DEMOS AU

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Australia Poll
Federal Voting Intention
19-21 Nov 2024

ABOUT THIS POLL

Publication date: 25 November 2024

Methodology Statement

Research company	DemosAU
Client commissioning the research	Self-initiated
End client	Self-initiated
Fieldwork dates	19-21 November 2024
Mode of data collection	Online via Internet Panel (100%)
Target population	Australian Adults 18+
Sample size	1038
Is voting intention published?	In this report
Effective sample size after weighting applied	540
Margin of error associated with effective sample size	+/- 4.2%
Variables used in weighting	Age x gender, education, income, state x region, housing tenure, partisan support.
Weighting method used	Rim-weighting
Full question text, responses categories and randomisation	On page 3
Source of online sample	Internet Panels.
Positioning of voting intention questions in questionnaire?	A series of demographic questions were asked first prior to 9 substantive questions. Federal VI 1st.
How were undecided voters handled?	Initial undecided voters were provided with a follow up question asking which VI option they were leaning towards. Respondents who again answered Don't Know were excluded from final totals.
2PP calculation method	Using relevant 2022 federal election preference flows.

QUESTION TEXT

Q. If a Federal Election was held today, which one of the following would you vote for?

Answers (randomly rotated except for Don't Know kept last)
Labor (with Anthony Albanese as Leader)
Liberal / National Coalition (with Peter Dutton as Leader)
The Greens
Pauline Hanson's One Nation
Any Other Candidate
Don't know

(If respondent chose Don't Know they were given the following question)

Q. Being undecided, which of the following do you have even a slight leaning towards:

Answers (randomly rotated except for Don't Know kept last)
Labor (with Anthony Albanese as Leader)
Liberal / National Coalition (with Peter Dutton as Leader)
The Greens
Pauline Hanson's One Nation
Any Other Candidate
Don't know

TOPLINE RESULTS

(*Note: Vote shares rounded to full percentage points, swings rounded to half percentage points*)

Primary Vote

Party	% of Vote	Swing since Last Election
Labor (with Anthony Albanese as Leader)	32%	-0.5%
Liberal / National Coalition (with Peter Dutton as Leader)	38%	2%
The Greens	12%	0%
Pauline Hanson's One Nation	7%	2%
Any Other Candidate	11%	-3.5%
Don't know	6%	*N/A*

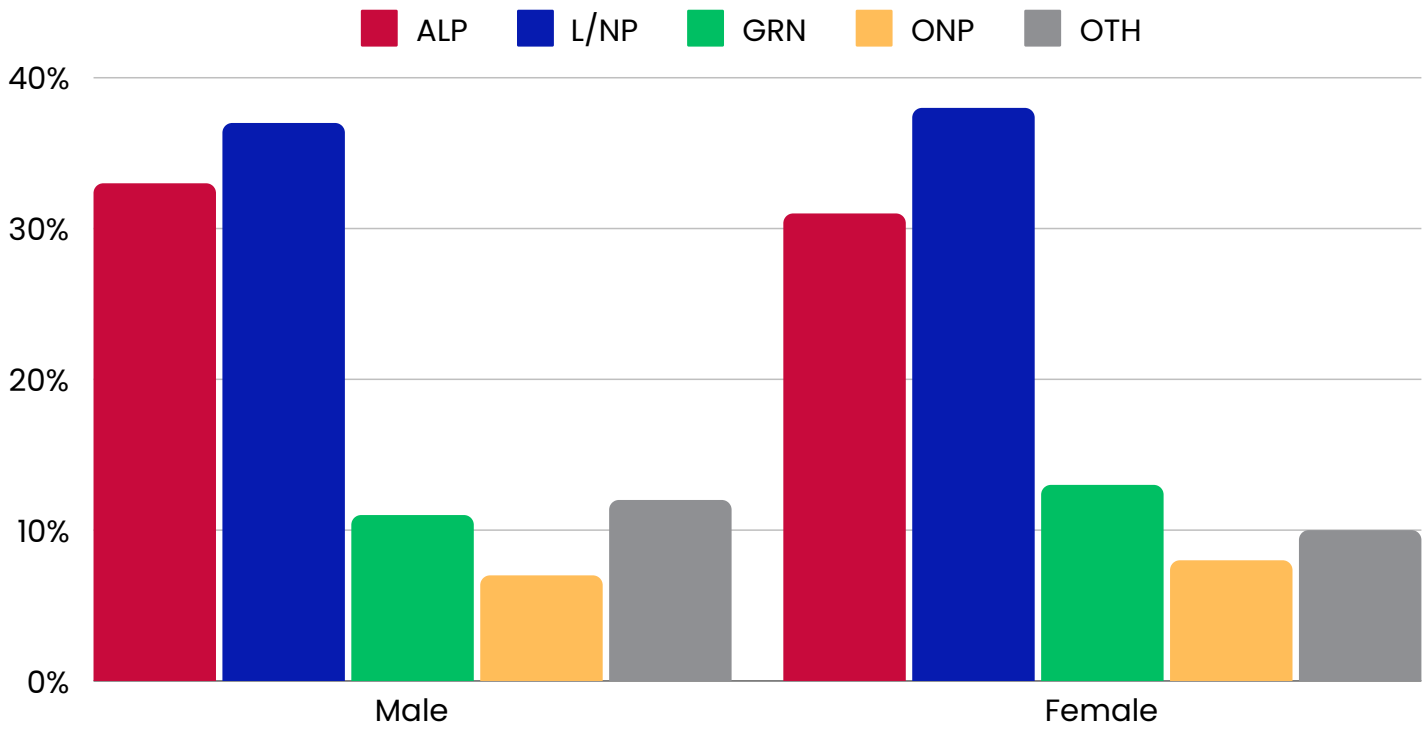
(undecideds excluded from Party PV%)

