Australian Institute for Progress

# Victorian Election Wave 1

November 2026

Quantitative and qualitative analysis

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# Methodology

The analysis is based on 146 survey responses which have been weighted for voting intentions. We adjust the responses by normalising them against the most recent NewsPoll published in *The Australian* newspaper.

The sample is not a probability sample and should be treated as indicative rather than as a population estimate. Percentages describe this respondent group; small subgroups, particularly the Others category, are volatile and should not be over-interpreted. Individual questions have different bases because of item non-response.

Quantitative analysis was conducted using Microsoft Excel. Percentages may not sum exactly to 100 because of rounding or non-response.

Qualitative analysis is based primarily on the full respondent text. It identifies recurring arguments, contrasts among political parties, shared concerns, underlying assumptions and politically important causal narratives. The supplied Leximancer maps are included as illustrations of concept relationships, not as the boundary or determinant of the analysis. They do not by themselves prove causation or measure the prevalence of every argument.

The poll was conducted from November 3 until November 9, using our online panel of over 1,000 Victorian voters.

For further information contact Graham Young 0411 104 801.

# Executive Summary

## Introduction

Since 2007, whenever the word “change” has come up in our qualitative responses it has most often been linked to “climate” but not this Victorian election.

Some Victorians still prioritise climate change, but for most the change they want is of the government. They’re pretty firm on that. It would take a major upset for Jess Wilson and the Coalition to lose this election.

The things still at issue are, by how much will she win and will One Nation win enough seats to make it a minority government?

Not that our respondents are thrilled by any of the alternatives. Labor and One Nation are far underwater on approval, and the Coalition not too far ahead of them. 61% of respondents don’t believe Labor deserves to be re-elected, and 63% think the same about One Nation.

53% don’t believe the Coalition deserves to win either, so no one breaks even.

59% expect Wilson to win but only 31% would like this to happen.

Our polling points to Wilson winning well, or better than well. After preferences her vote in a head-to-head against Labor is 53% to 42% with 4% undecided. If all the undecideds go her way she wins with 57%, slightly ahead of Jeff Kennett’s winning vote of 56.4% in 1992

But whatever the result her support will be like Anthony Albanese’s – wide as Port Phillip Bay and as shallow as its sandbanks.

The problems in Victoria are well-known. Rapidly escalating debt, decaying infrastructure, crime and corruption, but expectations are low that anyone can fix them.

In an ideal world many voters would want Labor to perform that fix but just have no confidence this could happen.

Ben Carroll is seen by critics as weak, unconvincing or politically opportunistic, while supporters see him as competent, decent, and willing to face the sins of the past.

His main problem is convincing voters he represents a fresh start when he was a part of the Andrews government.

Warren Pickering supporters see honesty, plain speaking, conservative values and an alternative to the established parties.

Opposition to Pickering is widespread outside One Nation and is particularly intense among Labor and Greens voters, generally reflecting rejection of One Nation as racist and divisive rather than detailed assessments of Pickering himself.

In Jess Wilson supporters see an articulate, energetic younger leader who communicates clearly, has steadied her party and offers a credible alternative to Labor.

Labor voters are more prone to criticise her party rather than her, while others think she is evasive, lacks experience or doesn't have policy detail. Treaty and climate change are specific points on the left.

Wilson also benefits from the fact that in a head-to-head contest 74% of our respondents would prefer the Coalition to One Nation. That won't play out at a state level, but in individual seats it is important. It means that if the combined Labor and Greens vote is less than the Coalition, it will be very hard for One Nation to win many seats, and to win a seat their first preference vote needs to be at least in the high 40% range.

What could go wrong for Wilson? Her biggest vulnerability is the overwhelming expectation that she will win combined with the relatively low level of enthusiasm for that win and a concern that she will cut back on services.

This may strengthen the Labor vote in the more marginal seats, even while they suffer swings against them in the safest of seats. Their best path is to concentrate on the risk to services, and the potential influence of a One Nation party in the lower house.

The Coalition's advantage therefore rests more on rejection of Labor than confidence in its replacement. Concerns about services and One Nation's influence remain potential qualifications to the demand for change. The polling points towards a change of government but provides much less evidence of an enthusiastic or durable mandate for the incoming administration.

