







# PRE-ELECTION VOTE INTENTIONS

April 2025

SPECTRE  
STRATEGY

# METHODOLOGY

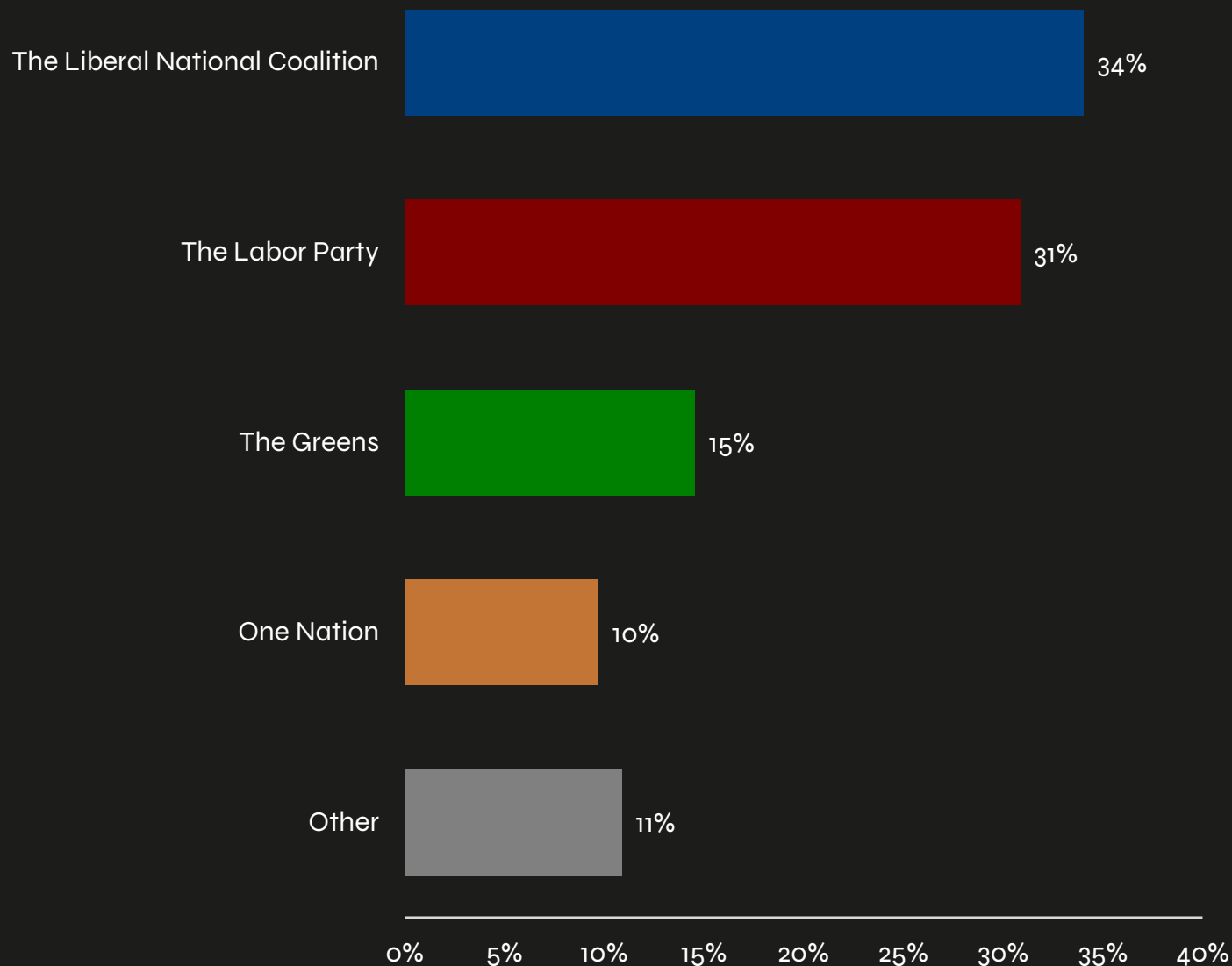


-  Sample size is n= 2,000 voters from across Australia
-  Fieldwork was conducted between 24 - 28 April 2025 *(Survey Responses were collected by Dynata)*
-  Data has been weighted to be representative of Australian voters
-  Margin of error is +/- 2% for topline results



# VOTE INTENTIONS





## The Liberal National Coalition leads in Primary Vote share – 3pts ahead of Labor

The Liberal National Coalition leads the share of Primary Votes at 34%, followed by Labor with 31% and the Greens with 15%.

