



AFR, RedBridge Group and Accent Research Victoria state poll

August, 2026

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Methodology

The fieldwork for this survey was conducted between Tuesday 28 July and Saturday 1 August. The sample of N = 1,014 Victorian citizens aged 18 and older, and who are enrolled to vote, was recruited over online panel. Quotas for age, gender, location, education and vote at the 2025 federal election were used to ensure the sample is representative of the Victorian electorate.

Rim weighting was used to apply interlocking weights for age, gender, education, religion and location. The efficiency of these weights was 73 per cent, providing an effective sample size of 745.

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 ± 3.6 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 sample, and were excluded from published vote intention figures.

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

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

Victorian state vote intention

Question text

Thinking about state politics.

If a **Victorian state election** for the Legislative Assembly were held **today**, which of the following would you give your first preference vote to?

1. Labor Party
2. Liberal Party shown in electorates where Liberals ran a candidate in 2022
3. National Party shown in electorates where Nationals ran a candidate in 2022
4. The Greens
5. Pauline Hanson's One Nation
6. Other parties and candidates relevant options shown in electorates where they ran in 2022
7. Will not vote
8. Undecided

If answered 'Undecided' above

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

1. Labor Party
2. Liberal Party shown in electorates where Liberals ran a candidate in 2022
3. National Party shown in electorates where Nationals ran a candidate in 2022
4. The Greens
5. Pauline Hanson's One Nation
6. Other parties and candidates relevant options shown in electorates where they ran in 2022
7. Will not vote
8. Undecided

VICTORIAN STATE VOTE INTENTION

September 2023 to August 2026

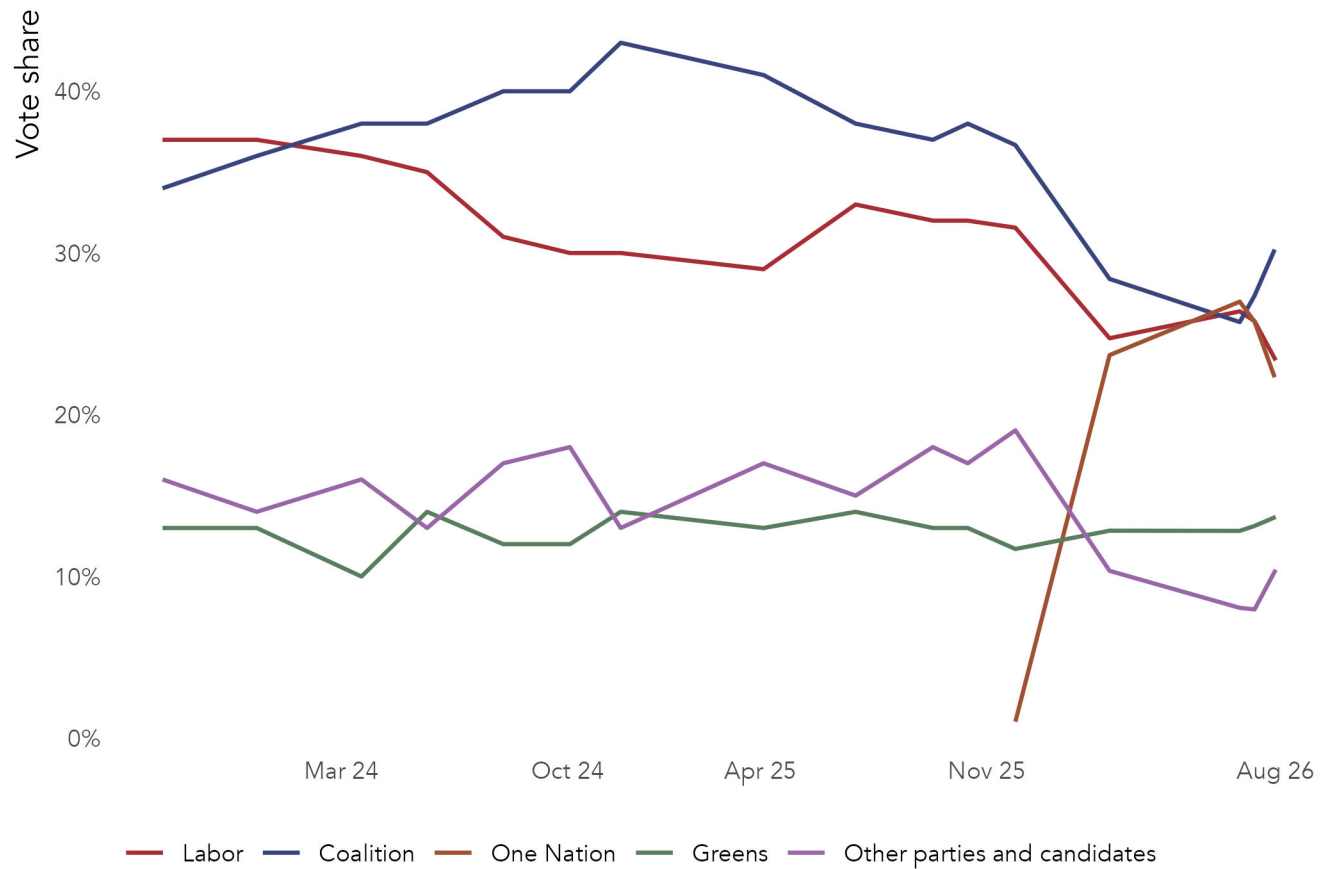


Figure 1: State vote intention for the Victorian Legislative Assembly, from RedBridge/Accent surveys run between September 2023 and August 2026. One Nation was only offered in all districts from early 2026.

Victorian state first preference vote intention

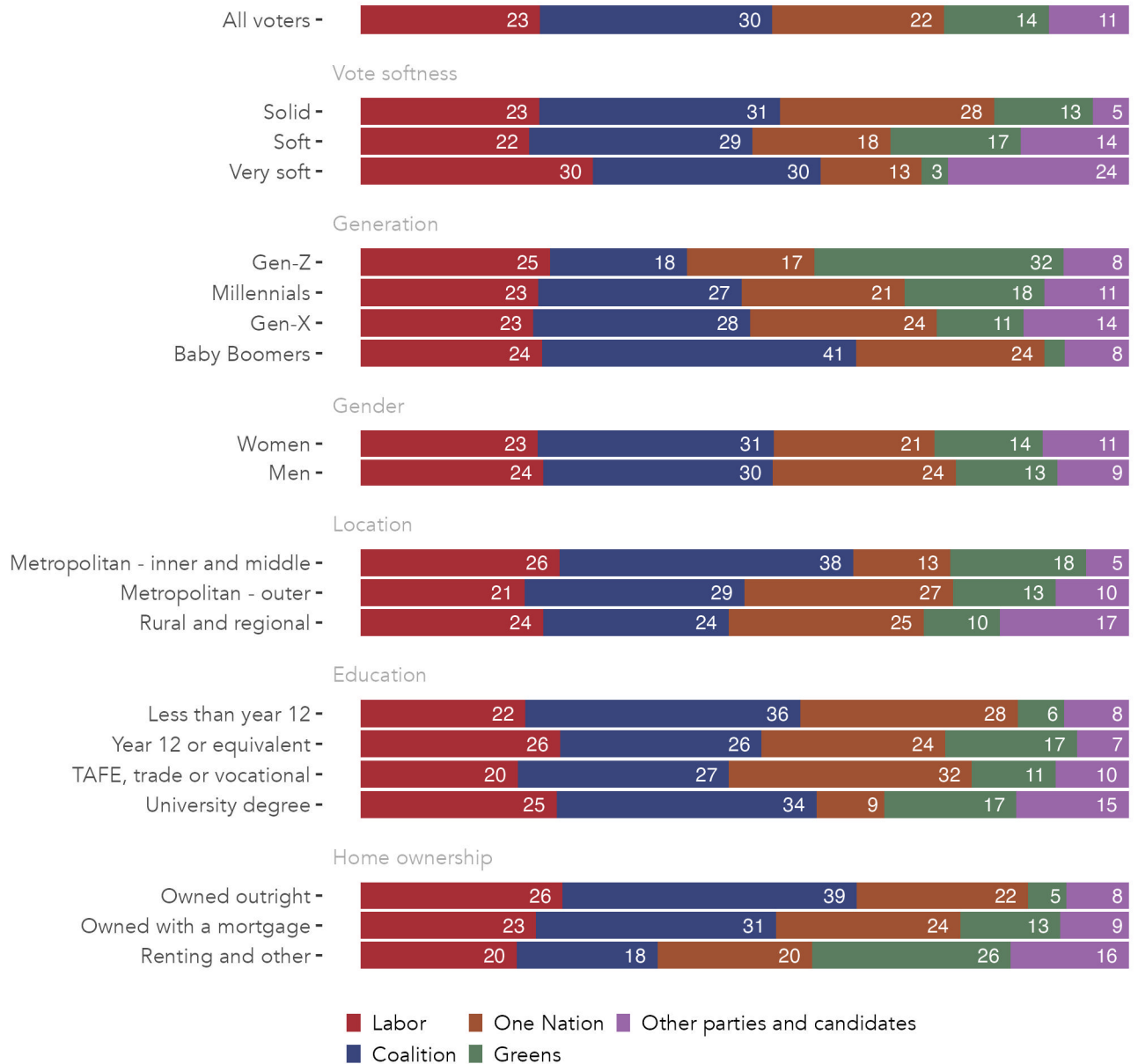


Figure 2: State vote intention for the Victorian Legislative Assembly, by demographic characteristics, 28 July to 1 August 2026. Note: some cells contain small samples, and these should be interpreted conservatively.

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

First preference vote		Respondent allocated two-party preferred		
		Labor	Coalition	One Nation
Labor vs. Coalition				
	Greens	92	8	-
	One Nation	10	90	-
	Other parties and candidates	47	53	-
Labor vs. One Nation				
	Coalition	35	-	65
	Greens	94	-	6
	Other parties and candidates	68	-	32

Table 2: Victorian state vote intention for the Legislative Assembly, by demographic characteristics, 28 July to 1 August. Note: some cells contain small samples, and these should be interpreted conservatively.

		First preference vote intention					Labor two-party vote share (respondent allocated)		N
		Labor	Coalition	One Nation	Greens	Other parties and candi- dates	vs. Coalition	vs. One Nation	
All voters		23	30	22	14	11	43	54	934
Vote softness									
	Solid	23	31	28	13	5	38	45	442
	Soft	22	29	18	17	14	48	59	396
	Very soft	30	30	13	3	24	43	74	96
Generation									
	Gen-Z	25	18	17	32	8	58	73	142
	Millennials	23	27	21	18	11	47	59	265
	Gen-X	23	28	24	11	14	42	50	205
	Baby Boomers	24	41	24	3	8	33	44	322
Gender									
	Women	23	31	21	14	11	44	55	474
	Men	24	30	24	13	9	41	52	458
Location									
	Metropolitan - inner and middle	26	38	13	18	5	48	63	278
	Metropolitan - outer	21	29	27	13	10	42	52	419
	Rural and regional	24	24	25	10	17	40	48	237
Education									
	Less than year 12	22	36	28	6	8	36	37	123
	Year 12 or equivalent	26	26	24	17	7	48	58	187
	TAFE, trade or vocational	20	27	32	11	10	37	45	321
	University degree	25	34	9	17	15	48	67	303
Home ownership									
	Owned outright	26	39	22	5	8	34	46	335
	Owned with a mortgage	23	31	24	13	9	41	53	332
	Renting and other	20	18	20	26	16	57	66	267

Name recognition and favourability ratings of political figures

Question text

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

Grid; randomise items

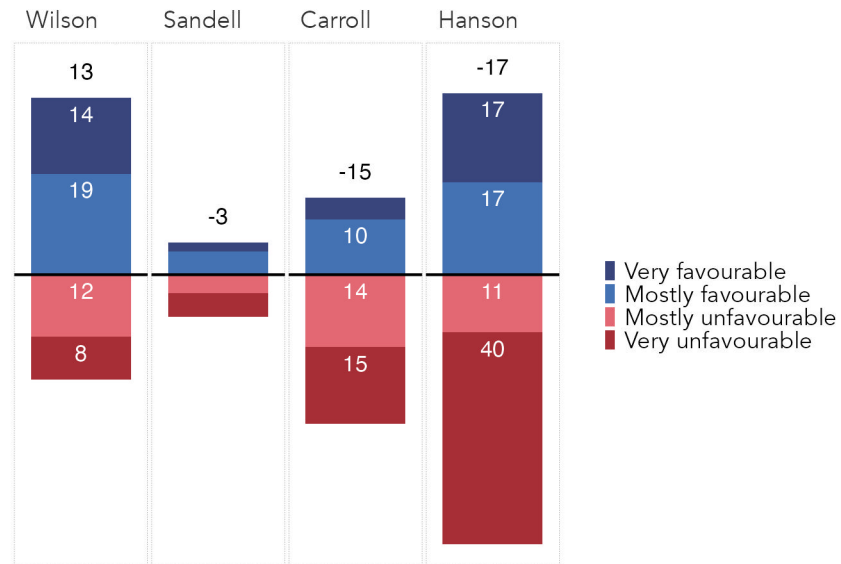
- A. Jess Wilson
- B. Pauline Hanson
- C. Ben Carroll
- D. Ellen Sandell

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

FAVOURABILITY AND NAME RECOGNITION OF POLITICAL FIGURES

Favourability



Name recognition

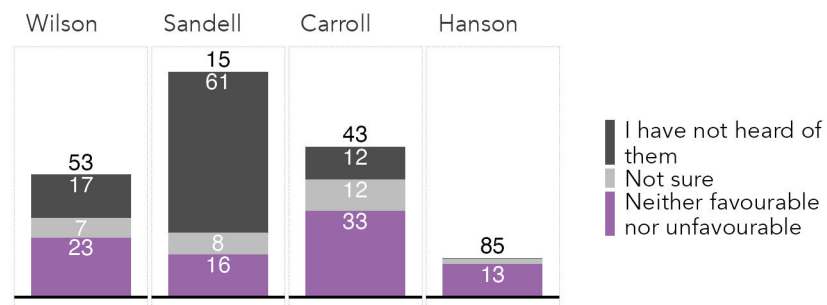


Figure 3: Favourability ratings and name recognition of political figures. Figures above the top row of the plot indicate the net share who are favourable to each individual (total share who hold a favourable view, minus the share who hold an unfavourable view). The values above the second row of the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

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

Politician	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
Wilson	14	19	23	12	8	7	17	13
Sandell	2	4	16	4	5	8	61	-3
Carroll	4	10	33	14	15	12	12	-15
Hanson	17	17	13	11	40	2	0	-17

Jess Wilson

Favourability rating and name recognition of Jess Wilson

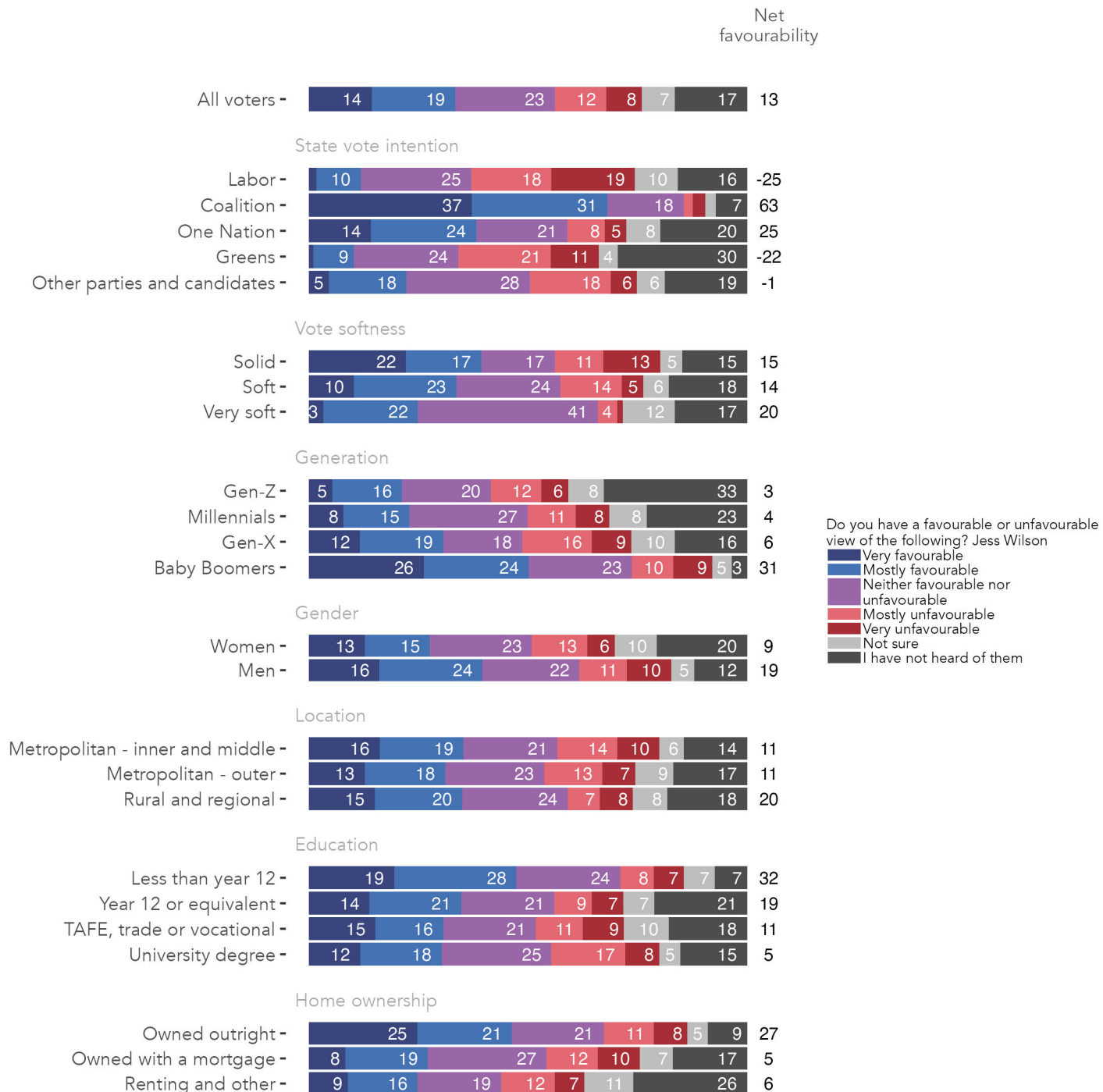


Figure 4: Favourability rating and name recognition of Jess Wilson, by demographic characteristics, 28 July - 1 August. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 4: Favourability rating and name recognition of Jess Wilson, by demographic characteristics, 28 July - 1 August.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	14	19	23	12	8	7	17	13
State vote intention								
Labor	2	10	25	18	19	10	16	-25
Coalition	37	31	18	2	3	2	7	63
One Nation	14	24	21	8	5	8	20	25
Greens	1	9	24	21	11	4	30	-22
Other parties and candidates	5	18	28	18	6	6	19	-1
Vote softness								
Solid	22	17	17	11	13	5	15	15
Soft	10	23	24	14	5	6	18	14
Very soft	3	22	41	4	1	12	17	20
Generation								
Gen-Z	5	16	20	12	6	8	33	3
Millennials	8	15	27	11	8	8	23	4
Gen-X	12	19	18	16	9	10	16	6
Baby Boomers	26	24	23	10	9	5	3	31
Gender								
Women	13	15	23	13	6	10	20	9
Men	16	24	22	11	10	5	12	19
Location								
Metropolitan - inner and middle	16	19	21	14	10	6	14	11
Metropolitan - outer	13	18	23	13	7	9	17	11
Rural and regional	15	20	24	7	8	8	18	20
Education								
Less than year 12	19	28	24	8	7	7	7	32
Year 12 or equivalent	14	21	21	9	7	7	21	19
TAFE, trade or vocational	15	16	21	11	9	10	18	11
University degree	12	18	25	17	8	5	15	5
Home ownership								
Owned outright	25	21	21	11	8	5	9	27
Owned with a mortgage	8	19	27	12	10	7	17	5
Renting and other	9	16	19	12	7	11	26	6