## Specific findings

- Two-party preferred vote Coalition against Labor of 53% to 42% with 4% undecided. Allocating all of the undecideds to the Coalition leads to a runaway win and if they break the other way, a respectable one. (Rounding means the figures don't quite add to 100%).
- Two-party preferred vote One Nation against Labor of 41% against 56% with 3% undecided. Despite One Nation's substantial first preference figure Victoria is still largely unfriendly to them.
- Two-party preferred vote Coalition against One Nation of 74% to 21% with 5% undecided. This is unimportant for a statewide vote, but there will be some seats where the Coalition and One Nation are directly competing against each other. Where the combined Labor and Greens vote is behind the Coalition, the Coalition will get most of the preference flow, making it hard for One Nation to beat them.
- 60% of voters believe the state is heading in the wrong direction. This is driven by Coalition and One Nation voters. Only Labor voters think the state is on balance heading in the right direction, with 59% agreeing and 9% disagreeing. Many Labor voters are neutral on this question - 31% - as are Greens - 35%. Greens on balance think the state is heading in the wrong direction, but the qualitative data says this is for opposite reasons to why Coalition and One Nation voters think this.
- Ben Carroll is the most disapproved leader with 50% disapproval and only 18% approval for a net -32 percentage point difference, followed by Warren Pickering with 47% disapproval and 25% approval for a net -22 and Jess Wilson with 35% disapproval, 40% approval and a net +5.
- Out of the three Ben Carroll has most support for premier on 39%, followed by Jess Wilson on 32% and Warren Pickering on 19%. We did not directly compare only Wilson with Carroll

as the most likely premiership match-up but the other responses suggest she would attract much of Pickering's support in a direct contest.

- Only 23% agrees that Labor deserves to be re-elected, against 27% who believes One Nation does and 30% that the Coalition does. The matching net approval figures are -38, -37 and -23.
- 59% of voters predict the Coalition will win the election, 10% Labor and 9% One Nation, while 15% thinks it will be a hung parliament.
- 36% would like the winner to be Labor, followed by 31% for the Coalition and 19% for One Nation, while 12% are hoping for a hung parliament.
- The argument that Labor's mismanaged the economy, and this has led to an increase in debt and taxes and a decrease in public services, is marginally more powerful than the related one that they've left Victoria financially distressed and allowed crime and corruption to get out of control. Net +37 agree with the first, while net +32 agree with the second. The first is more likely to shift a vote with net 38 less likely to vote Labor, while the second is net 36 less likely to vote Labor.
- The arguments against the Coalition are the least effective. The claim that the Liberals are part of the political establishment and cannot be trusted to bring change has as many agreeing with it as disagreeing and a net 0, although there is a net 13 less likely to vote Coalition as a result. More powerful is the argument that the Coalition would rely on One Nation and that would put public services and workers interests at risk with net 25 agreeing and a net 14 less likely to vote for them.
- The proposition that One Nation would divide Victoria and this threatens the interests of working people gets a net 32 agreement and makes voters net 29 less likely to vote for One Nation. One Nation's Achilles heel is their lack of experience with net 64 agreeing with the proposition that One Nation lacks the experience and policies to govern Victoria effectively and voters being net 49 less likely to vote for them.
- Negative opinions (which predominate) on the direction of the state centre on debt, waste, alleged corruption and infrastructure blow outs. The positive view emphasises infrastructure, public transport, renewables and social policies. Debt as a concern is normally associated very strongly with Coalition and One Nation voters, so it is significant that it has now become a concern across the board, meaning this election is being fought on grounds that favour the non-Labor parties. The major culture war issue is treaty
- Issues specific to the election are debt, government spending and economic management, closely linked to corruption, transparency and competent government. A strategic consideration also enters into consideration with many voters concerned to ensure One Nation has no say in government. Preserving Treaty is also a concern with many progressive voters.
- Coalition voters have chosen their vote because they think it can deliver competent government with integrity. Labor voters are voting for a continuation of spending on infrastructure and services. One Nation voters are similar to Coalition voters in the range of their concerns (with the addition of immigration), but they want a break with the "uniparty". Greens are mostly driven by environmental concerns and social policies but want to protest against Labor.
- Ben Carroll is seen by critics as weak, unconvincing or politically opportunistic, while supporters see him as competent, decent, and willing to face the sins of the past. His main problem is convincing voters he represents a fresh start when he was a part of the Andrew's government.