5% of voters were undecided before apportionment.

### STATE TOTALS

*(Please note subject to higher margin of error)*

NSW: 34% / 30% / 14% / 10% / 12%

VIC: 35% / 31% / 13% / 10% / 11%

QLD: 36% / 28% / 15% / 11% / 10%

WA: 32% / 36% / 17% / 7% / 8%

ELSE: 30% / 32% / 16% / 9% / 12%

Q: If a Federal Election were held today, who would get your first preference or Primary vote?  
*(Combined with early voters stated vote)*





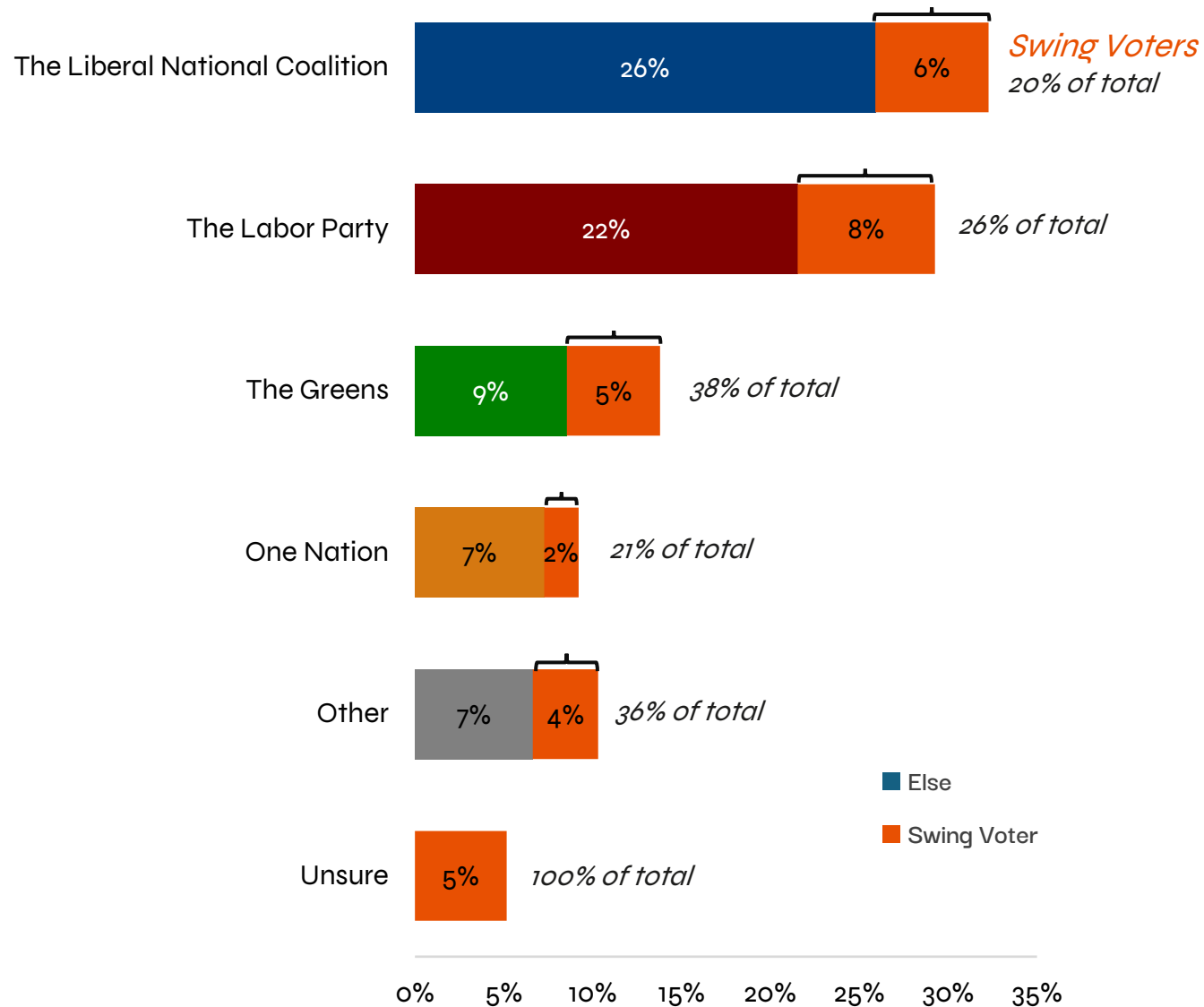
## TWO PARTY PREFERRED **LABOR LEADS**

The Labor Party leads the Liberal National Coalition 53% to 47%, ahead by 3pts on a TPP basis.