Ben Carroll

Favourability rating and name recognition of Ben Carroll

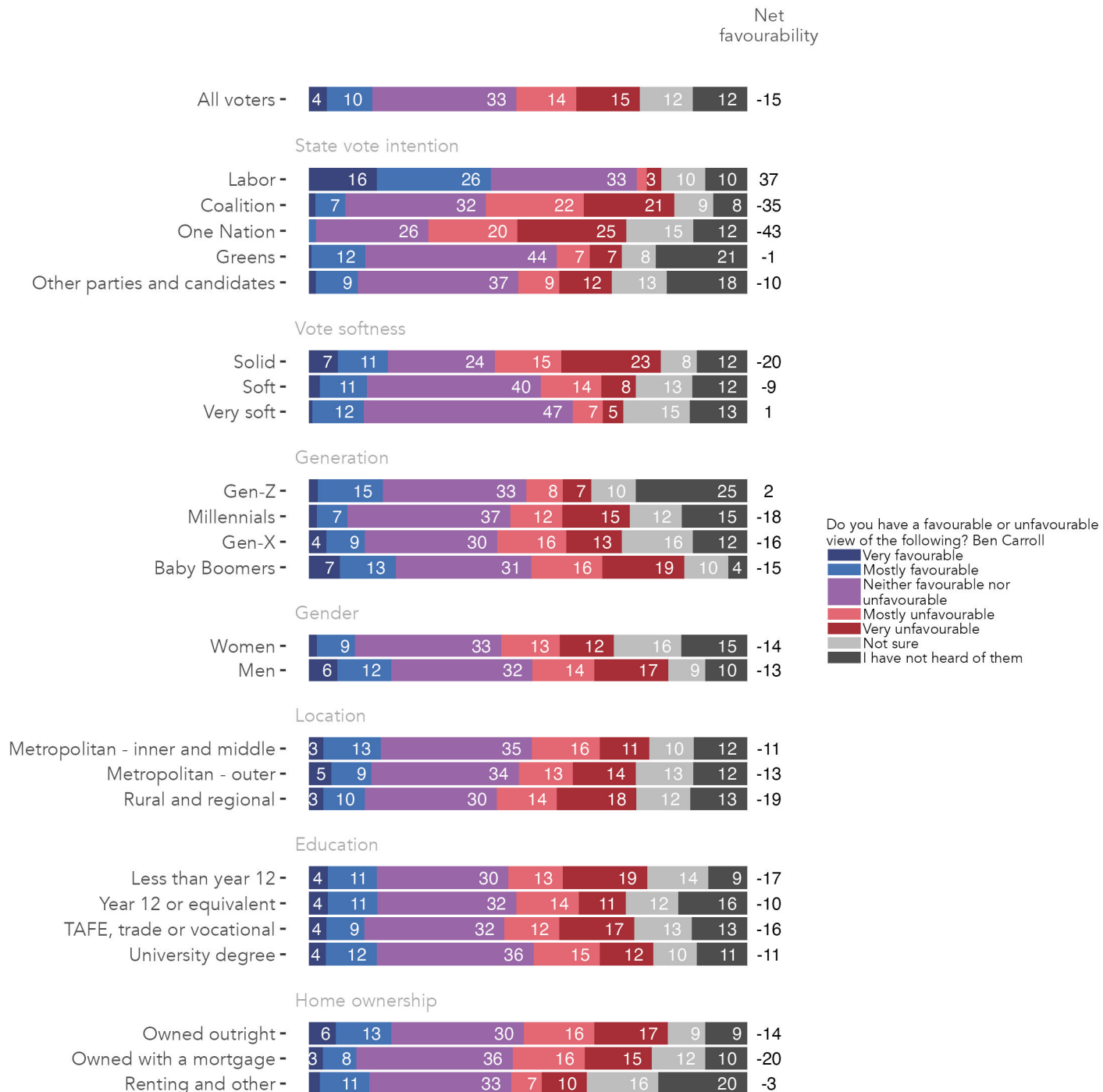


Figure 5: Favourability rating and name recognition of Ben Carroll, by demographic characteristics, 28 July - 1 August. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 5: Favourability rating and name recognition of Ben Carroll, by demographic characteristics, 28 July - 1 August.

	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	10	33	14	15	12	12	-15
State vote intention								
Labor	16	26	33	2	3	10	10	37
Coalition	1	7	32	22	21	9	8	-35
One Nation	0	2	26	20	25	15	12	-43
Greens	1	12	44	7	7	8	21	-1
Other parties and candidates	2	9	37	9	12	13	18	-10
Vote softness								
Solid	7	11	24	15	23	8	12	-20
Soft	2	11	40	14	8	13	12	-9
Very soft	1	12	47	7	5	15	13	1
Generation								
Gen-Z	2	15	33	8	7	10	25	2
Millennials	2	7	37	12	15	12	15	-18
Gen-X	4	9	30	16	13	16	12	-16
Baby Boomers	7	13	31	16	19	10	4	-15
Gender								
Women	2	9	33	13	12	16	15	-14
Men	6	12	32	14	17	9	10	-13
Location								
Metropolitan - inner and middle	3	13	35	16	11	10	12	-11
Metropolitan - outer	5	9	34	13	14	13	12	-13
Rural and regional	3	10	30	14	18	12	13	-19
Education								
Less than year 12	4	11	30	13	19	14	9	-17
Year 12 or equivalent	4	11	32	14	11	12	16	-10
TAFE, trade or vocational	4	9	32	12	17	13	13	-16
University degree	4	12	36	15	12	10	11	-11
Home ownership								
Owned outright	6	13	30	16	17	9	9	-14
Owned with a mortgage	3	8	36	16	15	12	10	-20
Renting and other	3	11	33	7	10	16	20	-3

Pauline Hanson

Favourability rating and name recognition of Pauline Hanson

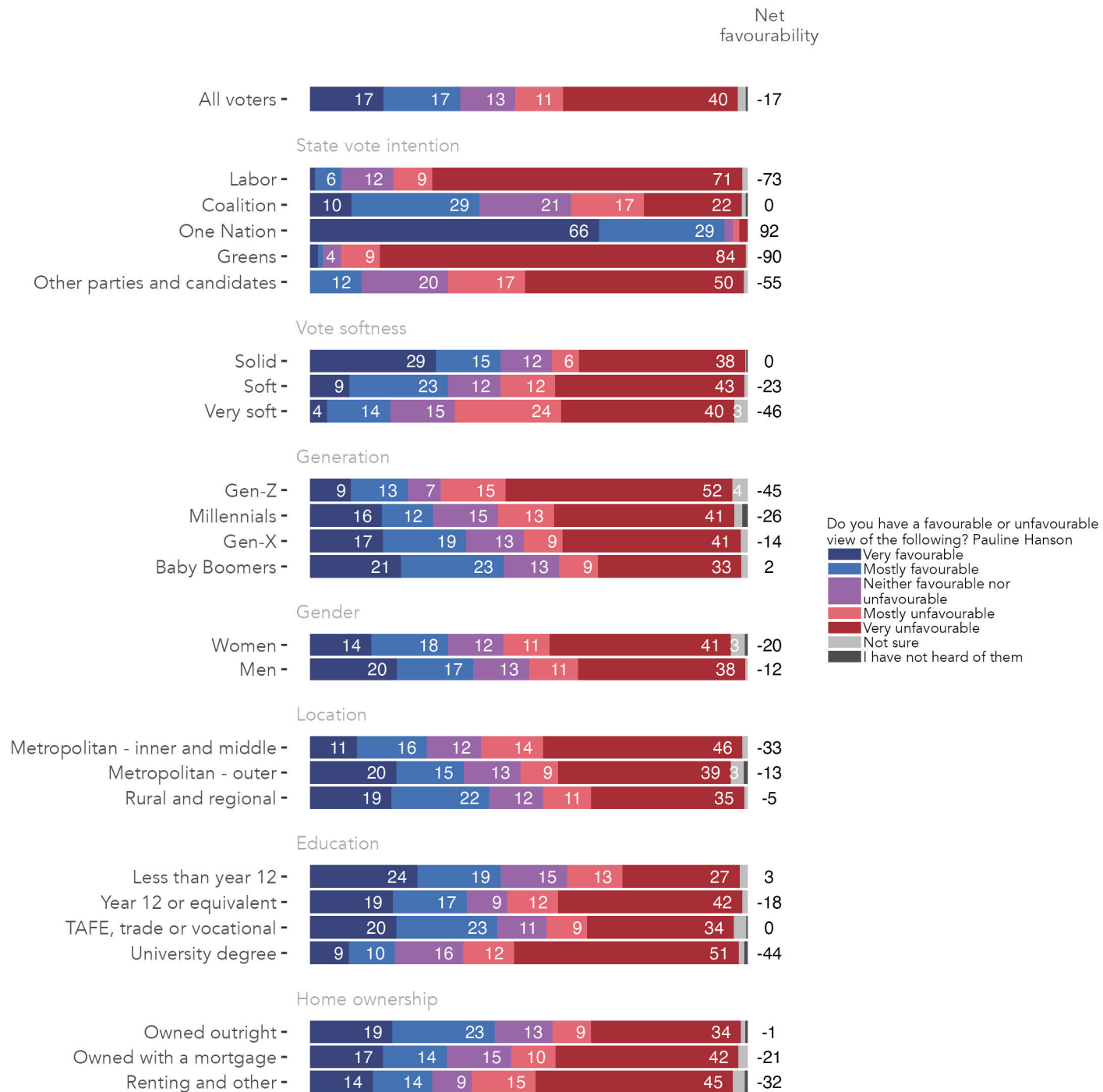


Figure 6: Favourability rating and name recognition of Pauline Hanson, by demographic characteristics, 28 July - 1 August. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 6: Favourability rating and name recognition of Pauline Hanson, by demographic characteristics, 28 July - 1 August.

	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	17	13	11	40	2	0	-17
State vote intention								
Labor	1	6	12	9	71	1	0	-73
Coalition	10	29	21	17	22	1	0	0
One Nation	66	29	2	1	2	0	0	92
Greens	2	1	4	9	84	0	0	-90
Other parties and candidates	0	12	20	17	50	1	0	-55
Vote softness								
Solid	29	15	12	6	38	0	0	0
Soft	9	23	12	12	43	1	0	-23
Very soft	4	14	15	24	40	3	0	-46
Generation								
Gen-Z	9	13	7	15	52	4	0	-45
Millennials	16	12	15	13	41	2	1	-26
Gen-X	17	19	13	9	41	1	0	-14
Baby Boomers	21	23	13	9	33	1	0	2
Gender								
Women	14	18	12	11	41	3	1	-20
Men	20	17	13	11	38	1	0	-12
Location								
Metropolitan - inner and middle	11	16	12	14	46	1	0	-33
Metropolitan - outer	20	15	13	9	39	3	1	-13
Rural and regional	19	22	12	11	35	1	0	-5
Education								
Less than year 12	24	19	15	13	27	2	0	3
Year 12 or equivalent	19	17	9	12	42	1	0	-18
TAFE, trade or vocational	20	23	11	9	34	3	0	0
University degree	9	10	16	12	51	1	1	-44
Home ownership								
Owned outright	19	23	13	9	34	1	1	-1
Owned with a mortgage	17	14	15	10	42	2	0	-21
Renting and other	14	14	9	15	45	2	1	-32

Ellen Sandell

Favourability rating and name recognition of Ellen Sandell

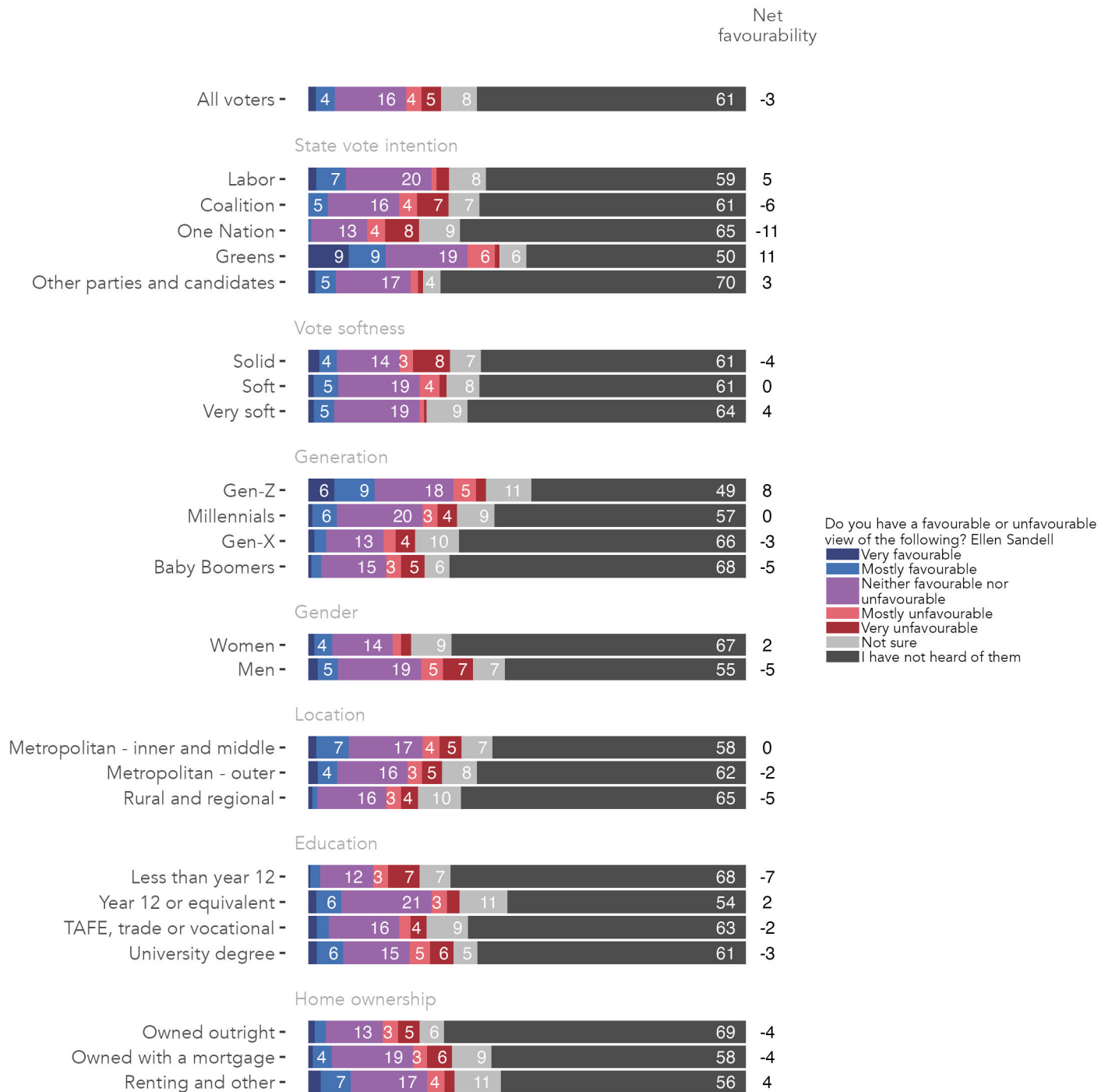


Figure 7: Favourability rating and name recognition of Ellen Sandell, by demographic characteristics, 28 July - 1 August. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 7: Favourability rating and name recognition of Ellen Sandell, by demographic characteristics, 28 July - 1 August.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	2	4	16	4	5	8	61	-3
State vote intention								
Labor	2	7	20	1	3	8	59	5
Coalition	0	5	16	4	7	7	61	-6
One Nation	0	1	13	4	8	9	65	-11
Greens	9	9	19	6	1	6	50	11
Other parties and candidates	1	5	17	2	1	4	70	3
Vote softness								
Solid	3	4	14	3	8	7	61	-4
Soft	1	5	19	4	2	8	61	0
Very soft	1	5	19	1	1	9	64	4
Generation								
Gen-Z	6	9	18	5	2	11	49	8
Millennials	1	6	20	3	4	9	57	0
Gen-X	1	3	13	3	4	10	66	-3
Baby Boomers	1	2	15	3	5	6	68	-5
Gender								
Women	2	4	14	2	2	9	67	2
Men	2	5	19	5	7	7	55	-5
Location								
Metropolitan - inner and middle	2	7	17	4	5	7	58	0
Metropolitan - outer	2	4	16	3	5	8	62	-2
Rural and regional	1	1	16	3	4	10	65	-5
Education								
Less than year 12	1	2	12	3	7	7	68	-7
Year 12 or equivalent	2	6	21	3	3	11	54	2
TAFE, trade or vocational	2	3	16	3	4	9	63	-2
University degree	2	6	15	5	6	5	61	-3
Home ownership								
Owned outright	2	2	13	3	5	6	69	-4
Owned with a mortgage	1	4	19	3	6	9	58	-4
Renting and other	3	7	17	4	2	11	56	4

Favourability ratings of political parties

Question text

And what about these...

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

Grid; randomise items

- A. The Liberal Party
- B. The Labor Party
- C. The Greens
- D. 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

FAVOURABILITY AND AWARENESS OF POLITICAL PARTIES

Favourability

Awareness

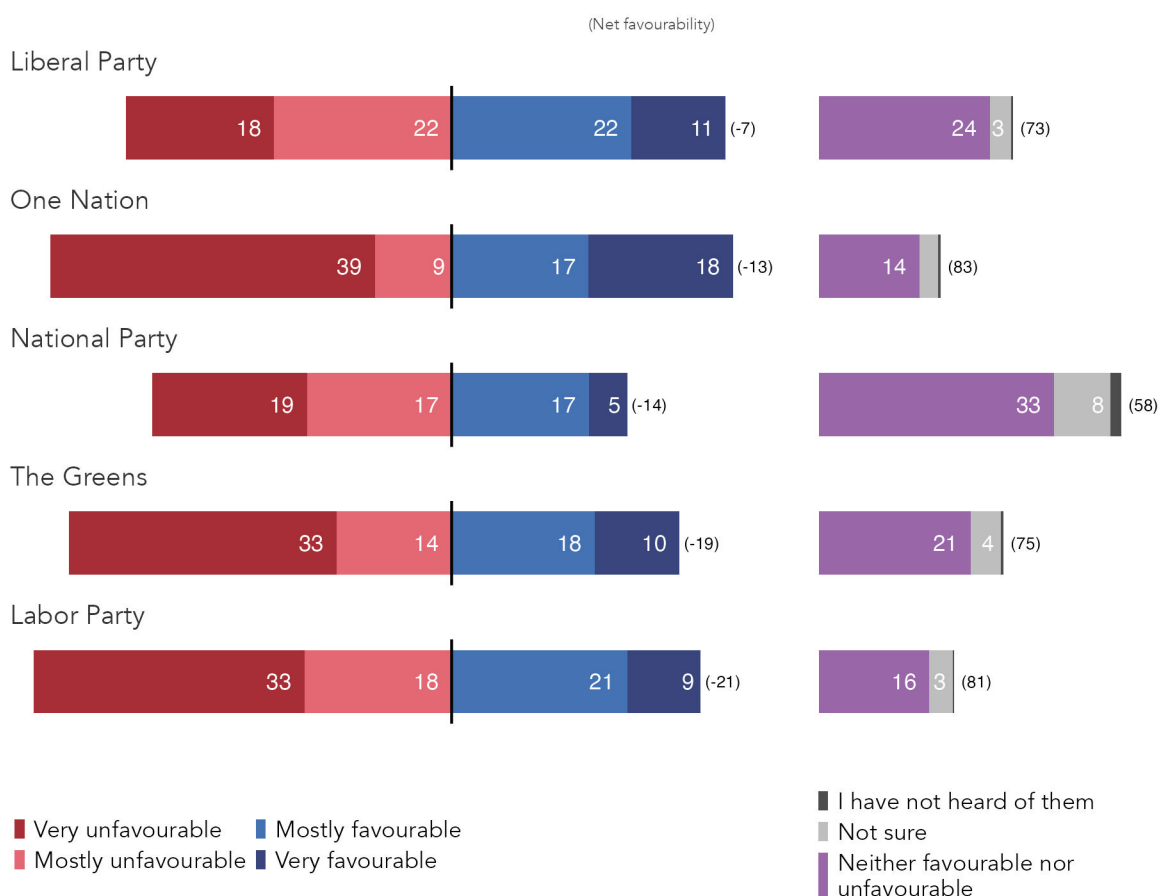


Figure 8: Favourability ratings and awareness of political parties. Figures in black on the right-hand side of the first plot indicate the net share who are favourable to each organisation (total share who hold a favourable view, minus the share who hold an unfavourable view). The values on the right-hand side of the second plot 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).

Table 8: Favourability ratings and awareness of political parties.