- Major hesitations in voting for Ben Carroll centre on alleged corruption, financial mismanagement and the government's record. There is a strong feeling, conceded even by Labor voters, that this is a "time for a change" election and the government is tired and not fit for government anymore.
- In Jess Wilson supporters see an articulate, energetic younger leader who communicates clearly, has steadied her party and offers a credible alternative to Labor. Labor voters are more prone to criticise her party rather than her, while others think she is evasive, lacks experience or doesn't have policy detail. Treaty and climate change are specific points on the left.
- Major hesitations in voting for Jess Wilson centre on her lack of experience and the party behind her. Distrust of the party behind her activates both the left and the right with the left accusing them of a right wing agenda, while One Nation supporters are concerned she is not right wing enough.
- Warren Pickering supporters see honesty, plain speaking, conservative values and an alternative to the established parties. Opposition is particularly intense among Labor and Greens voters, often reflecting rejection of One Nation as racist and divisive rather than detailed assessments of Pickering himself.
- Hesitations about Pickering divide between outright rejection of One Nation's values and doubts about its capacity to govern. Even some One Nation voters acknowledge inexperience, instability, weak candidates and concerns about Pickering's past, but accept these risks because they want radical change.
- On the issue of preferred premier, Ben Carroll's supporters see him, often reluctantly, as the best of a bad bunch and favour him for his experience. He is also the choice of those who distrust One Nation or the Coalition. Jess Wilson's supporters see her as as offering a fresh start, financial responsibility, intelligence and renewed energy. If you believe the government must go she presents a reasonable alternative government. Warren Pickering combines perceived honesty, plain speaking and conservative values with a strong desire to break the Labor–Liberal cycle. Some acknowledge doubts about him personally but want to give One Nation a chance, judging the established parties untrustworthy.
- In a match up between Labor and the Coalition the choice is most often framed through the lens of the least worst option. The Coalition has a clear edge, and an unenthusiastic support base.
- The choice between Labor and One Nation is also a least worst decision, but this time with One Nation faring badly because of perceived racism and lack of governing competence.
- Preference for the Coalition in a contest between the Coalition and One Nation rests on experience, a stronger parliamentary team, greater stability and more credible policies. It is also strongly propped-up by a determination never to let One Nation into government. Those choosing One Nation regard the Coalition as Labor-lite, insufficiently conservative and unlikely to deliver substantial change.

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# Quantitative Analysis

## Preference flows

| Preferred government | Labor | Coalition | Greens | One Nation | Other | Total |
|---|---|---|---|---|---|---|
| **Labor** | 91% | 0% | 84% | 0% | 78% | **42%** |
| **Coalition** | 0% | 100% | 8% | 100% | 14% | **53%** |
| **Undecided** | 9% | 0% | 8% | 0% | 8% | **4%** |

n=134

| Preferred government | Labor | Coalition | Greens | One Nation | Other | Total |
|---|---|---|---|---|---|---|
| **Labor** | 100% | 32% | 96% | 0% | 86% | **56%** |
| **One Nation** | 0% | 59% | 0% | 100% | 14% | **41%** |
| **Undecided** | 0% | 9% | 4% | 0% | 0% | **3%** |

n=137

| Preferred government | Labor | Coalition | Greens | One Nation | Other | Total |
|---|---|---|---|---|---|---|
| **Coalition** | 90% | 91% | 100% | 5% | 91% | **74%** |
| **One Nation** | 0% | 0% | 0% | 95% | 9% | **21%** |
| **Undecided** | 10% | 9% | 0% | 0% | 0% | **5%** |

n=132

The most significant factor in these tables is that the preference flows between One Nation and the Coalition are asymmetrical. Against Labor One Nation voters back the Coalition 100%, while against Labor, only 59% of Liberal voters back One Nation. When the election is between the Coalition and One Nation virtually all preferences from other parties flow towards the Liberals.

What this means is that in seats where the combined Labor and Greens votes are behind the Coalition it will be almost impossible for One Nation to win a head-to-head with the Coalition. And if Labor is ahead of the Coalition, One Nation votes should heavily favour the Coalition over Labor. This almost guarantees that One Nation needs to win close to 50% of primaries to win any seats.

