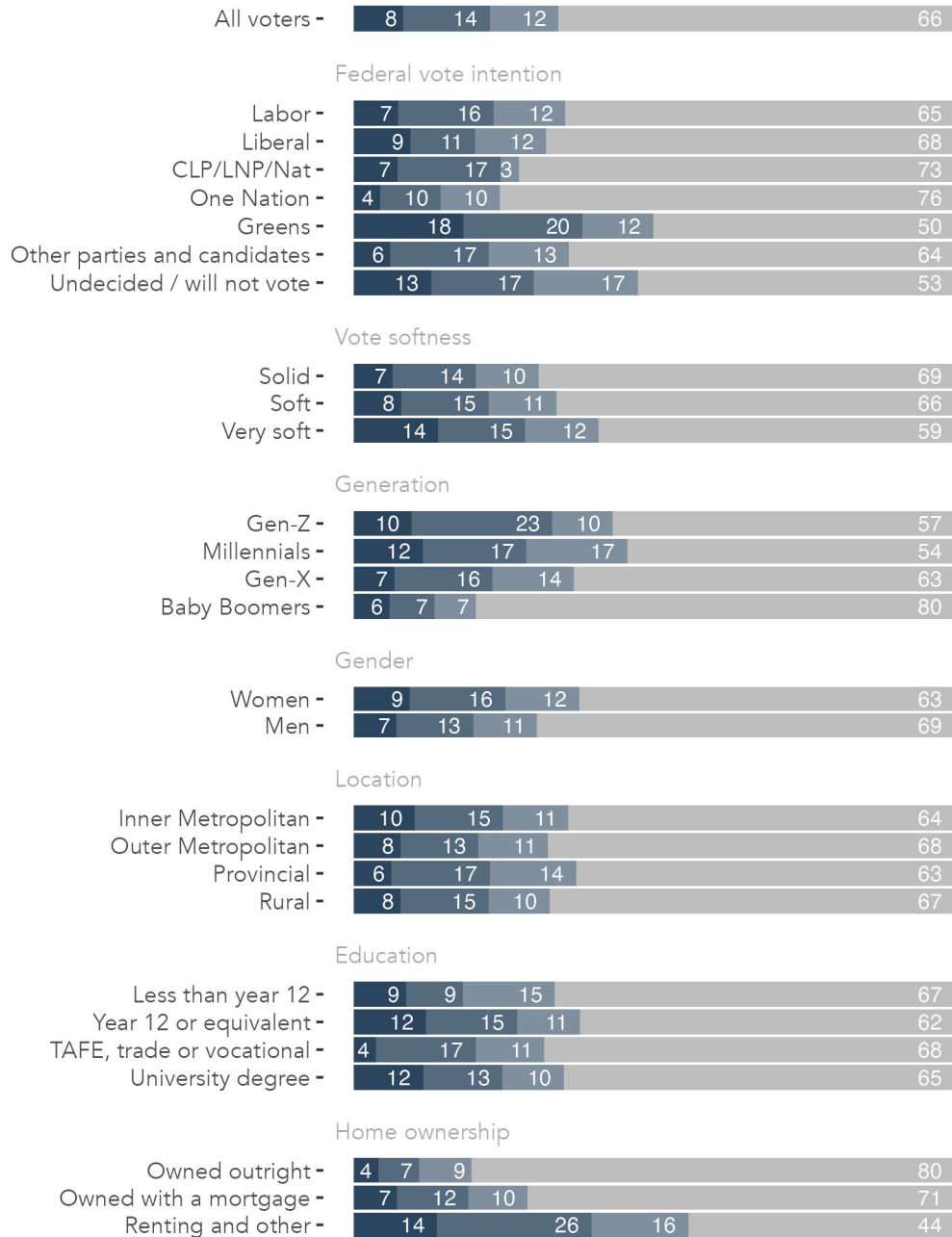
Figure 29: The salience of healthcare as a federal political issue, by demographic characteristics, 22-29 January.

Table 17: The salience of healthcare as a federal political issue, by demographic characteristics, 22-29 January.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	7	14	13	66
Federal vote intention				
Labor	9	21	17	53
Liberal	8	14	11	67
CLP/LNP/Nat	3	0	7	90
One Nation	3	6	12	79
Greens	11	13	15	61
Other parties and candidates	6	22	8	64
Undecided / will not vote	12	17	13	58
Vote softness				
Solid	9	11	12	68
Soft	5	16	16	63
Very soft	7	17	8	68
Generation				
Gen-Z	7	8	18	67
Millennials	7	12	13	68
Gen-X	4	19	15	62
Baby Boomers	10	16	10	64
Gender				
Women	9	15	16	60
Men	5	14	10	71
Location				
Inner Metropolitan	8	14	11	67
Outer Metropolitan	6	14	14	66
Provincial	7	18	15	60
Rural	8	12	14	66
Education				
Less than year 12	8	16	13	63
Year 12 or equivalent	11	9	13	67
TAFE, trade or vocational	5	15	13	67
University degree	8	16	13	63
Home ownership				
Owned outright	10	16	11	63
Owned with a mortgage	6	16	13	65
Renting and other	6	10	16	68

Housing affordability

The salience of housing affordability as a federal political issue



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

- Ranked 1st
- Ranked 2nd
- Ranked 3rd
- Not ranked

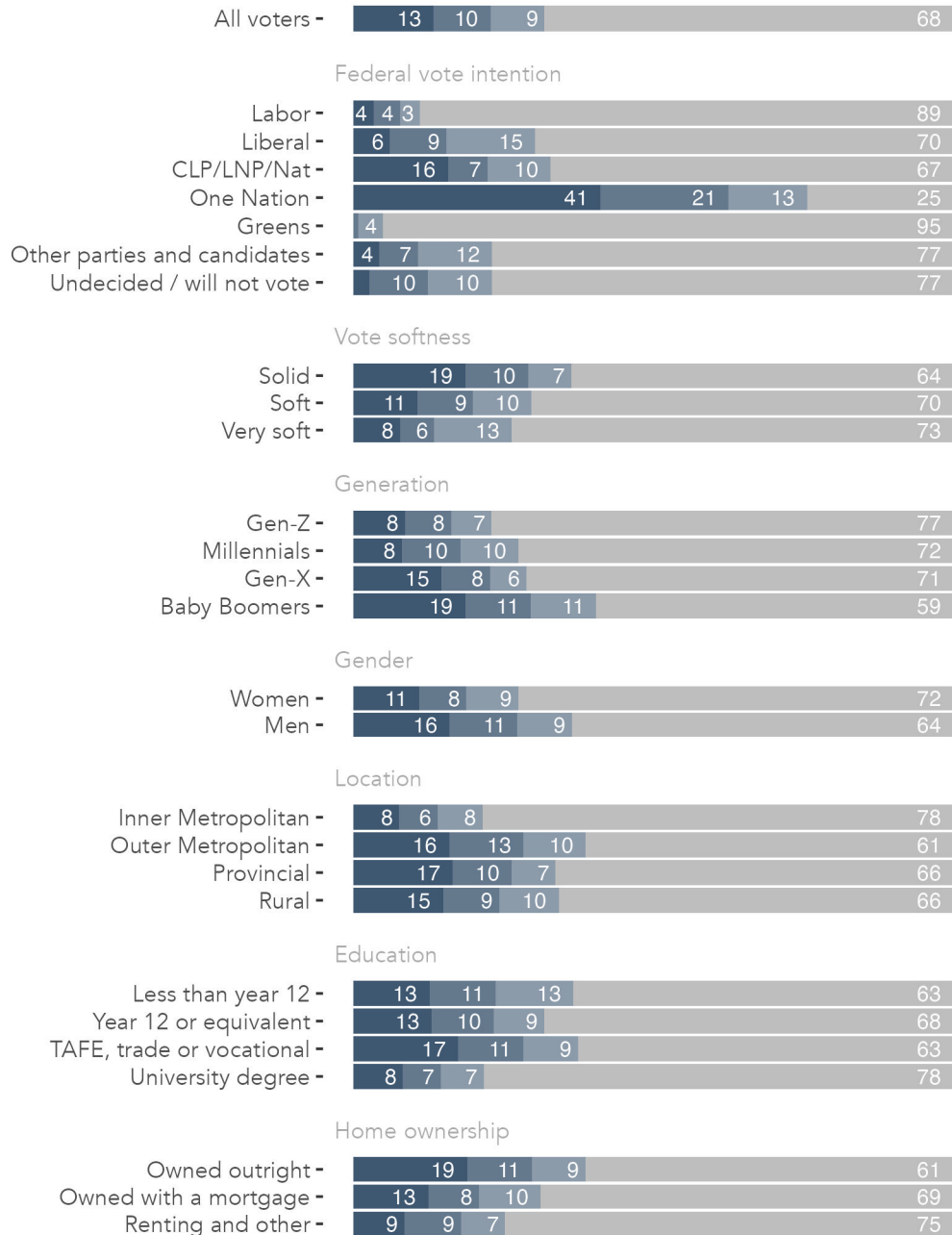
Figure 30: The salience of housing affordability as a federal political issue, by demographic characteristics, 22-29 January.