9% of voters were undecided before preferences were apportioned.



Q: ...and who would you preference higher?



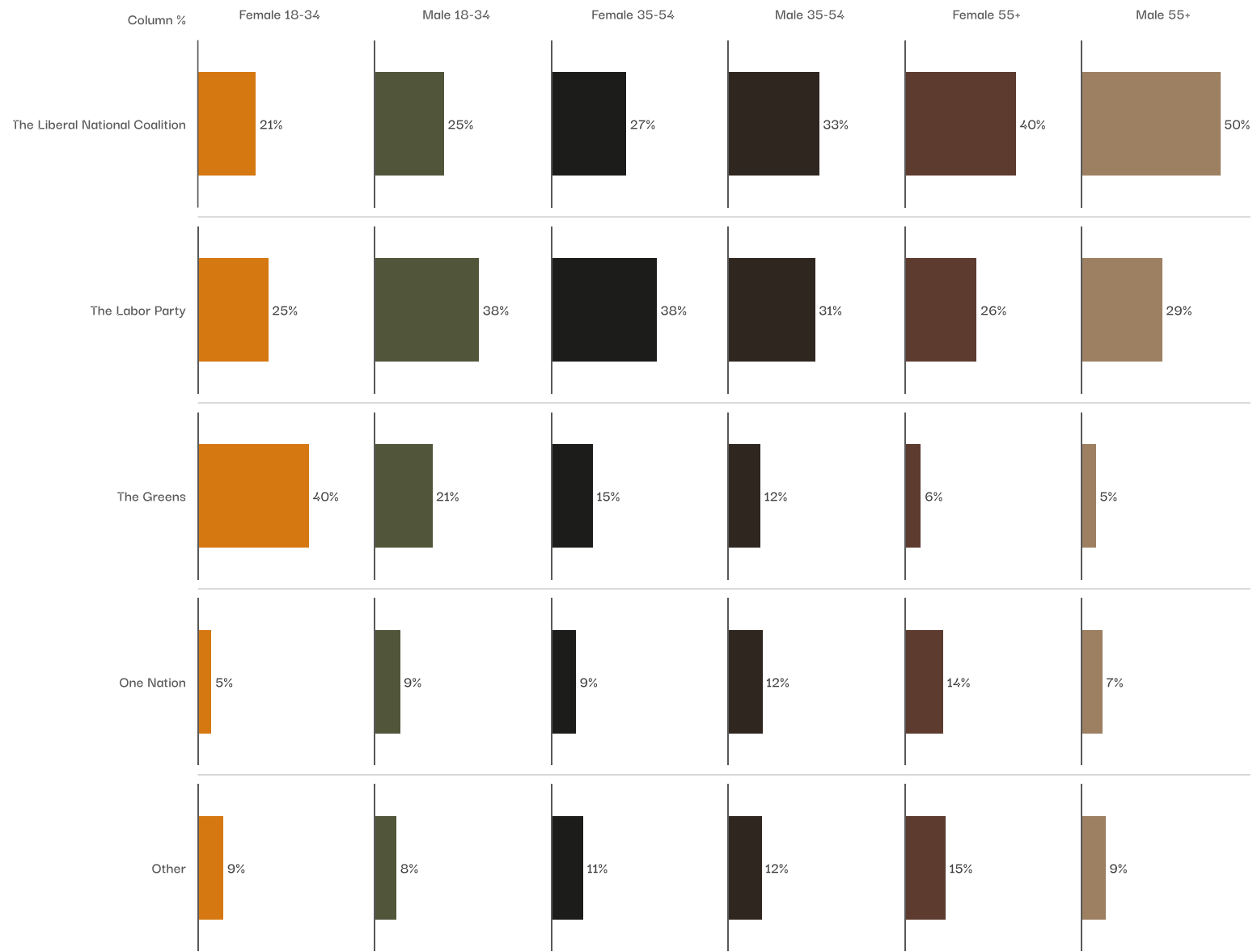
## Labor has a slightly higher portion of swing voters compared to the Coalition

The Labor party currently has a higher proportion of swing/soft voters than the Coalition, with just over one in four.