Party	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
Liberal Party	11	22	24	22	18	3	0	-7
One Nation	18	17	14	9	39	3	0	-13
National Party	5	17	33	17	19	8	1	-14
The Greens	10	18	21	14	33	4	0	-19
Labor Party	9	21	16	18	33	3	0	-21

The Labor Party

Favourability rating and awareness of the Labor Party

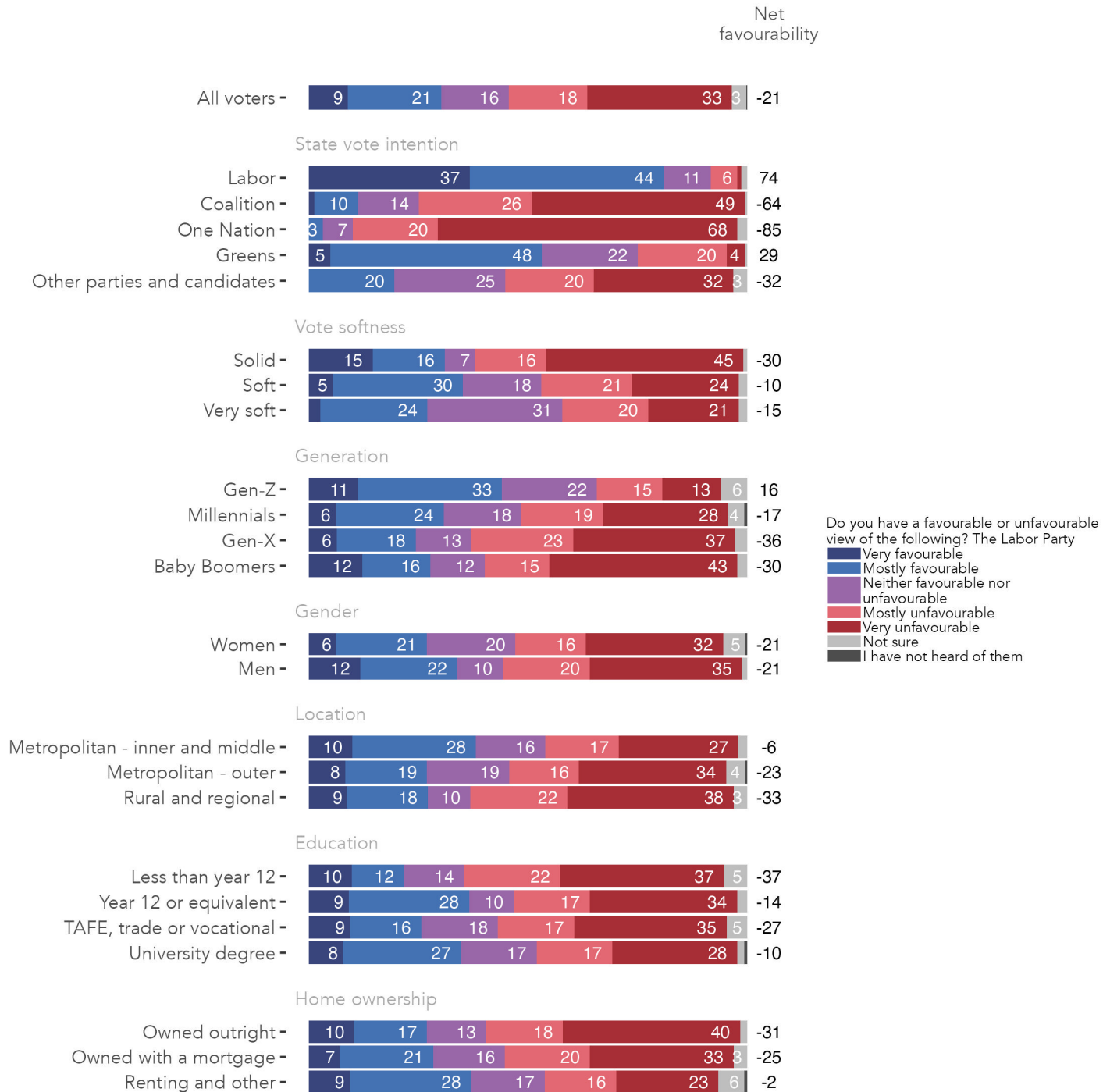


Figure 9: Favourability rating and awareness of the Labor Party, by demographic characteristics, 28 July - 1 August. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 9: Favourability rating and awareness of the Labor Party, by demographic characteristics, 28 July - 1 August.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	9	21	16	18	33	3	0	-21
State vote intention								
Labor	37	44	11	6	1	1	0	74
Coalition	1	10	14	26	49	0	0	-64
One Nation	0	3	7	20	68	2	0	-85
Greens	5	48	22	20	4	1	0	29
Other parties and candidates	0	20	25	20	32	3	0	-32
Vote softness								
Solid	15	16	7	16	45	1	0	-30
Soft	5	30	18	21	24	2	0	-10
Very soft	2	24	31	20	21	2	0	-15
Generation								
Gen-Z	11	33	22	15	13	6	0	16
Millennials	6	24	18	19	28	4	1	-17
Gen-X	6	18	13	23	37	3	0	-36
Baby Boomers	12	16	12	15	43	2	0	-30
Gender								
Women	6	21	20	16	32	5	0	-21
Men	12	22	10	20	35	1	0	-21
Location								
Metropolitan - inner and middle	10	28	16	17	27	2	0	-6
Metropolitan - outer	8	19	19	16	34	4	0	-23
Rural and regional	9	18	10	22	38	3	0	-33
Education								
Less than year 12	10	12	14	22	37	5	0	-37
Year 12 or equivalent	9	28	10	17	34	2	0	-14
TAFE, trade or vocational	9	16	18	17	35	5	0	-27
University degree	8	27	17	17	28	2	1	-10
Home ownership								
Owned outright	10	17	13	18	40	2	0	-31
Owned with a mortgage	7	21	16	20	33	3	0	-25
Renting and other	9	28	17	16	23	6	1	-2

The Liberal Party

Favourability rating and awareness of the Liberal Party

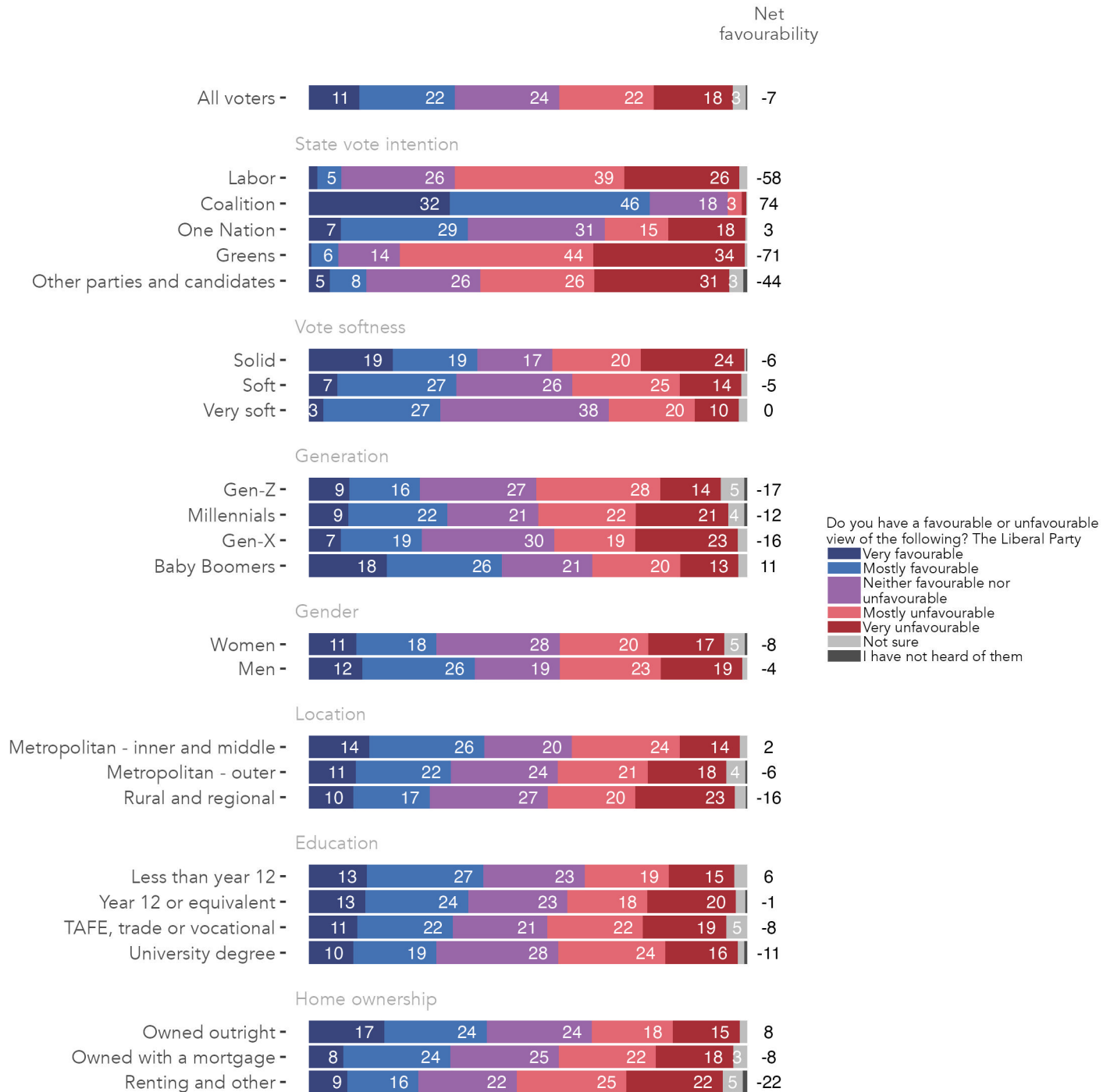


Figure 10: Favourability rating and awareness of the Liberal Party, by demographic characteristics, 28 July - 1 August. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 10: Favourability rating and awareness of the Liberal Party, by demographic characteristics, 28 July - 1 August.

	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	22	24	22	18	3	0	-7
State vote intention								
Labor	2	5	26	39	26	2	0	-58
Coalition	32	46	18	3	1	0	0	74
One Nation	7	29	31	15	18	0	0	3
Greens	1	6	14	44	34	1	0	-71
Other parties and candidates	5	8	26	26	31	3	1	-44
Vote softness								
Solid	19	19	17	20	24	1	0	-6
Soft	7	27	26	25	14	1	0	-5
Very soft	3	27	38	20	10	2	0	0
Generation								
Gen-Z	9	16	27	28	14	5	1	-17
Millennials	9	22	21	22	21	4	1	-12
Gen-X	7	19	30	19	23	2	0	-16
Baby Boomers	18	26	21	20	13	2	0	11
Gender								
Women	11	18	28	20	17	5	1	-8
Men	12	26	19	23	19	1	0	-4
Location								
Metropolitan - inner and middle	14	26	20	24	14	2	0	2
Metropolitan - outer	11	22	24	21	18	4	0	-6
Rural and regional	10	17	27	20	23	3	0	-16
Education								
Less than year 12	13	27	23	19	15	3	0	6
Year 12 or equivalent	13	24	23	18	20	2	0	-1
TAFE, trade or vocational	11	22	21	22	19	5	0	-8
University degree	10	19	28	24	16	2	1	-11
Home ownership								
Owned outright	17	24	24	18	15	2	0	8
Owned with a mortgage	8	24	25	22	18	3	0	-8
Renting and other	9	16	22	25	22	5	1	-22

The National Party

Favourability rating and awareness of the National Party

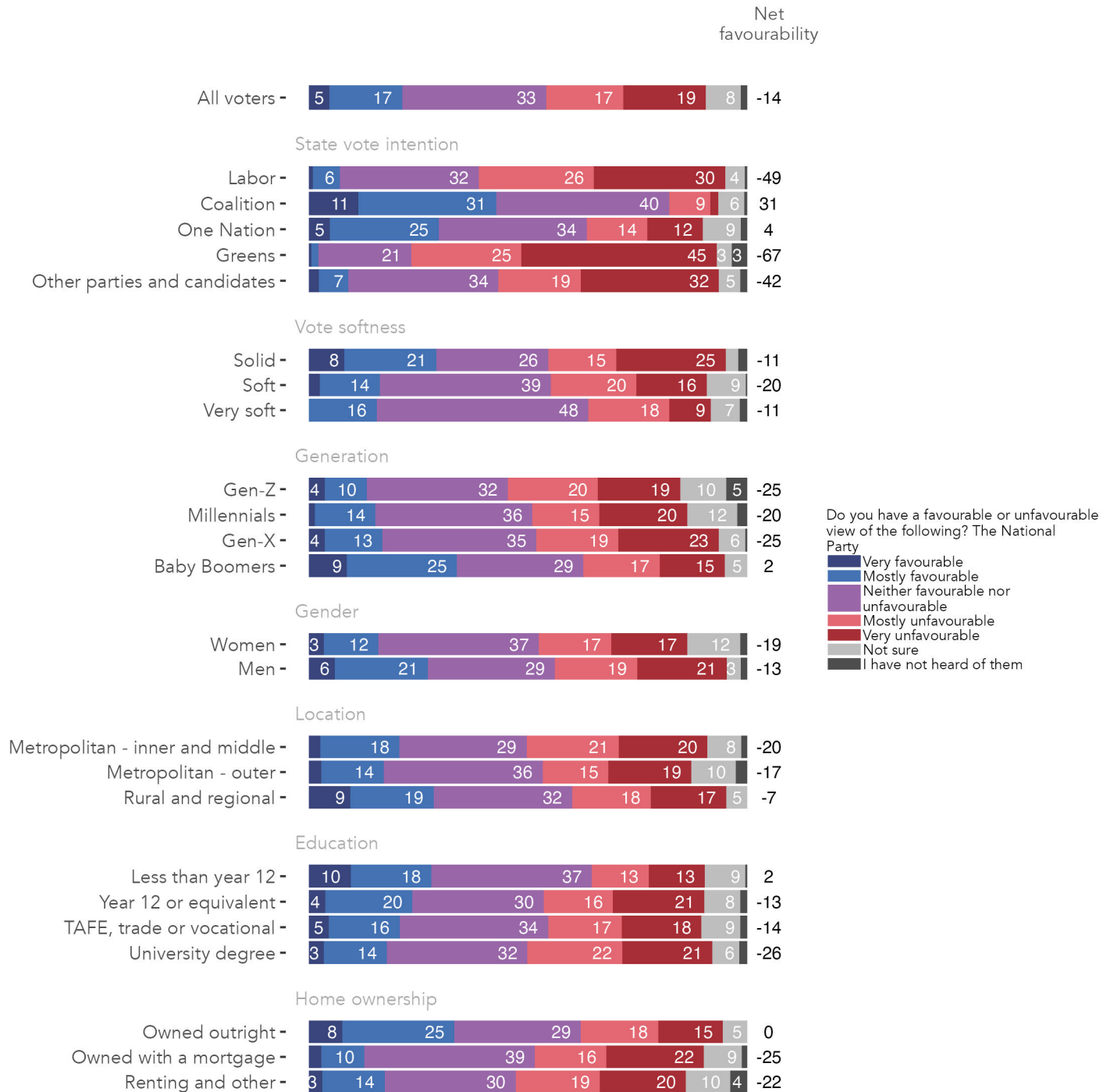


Figure 11: Favourability rating and awareness of the National Party, by demographic characteristics, 28 July - 1 August. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 11: Favourability rating and awareness of the National Party, by demographic characteristics, 28 July - 1 August.

	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	17	33	17	19	8	1	-14
State vote intention								
Labor	1	6	32	26	30	4	1	-49
Coalition	11	31	40	9	2	6	1	31
One Nation	5	25	34	14	12	9	1	4
Greens	1	2	21	25	45	3	3	-67
Other parties and candidates	2	7	34	19	32	5	1	-42
Vote softness								
Solid	8	21	26	15	25	3	2	-11
Soft	2	14	39	20	16	9	0	-20
Very soft	0	16	48	18	9	7	2	-11
Generation								
Gen-Z	4	10	32	20	19	10	5	-25
Millennials	1	14	36	15	20	12	2	-20
Gen-X	4	13	35	19	23	6	0	-25
Baby Boomers	9	25	29	17	15	5	0	2
Gender								
Women	3	12	37	17	17	12	2	-19
Men	6	21	29	19	21	3	1	-13
Location								
Metropolitan - inner and middle	3	18	29	21	20	8	1	-20
Metropolitan - outer	3	14	36	15	19	10	3	-17
Rural and regional	9	19	32	18	17	5	0	-7
Education								
Less than year 12	10	18	37	13	13	9	0	2
Year 12 or equivalent	4	20	30	16	21	8	1	-13
TAFE, trade or vocational	5	16	34	17	18	9	1	-14
University degree	3	14	32	22	21	6	2	-26
Home ownership								
Owned outright	8	25	29	18	15	5	0	0
Owned with a mortgage	3	10	39	16	22	9	1	-25
Renting and other	3	14	30	19	20	10	4	-22

Pauline Hanson's One Nation

Favourability rating and awareness of Pauline Hanson's One Nation

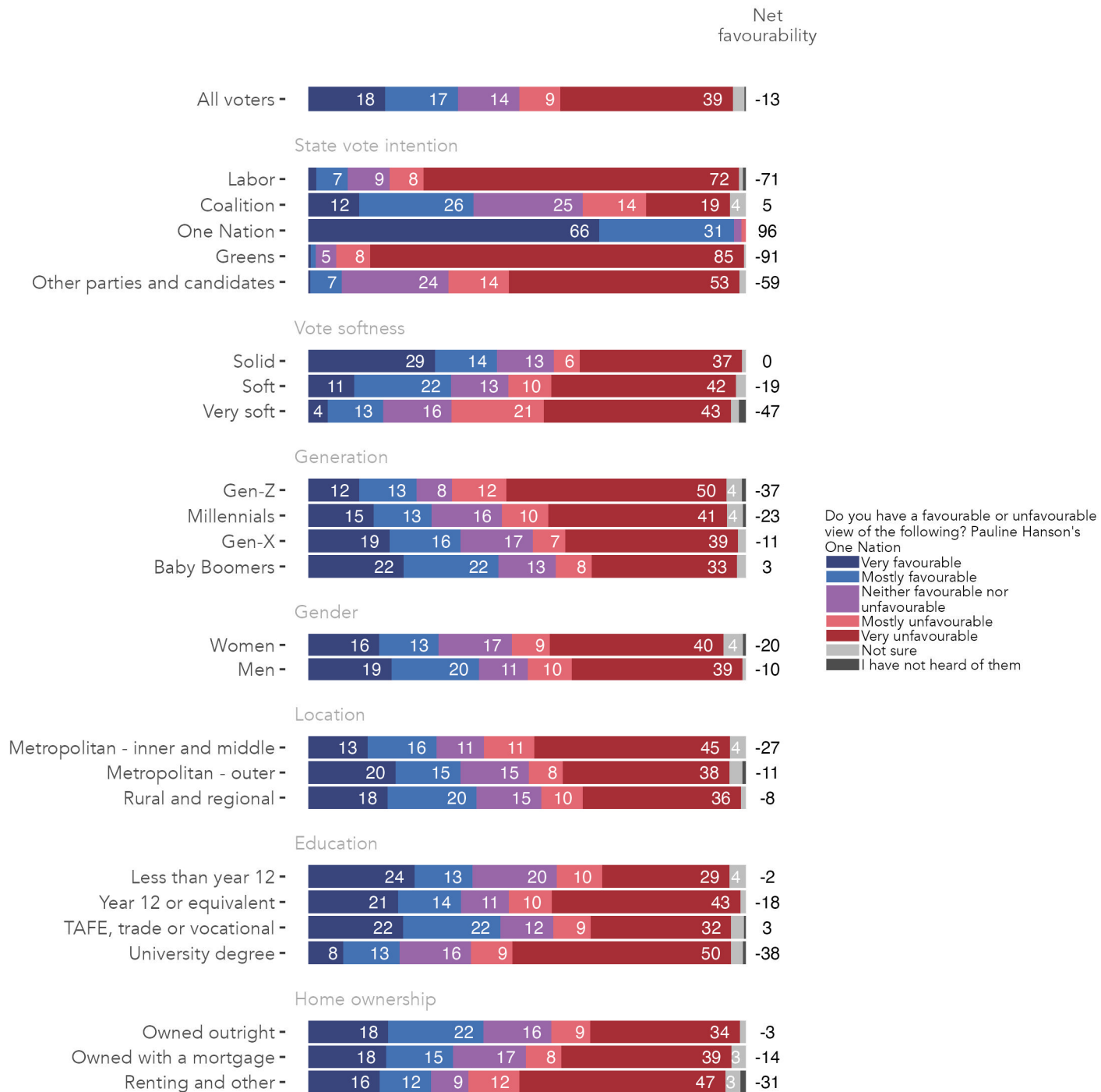


Figure 12: Favourability rating and awareness of Pauline Hanson's One Nation, by demographic characteristics, 28 July - 1 August. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 12: Favourability rating and awareness of Pauline Hanson's One Nation, by demographic characteristics, 28 July - 1 August.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	18	17	14	9	39	3	0	-13
State vote intention								
Labor	2	7	9	8	72	1	1	-71
Coalition	12	26	25	14	19	4	0	5
One Nation	66	31	2	1	0	0	0	96
Greens	1	1	5	8	85	0	0	-91
Other parties and candidates	1	7	24	14	53	1	0	-59
Vote softness								
Solid	29	14	13	6	37	1	0	0
Soft	11	22	13	10	42	2	0	-19
Very soft	4	13	16	21	43	2	1	-47
Generation								
Gen-Z	12	13	8	12	50	4	1	-37
Millennials	15	13	16	10	41	4	1	-23
Gen-X	19	16	17	7	39	2	0	-11
Baby Boomers	22	22	13	8	33	2	0	3
Gender								
Women	16	13	17	9	40	4	1	-20
Men	19	20	11	10	39	1	0	-10
Location								
Metropolitan - inner and middle	13	16	11	11	45	4	0	-27
Metropolitan - outer	20	15	15	8	38	3	1	-11
Rural and regional	18	20	15	10	36	1	0	-8
Education								
Less than year 12	24	13	20	10	29	4	0	-2
Year 12 or equivalent	21	14	11	10	43	1	0	-18
TAFE, trade or vocational	22	22	12	9	32	3	0	3
University degree	8	13	16	9	50	3	1	-38
Home ownership								
Owned outright	18	22	16	9	34	1	0	-3
Owned with a mortgage	18	15	17	8	39	3	0	-14
Renting and other	16	12	9	12	47	3	1	-31