Table 18: The salience of housing affordability as a federal political issue, by demographic characteristics, 22-29 January.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	8	14	12	66
Federal vote intention				
Labor	7	16	12	65
Liberal	9	11	12	68
CLP/LNP/Nat	7	17	3	73
One Nation	4	10	10	76
Greens	18	20	12	50
Other parties and candidates	6	17	13	64
Undecided / will not vote	13	17	17	53
Vote softness				
Solid	7	14	10	69
Soft	8	15	11	66
Very soft	14	15	12	59
Generation				
Gen-Z	10	23	10	57
Millennials	12	17	17	54
Gen-X	7	16	14	63
Baby Boomers	6	7	7	80
Gender				
Women	9	16	12	63
Men	7	13	11	69
Location				
Inner Metropolitan	10	15	11	64
Outer Metropolitan	8	13	11	68
Provincial	6	17	14	63
Rural	8	15	10	67
Education				
Less than year 12	9	9	15	67
Year 12 or equivalent	12	15	11	62
TAFE, trade or vocational	4	17	11	68
University degree	12	13	10	65
Home ownership				
Owned outright	4	7	9	80
Owned with a mortgage	7	12	10	71
Renting and other	14	26	16	44

The rate of immigration

The salience of immigration as a federal political issue



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

- Ranked 1st
- Ranked 2nd
- Ranked 3rd
- Not ranked

Figure 31: The salience of immigration as a federal political issue, by demographic characteristics, 22-29 January.

Table 19: The salience of immigration as a federal political issue, by demographic characteristics, 22-29 January.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	13	10	9	68
Federal vote intention				
Labor	4	4	3	89
Liberal	6	9	15	70
CLP/LNP/Nat	16	7	10	67
One Nation	41	21	13	25
Greens	0	1	4	95
Other parties and candidates	4	7	12	77
Undecided / will not vote	3	10	10	77
Vote softness				
Solid	19	10	7	64
Soft	11	9	10	70
Very soft	8	6	13	73
Generation				
Gen-Z	8	8	7	77
Millennials	8	10	10	72
Gen-X	15	8	6	71
Baby Boomers	19	11	11	59
Gender				
Women	11	8	9	72
Men	16	11	9	64
Location				
Inner Metropolitan	8	6	8	78
Outer Metropolitan	16	13	10	61
Provincial	17	10	7	66
Rural	15	9	10	66
Education				
Less than year 12	13	11	13	63
Year 12 or equivalent	13	10	9	68
TAFE, trade or vocational	17	11	9	63
University degree	8	7	7	78
Home ownership				
Owned outright	19	11	9	61
Owned with a mortgage	13	8	10	69
Renting and other	9	9	7	75

Preferred Prime Minister

Question text

Of the following, who would make the better Prime Minister?

Single select; random reverse 1-2

1. Anthony Albanese
2. Sussan Ley
3. About the same
4. Neither
5. Not sure

Preferred Prime Minister

Waves of the AFR/RedBridge/Accent Research poll compared

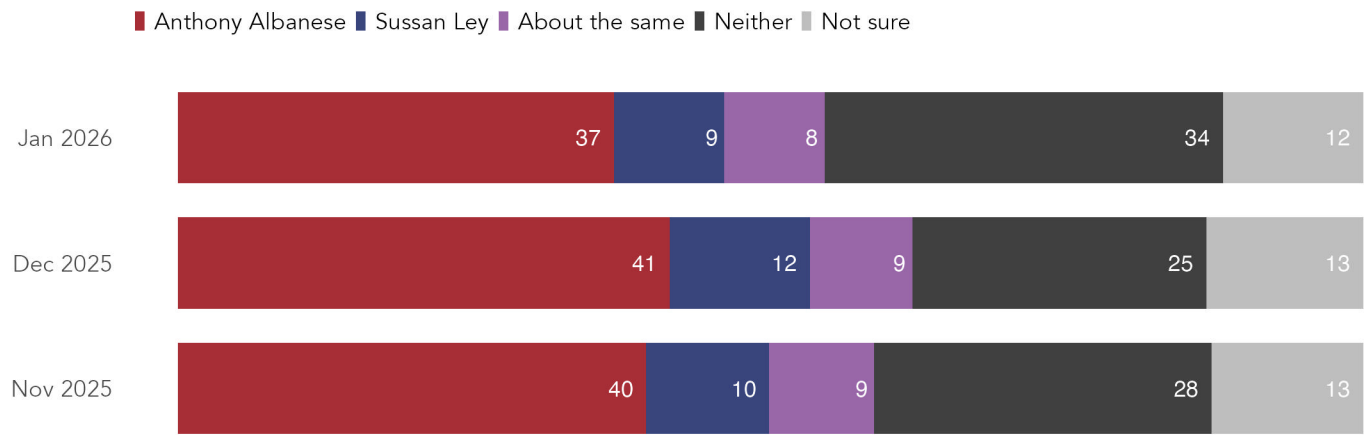


Figure 32: Preferred Prime Minister, by wave of the AFR/RedBridge/Accent Research poll.

Preferred Prime Minister

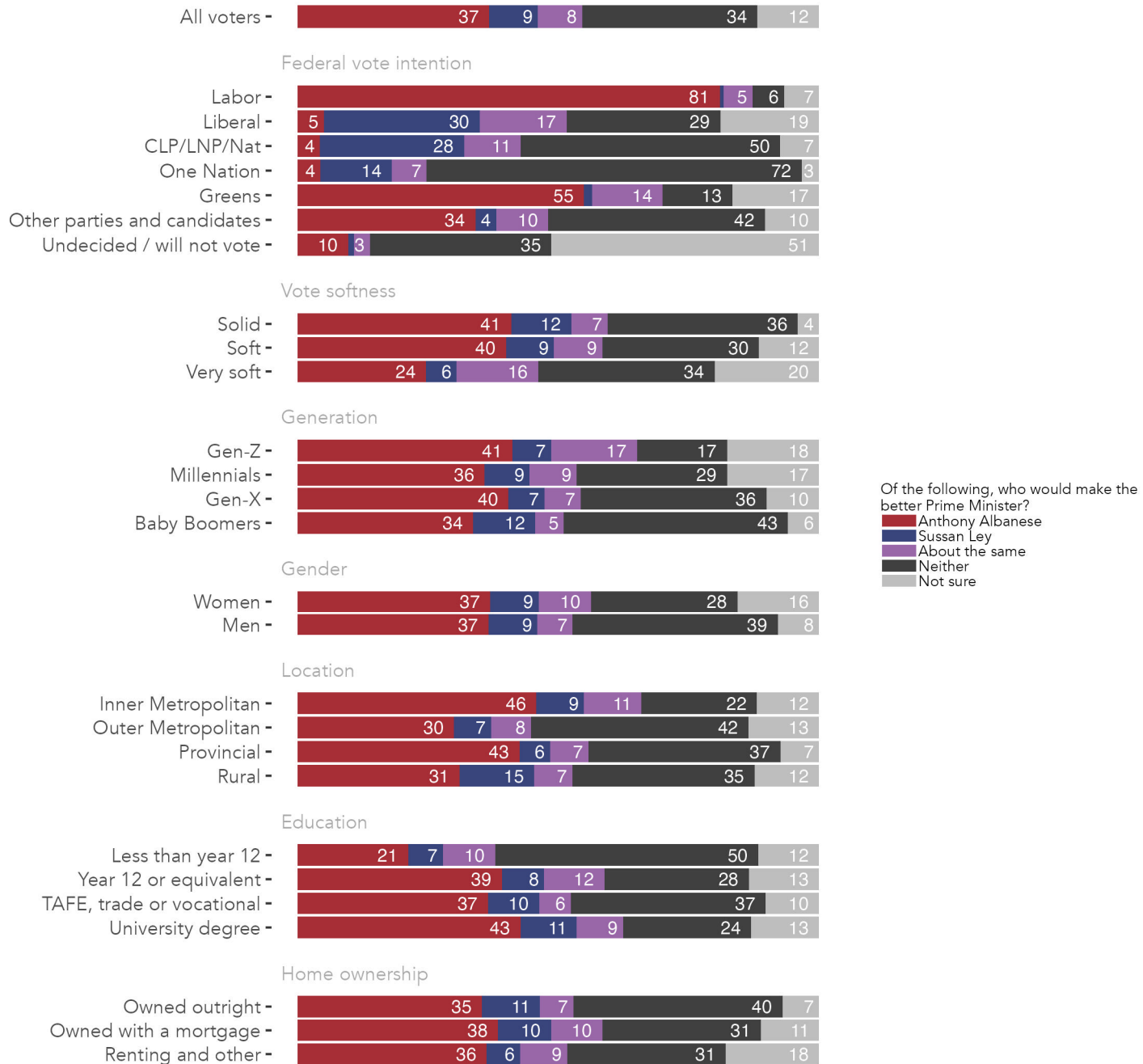


Figure 33: Preferred Prime Minister, by demographic characteristics, 22-29 January.

Table 20: Preferred Prime Minister, by demographic characteristics, 22-29 January.