## Direction of the state

### Thinking about Victoria how strongly would you agree or disagree that the state is heading in the right direction?

| | First preference | | | | | |
|---|---|---|---|---|---|---|
| | **Labor** | **Coalition** | **Greens** | **One Nation** | **Others** | **Total** |
| **Strongly agree** | 6% | 4% | 0% | 0% | 3% | **3%** |
| **Agree** | 53% | 13% | 23% | 0% | 22% | **22%** |
| **Neither agree nor disagree** | 31% | 0% | 35% | 0% | 27% | **15%** |
| **Disagree** | 9% | 4% | 19% | 0% | 22% | **8%** |
| **Strongly disagree** | 0% | 79% | 19% | 100% | 27% | **51%** |
| **Unsure** | 0% | 0% | 4% | 0% | 0% | **1%** |
| **Total agree** | **59%** | **17%** | **23%** | **0%** | **24%** | **25%** |
| **Total disagree** | **9%** | **83%** | **38%** | **100%** | **49%** | **60%** |
| **Net agree** | **50%** | **-66%** | **-15%** | **-100%** | **-25%** | **-35%** |

n=141

59% of Labor voters think the state is heading in the right direction while only 9% disagrees. 31% are neutral. This is not a strong position for the party in power with its own supporters. However, 17% of Coalition voters agree the state is heading in the right direction, with 83% disagreeing. One Nation is even harder against the direction of the state with 100% saying it is moving in the wrong direction. Others, which is a left-leaning group, has 49% disagreeing with the direction of the state, while 30% agree.

## Leadership and readiness for government

### Thinking about your opinion in general of the performance of Premier Ben Carroll how strongly do you approve or disapprove of it?

| Approval of Ben Carroll | Labor | Coalition | Greens | One Nation | Others | Total |
|---|---|---|---|---|---|---|
| **Strongly approve** | 3% | 0% | 0% | 0% | 0% | **1%** |
| **Approve** | 47% | 4% | 19% | 0% | 17% | **17%** |
| **Neither approve nor disapprove** | 38% | 26% | 46% | 14% | 51% | **31%** |
| **Disapprove** | 13% | 13% | 15% | 5% | 17% | **12%** |
| **Strongly disapprove** | 0% | 57% | 15% | 82% | 11% | **38%** |
| **Unsure** | 0% | 0% | 4% | 0% | 3% | **1%** |
| **Total approve** | **50%** | **4%** | **19%** | **0%** | **17%** | **18%** |
| **Total disapprove** | **13%** | **70%** | **31%** | **86%** | **29%** | **50%** |
| **Net approval** | **+38** | **−65** | **−12** | **−86** | **−11** | **−32** |

n=138

### Thinking about your opinion in general of the performance of Opposition Leader Jess Wilson, how strongly do you approve or disapprove of it?

| Approval of Jess Wilson | Labor | Coalition | Greens | One Nation | Others | Total |
|---|---|---|---|---|---|---|
| **Strongly approve** | 3% | 30% | 0% | 9% | 0% | **12%** |
| **Approve** | 9% | 52% | 8% | 32% | 14% | **28%** |
| **Neither approve nor disapprove** | 28% | 13% | 27% | 32% | 17% | **23%** |
| **Disapprove** | 34% | 4% | 27% | 9% | 31% | **18%** |
| **Strongly disapprove** | 22% | 0% | 31% | 18% | 37% | **17%** |
| **Unsure** | 3% | 0% | 8% | 0% | 0% | **2%** |
| **Total approve** | **13%** | **83%** | **8%** | **41%** | **14%** | **40%** |
| **Total disapprove** | **56%** | **4%** | **58%** | **27%** | **69%** | **35%** |
| **Net approval (points)** | **−44** | **+78** | **−50** | **+14** | **−54** | **+5** |

n=138

Thinking about your opinion in general of the performance of One Nation Leader Warren Pickering, how strongly do you approve or disapprove of it?

| Approval of Warren Pickering | Labor | Coalition | Greens | One Nation | Others | Total |
|---|---|---|---|---|---|---|
| **Strongly approve** | 3% | 4% | 0% | 27% | 0% | **8%** |
| **Approve** | 0% | 22% | 0% | 50% | 0% | **17%** |
| **Neither approve nor disapprove** | 0% | 39% | 8% | 23% | 11% | **19%** |
| **Disapprove** | 16% | 4% | 0% | 0% | 17% | **7%** |
| **Strongly disapprove** | 75% | 13% | 81% | 0% | 71% | **40%** |
| **Unsure** | 3% | 17% | 12% | 0% | 0% | **8%** |
| **Declined to answer** | 3% | 0% | 0% | 0% | 0% | **1%** |
| **Total approve** | **3%** | **26%** | **0%** | **77%** | **0%** | **25%** |
| **Total disapprove** | **91%** | **17%** | **81%** | **0%** | **89%** | **47%** |
| **Net approval (points)** | **−88** | **+9** | **−81** | **+77** | **−89** | **−22** |

n=138

Who is your preferred premier?