The Greens

Favourability rating and awareness of the Greens

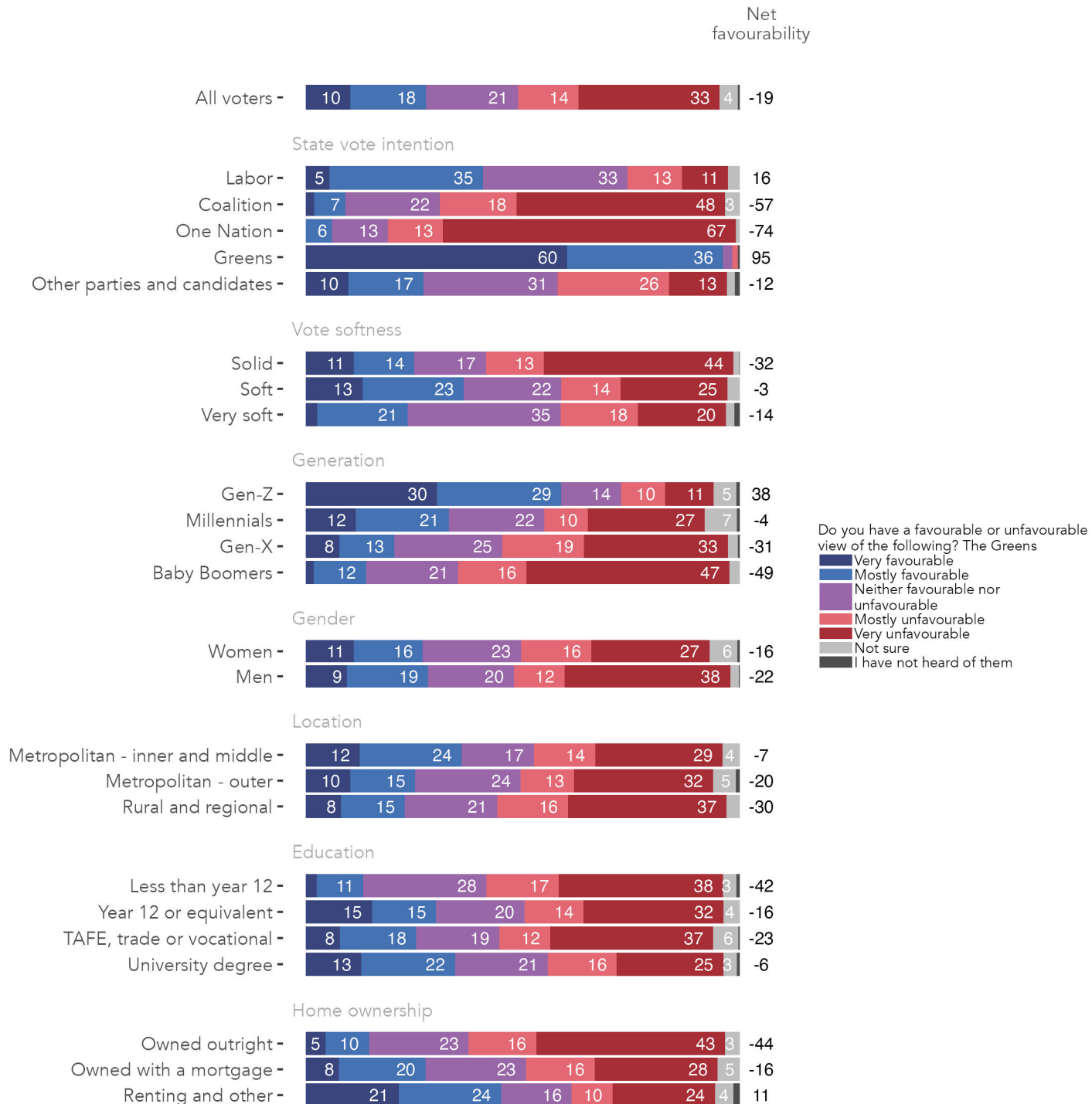


Figure 13: Favourability rating and awareness of the Greens, by demographic characteristics, 28 July - 1 August. Figures in black on the right-hand side of the plot indicate the net share who are favourable towards each individual or group (total share who hold a favourable view, minus the share who hold an unfavourable view).

Table 13: Favourability rating and awareness of the Greens, by demographic characteristics, 28 July - 1 August.

	Very favourable	Mostly favourable	Neither favourable nor unfavourable	Mostly unfavourable	Very unfavourable	Not sure	I have not heard of them	Net favourability
All voters	10	18	21	14	33	4	0	-19
State vote intention								
Labor	5	35	33	13	11	3	0	16
Coalition	2	7	22	18	48	3	0	-57
One Nation	0	6	13	13	67	1	0	-74
Greens	60	36	2	1	0	0	1	95
Other parties and candidates	10	17	31	26	13	2	1	-12
Vote softness								
Solid	11	14	17	13	44	1	0	-32
Soft	13	23	22	14	25	3	0	-3
Very soft	3	21	35	18	20	2	1	-14
Generation								
Gen-Z	30	29	14	10	11	5	1	38
Millennials	12	21	22	10	27	7	1	-4
Gen-X	8	13	25	19	33	2	0	-31
Baby Boomers	2	12	21	16	47	2	0	-49
Gender								
Women	11	16	23	16	27	6	1	-16
Men	9	19	20	12	38	2	0	-22
Location								
Metropolitan - inner and middle	12	24	17	14	29	4	0	-7
Metropolitan - outer	10	15	24	13	32	5	1	-20
Rural and regional	8	15	21	16	37	3	0	-30
Education								
Less than year 12	2	11	28	17	38	3	1	-42
Year 12 or equivalent	15	15	20	14	32	4	0	-16
TAFE, trade or vocational	8	18	19	12	37	6	0	-23
University degree	13	22	21	16	25	3	0	-6
Home ownership								
Owned outright	5	10	23	16	43	3	0	-44
Owned with a mortgage	8	20	23	16	28	5	0	-16
Renting and other	21	24	16	10	24	4	1	11

Issue salience

Question text

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

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

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

1. Cost of living
2. Healthcare
3. Housing affordability
4. Crime and public safety
5. The rate of immigration
6. Climate change
7. The environment
8. Integrity in government
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 Victorian state election were to be held right now, which of the following issues would most influence your vote?

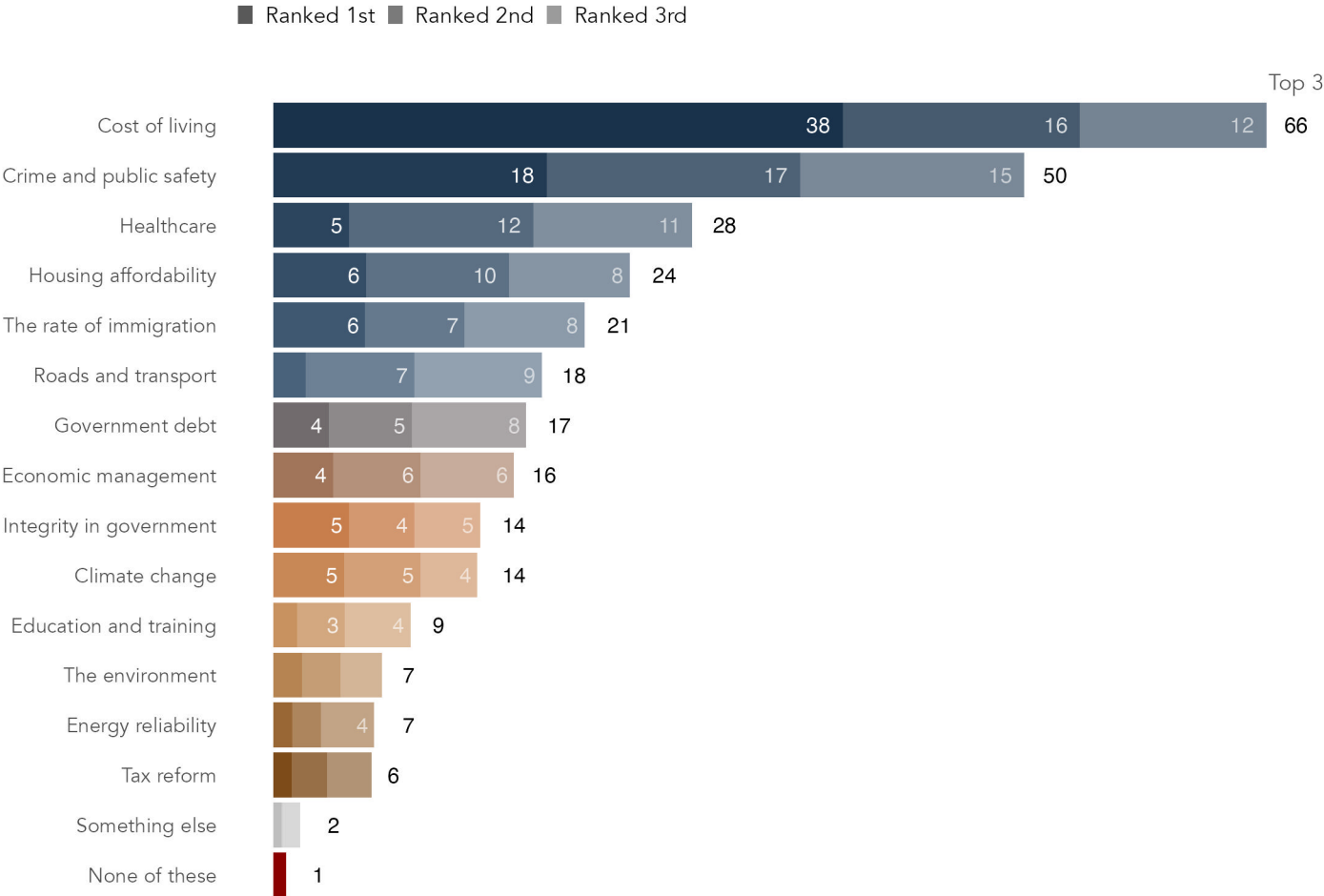


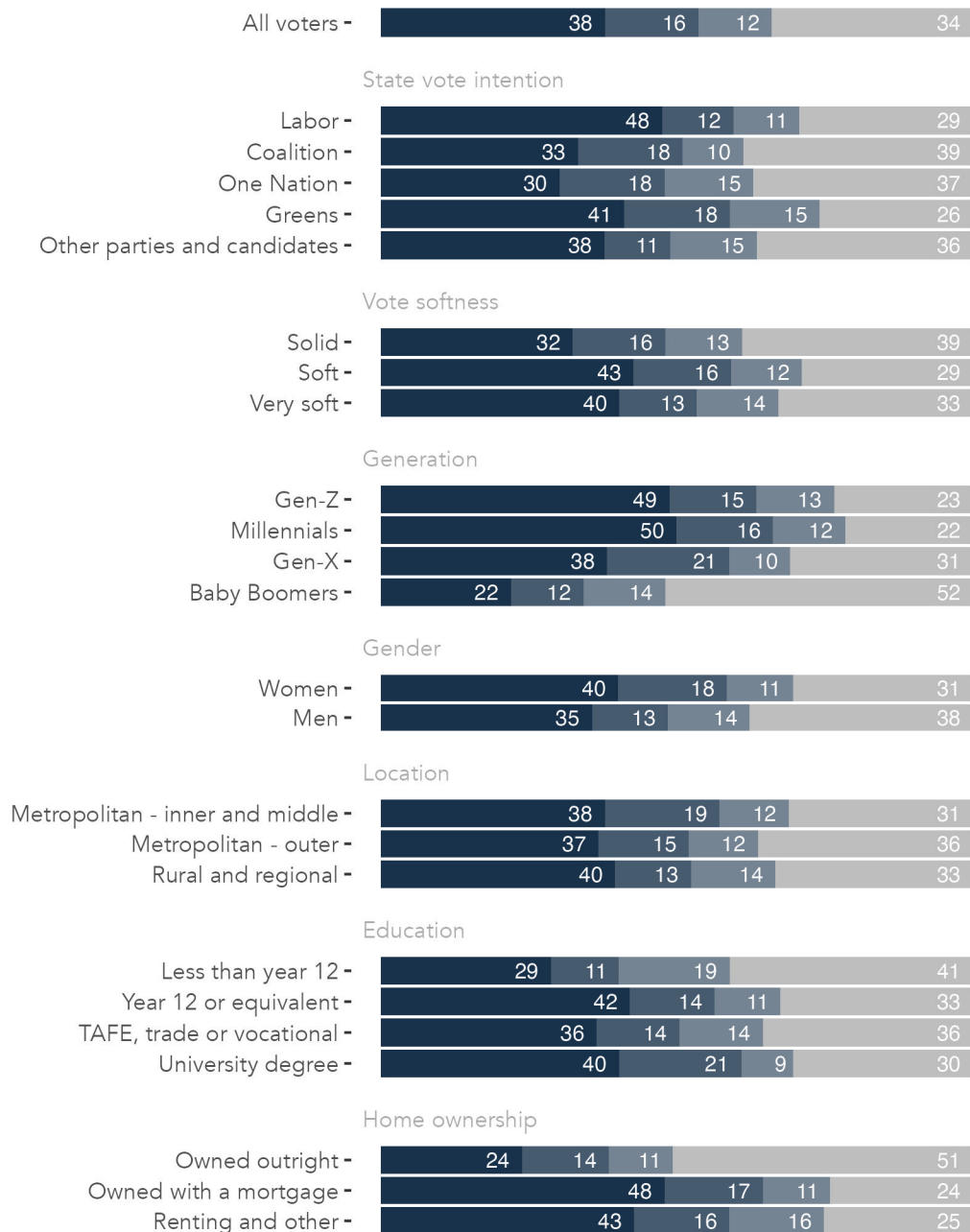
Figure 14: The issues that voters say are most important when deciding how to vote. Respondents were asked to rank the three issues that would most influence their vote (with the most important ranked first). They are ordered by the share of voters ranking them as one of their top three issues.

Table 14: Issues salience in the Victorian AFR/RedBridge/Accent Research state poll.

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

Cost of living

The salience of cost of living as a state political issue



If a Victorian state election were held today, which of the following issues would be most important to you when deciding who will receive your vote?
Cost of living
Ranked 1st
Ranked 2nd
Ranked 3rd
Not ranked

Figure 15: The salience of cost of living as a state political issue, by demographic characteristics, 28 July - 1 August.

Table 15: The salience of cost of living as a state political issue, by demographic characteristics, 28 July - 1 August.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	38	16	12	34
State vote intention				
Labor	48	12	11	29
Coalition	33	18	10	39
One Nation	30	18	15	37
Greens	41	18	15	26
Other parties and candidates	38	11	15	36
Vote softness				
Solid	32	16	13	39
Soft	43	16	12	29
Very soft	40	13	14	33
Generation				
Gen-Z	49	15	13	23
Millennials	50	16	12	22
Gen-X	38	21	10	31
Baby Boomers	22	12	14	52
Gender				
Women	40	18	11	31
Men	35	13	14	38
Location				
Metropolitan - inner and middle	38	19	12	31
Metropolitan - outer	37	15	12	36
Rural and regional	40	13	14	33
Education				
Less than year 12	29	11	19	41
Year 12 or equivalent	42	14	11	33
TAFE, trade or vocational	36	14	14	36
University degree	40	21	9	30
Home ownership				
Owned outright	24	14	11	51
Owned with a mortgage	48	17	11	24
Renting and other	43	16	16	25

Crime and public safety

The salience of crime and public safety as a state political issue

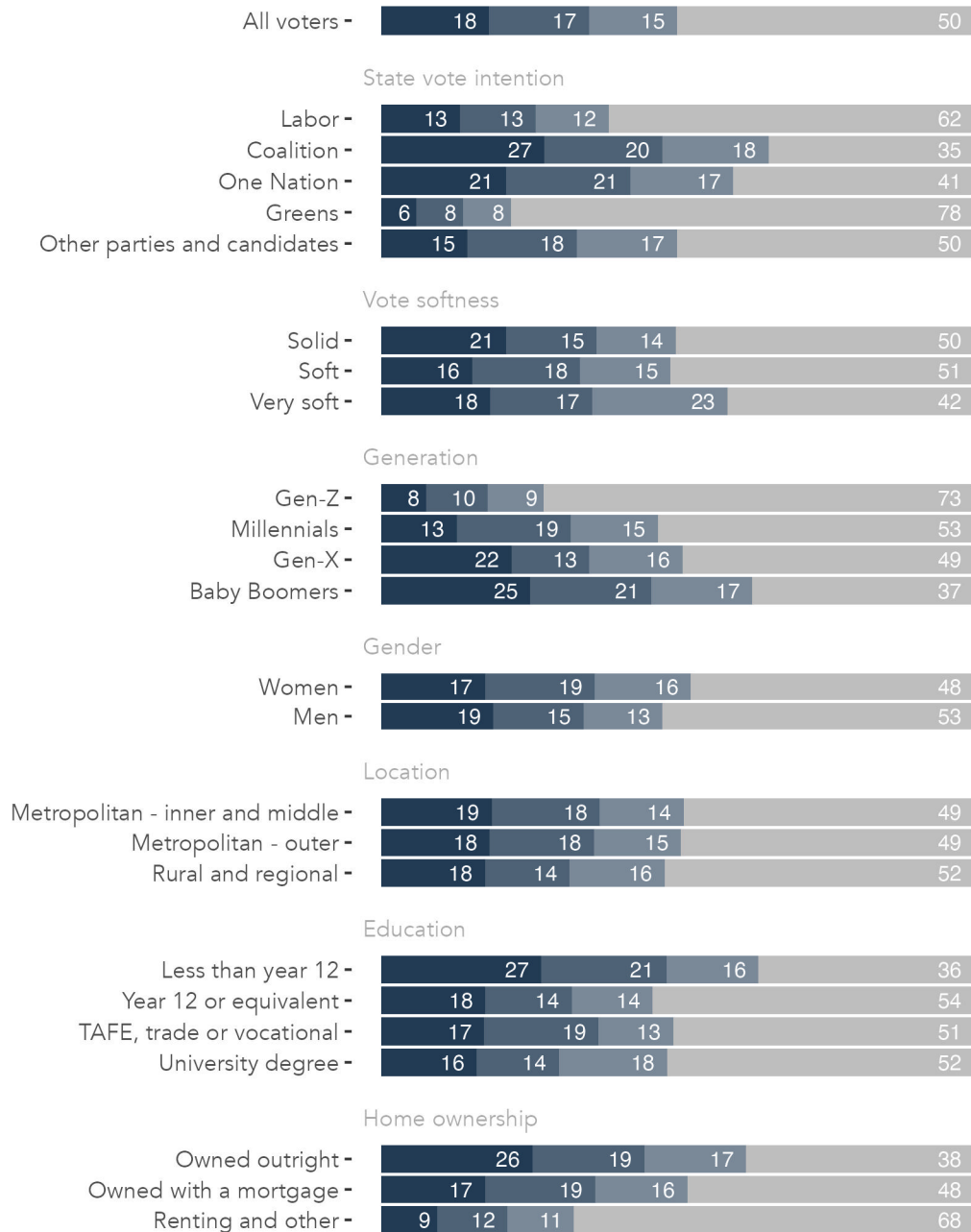


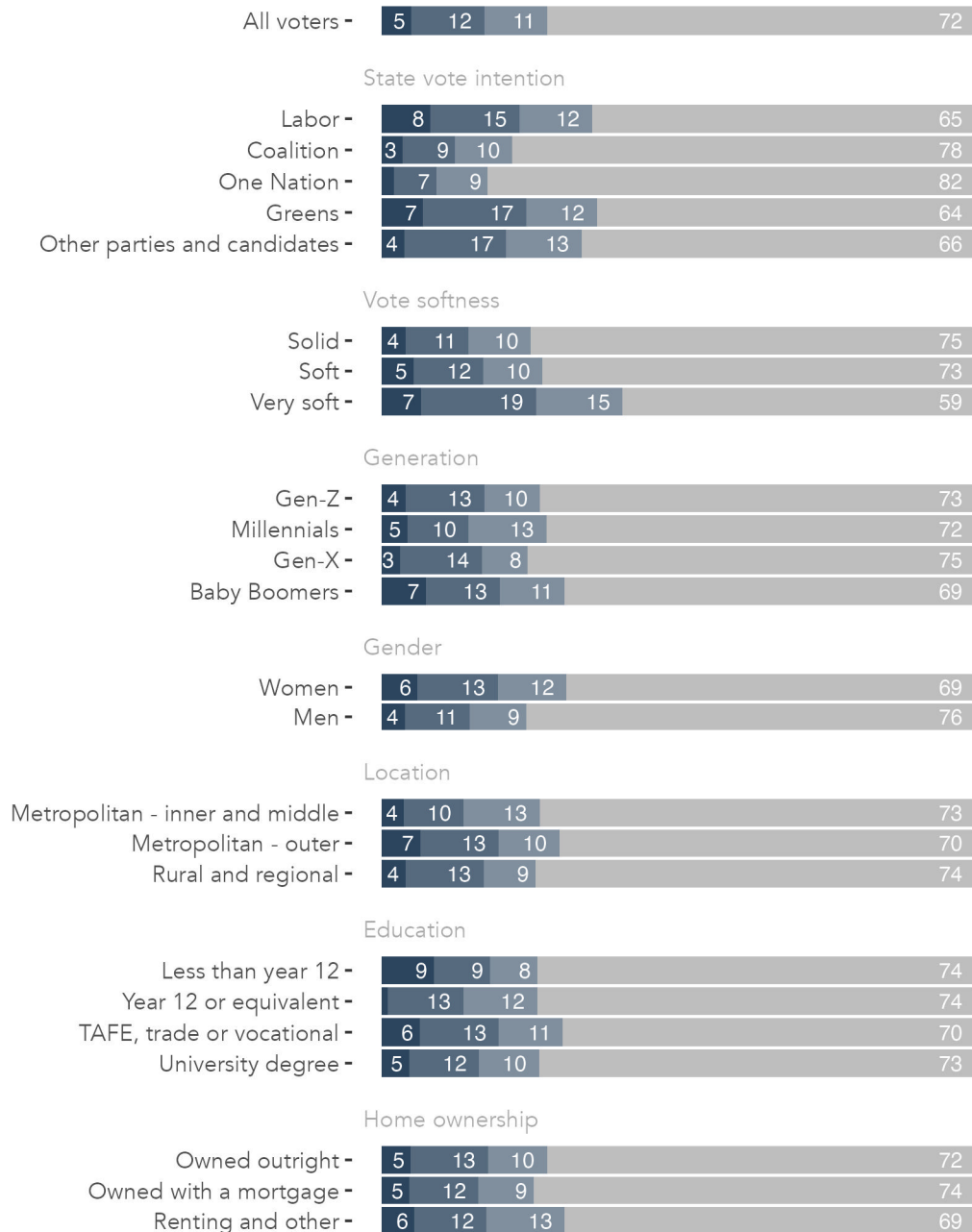
Figure 16: The salience of crime and public safety as a state political issue, by demographic characteristics, 28 July - 1 August.