	Anthony Albanese	Sussan Ley	About the same	Neither	Not sure
All voters	37	9	8	34	12
Federal vote intention					
Labor	81	1	5	6	7
Liberal	5	30	17	29	19
CLP/LNP/Nat	4	28	11	50	7
One Nation	4	14	7	72	3
Greens	55	1	14	13	17
Other parties and candidates	34	4	10	42	10
Undecided / will not vote	10	1	3	35	51
Vote softness					
Solid	41	12	7	36	4
Soft	40	9	9	30	12
Very soft	24	6	16	34	20
Generation					
Gen-Z	41	7	17	17	18
Millennials	36	9	9	29	17
Gen-X	40	7	7	36	10
Baby Boomers	34	12	5	43	6
Gender					
Women	37	9	10	28	16
Men	37	9	7	39	8
Location					
Inner Metropolitan	46	9	11	22	12
Outer Metropolitan	30	7	8	42	13
Provincial	43	6	7	37	7
Rural	31	15	7	35	12
Education					
Less than year 12	21	7	10	50	12
Year 12 or equivalent	39	8	12	28	13
TAFE, trade or vocational	37	10	6	37	10
University degree	43	11	9	24	13
Home ownership					
Owned outright	35	11	7	40	7
Owned with a mortgage	38	10	10	31	11
Renting and other	36	6	9	31	18

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. National security
- E. Climate change
- F. The rate of immigration

Single select; randomise 1-5

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

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

Waves of the AFR/RedBridge/Accent Research poll compared

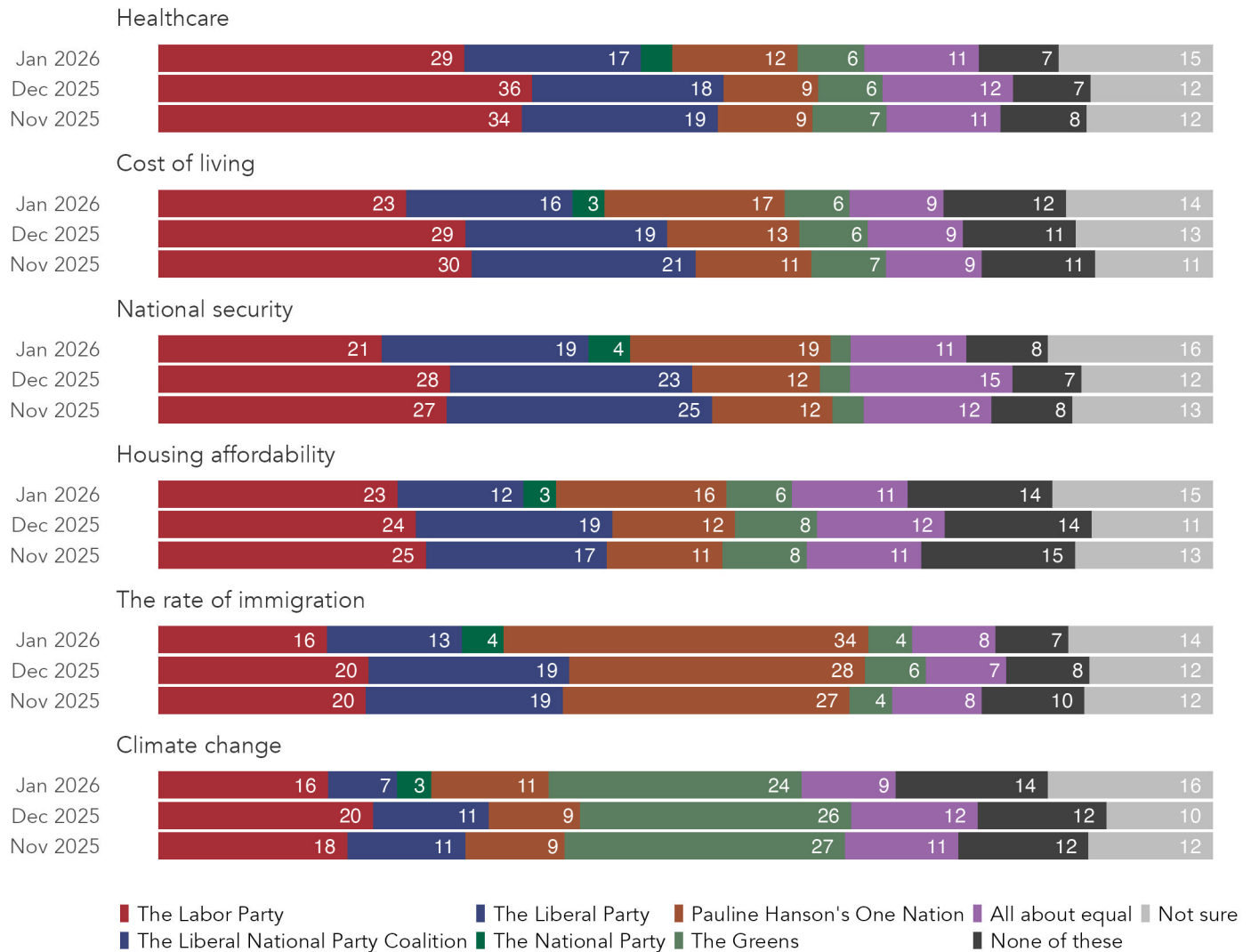


Figure 34: Voters' perceptions on which party is best able to handle key policy issues.

Cost of living

The party best suited to deal with cost of living

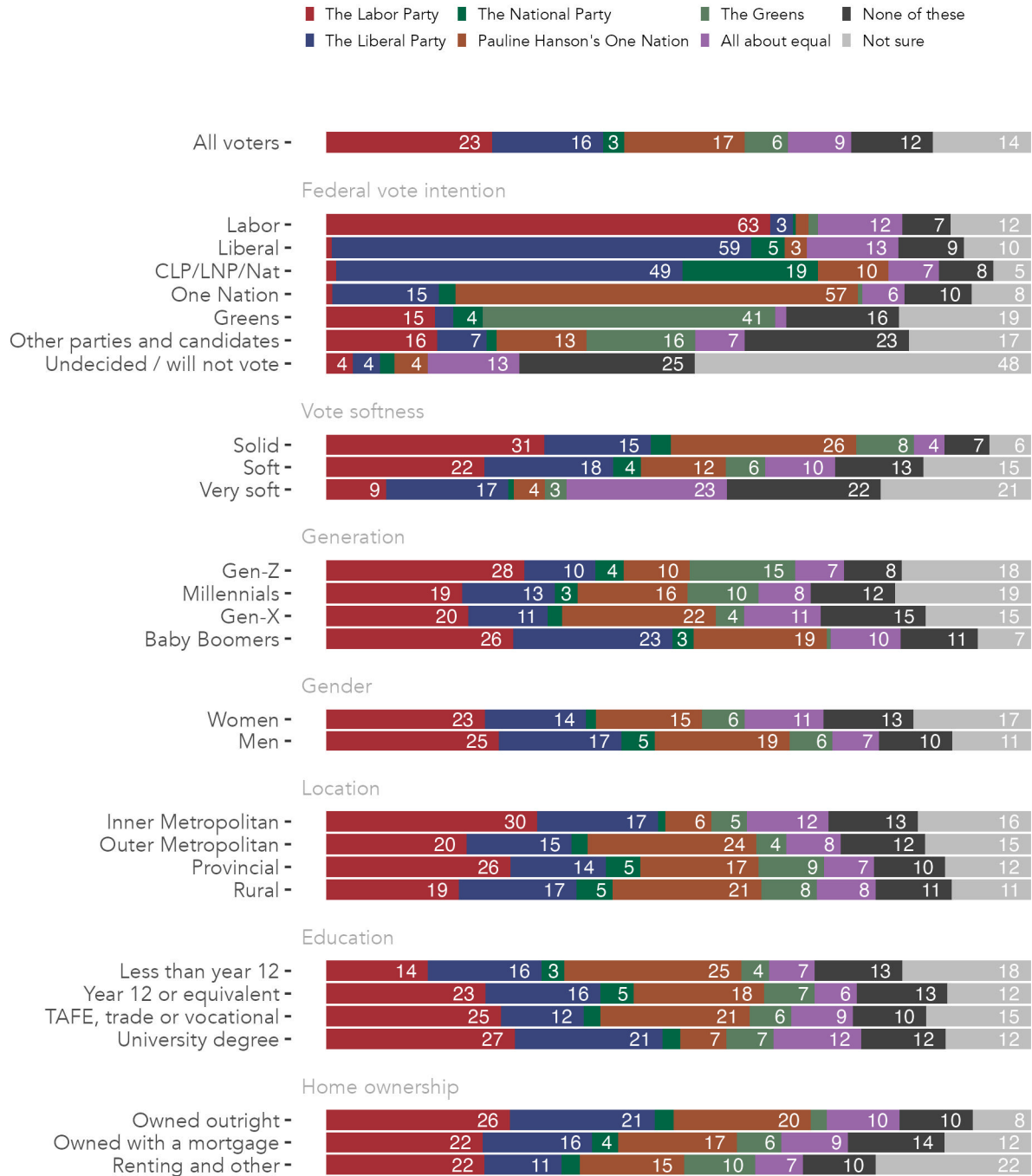


Figure 35: The party best suited to deal with cost of living, by demographic characteristics, 22-29 January.

Table 21: The party best suited to deal with cost of living, by demographic characteristics, 22-29 January.