The Greens vote share has the highest proportion of swing voters, with almost four in ten (38%), followed by those preferencing an independent or minor party (36%).

Q: If a Federal Election were held today, who would get your first preference or Primary vote?  
(Combined with early voters stated vote)





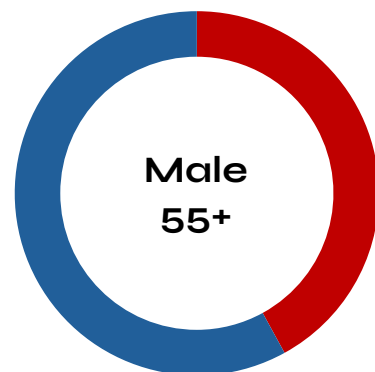
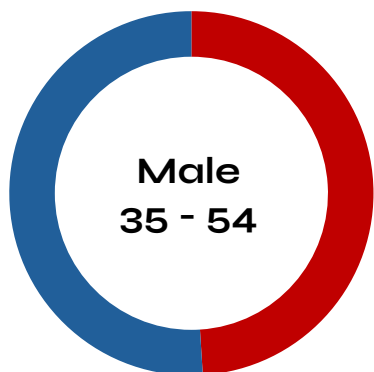
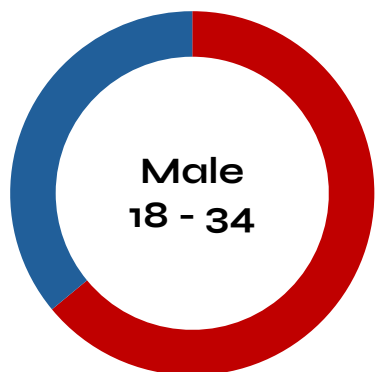
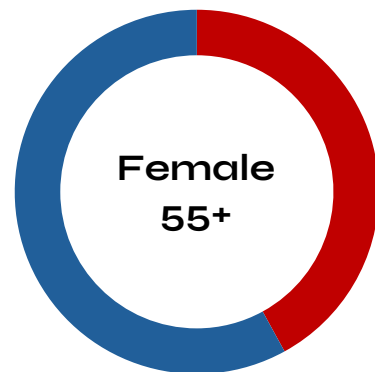
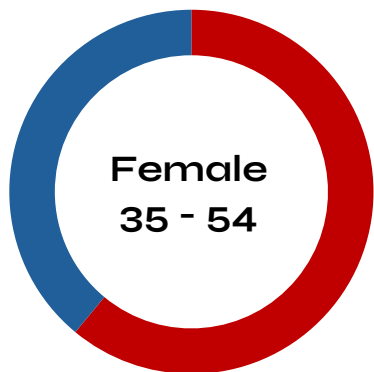
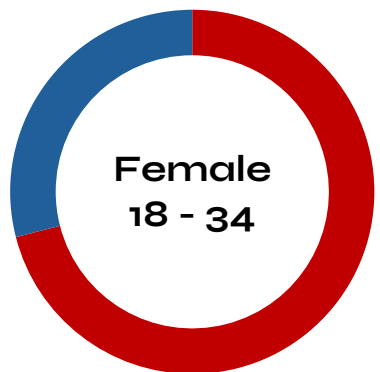
## Young women are overwhelmingly more likely to vote Greens, and older Australians for the Coalition

Young women aged 18-34 are much more likely to vote Greens, with four in ten (40%) who would put them as their first preference. Roughly half as many men in the same cohort would vote Greens (21%), with more who would vote Labor (38%).

Older Australians are much more likely to prefer the coalition first, four in ten (40%) among women aged 55+, and half (50%) among men.

Q: If a Federal Election were held today, who would get your first preference or Primary vote?  
(Combined with early voters stated vote)





## Younger voters overwhelmingly preference Labor higher, and older voters the Coalition

Age has a distinct impact on voter preferences on a two-party preferred basis, with between six to seven in ten aged 18-34 who preference Labor higher.