Two Party Preferred

	% of Vote	Swing since Last Election
Labor	50%	-2%
Liberal / National Coalition	50%	+2%

DEMOGRAPHIC BREAKDOWNS

By Gender

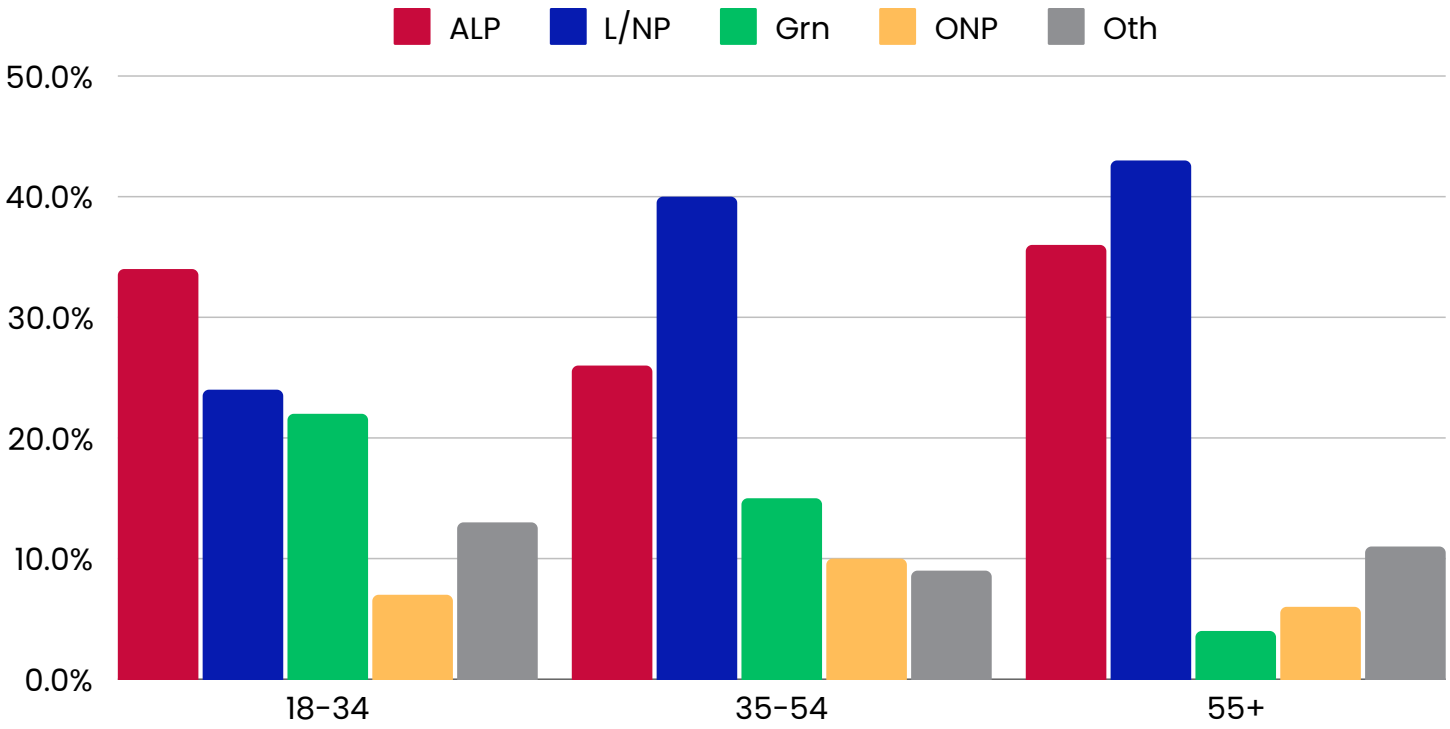


	ALP	L/NP	GRN	ONP	Other	*Undecided*	ALP TPP
Male	33%	37%	11%	7%	12%	*4%*	51%