	The Labor Party	The Liberal Party	The National Party	Pauline Hanson's One Nation	The Greens	All about equal	None of these	Not sure
All voters	23	16	3	17	6	9	12	14
Federal vote intention								
Labor	63	3	0	2	1	12	7	12
Liberal	1	59	5	3	0	13	9	10
CLP/LNP/Nat	2	49	19	10	0	7	8	5
One Nation	1	15	2	57	1	6	10	8
Greens	15	3	4	0	41	2	16	19
Other parties and candidates	16	7	1	13	16	7	23	17
Undecided / will not vote	4	4	2	4	0	13	25	48
Vote softness								
Solid	31	15	3	26	8	4	7	6
Soft	22	18	4	12	6	10	13	15
Very soft	9	17	1	4	3	23	22	21
Generation								
Gen-Z	28	10	4	10	15	7	8	18
Millennials	19	13	3	16	10	8	12	19
Gen-X	20	11	2	22	4	11	15	15
Baby Boomers	26	23	3	19	1	10	11	7
Gender								
Women	23	14	1	15	6	11	13	17
Men	25	17	5	19	6	7	10	11
Location								
Inner Metropolitan	30	17	1	6	5	12	13	16
Outer Metropolitan	20	15	2	24	4	8	12	15
Provincial	26	14	5	17	9	7	10	12
Rural	19	17	5	21	8	8	11	11
Education								
Less than year 12	14	16	3	25	4	7	13	18
Year 12 or equivalent	23	16	5	18	7	6	13	12
TAFE, trade or vocational	25	12	2	21	6	9	10	15
University degree	27	21	2	7	7	12	12	12
Home ownership								
Owned outright	26	21	3	20	2	10	10	8
Owned with a mortgage	22	16	4	17	6	9	14	12
Renting and other	22	11	3	15	10	7	10	22

Healthcare

The party best suited to deal with healthcare

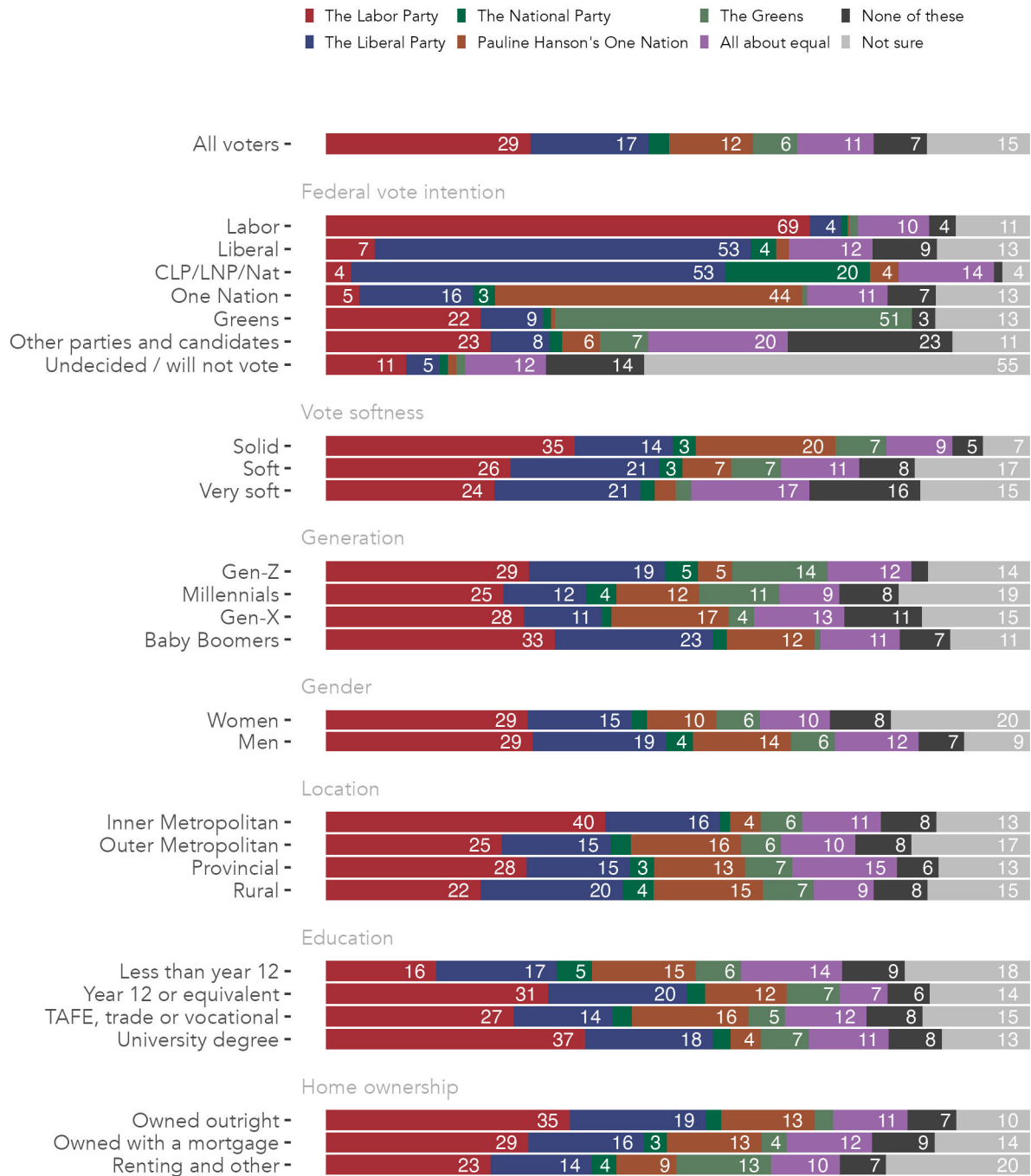


Figure 36: The party best suited to deal with healthcare, by demographic characteristics, 22-29 January.

Table 22: The party best suited to deal with healthcare, by demographic characteristics, 22-29 January.

	The Labor Party	The Liberal Party	The National Party	Pauline Hanson's One Nation	The Greens	All about equal	None of these	Not sure
All voters	29	17	3	12	6	11	7	15
Federal vote intention								
Labor	69	4	1	0	1	10	4	11
Liberal	7	53	4	2	0	12	9	13
CLP/LNP/Nat	4	53	20	4	0	14	1	4
One Nation	5	16	3	44	1	11	7	13
Greens	22	9	1	1	51	0	3	13
Other parties and candidates	23	8	2	6	7	20	23	11
Undecided / will not vote	11	5	1	1	1	12	14	55
Vote softness								
Solid	35	14	3	20	7	9	5	7
Soft	26	21	3	7	7	11	8	17
Very soft	24	21	2	3	2	17	16	15
Generation								
Gen-Z	29	19	5	5	14	12	2	14
Millennials	25	12	4	12	11	9	8	19
Gen-X	28	11	1	17	4	13	11	15
Baby Boomers	33	23	2	12	1	11	7	11
Gender								
Women	29	15	2	10	6	10	8	20
Men	29	19	4	14	6	12	7	9
Location								
Inner Metropolitan	40	16	2	4	6	11	8	13
Outer Metropolitan	25	15	3	16	6	10	8	17
Provincial	28	15	3	13	7	15	6	13
Rural	22	20	4	15	7	9	8	15
Education								
Less than year 12	16	17	5	15	6	14	9	18
Year 12 or equivalent	31	20	3	12	7	7	6	14
TAFE, trade or vocational	27	14	3	16	5	12	8	15
University degree	37	18	2	4	7	11	8	13
Home ownership								
Owned outright	35	19	2	13	3	11	7	10
Owned with a mortgage	29	16	3	13	4	12	9	14
Renting and other	23	14	4	9	13	10	7	20