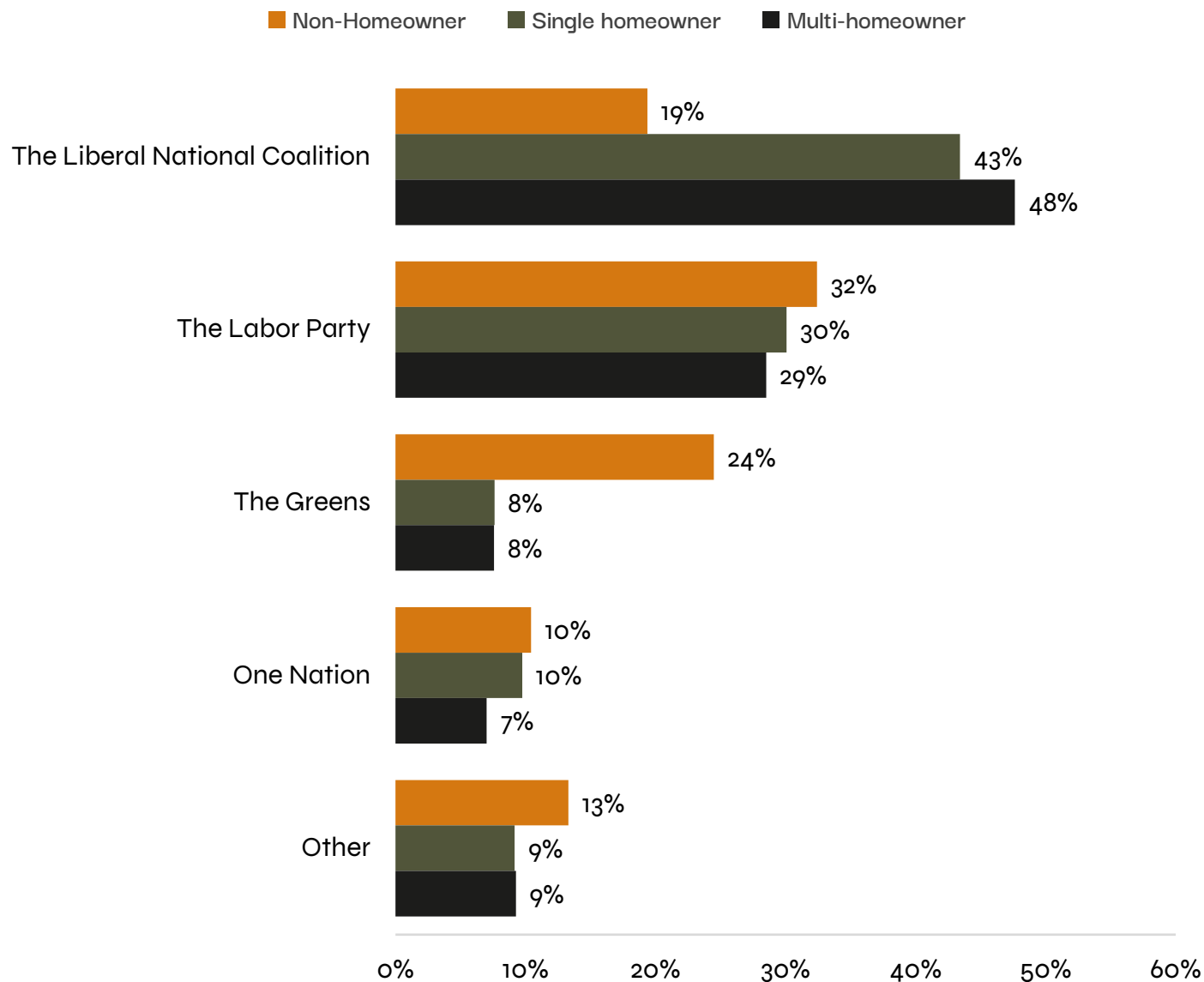
There is a 12pt gap between women and men aged 35-54 in terms of who they preference higher, with women leaning Labor, and Men towards the Coalition.

Among voters aged 55 and older, both men and women equally preference the Coalition higher.

Q: ...and who would you preference higher?