Female	31%	38%	13%	8%	10%	*8%*	50%

(undecideds excluded from Party PV%)

DEMOGRAPHIC BREAKDOWNS

By Age

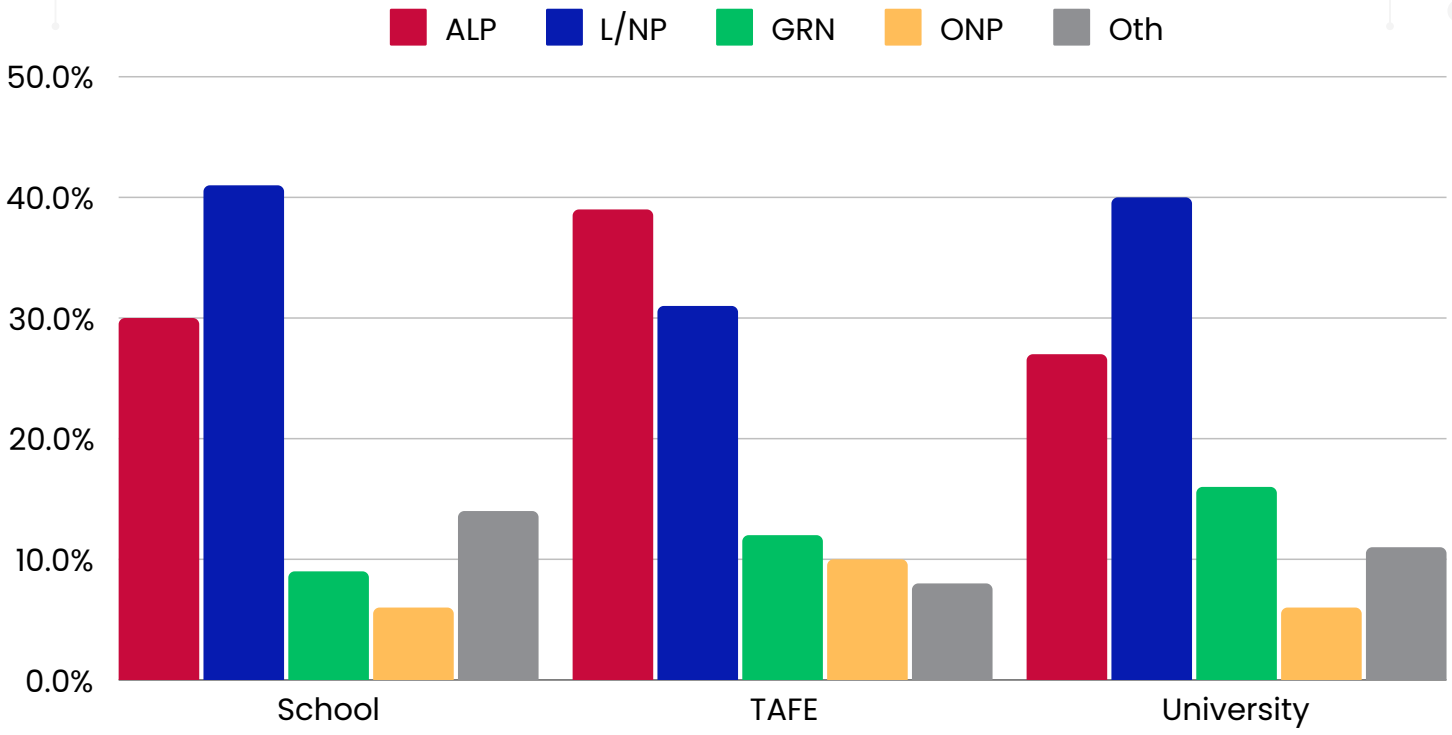


	ALP	L/NP	GRN	ONP	Other	*Undecided*	ALP TPP
18-34	34%	24%	22%	7%	13%	*7%*	62%
35-54	26%	40%	15%	10%	9%	*6%*	47%
55+	36%	43%	4%	6%	11%	*5%*	47%