| | Preferred Premier | | | | | |
|---|---|---|---|---|---|---|
| | Labor | Coalition | Greens | One Nation | Other | Total |
| **Ben Carroll** | 94% | 4% | 71% | 0% | 63% | **39%** |
| **Jess Wilson** | 0% | 83% | 17% | 9% | 10% | **32%** |
| **Warren Pickering** | 0% | 4% | 0% | 82% | 7% | **19%** |
| **Unsure** | 6% | 9% | 13% | 9% | 20% | **10%** |

n=131

Thinking about the performance of the Victorian Government how strongly would you agree or disagree that it has done enough to deserve to be re-elected?

| | Labor | Coalition | Greens | One Nation | Others | Total |
|---|---|---|---|---|---|---|
| **Strongly agree** | 9% | 0% | 0% | 0% | 6% | **3%** |
| **Agree** | 53% | 4% | 31% | 0% | 17% | **20%** |
| **Neither agree nor disagree** | 25% | 0% | 35% | 0% | 29% | **14%** |
| **Disagree** | 6% | 13% | 19% | 0% | 17% | **10%** |
| **Strongly disagree** | 0% | 83% | 12% | 100% | 31% | **51%** |
| **Unsure** | 6% | 0% | 4% | 0% | 0% | **2%** |
| **Total agree** | **63%** | **4%** | **31%** | **0%** | **23%** | **23%** |
| **Total disagree** | **6%** | **96%** | **31%** | **100%** | **49%** | **61%** |
| **Net agreement (points)** | **+56** | **−91** | **0** | **−100** | **−26** | **−38** |

n=138

Thinking about the performance of the Victorian Opposition how strongly would you agree or disagree that it has done enough to deserve to be elected as the government?

| | Labor | Coalition | Greens | One Nation | Others | Total |
|---|---|---|---|---|---|---|
| **Strongly agree** | 0% | 26% | 0% | 5% | 3% | **10%** |
| **Agree** | 9% | 43% | 0% | 18% | 3% | **20%** |
| **Neither agree nor disagree** | 3% | 17% | 15% | 23% | 17% | **15%** |
| **Disagree** | 56% | 9% | 38% | 32% | 37% | **32%** |
| **Strongly disagree** | 31% | 0% | 46% | 18% | 40% | **21%** |
| **Unsure** | 0% | 4% | 0% | 5% | 0% | **2%** |
| **Total agree** | **9%** | **70%** | **0%** | **23%** | **6%** | **30%** |
| **Total disagree** | **88%** | **9%** | **85%** | **50%** | **77%** | **53%** |
| **Net agreement (points)** | **−78** | **+61** | **−85** | **−27** | **−71** | **−23** |

n=138

Thinking about the performance of One Nation how strongly would you agree or disagree that it has done enough to deserve to be elected as the government?

| | Labor | Coalition | Greens | One Nation | Others | Total |
|---|---|---|---|---|---|---|
| **Strongly agree** | 0% | 0% | 0% | 45% | 0% | **9%** |
| **Agree** | 0% | 22% | 0% | 50% | 3% | **17%** |
| **Neither agree nor disagree** | 0% | 17% | 0% | 5% | 6% | **7%** |
| **Disagree** | 3% | 9% | 4% | 0% | 3% | **4%** |
| **Strongly disagree** | 97% | 43% | 96% | 0% | 86% | **59%** |
| **Unsure** | 0% | 9% | 0% | 0% | 3% | **3%** |
| **Total agree** | **0%** | **22%** | **0%** | **95%** | **3%** | **27%** |
| **Total disagree** | **100%** | **52%** | **100%** | **0%** | **89%** | **63%** |
| **Net agreement (points)** | **−100** | **−30** | **−100** | **+95** | **−86** | **−37** |

n=138

Irrespective of how you intend to vote who would you expect to win this Victorian election?