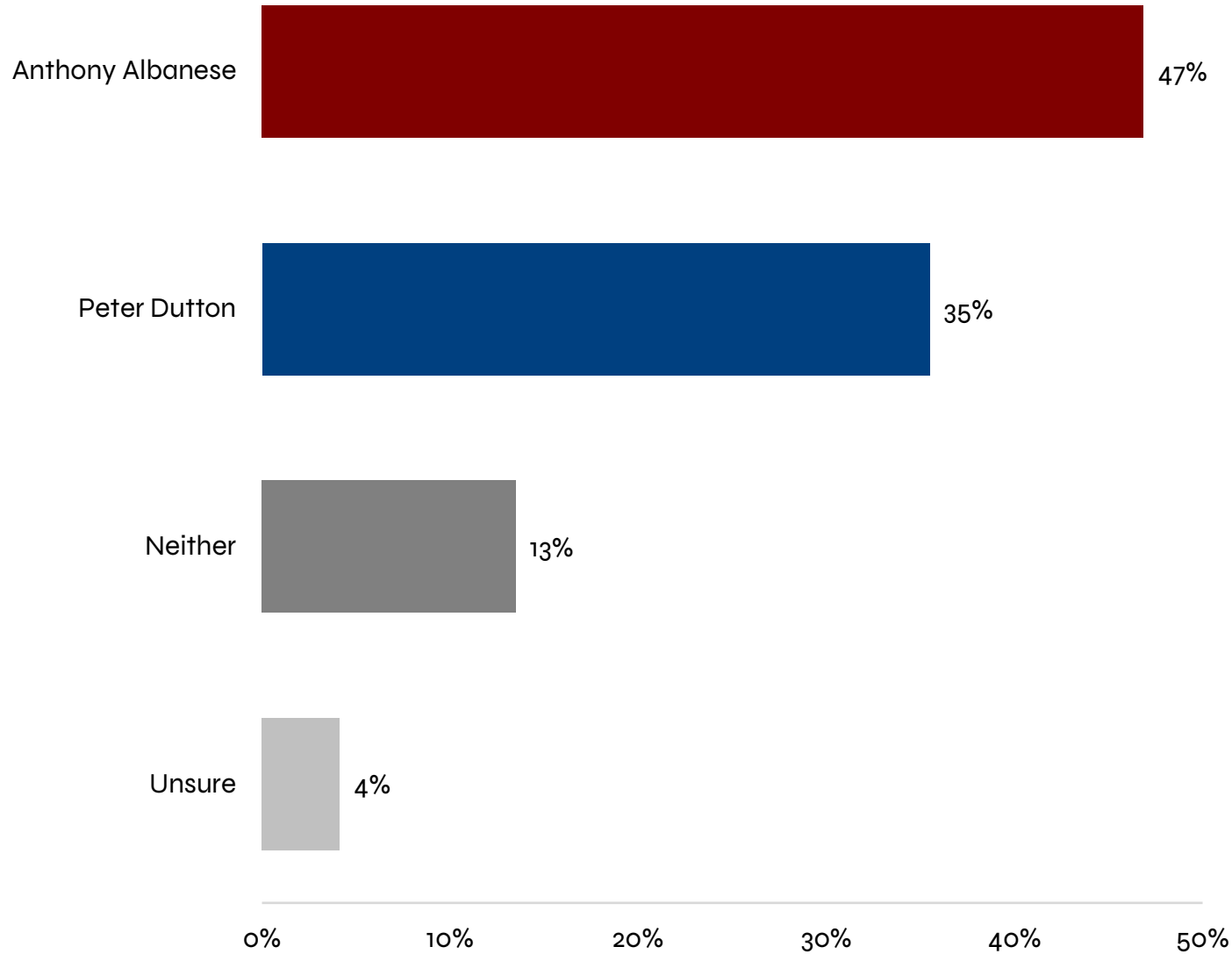
## Home ownership is a powerful indicator of voting preference, with non-homeowners leaning left

Home ownership is a strong indicator of voting preference, with non-homeowners overwhelmingly more likely to vote for the greens, and marginally more likely to vote for smaller parties.

Labor performs similarly across home ownership groups, while the Coalition underperforms hugely among this group.