Housing affordability

The party best suited to deal with housing affordability

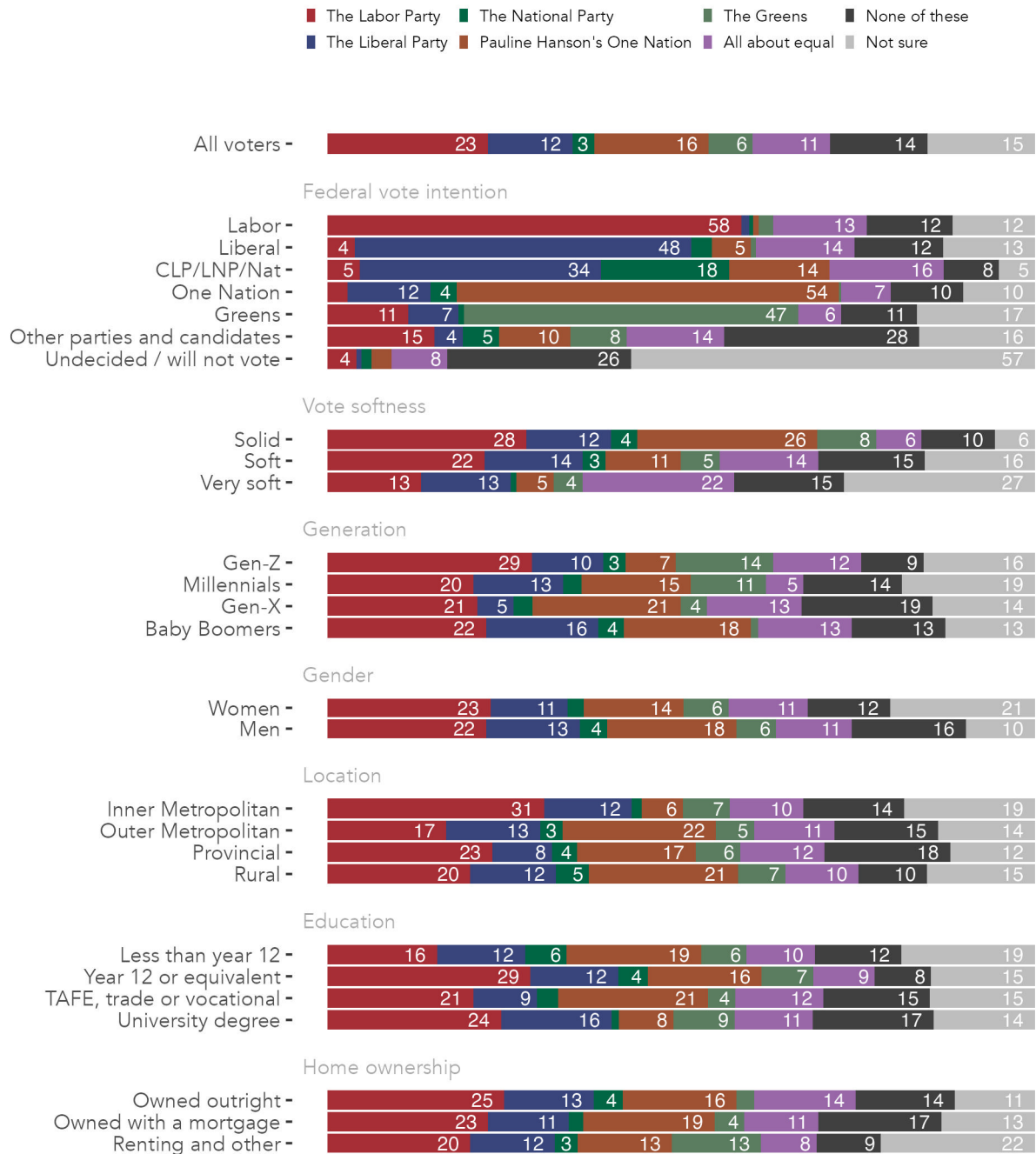


Figure 37: The party best suited to deal with housing affordability, by demographic characteristics, 22-29 January.

Table 23: The party best suited to deal with housing affordability, by demographic characteristics, 22-29 January.

	The Labor Party	The Liberal Party	The National Party	Pauline Hanson's One Nation	The Greens	All about equal	None of these	Not sure
All voters	23	12	3	16	6	11	14	15
Federal vote intention								
Labor	58	1	1	1	2	13	12	12
Liberal	4	48	3	5	1	14	12	13
CLP/LNP/Nat	5	34	18	14	0	16	8	5
One Nation	3	12	4	54	0	7	10	10
Greens	11	7	1	0	47	6	11	17
Other parties and candidates	15	4	5	10	8	14	28	16
Undecided / will not vote	4	1	1	3	0	8	26	57
Vote softness								
Solid	28	12	4	26	8	6	10	6
Soft	22	14	3	11	5	14	15	16
Very soft	13	13	1	5	4	22	15	27
Generation								
Gen-Z	29	10	3	7	14	12	9	16
Millennials	20	13	3	15	11	5	14	19
Gen-X	21	5	3	21	4	13	19	14
Baby Boomers	22	16	4	18	1	13	13	13
Gender								
Women	23	11	2	14	6	11	12	21
Men	22	13	4	18	6	11	16	10
Location								
Inner Metropolitan	31	12	1	6	7	10	14	19
Outer Metropolitan	17	13	3	22	5	11	15	14
Provincial	23	8	4	17	6	12	18	12
Rural	20	12	5	21	7	10	10	15
Education								
Less than year 12	16	12	6	19	6	10	12	19
Year 12 or equivalent	29	12	4	16	7	9	8	15
TAFE, trade or vocational	21	9	3	21	4	12	15	15
University degree	24	16	1	8	9	11	17	14
Home ownership								
Owned outright	25	13	4	16	3	14	14	11
Owned with a mortgage	23	11	2	19	4	11	17	13
Renting and other	20	12	3	13	13	8	9	22

National security

The party best suited to deal with national security

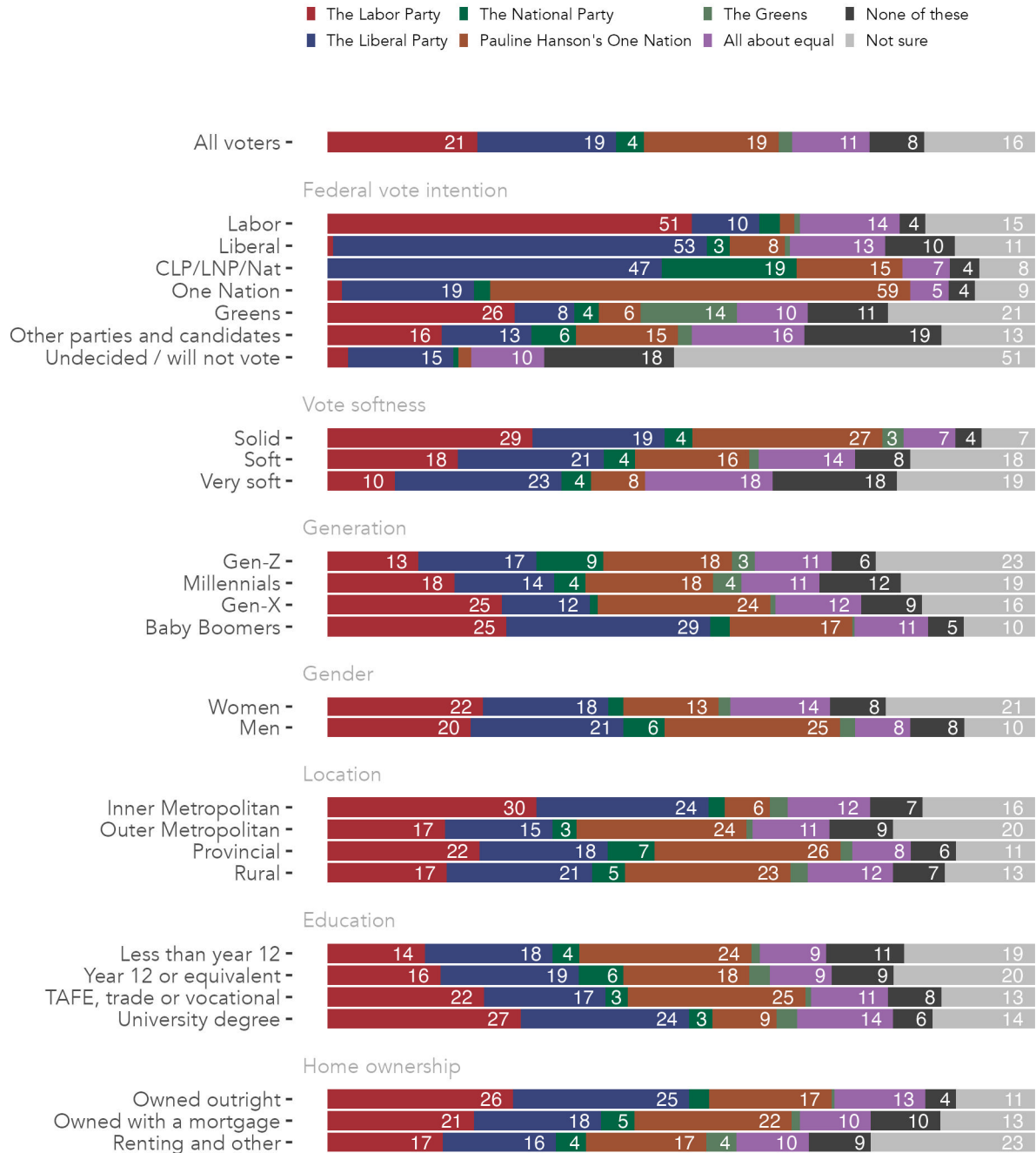


Figure 38: The party best suited to deal with national security, by demographic characteristics, 22-29 January.

Table 24: The party best suited to deal with national security, by demographic characteristics, 22-29 January.