(undecideds excluded from Party PV%)

DEMOGRAPHIC BREAKDOWNS

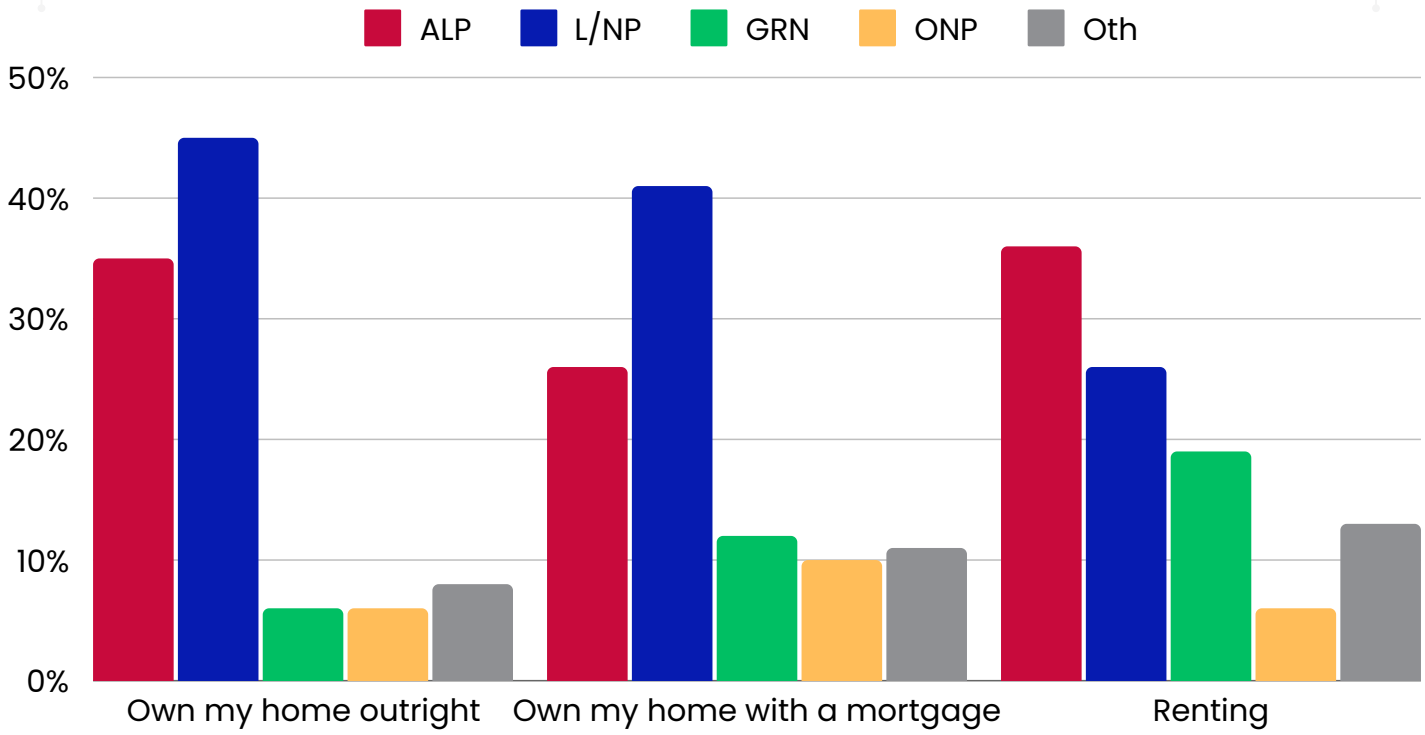
By Education



	ALP	L/NP	GRN	ONP	Other	*Undecided*	ALP TPP
School	30%	41%	9%	6%	14%	*8%*	47%
TAFE	39%	31%	12%	10%	8%	*6%*	56%
University	27%	40%	16%	6%	11%	*2%*	49%