Q: If a Federal Election were held today, who would get your first preference or Primary vote?  
(Combined with early voters stated vote)





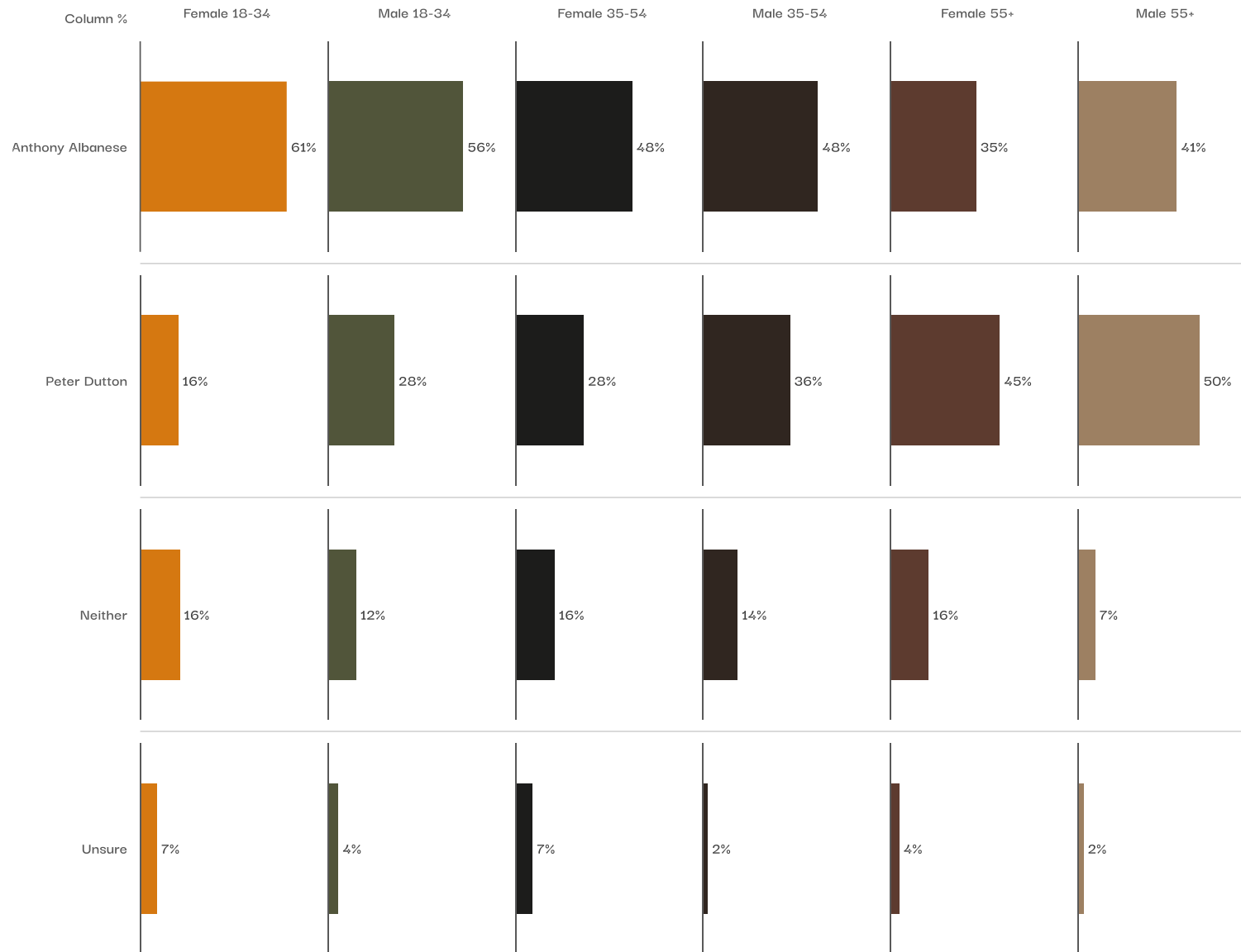
## Albanese leads Dutton as preferred Prime Minister by 12pts

Anthony Albanese leads Peter Dutton as preferred Prime Minister of Australia by 12pts, 47% to 35%.

17% of voters would prefer neither or are undecided.