	The Labor Party	The Liberal Party	The National Party	Pauline Hanson's One Nation	The Greens	All about equal	None of these	Not sure
All voters	21	19	4	19	2	11	8	16
Federal vote intention								
Labor	51	10	3	2	1	14	4	15
Liberal	1	53	3	8	1	13	10	11
CLP/LNP/Nat	0	47	19	15	0	7	4	8
One Nation	2	19	2	59	0	5	4	9
Greens	26	8	4	6	14	10	11	21
Other parties and candidates	16	13	6	15	2	16	19	13
Undecided / will not vote	3	15	1	2	0	10	18	51
Vote softness								
Solid	29	19	4	27	3	7	4	7
Soft	18	21	4	16	1	14	8	18
Very soft	10	23	4	8	0	18	18	19
Generation								
Gen-Z	13	17	9	18	3	11	6	23
Millennials	18	14	4	18	4	11	12	19
Gen-X	25	12	1	24	1	12	9	16
Baby Boomers	25	29	3	17	0	11	5	10
Gender								
Women	22	18	2	13	2	14	8	21
Men	20	21	6	25	2	8	8	10
Location								
Inner Metropolitan	30	24	2	6	3	12	7	16
Outer Metropolitan	17	15	3	24	1	11	9	20
Provincial	22	18	7	26	2	8	6	11
Rural	17	21	5	23	2	12	7	13
Education								
Less than year 12	14	18	4	24	1	9	11	19
Year 12 or equivalent	16	19	6	18	3	9	9	20
TAFE, trade or vocational	22	17	3	25	1	11	8	13
University degree	27	24	3	9	3	14	6	14
Home ownership								
Owned outright	26	25	3	17	1	13	4	11
Owned with a mortgage	21	18	5	22	1	10	10	13
Renting and other	17	16	4	17	4	10	9	23

Climate change

The party best suited to deal with climate change

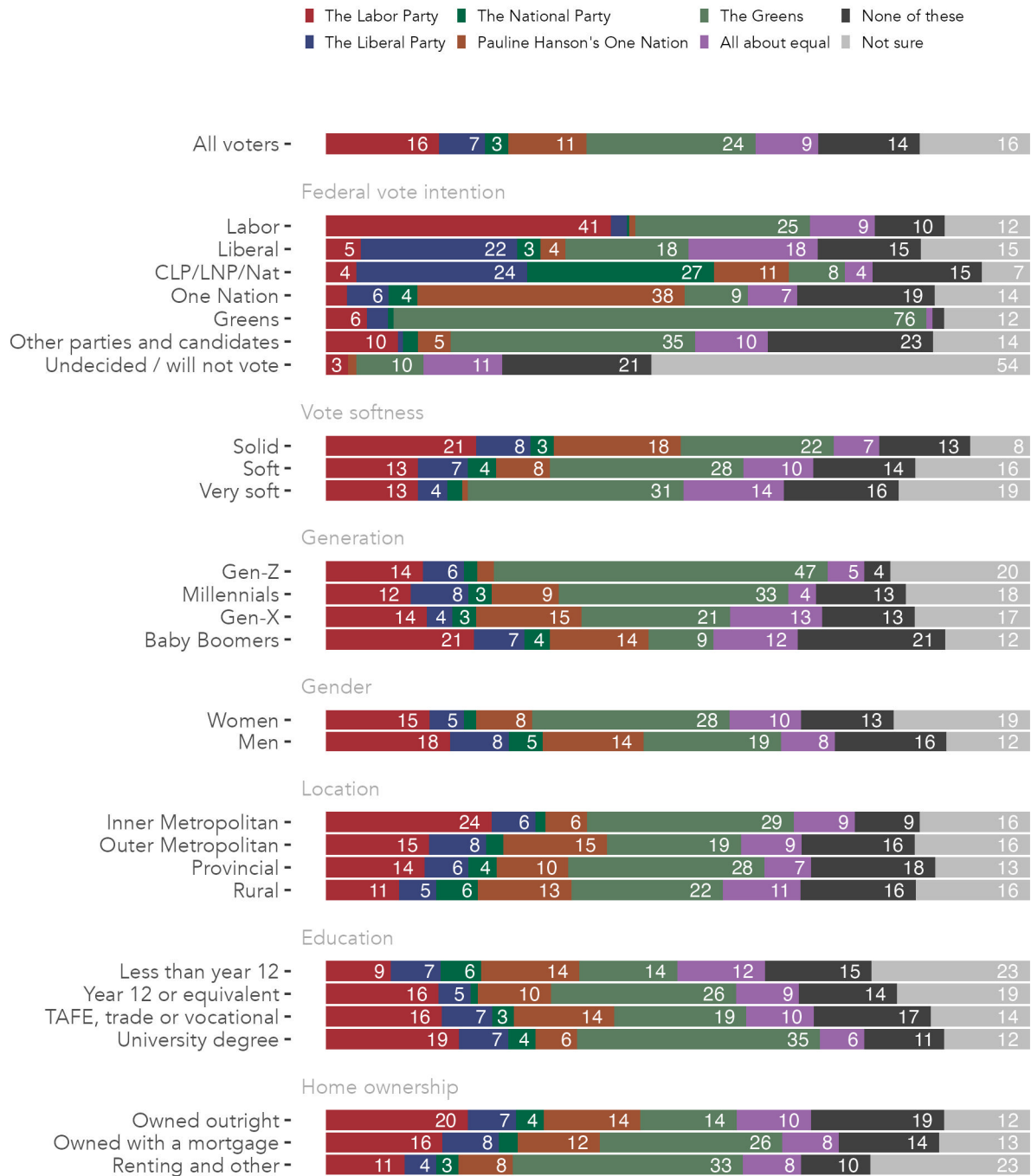


Figure 39: The party best suited to deal with climate change, by demographic characteristics, 22-29 January.

Table 25: The party best suited to deal with climate change, by demographic characteristics, 22-29 January.

	The Labor Party	The Liberal Party	The National Party	Pauline Hanson's One Nation	The Greens	All about equal	None of these	Not sure
All voters	16	7	3	11	24	9	14	16
Federal vote intention								
Labor	41	2	0	1	25	9	10	12
Liberal	5	22	3	4	18	18	15	15
CLP/LNP/Nat	4	24	27	11	8	4	15	7
One Nation	3	6	4	38	9	7	19	14
Greens	6	3	1	0	76	1	1	12
Other parties and candidates	10	1	2	5	35	10	23	14
Undecided / will not vote	3	0	0	1	10	11	21	54
Vote softness								
Solid	21	8	3	18	22	7	13	8
Soft	13	7	4	8	28	10	14	16
Very soft	13	4	2	1	31	14	16	19
Generation								
Gen-Z	14	6	2	2	47	5	4	20
Millennials	12	8	3	9	33	4	13	18
Gen-X	14	4	3	15	21	13	13	17
Baby Boomers	21	7	4	14	9	12	21	12
Gender								
Women	15	5	2	8	28	10	13	19
Men	18	8	5	14	19	8	16	12
Location								
Inner Metropolitan	24	6	1	6	29	9	9	16
Outer Metropolitan	15	8	2	15	19	9	16	16
Provincial	14	6	4	10	28	7	18	13
Rural	11	5	6	13	22	11	16	16
Education								
Less than year 12	9	7	6	14	14	12	15	23
Year 12 or equivalent	16	5	1	10	26	9	14	19
TAFE, trade or vocational	16	7	3	14	19	10	17	14
University degree	19	7	4	6	35	6	11	12
Home ownership								
Owned outright	20	7	4	14	14	10	19	12
Owned with a mortgage	16	8	3	12	26	8	14	13
Renting and other	11	4	3	8	33	8	10	23

The rate of immigration

The party best suited to deal with the rate of immigration

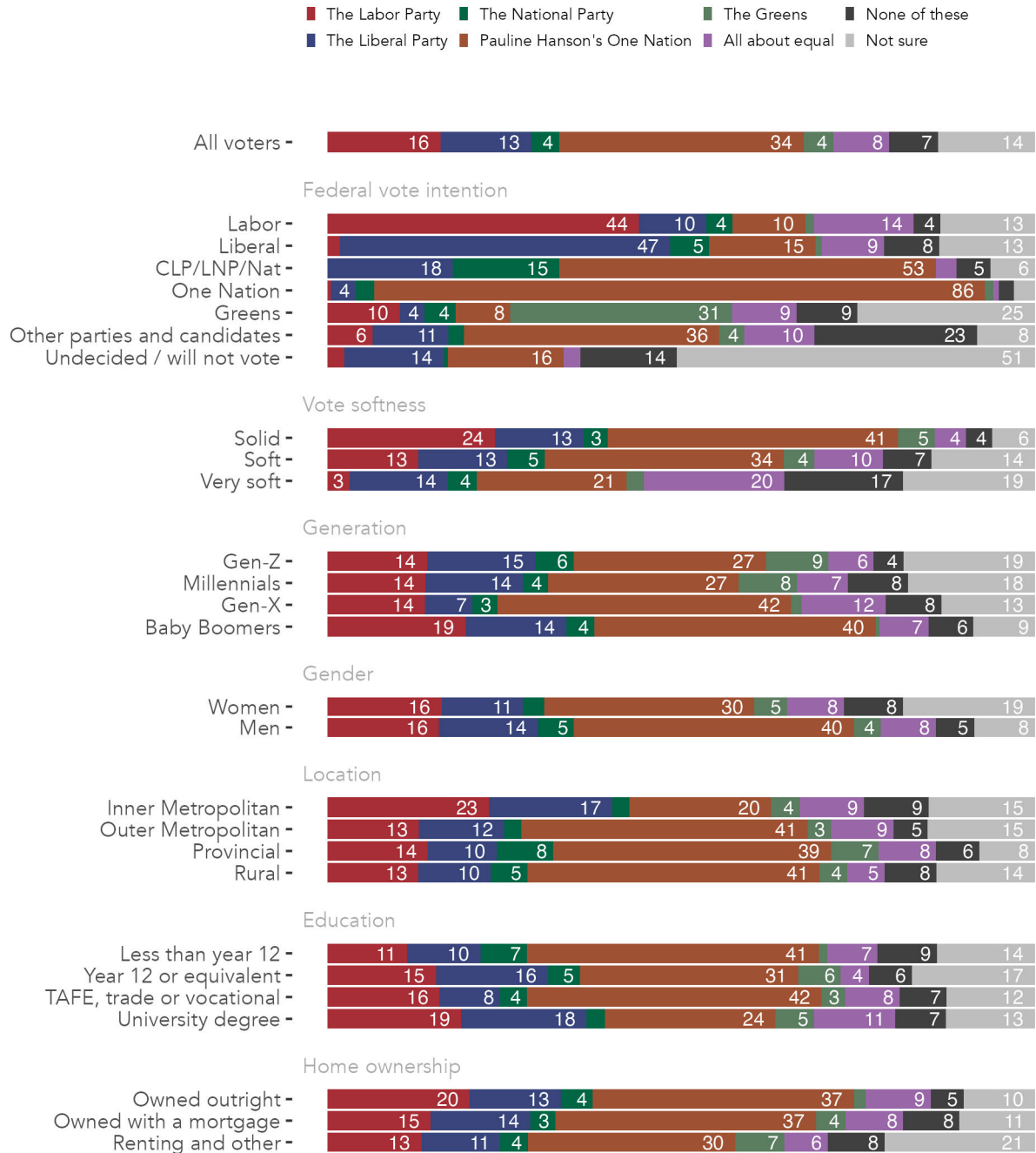


Figure 40: The party best suited to deal with the rate of immigration, by demographic characteristics, 22-29 January.