Table 16: The salience of crime and public safety as a state political issue, by demographic characteristics, 28 July - 1 August.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	18	17	15	50
State vote intention				
Labor	13	13	12	62
Coalition	27	20	18	35
One Nation	21	21	17	41
Greens	6	8	8	78
Other parties and candidates	15	18	17	50
Vote softness				
Solid	21	15	14	50
Soft	16	18	15	51
Very soft	18	17	23	42
Generation				
Gen-Z	8	10	9	73
Millennials	13	19	15	53
Gen-X	22	13	16	49
Baby Boomers	25	21	17	37
Gender				
Women	17	19	16	48
Men	19	15	13	53
Location				
Metropolitan - inner and middle	19	18	14	49
Metropolitan - outer	18	18	15	49
Rural and regional	18	14	16	52
Education				
Less than year 12	27	21	16	36
Year 12 or equivalent	18	14	14	54
TAFE, trade or vocational	17	19	13	51
University degree	16	14	18	52
Home ownership				
Owned outright	26	19	17	38
Owned with a mortgage	17	19	16	48
Renting and other	9	12	11	68

Healthcare

The salience of healthcare as a state political issue



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

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

Figure 17: The salience of healthcare as a state political issue, by demographic characteristics, 28 July - 1 August.

Table 17: The salience of healthcare as a state political issue, by demographic characteristics, 28 July - 1 August.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	5	12	11	72
State vote intention				
Labor	8	15	12	65
Coalition	3	9	10	78
One Nation	2	7	9	82
Greens	7	17	12	64
Other parties and candidates	4	17	13	66
Vote softness				
Solid	4	11	10	75
Soft	5	12	10	73
Very soft	7	19	15	59
Generation				
Gen-Z	4	13	10	73
Millennials	5	10	13	72
Gen-X	3	14	8	75
Baby Boomers	7	13	11	69
Gender				
Women	6	13	12	69
Men	4	11	9	76
Location				
Metropolitan - inner and middle	4	10	13	73
Metropolitan - outer	7	13	10	70
Rural and regional	4	13	9	74
Education				
Less than year 12	9	9	8	74
Year 12 or equivalent	1	13	12	74
TAFE, trade or vocational	6	13	11	70
University degree	5	12	10	73
Home ownership				
Owned outright	5	13	10	72
Owned with a mortgage	5	12	9	74
Renting and other	6	12	13	69

Housing affordability

The salience of housing affordability as a state political issue

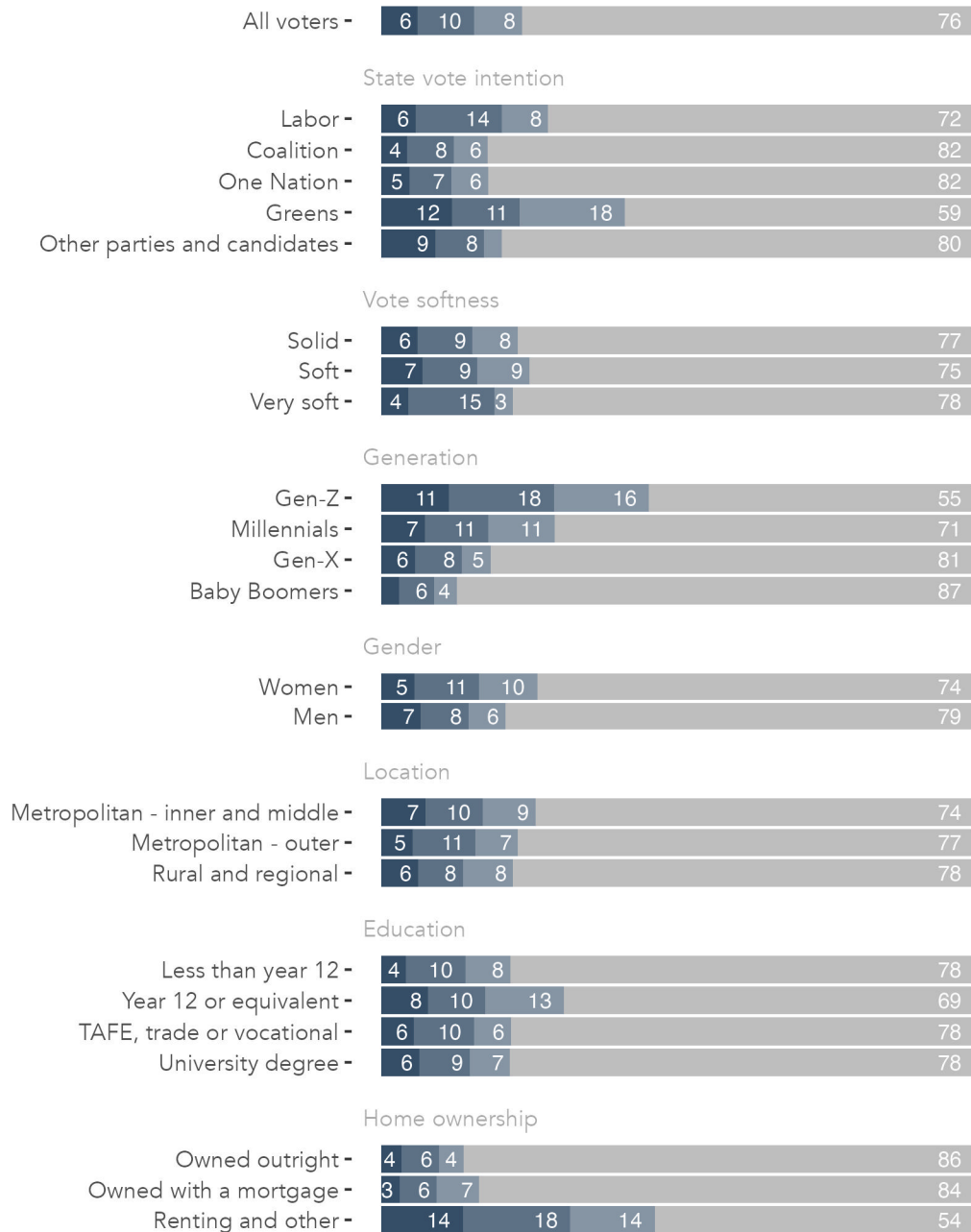


Figure 18: The salience of housing affordability as a state political issue, by demographic characteristics, 28 July - 1 August.

Table 18: The salience of housing affordability as a state political issue, by demographic characteristics, 28 July - 1 August.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	6	10	8	76
State vote intention				
Labor	6	14	8	72
Coalition	4	8	6	82
One Nation	5	7	6	82
Greens	12	11	18	59
Other parties and candidates	9	8	3	80
Vote softness				
Solid	6	9	8	77
Soft	7	9	9	75
Very soft	4	15	3	78
Generation				
Gen-Z	11	18	16	55
Millennials	7	11	11	71
Gen-X	6	8	5	81
Baby Boomers	3	6	4	87
Gender				
Women	5	11	10	74
Men	7	8	6	79
Location				
Metropolitan - inner and middle	7	10	9	74
Metropolitan - outer	5	11	7	77
Rural and regional	6	8	8	78
Education				
Less than year 12	4	10	8	78
Year 12 or equivalent	8	10	13	69
TAFE, trade or vocational	6	10	6	78
University degree	6	9	7	78
Home ownership				
Owned outright	4	6	4	86
Owned with a mortgage	3	6	7	84
Renting and other	14	18	14	54

The rate of immigration

The salience of immigration as a state political issue

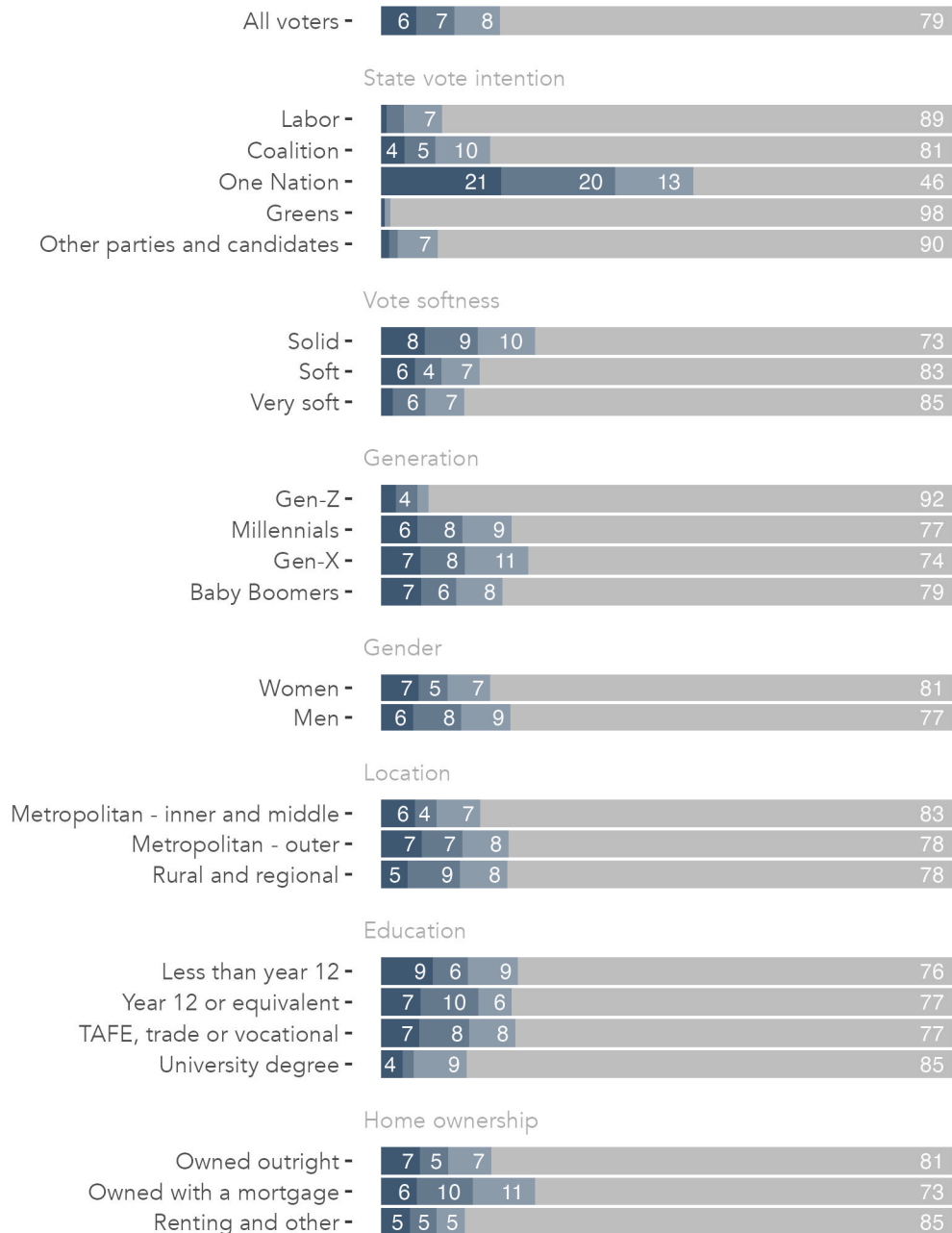


Figure 19: The salience of immigration as a state political issue, by demographic characteristics, 28 July - 1 August.

Table 19: The salience of immigration as a state political issue, by demographic characteristics, 28 July - 1 August.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Not ranked
All voters	6	7	8	79
State vote intention				
Labor	1	3	7	89
Coalition	4	5	10	81
One Nation	21	20	13	46
Greens	1	0	1	98
Other parties and candidates	1	2	7	90
Vote softness				
Solid	8	9	10	73
Soft	6	4	7	83
Very soft	2	6	7	85
Generation				
Gen-Z	2	4	2	92
Millennials	6	8	9	77
Gen-X	7	8	11	74
Baby Boomers	7	6	8	79
Gender				
Women	7	5	7	81
Men	6	8	9	77
Location				
Metropolitan - inner and middle	6	4	7	83
Metropolitan - outer	7	7	8	78
Rural and regional	5	9	8	78
Education				
Less than year 12	9	6	9	76
Year 12 or equivalent	7	10	6	77
TAFE, trade or vocational	7	8	8	77
University degree	4	2	9	85
Home ownership				
Owned outright	7	5	7	81
Owned with a mortgage	6	10	11	73
Renting and other	5	5	5	85

Preferred Premier

Question text

Of the following, who would make the better Premier?

Single select; random reverse 1-3

1. Jess Wilson
2. Ben Carroll
3. About the same
4. Neither of these
5. Not sure

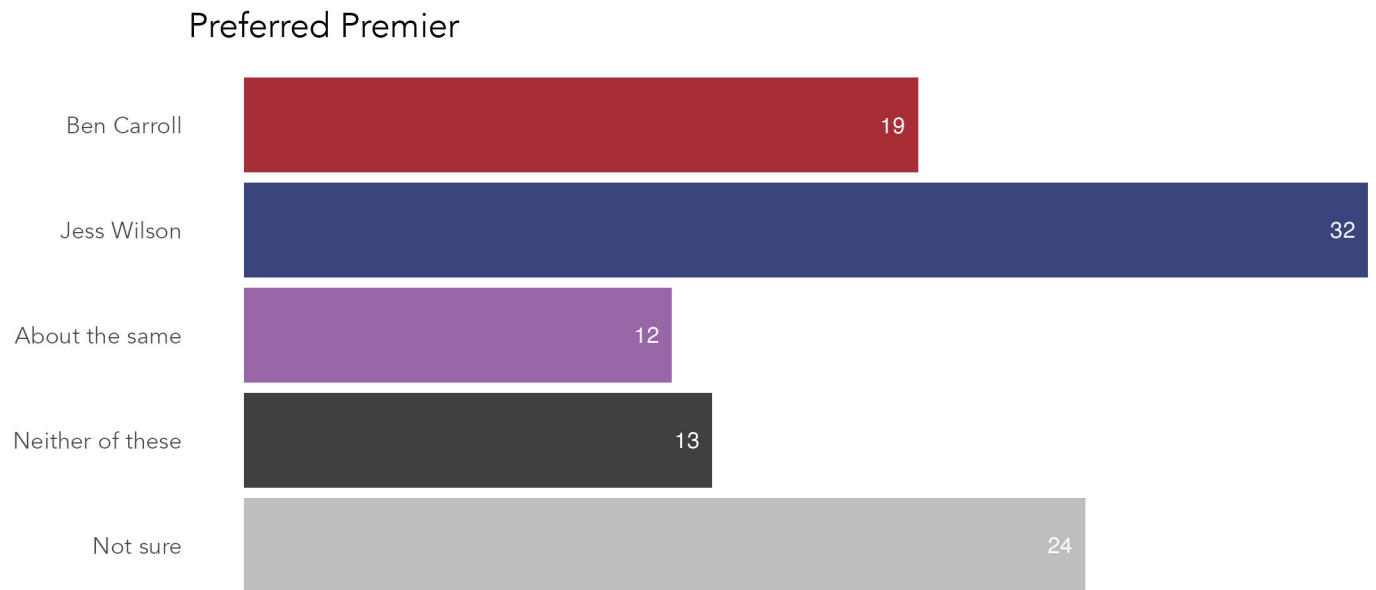


Figure 20: Victorian voters' preferred premier.

Victorian voters' preferred premier

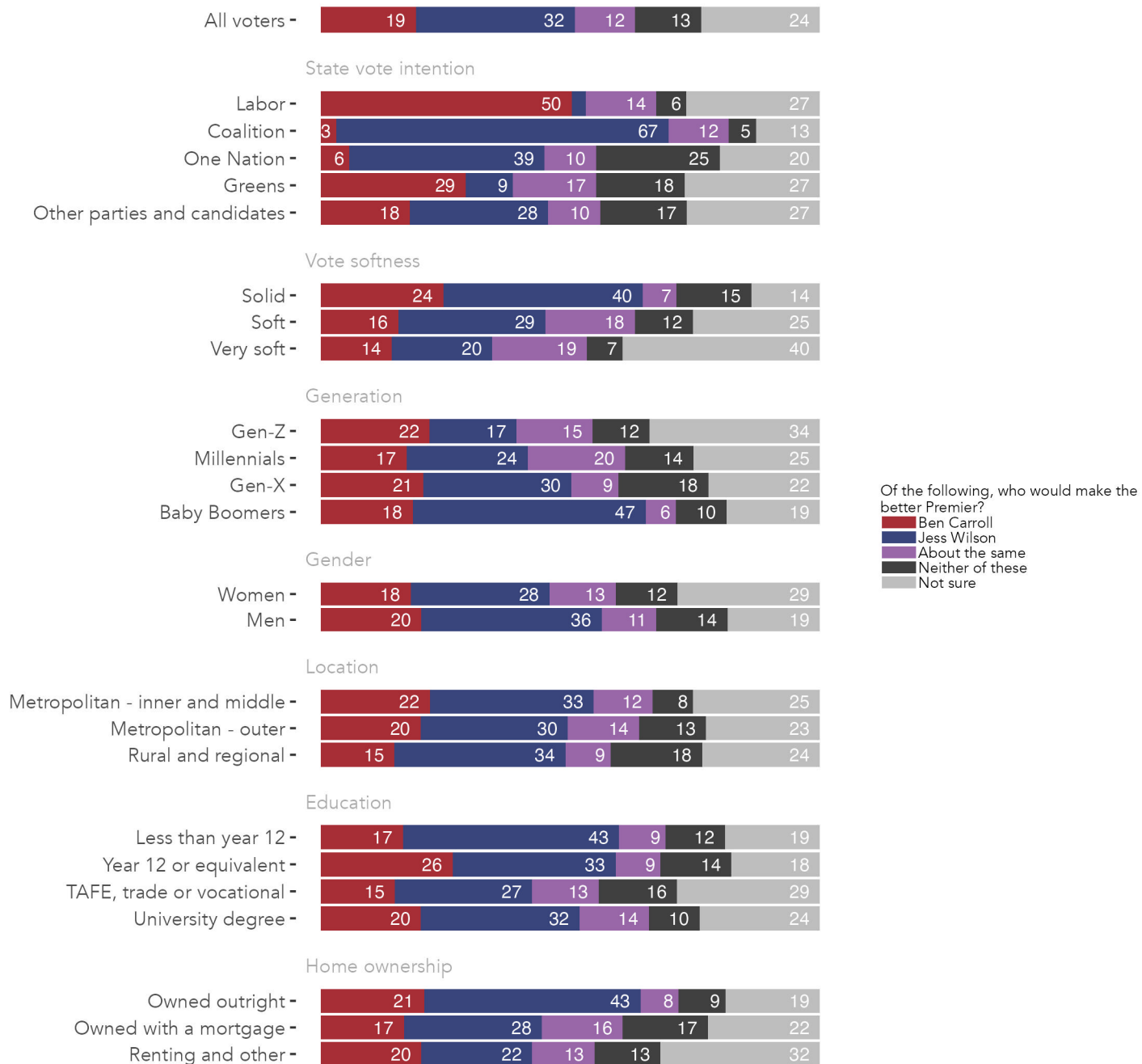


Figure 21: Victorian voters' preferred premier, by demographic characteristics, 28 July - 1 August.