Q: Who would you prefer to be Prime Minister of Australia? (*Squeezed*)



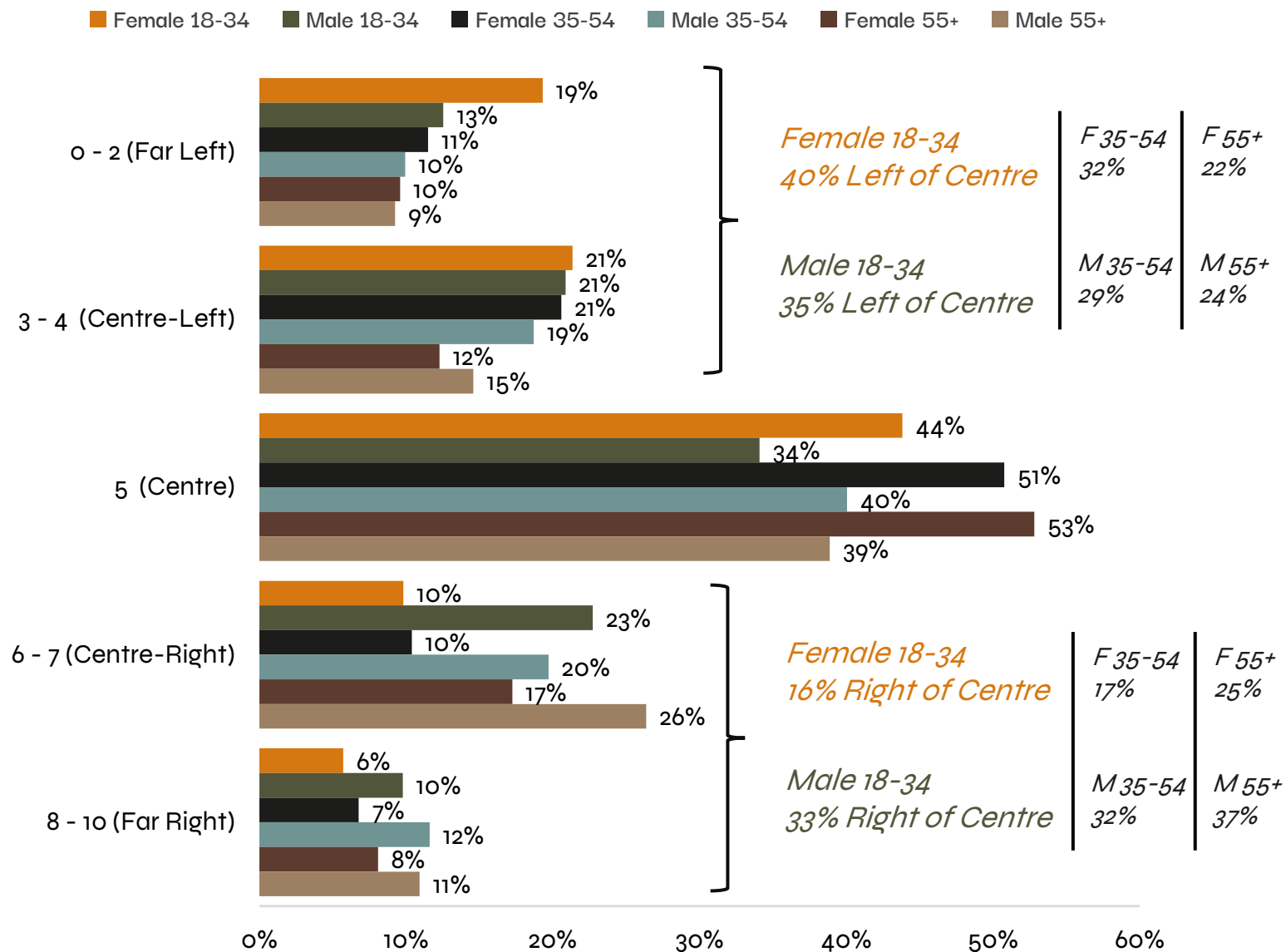


# Albanese leads Dutton as preferred Prime Minister across all cohorts aged under 55

Anthony Albanese leads Peter Dutton as preferred Prime Minister of Australia by among all age/gender cohorts aged under 55.

Q: Who would you prefer to be Prime Minister of Australia? (Squeezed)





## On the ideological divide between young men and women, this is largely due to young women's drift left

While there is plentiful discussion on the drift of men towards the ideological right, the data here would appear to illustrate that young men aged 18-34 are actually relatively balanced between the left of centre and right of centre, though fewer are in the centre.

Conversely, younger women are overwhelmingly more likely to be left of centre, particularly compared with their male counterparts.

Q: In politics, people sometimes talk of left and right. Where would you place yourself on the scale below, where 0 is left and 10 is right?







THANK YOU

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