Table 26: The party best suited to deal with the rate of immigration, by demographic characteristics, 22-29 January.

	The Labor Party	The Liberal Party	The National Party	Pauline Hanson's One Nation	The Greens	All about equal	None of these	Not sure
All voters	16	13	4	34	4	8	7	14
Federal vote intention								
Labor	44	10	4	10	1	14	4	13
Liberal	2	47	5	15	1	9	8	13
CLP/LNP/Nat	0	18	15	53	0	3	5	6
One Nation	0	4	3	86	1	1	2	3
Greens	10	4	4	8	31	9	9	25
Other parties and candidates	6	11	2	36	4	10	23	8
Undecided / will not vote	2	14	1	16	0	2	14	51
Vote softness								
Solid	24	13	3	41	5	4	4	6
Soft	13	13	5	34	4	10	7	14
Very soft	3	14	4	21	2	20	17	19
Generation								
Gen-Z	14	15	6	27	9	6	4	19
Millennials	14	14	4	27	8	7	8	18
Gen-X	14	7	3	42	1	12	8	13
Baby Boomers	19	14	4	40	1	7	6	9
Gender								
Women	16	11	3	30	5	8	8	19
Men	16	14	5	40	4	8	5	8
Location								
Inner Metropolitan	23	17	3	20	4	9	9	15
Outer Metropolitan	13	12	2	41	3	9	5	15
Provincial	14	10	8	39	7	8	6	8
Rural	13	10	5	41	4	5	8	14
Education								
Less than year 12	11	10	7	41	1	7	9	14
Year 12 or equivalent	15	16	5	31	6	4	6	17
TAFE, trade or vocational	16	8	4	42	3	8	7	12
University degree	19	18	3	24	5	11	7	13
Home ownership								
Owned outright	20	13	4	37	2	9	5	10
Owned with a mortgage	15	14	3	37	4	8	8	11
Renting and other	13	11	4	30	7	6	8	21

Is Australia heading in the right direction?

Question text

Would you say that things in Australia are...

Single select; random reverse 1-2

1. Generally headed in the right direction
2. Generally headed in the wrong direction
3. Not sure

Are things in Australia headed in the right or wrong direction?

Change since February 2024

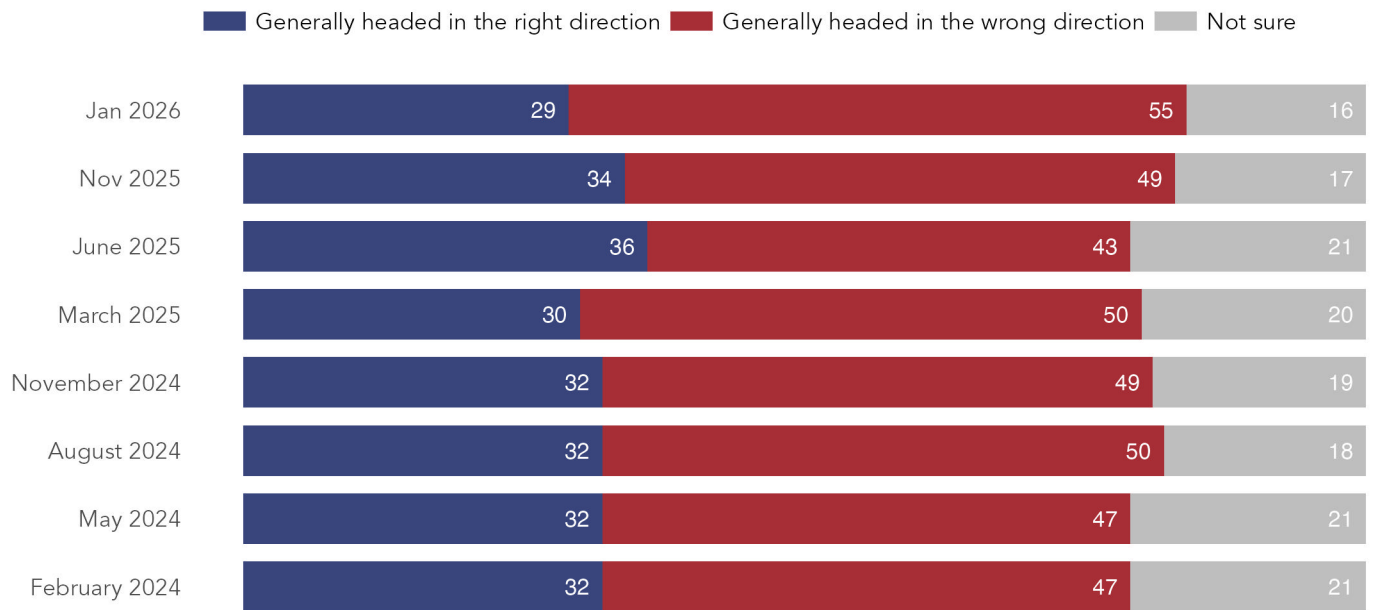


Figure 41: Share of voters who say that Australia is headed in the right or wrong direction. Change since February 2024.

The share of voters who say Australia is headed in the right or wrong direction

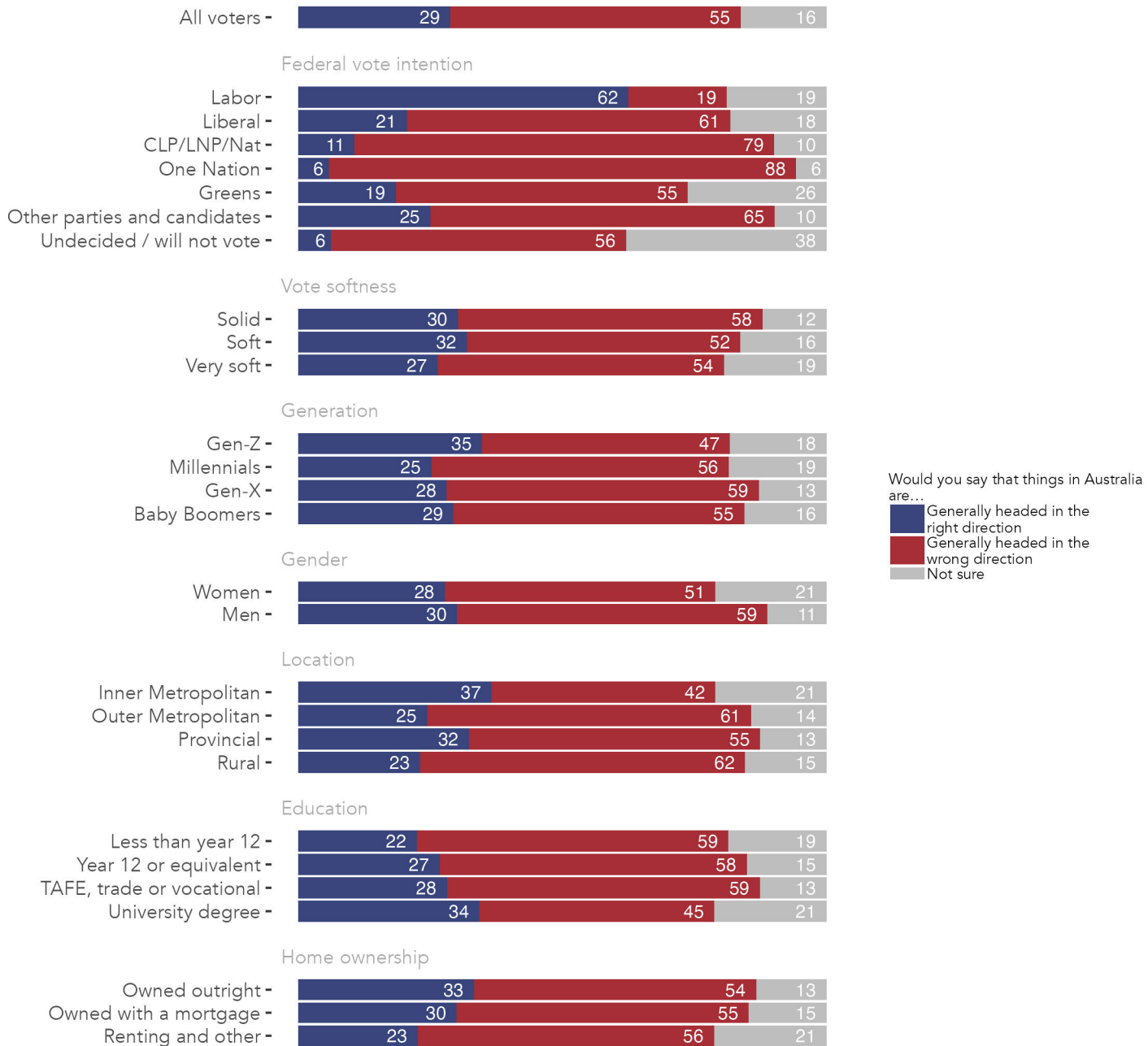


Figure 42: The share of voters who say Australia is headed in the right or wrong direction, by demographic characteristics, 22-29 January.