Table 20: Victorian voters' preferred premier, by demographic characteristics, 28 July - 1 August.

	Ben Carroll	Jess Wilson	About the same	Neither of these	Not sure
All voters	19	32	12	13	24
State vote intention					
Labor	50	3	14	6	27
Coalition	3	67	12	5	13
One Nation	6	39	10	25	20
Greens	29	9	17	18	27
Other parties and candidates	18	28	10	17	27
Vote softness					
Solid	24	40	7	15	14
Soft	16	29	18	12	25
Very soft	14	20	19	7	40
Generation					
Gen-Z	22	17	15	12	34
Millennials	17	24	20	14	25
Gen-X	21	30	9	18	22
Baby Boomers	18	47	6	10	19
Gender					
Women	18	28	13	12	29
Men	20	36	11	14	19
Location					
Metropolitan - inner and middle	22	33	12	8	25
Metropolitan - outer	20	30	14	13	23
Rural and regional	15	34	9	18	24
Education					
Less than year 12	17	43	9	12	19
Year 12 or equivalent	26	33	9	14	18
TAFE, trade or vocational	15	27	13	16	29
University degree	20	32	14	10	24
Home ownership					
Owned outright	21	43	8	9	19
Owned with a mortgage	17	28	16	17	22
Renting and other	20	22	13	13	32

Which party is best able to handle key issues?

Question text

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

Carousel; randomise items

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

Single select; randomise 1-5

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

Which party is best able to handle key policy issues?

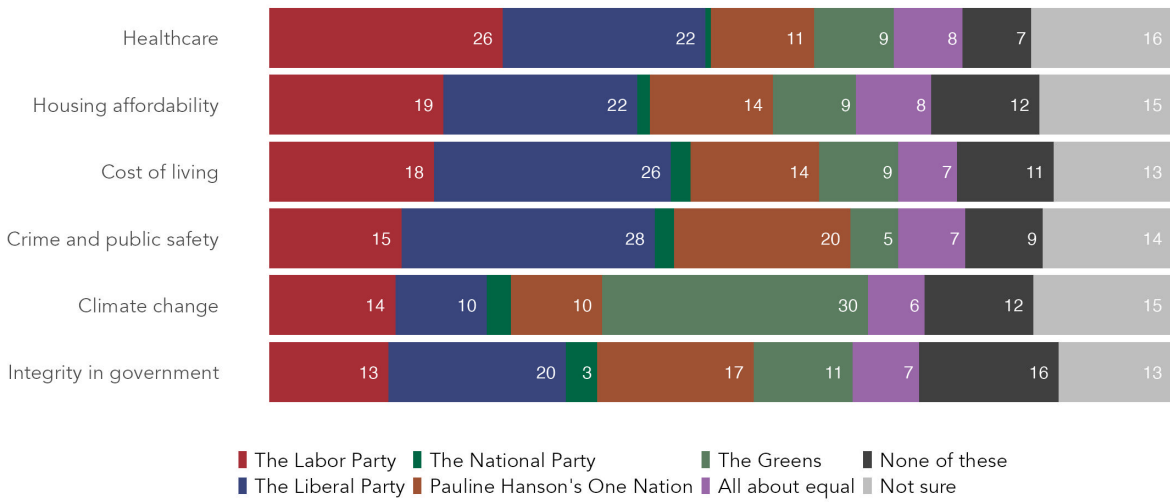


Figure 22: Victorian voters' perceptions on which party is best able to handle key policy issues.

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

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

Cost of living

The party best suited to deal with cost of living

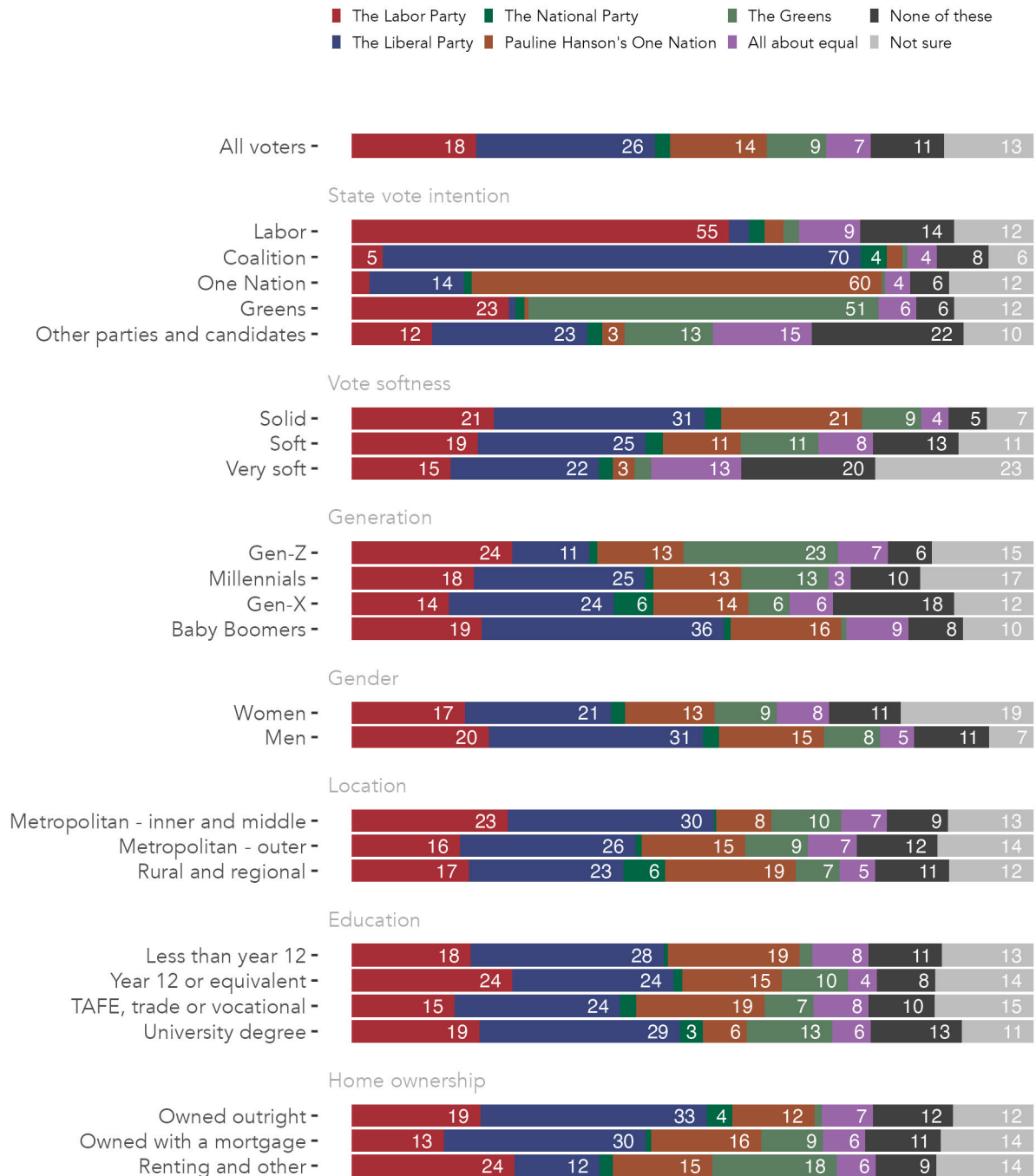


Figure 23: The party best suited to deal with cost of living, by demographic characteristics, 28 July - 1 August.

Table 22: The party best suited to deal with cost of living, by demographic characteristics, 28 July - 1 August.

	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	18	26	2	14	9	7	11	13
State vote intention								
Labor	55	3	2	3	2	9	14	12
Coalition	5	70	4	2	1	4	8	6
One Nation	3	14	1	60	0	4	6	12
Greens	23	1	1	0	51	6	6	12
Other parties and candidates	12	23	2	3	13	15	22	10
Vote softness								
Solid	21	31	2	21	9	4	5	7
Soft	19	25	2	11	11	8	13	11
Very soft	15	22	2	3	2	13	20	23
Generation								
Gen-Z	24	11	1	13	23	7	6	15
Millennials	18	25	1	13	13	3	10	17
Gen-X	14	24	6	14	6	6	18	12
Baby Boomers	19	36	1	16	1	9	8	10
Gender								
Women	17	21	2	13	9	8	11	19
Men	20	31	3	15	8	5	11	7
Location								
Metropolitan - inner and middle	23	30	0	8	10	7	9	13
Metropolitan - outer	16	26	1	15	9	7	12	14
Rural and regional	17	23	6	19	7	5	11	12
Education								
Less than year 12	18	28	1	19	2	8	11	13
Year 12 or equivalent	24	24	1	15	10	4	8	14
TAFE, trade or vocational	15	24	2	19	7	8	10	15
University degree	19	29	3	6	13	6	13	11
Home ownership								
Owned outright	19	33	4	12	1	7	12	12
Owned with a mortgage	13	30	1	16	9	6	11	14
Renting and other	24	12	2	15	18	6	9	14

Healthcare

The party best suited to deal with healthcare

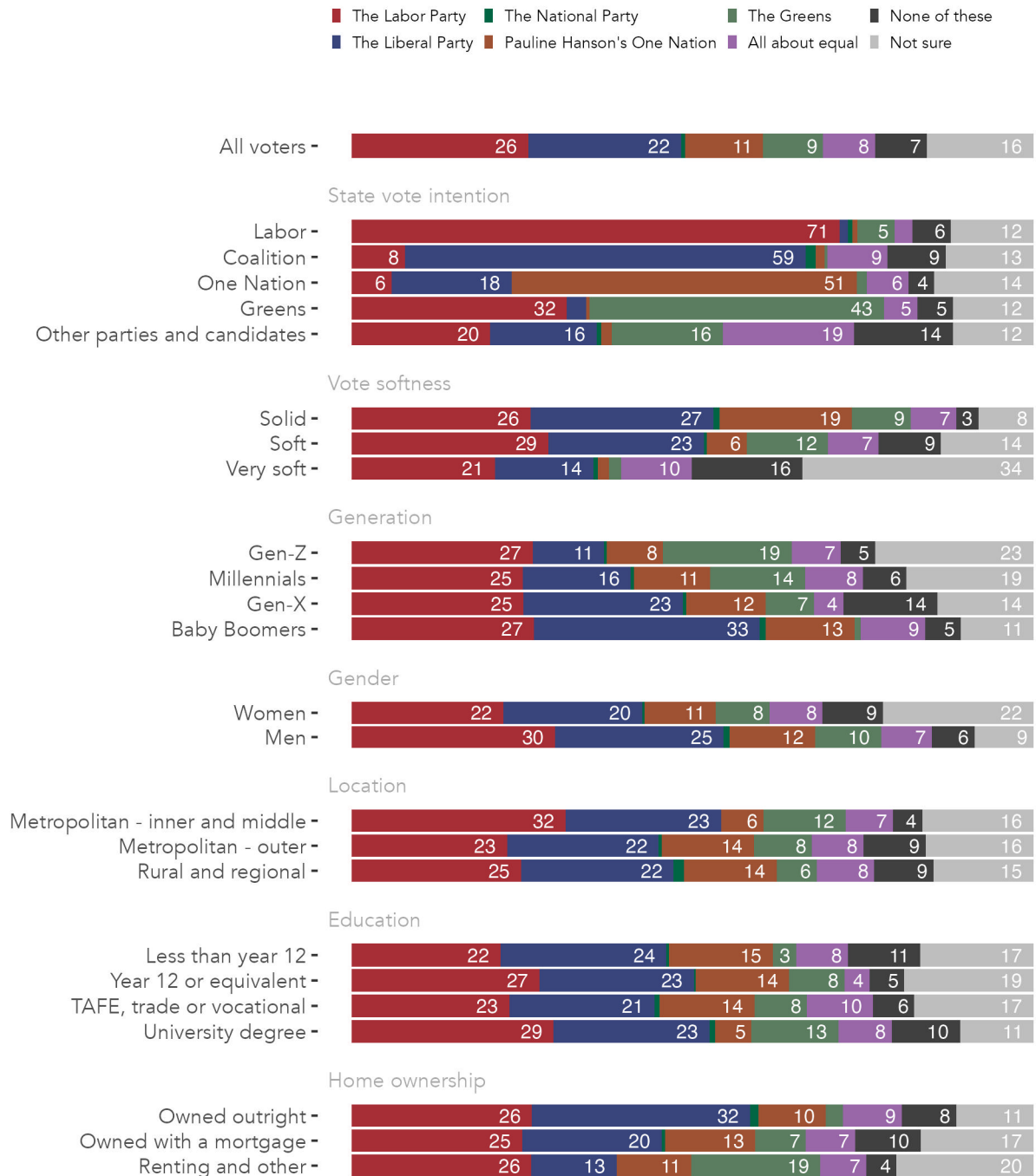


Figure 24: The party best suited to deal with healthcare, by demographic characteristics, 28 July - 1 August.

Table 23: The party best suited to deal with healthcare, by demographic characteristics, 28 July - 1 August.

	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	26	22	1	11	9	8	7	16
State vote intention								
Labor	71	1	1	1	5	3	6	12
Coalition	8	59	1	1	0	9	9	13
One Nation	6	18	0	51	1	6	4	14
Greens	32	3	0	0	43	5	5	12
Other parties and candidates	20	16	1	2	16	19	14	12
Vote softness								
Solid	26	27	1	19	9	7	3	8
Soft	29	23	0	6	12	7	9	14
Very soft	21	14	1	2	2	10	16	34
Generation								
Gen-Z	27	11	0	8	19	7	5	23
Millennials	25	16	1	11	14	8	6	19
Gen-X	25	23	1	12	7	4	14	14
Baby Boomers	27	33	1	13	1	9	5	11
Gender								
Women	22	20	0	11	8	8	9	22
Men	30	25	1	12	10	7	6	9
Location								
Metropolitan - inner and middle	32	23	0	6	12	7	4	16
Metropolitan - outer	23	22	0	14	8	8	9	16
Rural and regional	25	22	1	14	6	8	9	15
Education								
Less than year 12	22	24	0	15	3	8	11	17
Year 12 or equivalent	27	23	0	14	8	4	5	19
TAFE, trade or vocational	23	21	1	14	8	10	6	17
University degree	29	23	1	5	13	8	10	11
Home ownership								
Owned outright	26	32	1	10	3	9	8	11
Owned with a mortgage	25	20	1	13	7	7	10	17
Renting and other	26	13	0	11	19	7	4	20

Housing affordability

The party best suited to deal with housing affordability

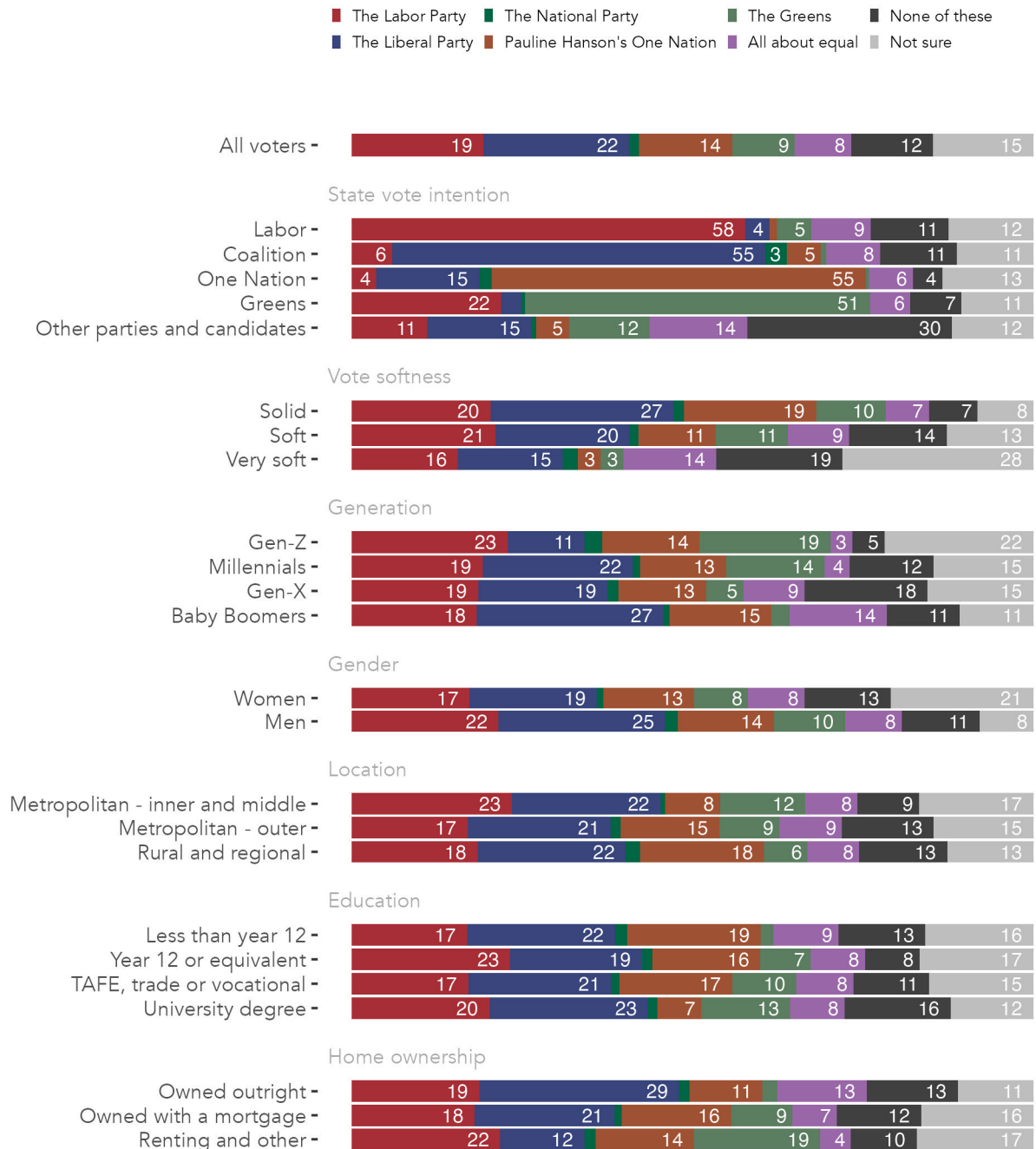


Figure 25: The party best suited to deal with housing affordability, by demographic characteristics, 28 July - 1 August.

Table 24: The party best suited to deal with housing affordability, by demographic characteristics, 28 July - 1 August.