DEMOGRAPHIC BREAKDOWNS

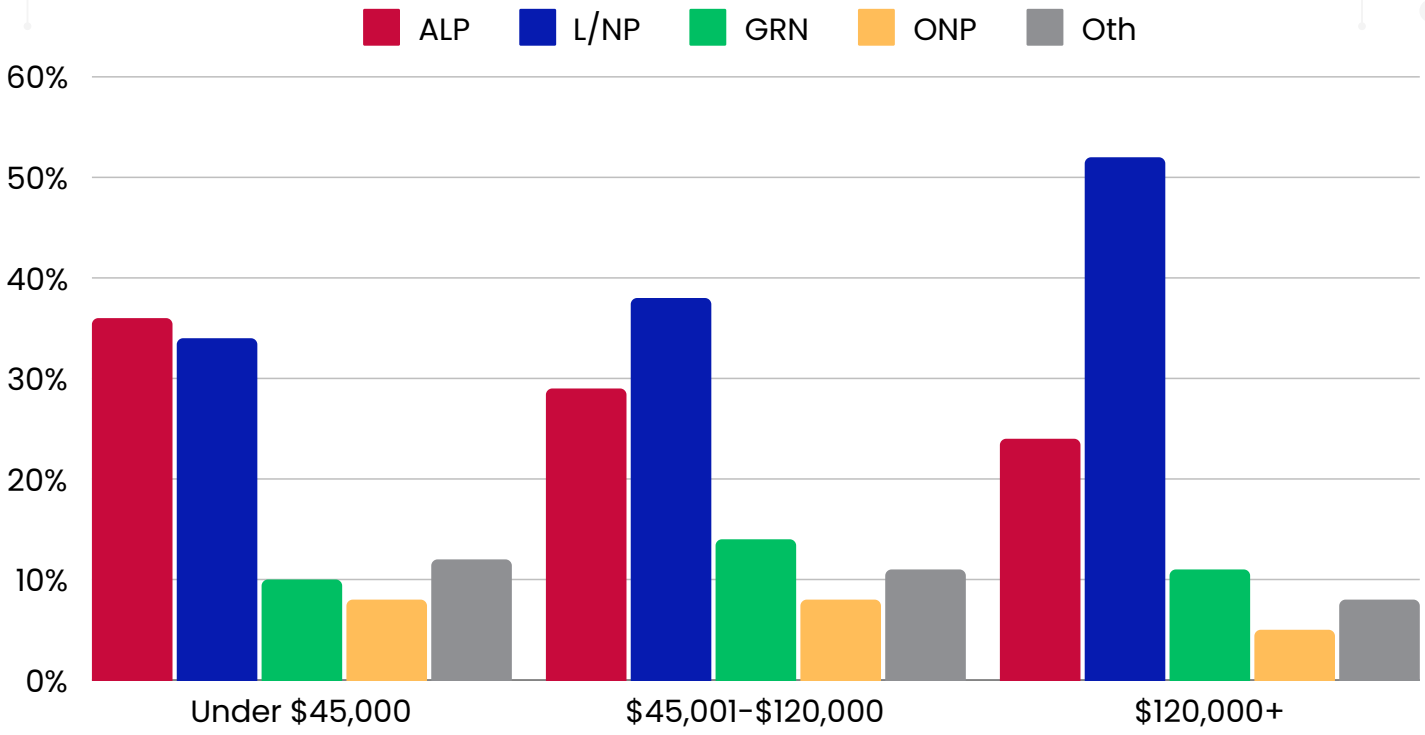
Residential Tenure



	ALP	L/NP	GRN	ONP	Other	*Undecided*	ALP TPP
Own my home outright	35%	45%	6%	6%	8%	*5%*	46%
Own my home with a mortgage	26%	41%	12%	10%	11%	*4%*	45%
Renting	36%	26%	19%	6%	13%	*9%*	61%

DEMOGRAPHIC BREAKDOWNS

Personal Income



	ALP	L/NP	GRN	ONP	Other	*Undecided*	ALP TPP
Under $45,000	36%	34%	10%	8%	12%	*8%*	54%
$45,001-$120,000	29%	38%	14%	8%	11%	*4%*	50%
$120,000+	24%	52%	11%	5%	8%	*5%*	39%

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LETS TALK ABOUT HOW WE CAN HELP YOU

Get in Touch

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