Table 27: The share of voters who say Australia is headed in the right or wrong direction, by demographic characteristics, 22-29 January.

	Generally headed in the right direction	Generally headed in the wrong direction	Not sure
All voters	29	55	16
Federal vote intention			
Labor	62	19	19
Liberal	21	61	18
CLP/LNP/Nat	11	79	10
One Nation	6	88	6
Greens	19	55	26
Other parties and candidates	25	65	10
Undecided / will not vote	6	56	38
Vote softness			
Solid	30	58	12
Soft	32	52	16
Very soft	27	54	19
Generation			
Gen-Z	35	47	18
Millennials	25	56	19
Gen-X	28	59	13
Baby Boomers	29	55	16
Gender			
Women	28	51	21
Men	30	59	11
Location			
Inner Metropolitan	37	42	21
Outer Metropolitan	25	61	14
Provincial	32	55	13
Rural	23	62	15
Education			
Less than year 12	22	59	19
Year 12 or equivalent	27	58	15
TAFE, trade or vocational	28	59	13
University degree	34	45	21
Home ownership			
Owned outright	33	54	13
Owned with a mortgage	30	55	15
Renting and other	23	56	21

How do voters view the current state of Australian federal politics?

Question text

Which of the following statements best describes your personal view about Australian federal politics right now:

Single select; random reverse 1-4

1. The system is fine as it is and doesn't need any change
2. The system needs minor changes
3. The system needs major changes
4. The system needs to be burned down so we can start over
5. Not sure

Which of the following statements best describes your personal view about Australian federal politics right now:

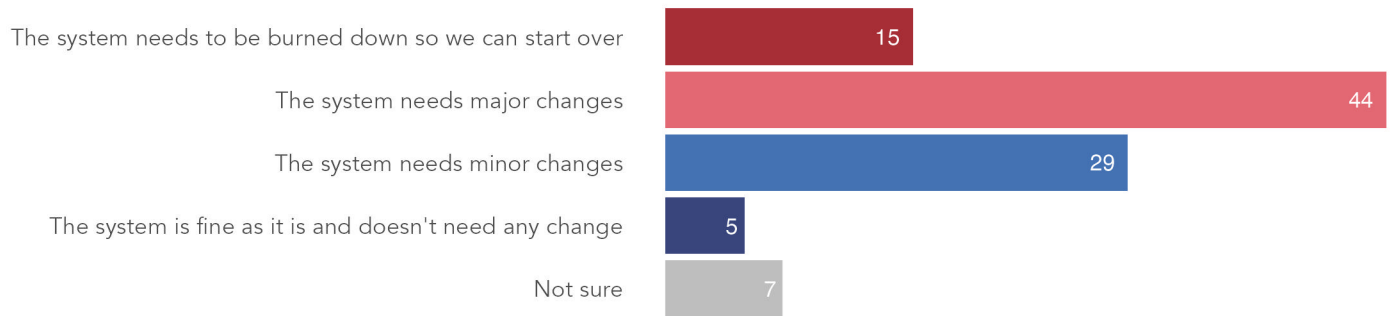


Figure 43: Views on the current state of Australian federal politics.

Voters' views on the current state of Australian federal politics

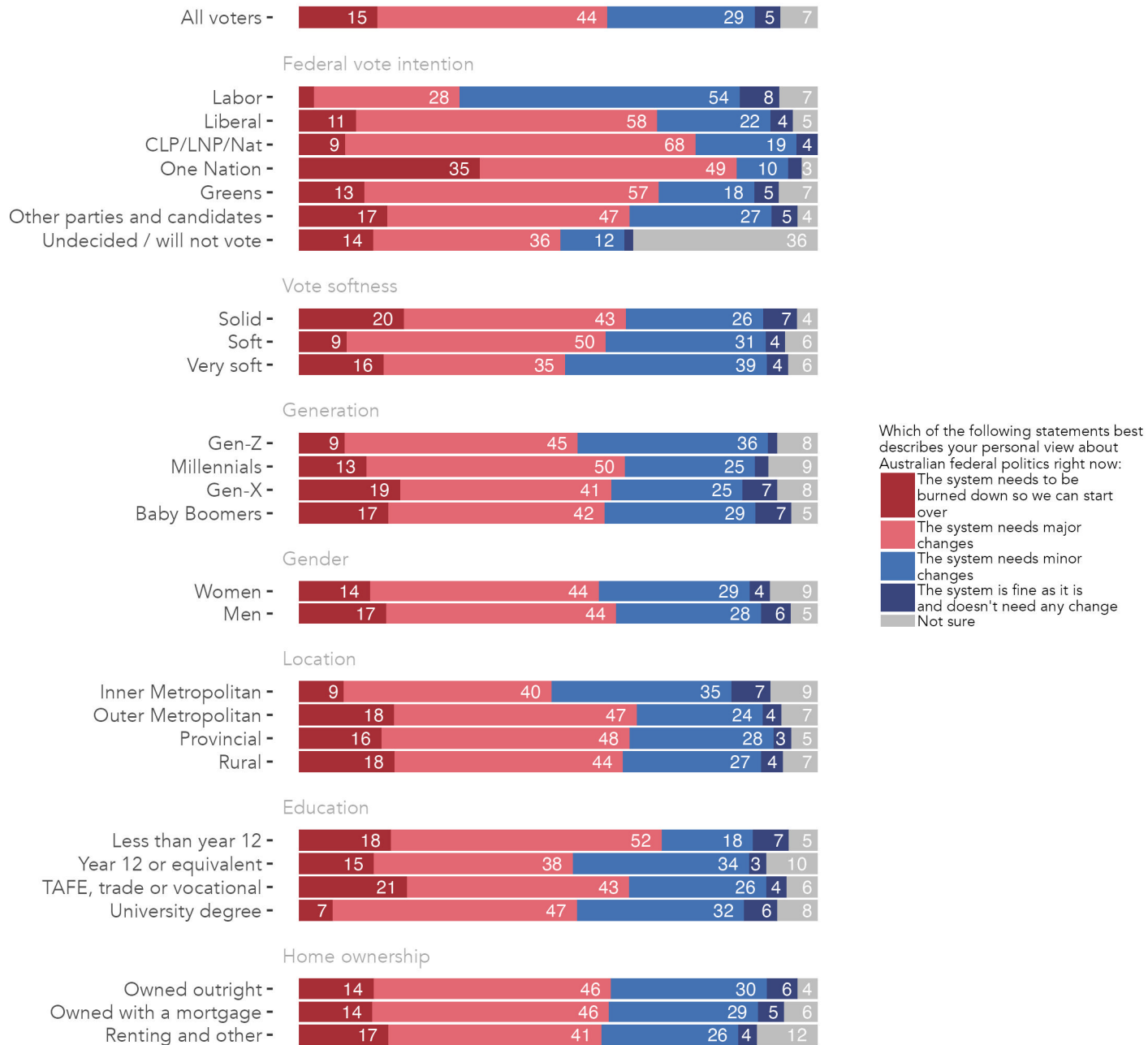


Figure 44: Voters' views on the current state of Australian federal politics, by demographic characteristics, 22-29 January.

Table 28: Voters' views on the current state of Australian federal politics, by demographic characteristics, 22-29 January.

	The system needs to be burned down so we can start over	The system needs major changes	The system needs minor changes	The system is fine as it is and doesn't need any change	Not sure
All voters	15	44	29	5	7
Federal vote intention					
Labor	3	28	54	8	7
Liberal	11	58	22	4	5
CLP/LNP/Nat	9	68	19	4	0
One Nation	35	49	10	3	3
Greens	13	57	18	5	7
Other parties and candidates	17	47	27	5	4
Undecided / will not vote	14	36	12	2	36
Vote softness					
Solid	20	43	26	7	4
Soft	9	50	31	4	6
Very soft	16	35	39	4	6
Generation					
Gen-Z	9	45	36	2	8
Millennials	13	50	25	3	9
Gen-X	19	41	25	7	8
Baby Boomers	17	42	29	7	5
Gender					
Women	14	44	29	4	9
Men	17	44	28	6	5
Location					
Inner Metropolitan	9	40	35	7	9
Outer Metropolitan	18	47	24	4	7
Provincial	16	48	28	3	5
Rural	18	44	27	4	7
Education					
Less than year 12	18	52	18	7	5
Year 12 or equivalent	15	38	34	3	10
TAFE, trade or vocational	21	43	26	4	6
University degree	7	47	32	6	8
Home ownership					
Owned outright	14	46	30	6	4
Owned with a mortgage	14	46	29	5	6
Renting and other	17	41	26	4	12

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