	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	19	22	1	14	9	8	12	15
State vote intention								
Labor	58	4	0	1	5	9	11	12
Coalition	6	55	3	5	1	8	11	11
One Nation	4	15	2	55	1	6	4	13
Greens	22	3	0	0	51	6	7	11
Other parties and candidates	11	15	1	5	12	14	30	12
Vote softness								
Solid	20	27	2	19	10	7	7	8
Soft	21	20	1	11	11	9	14	13
Very soft	16	15	2	3	3	14	19	28
Generation								
Gen-Z	23	11	3	14	19	3	5	22
Millennials	19	22	1	13	14	4	12	15
Gen-X	19	19	2	13	5	9	18	15
Baby Boomers	18	27	1	15	3	14	11	11
Gender								
Women	17	19	1	13	8	8	13	21
Men	22	25	2	14	10	8	11	8
Location								
Metropolitan - inner and middle	23	22	1	8	12	8	9	17
Metropolitan - outer	17	21	1	15	9	9	13	15
Rural and regional	18	22	2	18	6	8	13	13
Education								
Less than year 12	17	22	2	19	2	9	13	16
Year 12 or equivalent	23	19	2	16	7	8	8	17
TAFE, trade or vocational	17	21	1	17	10	8	11	15
University degree	20	23	1	7	13	8	16	12
Home ownership								
Owned outright	19	29	2	11	2	13	13	11
Owned with a mortgage	18	21	1	16	9	7	12	16
Renting and other	22	12	2	14	19	4	10	17

Integrity in government

The party best suited to deal with integrity in government

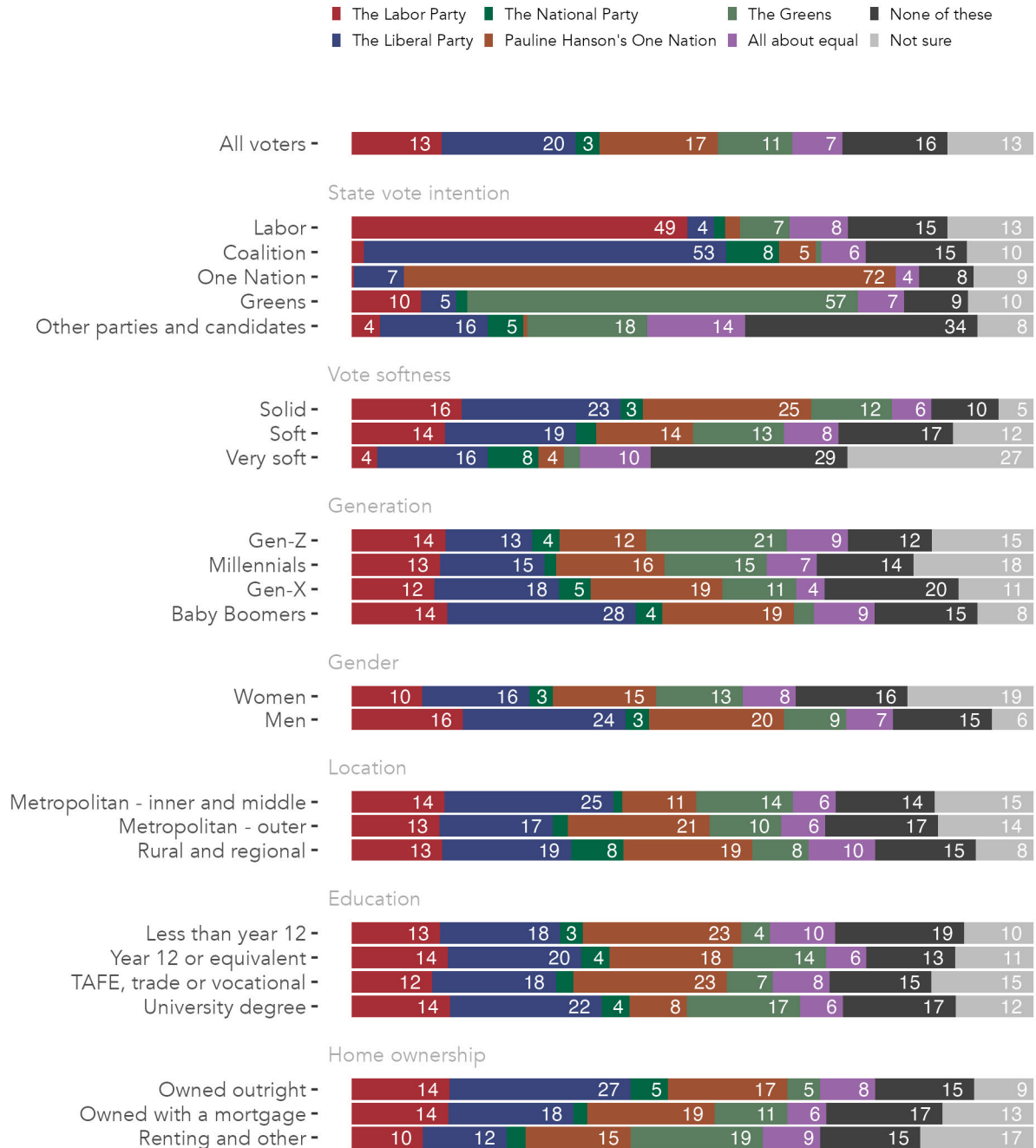


Figure 26: The party best suited to deal with integrity in government, by demographic characteristics, 28 July - 1 August.

Table 25: The party best suited to deal with integrity in government, by demographic characteristics, 28 July - 1 August.

	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	13	20	3	17	11	7	16	13
State vote intention								
Labor	49	4	2	2	7	8	15	13
Coalition	2	53	8	5	1	6	15	10
One Nation	0	7	0	72	0	4	8	9
Greens	10	5	2	0	57	7	9	10
Other parties and candidates	4	16	5	1	18	14	34	8
Vote softness								
Solid	16	23	3	25	12	6	10	5
Soft	14	19	3	14	13	8	17	12
Very soft	4	16	8	4	2	10	29	27
Generation								
Gen-Z	14	13	4	12	21	9	12	15
Millennials	13	15	2	16	15	7	14	18
Gen-X	12	18	5	19	11	4	20	11
Baby Boomers	14	28	4	19	3	9	15	8
Gender								
Women	10	16	3	15	13	8	16	19
Men	16	24	3	20	9	7	15	6
Location								
Metropolitan - inner and middle	14	25	1	11	14	6	14	15
Metropolitan - outer	13	17	2	21	10	6	17	14
Rural and regional	13	19	8	19	8	10	15	8
Education								
Less than year 12	13	18	3	23	4	10	19	10
Year 12 or equivalent	14	20	4	18	14	6	13	11
TAFE, trade or vocational	12	18	2	23	7	8	15	15
University degree	14	22	4	8	17	6	17	12
Home ownership								
Owned outright	14	27	5	17	5	8	15	9
Owned with a mortgage	14	18	2	19	11	6	17	13
Renting and other	10	12	3	15	19	9	15	17

Climate change

The party best suited to deal with climate change

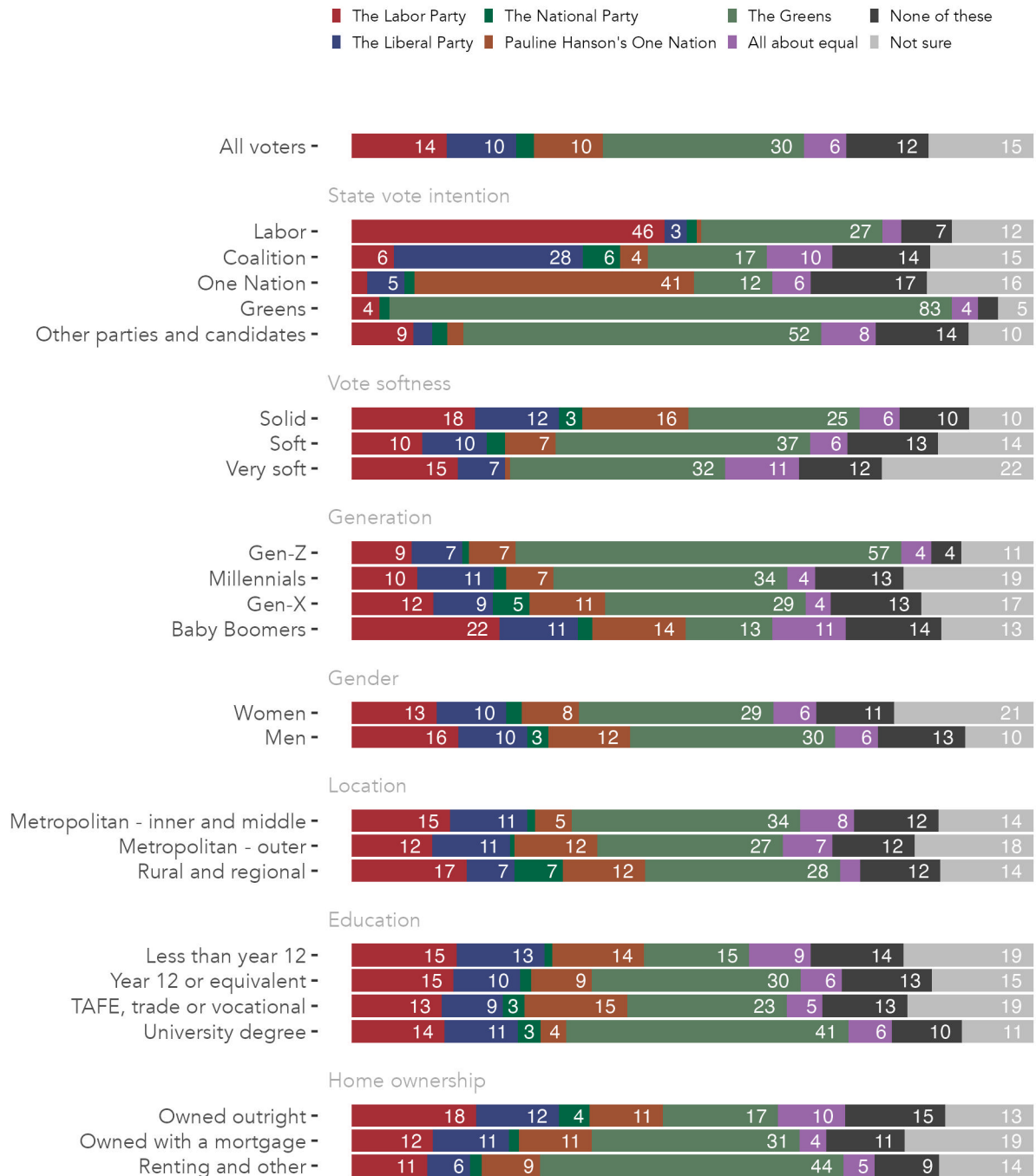


Figure 27: The party best suited to deal with climate change, by demographic characteristics, 28 July - 1 August.

Table 26: The party best suited to deal with climate change, by demographic characteristics, 28 July - 1 August.

	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	14	10	3	10	30	6	12	15
State vote intention								
Labor	46	3	1	1	27	3	7	12
Coalition	6	28	6	4	17	10	14	15
One Nation	2	5	1	41	12	6	17	16
Greens	4	0	1	0	83	4	3	5
Other parties and candidates	9	3	2	2	52	8	14	10
Vote softness								
Solid	18	12	3	16	25	6	10	10
Soft	10	10	3	7	37	6	13	14
Very soft	15	7	0	1	32	11	12	22
Generation								
Gen-Z	9	7	1	7	57	4	4	11
Millennials	10	11	2	7	34	4	13	19
Gen-X	12	9	5	11	29	4	13	17
Baby Boomers	22	11	2	14	13	11	14	13
Gender								
Women	13	10	2	8	29	6	11	21
Men	16	10	3	12	30	6	13	10
Location								
Metropolitan - inner and middle	15	11	1	5	34	8	12	14
Metropolitan - outer	12	11	1	12	27	7	12	18
Rural and regional	17	7	7	12	28	3	12	14
Education								
Less than year 12	15	13	1	14	15	9	14	19
Year 12 or equivalent	15	10	2	9	30	6	13	15
TAFE, trade or vocational	13	9	3	15	23	5	13	19
University degree	14	11	3	4	41	6	10	11
Home ownership								
Owned outright	18	12	4	11	17	10	15	13
Owned with a mortgage	12	11	1	11	31	4	11	19
Renting and other	11	6	2	9	44	5	9	14

Crime and public safety

The party best suited to deal with crime and public safety

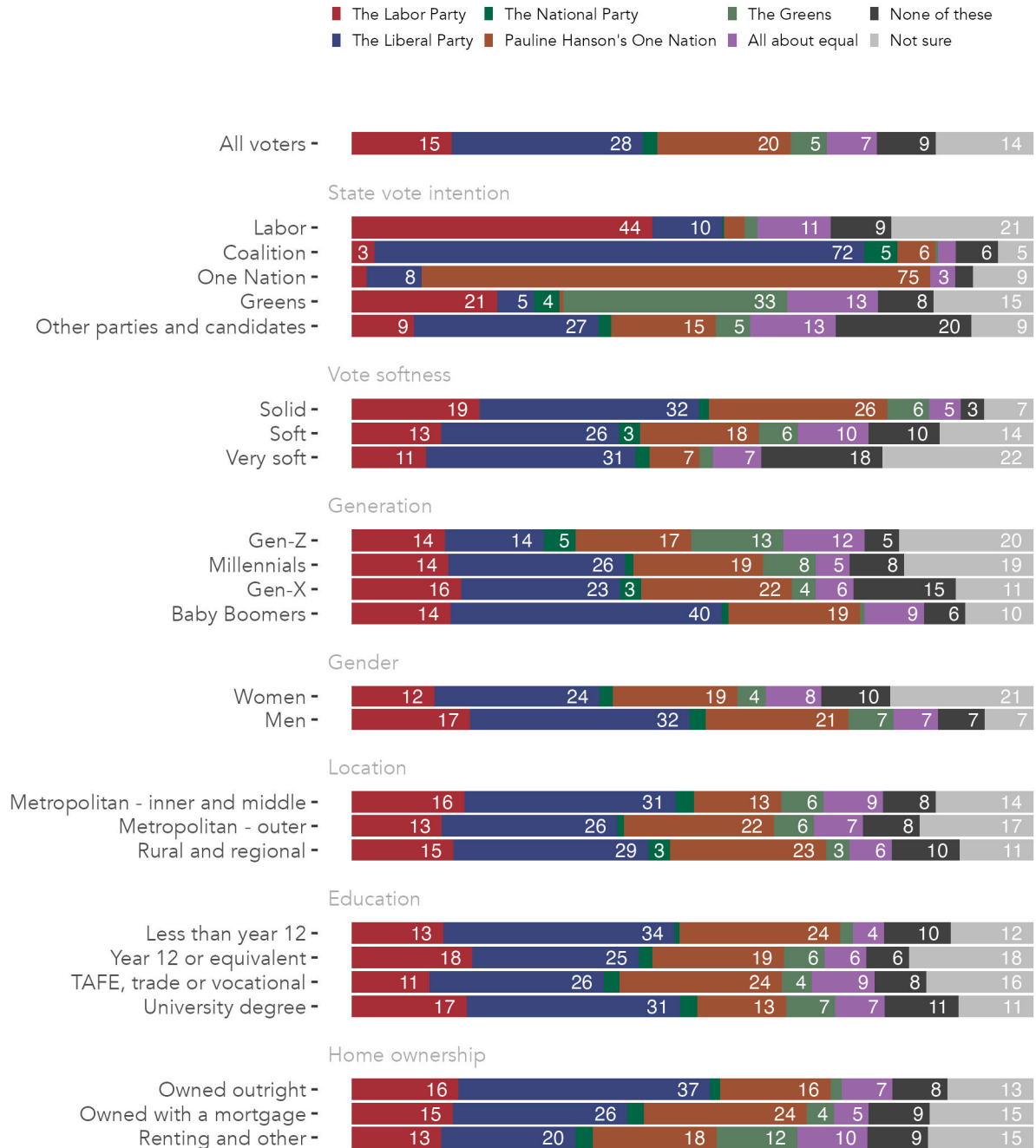


Figure 28: The party best suited to deal with crime and public safety, by demographic characteristics, 28 July - 1 August.

Table 27: The party best suited to deal with crime and public safety, by demographic characteristics, 28 July - 1 August.

	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	15	28	2	20	5	7	9	14
State vote intention								
Labor	44	10	0	3	2	11	9	21
Coalition	3	72	5	6	0	3	6	5
One Nation	2	8	0	75	0	3	3	9
Greens	21	5	4	1	33	13	8	15
Other parties and candidates	9	27	2	15	5	13	20	9
Vote softness								
Solid	19	32	2	26	6	5	3	7
Soft	13	26	3	18	6	10	10	14
Very soft	11	31	2	7	2	7	18	22
Generation								
Gen-Z	14	14	5	17	13	12	5	20
Millennials	14	26	1	19	8	5	8	19
Gen-X	16	23	3	22	4	6	15	11
Baby Boomers	14	40	1	19	1	9	6	10
Gender								
Women	12	24	2	19	4	8	10	21
Men	17	32	2	21	7	7	7	7
Location								
Metropolitan - inner and middle	16	31	3	13	6	9	8	14
Metropolitan - outer	13	26	1	22	6	7	8	17
Rural and regional	15	29	3	23	3	6	10	11
Education								
Less than year 12	13	34	1	24	2	4	10	12
Year 12 or equivalent	18	25	2	19	6	6	6	18
TAFE, trade or vocational	11	26	2	24	4	9	8	16
University degree	17	31	3	13	7	7	11	11
Home ownership								
Owned outright	16	37	1	16	2	7	8	13
Owned with a mortgage	15	26	2	24	4	5	9	15
Renting and other	13	20	3	18	12	10	9	15

Has the recent leadership change had any impact on Victorians' intention to vote for Labor?

Question text

The Labor Party recently changed its leader from Jacinta Allan to Ben Carroll.

If you were aware of this, has it made you more or less likely to vote Labor if a state election were held today?

Single select; random reverse 1-5

1. Much more likely
2. Somewhat more likely
3. No difference
4. Somewhat less likely
5. Much less likely
6. Not sure
7. I did not know this happened

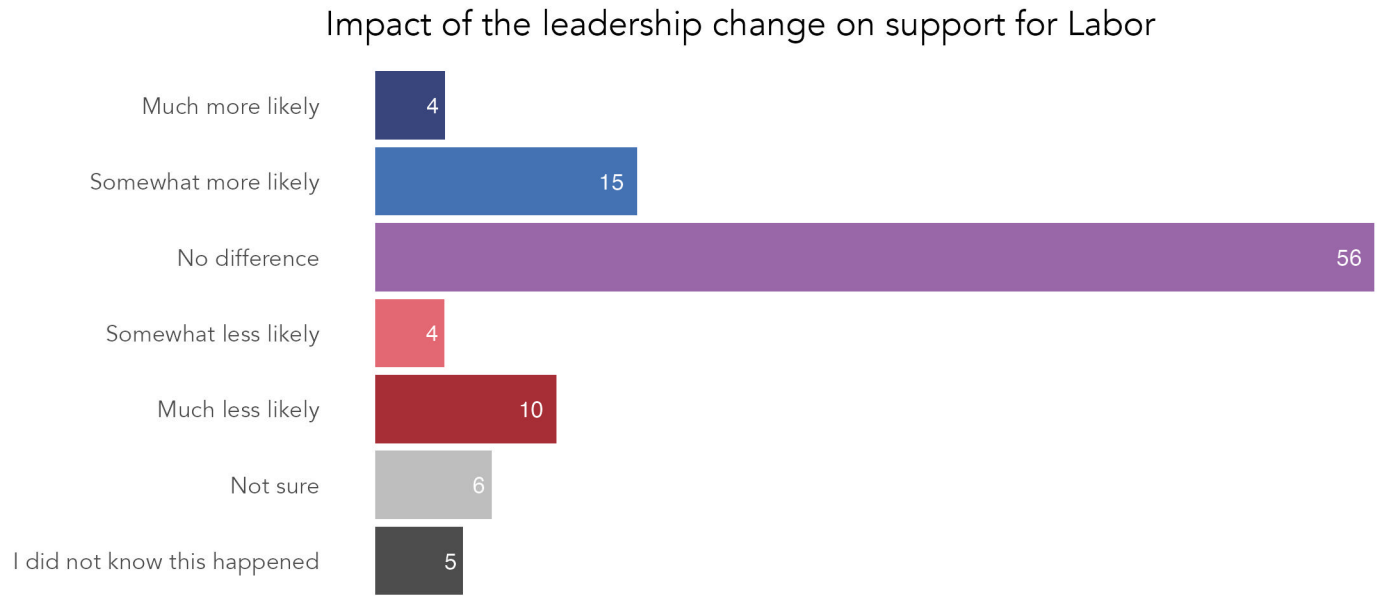


Figure 29: Has the recent leadership change had any impact on Victorians' intention to vote for Labor?

Has the recent leadership change had any impact on Victorian's intention to vote for Labor

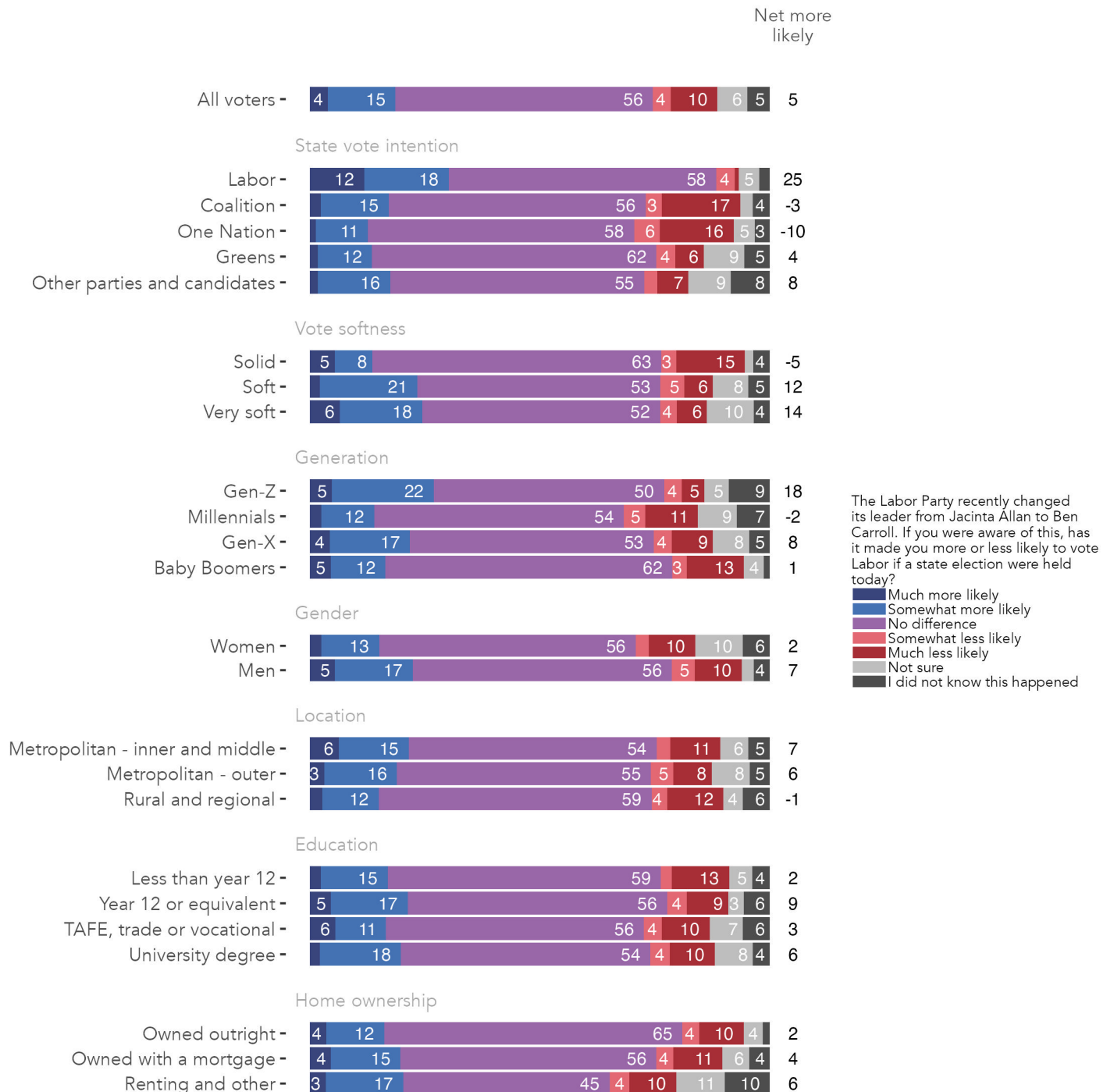


Figure 30: Has the recent leadership change had any impact on Victorian's intention to vote for Labor, by demographic characteristics, 28 July - 1 August. Figures in black on the right-hand side of the plot indicate the net share (total share that say more likely, minus the share who say less likely).