| | Expectations | | | | | |
|---|---|---|---|---|---|---|
| **Expected winner** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Other** | **Total** |
| **Labor** | 23% | 9% | 8% | 0% | 9% | **10%** |
| **Coalition** | 45% | 87% | 50% | 41% | 47% | **59%** |
| **One Nation** | 0% | 0% | 0% | 41% | 9% | **9%** |
| **Hung parliament** | 26% | 0% | 35% | 5% | 29% | **15%** |
| **Unsure** | 6% | 4% | 8% | 14% | 6% | **7%** |

n=136

## Irrespective of how you intend to vote who would you like to win this Victorian election?

| | Desire | | | | | |
|---|---|---|---|---|---|---|
| **Desired winner** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Other** | **Total** |
| **Labor** | 100% | 4% | 42% | 0% | 46% | **36%** |
| **Coalition** | 0% | 91% | 0% | 5% | 9% | **31%** |
| **One Nation** | 0% | 0% | 0% | 91% | 3% | **19%** |
| **Hung parliament** | 0% | 4% | 50% | 0% | 37% | **12%** |
| **Unsure** | 0% | 0% | 8% | 5% | 6% | **3%** |

n=138

# Argument testing

The following propositions have been summarised from some of the campaign themes of each of the parties. There is a mix of concepts in each question, and it would require further polling to disentangle the strength of each, but it allows us to measure the relative strength of these campaign themes.

## What the other parties are saying about the Labor Party

### "The Labor government has mismanaged Victoria's finances, leaving the state with too much debt, higher taxes and poorer public services."

| | How strongly do you agree or disagree with the following statement about the Victorian Labor government? | | | | | |
|---|---|---|---|---|---|---|
| **Response** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Others** | **Total** |
| **Strongly agree** | 3% | 83% | 8% | 100% | 20% | **51%** |
| **Agree** | 22% | 9% | 28% | 0% | 26% | **14%** |
| **Neither agree nor disagree** | 6% | 0% | 24% | 0% | 11% | **6%** |
| **Disagree** | 56% | 0% | 28% | 0% | 23% | **20%** |
| **Strongly disagree** | 9% | 9% | 12% | 0% | 17% | **8%** |
| **Unsure** | 3% | 0% | 0% | 0% | 3% | **1%** |
| **Total agree** | **25%** | **91%** | **36%** | **100%** | **46%** | **65%** |
| **Total disagree** | **66%** | **9%** | **40%** | **0%** | **40%** | **28%** |
| **Net agree** | **-41%** | **82%** | **-4%** | **100%** | **6%** | **37%** |

n=137

| | Are you more or less likely to vote for the Victorian Labor Government after reading the following statements about them? | | | | | |
|---|---|---|---|---|---|---|
| **Response** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Others** | **Total** |
| **Much more likely** | 6% | 4% | 0% | 5% | 6% | **4%** |
| **More likely** | 9% | 4% | 4% | 5% | 3% | **6%** |
| **Neither more nor less likely** | 72% | 22% | 80% | 10% | 48% | **42%** |
| **Less likely** | 13% | 9% | 12% | 0% | 24% | **10%** |
| **Much less likely** | 0% | 61% | 4% | 81% | 18% | **38%** |
| **Total more likely** | **16%** | **9%** | **4%** | **10%** | **9%** | **10%** |
| **Total less likely** | **13%** | **70%** | **16%** | **81%** | **42%** | **48%** |
| **Net more likely** | **3%** | **-61%** | **-12%** | **-71%** | **-33%** | **-38%** |

n=134

"Labor has left Victoria financially distressed, allowed crime to get out of control and failed to deal with corruption in government."

| | How strongly do you agree or disagree with the following statement about the Victorian Labor government? | | | | | |
|---|---|---|---|---|---|---|
| **Response** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Others** | **Total** |
| **Strongly agree** | 3% | 86% | 8% | 100% | 27% | **52%** |
| **Agree** | 16% | 5% | 20% | 0% | 18% | **10%** |
| **Neither agree nor disagree** | 9% | 0% | 20% | 0% | 21% | **7%** |
| **Disagree** | 50% | 5% | 28% | 0% | 12% | **19%** |
| **Strongly disagree** | 19% | 5% | 24% | 0% | 21% | **11%** |
| **Unsure** | 3% | 0% | 0% | 0% | 0% | **1%** |
| **Total agree** | **19%** | **91%** | **28%** | **100%** | **45%** | **62%** |
| **Total disagree** | **69%** | **9%** | **52%** | **0%** | **33%** | **30%** |
| **Net agree** | **-50%** | **82%** | **-24%** | **100%** | **12%** | **32%** |