Table 28: Has the recent leadership change had any impact on Victorian's intention to vote for Labor, by demographic characteristics, 28 July - 1 August.

	Much more likely	Somewhat more likely	No difference	Somewhat less likely	Much less likely	Not sure	I did not know this happened	Net more likely
All voters	4	15	56	4	10	6	5	5
State vote intention								
Labor	12	18	58	4	1	5	2	25
Coalition	2	15	56	3	17	3	4	-3
One Nation	1	11	58	6	16	5	3	-10
Greens	2	12	62	4	6	9	5	4
Other parties and candidates	2	16	55	3	7	9	8	8
Vote softness								
Solid	5	8	63	3	15	2	4	-5
Soft	2	21	53	5	6	8	5	12
Very soft	6	18	52	4	6	10	4	14
Generation								
Gen-Z	5	22	50	4	5	5	9	18
Millennials	2	12	54	5	11	9	7	-2
Gen-X	4	17	53	4	9	8	5	8
Baby Boomers	5	12	62	3	13	4	1	1
Gender								
Women	2	13	56	3	10	10	6	2
Men	5	17	56	5	10	3	4	7
Location								
Metropolitan - inner and middle	6	15	54	3	11	6	5	7
Metropolitan - outer	3	16	55	5	8	8	5	6
Rural and regional	3	12	59	4	12	4	6	-1
Education								
Less than year 12	2	15	59	2	13	5	4	2
Year 12 or equivalent	5	17	56	4	9	3	6	9
TAFE, trade or vocational	6	11	56	4	10	7	6	3
University degree	2	18	54	4	10	8	4	6
Home ownership								
Owned outright	4	12	65	4	10	4	1	2
Owned with a mortgage	4	15	56	4	11	6	4	4
Renting and other	3	17	45	4	10	11	10	6

Perceived performance of the Victorian Labor Party and Coalition parties

Question text

Do you agree or disagree with the following statements?

Carousel; Randomise

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

Single select; random reverse 1-4

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

Do you agree or disagree with the following statements?

Strongly agree Agree Disagree Strongly disagree Unsure

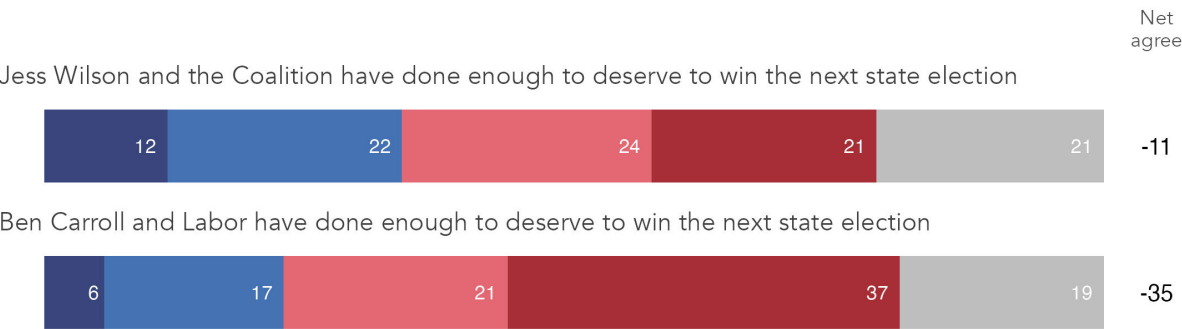


Figure 31: Perceived performance of the Victorian Labor Party and Coalition parties. Figures in black on the right-hand side of the plot indicate the net share who agree with the statement (total share that agree, minus the share who disagree).

Views on whether Jess Wilson (or Brad Battin) have done enough to deserve to win the next state election

Changes in attitudes from June 2025 to August 2026

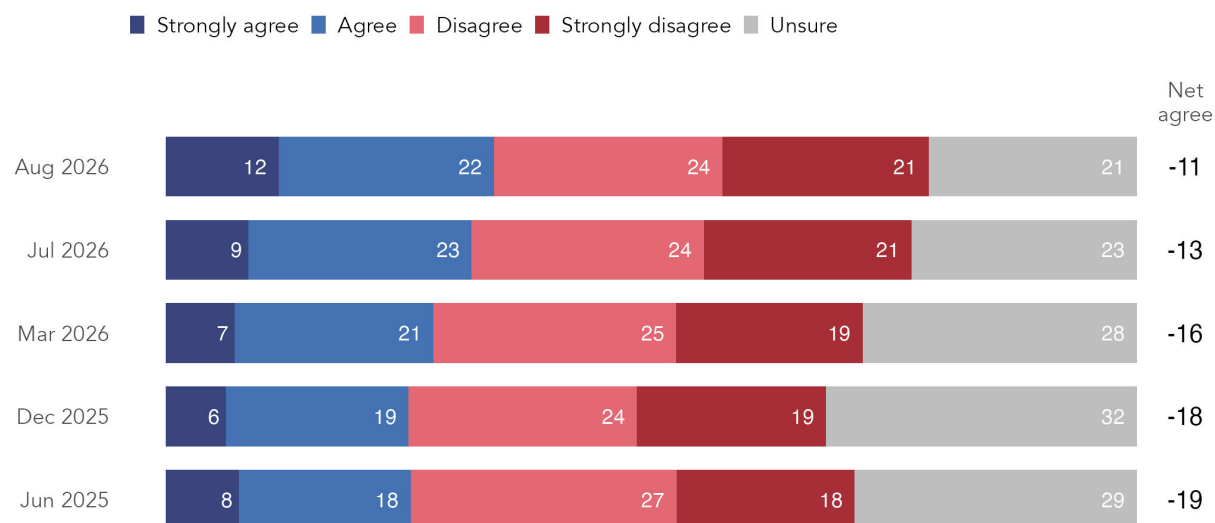


Figure 32: Voters' views on whether Jess Wilson (or Brad Battin) and the Liberal Party have done enough to deserve to win the next state election, from June 2025 to August 2026. Note: Brad Battin was the leader of the Victorian Opposition in June 2025, and this survey named him. Figures in black on the right-hand side of the plot indicate the net share who agree with the statement (total share that agree, minus the share who disagree).

Views on whether Ben Carroll (or Jacinta Allan) have done enough to deserve to win the next state election

Changes in attitudes from July to August 2026

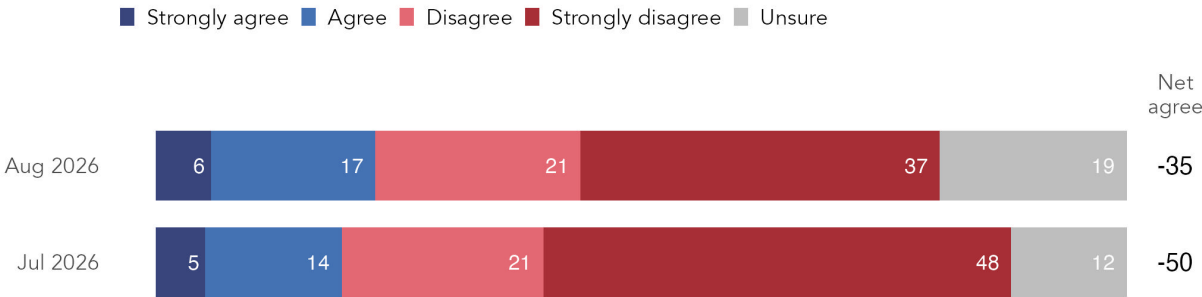


Figure 33: Voters’ views on whether Ben Carroll (or Jacinta Allan) and Labor have done enough to deserve to win the next state election, from July to August 2026. Note: Jacinta Allan was the leader of the Victorian Labor Party at the start of July 2026, and this survey named her. Figures in black on the right-hand side of the plot indicate the net share who agree with the statement (total share that agree, minus the share who disagree).

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

Share of Victorian voters who agree or disagree:
Ben Carroll and Labor have done enough to deserve
to win the next state election

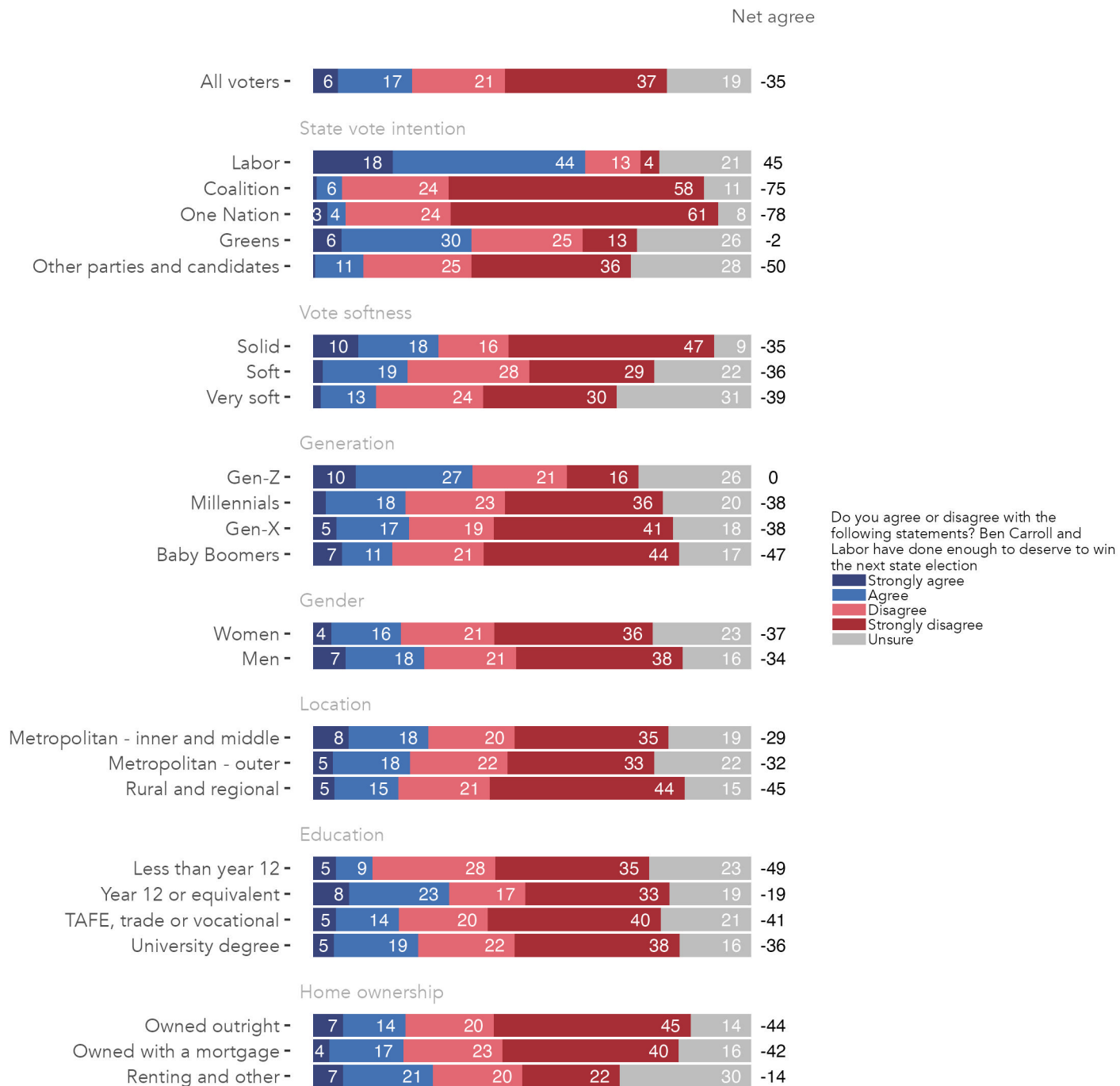


Figure 34: Share of Victorian voters who agree or disagree: Ben Carroll and Labor have done enough to deserve to win the next state election, by demographic characteristics, 28 July - 1 August. Figures in black on the right-hand side of the plot indicate the net share who agree with the statement (total share that agree, minus the share who disagree).

Table 29: Share of Victorian voters who agree or disagree: Ben Carroll and Labor have done enough to deserve to win the next state election, by demographic characteristics, 28 July - 1 August.

	Strongly agree	Agree	Disagree	Strongly disagree	Unsure	Net agree
All voters	6	17	21	37	19	-35
State vote intention						
Labor	18	44	13	4	21	45
Coalition	1	6	24	58	11	-75
One Nation	3	4	24	61	8	-78
Greens	6	30	25	13	26	-2
Other parties and candidates	0	11	25	36	28	-50
Vote softness						
Solid	10	18	16	47	9	-35
Soft	2	19	28	29	22	-36
Very soft	2	13	24	30	31	-39
Generation						
Gen-Z	10	27	21	16	26	0
Millennials	3	18	23	36	20	-38
Gen-X	5	17	19	41	18	-38
Baby Boomers	7	11	21	44	17	-47
Gender						
Women	4	16	21	36	23	-37
Men	7	18	21	38	16	-34
Location						
Metropolitan - inner and middle	8	18	20	35	19	-29
Metropolitan - outer	5	18	22	33	22	-32
Rural and regional	5	15	21	44	15	-45
Education						
Less than year 12	5	9	28	35	23	-49
Year 12 or equivalent	8	23	17	33	19	-19
TAFE, trade or vocational	5	14	20	40	21	-41
University degree	5	19	22	38	16	-36
Home ownership						
Owned outright	7	14	20	45	14	-44
Owned with a mortgage	4	17	23	40	16	-42
Renting and other	7	21	20	22	30	-14

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

Share of Victorian voters who agree or disagree:
Jess Wilson and the Coalition have done enough to
deserve to win the next state election

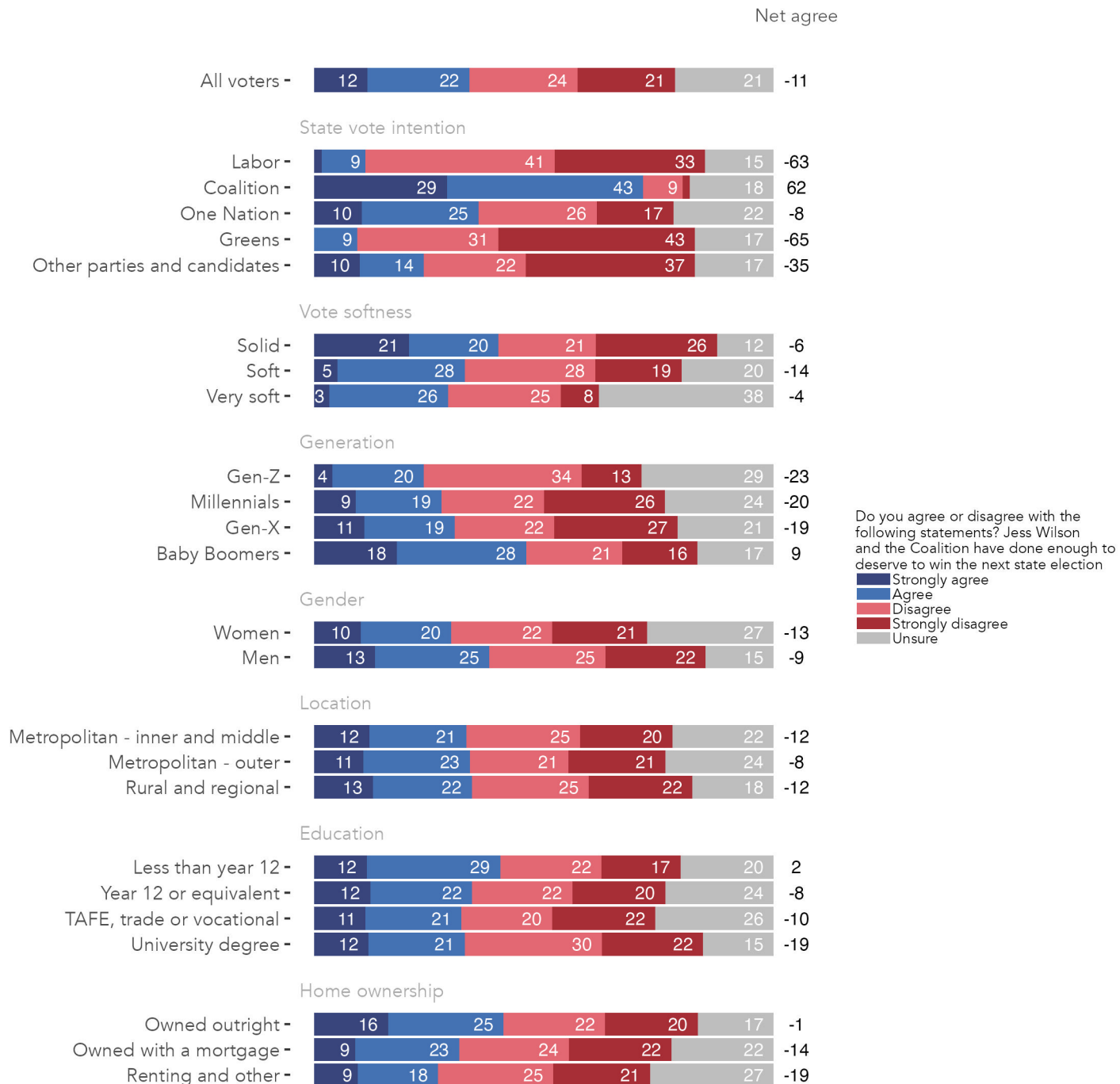


Figure 35: Share of Victorian voters who agree or disagree: Jess Wilson and the Coalition have done enough to deserve to win the next state election, by demographic characteristics, 28 July - 1 August. Figures in black on the right-hand side of the plot indicate the net share who agree with the statement (total share that agree, minus the share who disagree).

Table 30: Share of Victorian voters who agree or disagree: Jess Wilson and the Coalition have done enough to deserve to win the next state election, by demographic characteristics, 28 July - 1 August.

	Strongly agree	Agree	Disagree	Strongly disagree	Unsure	Net agree
All voters	12	22	24	21	21	-11
State vote intention						
Labor	2	9	41	33	15	-63
Coalition	29	43	9	1	18	62
One Nation	10	25	26	17	22	-8
Greens	0	9	31	43	17	-65
Other parties and candidates	10	14	22	37	17	-35
Vote softness						
Solid	21	20	21	26	12	-6
Soft	5	28	28	19	20	-14
Very soft	3	26	25	8	38	-4
Generation						
Gen-Z	4	20	34	13	29	-23
Millennials	9	19	22	26	24	-20
Gen-X	11	19	22	27	21	-19
Baby Boomers	18	28	21	16	17	9
Gender						
Women	10	20	22	21	27	-13
Men	13	25	25	22	15	-9
Location						
Metropolitan - inner and middle	12	21	25	20	22	-12
Metropolitan - outer	11	23	21	21	24	-8
Rural and regional	13	22	25	22	18	-12
Education						
Less than year 12	12	29	22	17	20	2
Year 12 or equivalent	12	22	22	20	24	-8
TAFE, trade or vocational	11	21	20	22	26	-10
University degree	12	21	30	22	15	-19
Home ownership						
Owned outright	16	25	22	20	17	-1
Owned with a mortgage	9	23	24	22	22	-14
Renting and other	9	18	25	21	27	-19

ACCENT RESEARCH



INFLUENCE WITH INTEGRITY

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