n=134

| | Are you more or less likely to vote for the Victorian Labor Government after reading the following statements about them? | | | | | |
|---|---|---|---|---|---|---|
| **Response** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Others** | **Total** |
| **Much more likely** | 3% | 5% | 0% | 14% | 6% | **6%** |
| **More likely** | 13% | 5% | 4% | 0% | 6% | **6%** |
| **Neither more nor less likely** | 69% | 23% | 76% | 10% | 47% | **41%** |
| **Less likely** | 16% | 5% | 16% | 0% | 16% | **9%** |
| **Much less likely** | 0% | 64% | 4% | 76% | 25% | **38%** |
| **Total more likely** | **16%** | **9%** | **4%** | **14%** | **13%** | **11%** |
| **Total less likely** | **16%** | **68%** | **20%** | **76%** | **41%** | **47%** |
| **Net more likely** | **0%** | **-59%** | **-16%** | **-62%** | **-28%** | **-36%** |

n=132

## What the other parties are saying about the Coalition

"The Liberals and Nationals are part of the same political establishment as Labor and cannot be trusted to bring real change to Victoria."

| | How strongly do you agree or disagree with each of the following statements about the Liberal Nationals? | | | | | |
|---|---|---|---|---|---|---|
| **Response** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Others** | **Total** |
| **Strongly agree** | 10% | 0% | 29% | 29% | 15% | **13%** |
| **Agree** | 23% | 9% | 38% | 43% | 38% | **25%** |
| **Neither agree nor disagree** | 29% | 17% | 17% | 14% | 18% | **20%** |
| **Disagree** | 29% | 35% | 13% | 5% | 21% | **23%** |
| **Strongly disagree** | 6% | 35% | 4% | 10% | 6% | **16%** |
| **Unsure** | 3% | 4% | 0% | 0% | 3% | **2%** |
| **Total agree** | **32%** | **9%** | **67%** | **71%** | **53%** | **39%** |
| **Total disagree** | **35%** | **70%** | **17%** | **14%** | **26%** | **39%** |
| **Net agree** | **-3%** | **-61%** | **50%** | **57%** | **27%** | **0%** |

n=133

| | Are you more or less likely to vote for the Liberal Nationals after reading the following statements about them? | | | | | |
|---|---|---|---|---|---|---|
| **Response** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Others** | **Total** |
| **Much more likely** | 0% | 9% | 0% | 14% | 0% | **6%** |
| **More likely** | 9% | 13% | 0% | 0% | 0% | **7%** |
| **Neither more nor less likely** | 69% | 70% | 58% | 43% | 48% | **61%** |
| **Less likely** | 16% | 4% | 17% | 29% | 27% | **16%** |
| **Much less likely** | 6% | 0% | 25% | 14% | 24% | **10%** |
| **Unsure** | 0% | 4% | 0% | 0% | 0% | **1%** |
| **Total more likely** | **9%** | **22%** | **0%** | **14%** | **0%** | **12%** |
| **Total less likely** | **22%** | **4%** | **42%** | **43%** | **52%** | **25%** |
| **Net more likely** | **-13%** | **18%** | **-42%** | **-29%** | **-52%** | **-13%** |

n=133

"A Liberal–National government would depend on One Nation's support and would put public services and workers' interests at risk."

| | How strongly do you agree or disagree with each of the following statements about the Liberal Nationals? | | | | | |
|---|---|---|---|---|---|---|
| **Response** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Others** | **Total** |
| **Strongly agree** | 69% | 14% | 71% | 10% | 57% | **39%** |
| **Agree** | 25% | 0% | 25% | 10% | 26% | **14%** |
| **Neither agree nor disagree** | 3% | 32% | 4% | 25% | 6% | **17%** |
| **Disagree** | 0% | 27% | 0% | 40% | 11% | **18%** |
| **Strongly disagree** | 0% | 27% | 0% | 10% | 0% | **11%** |
| **Unsure** | 3% | 0% | 0% | 5% | 0% | **2%** |
| **Total agree** | **94%** | **14%** | **96%** | **20%** | **83%** | **53%** |
| **Total disagree** | **0%** | **55%** | **0%** | **50%** | **11%** | **28%** |
| **Net agree** | **94%** | **-41%** | **96%** | **-30%** | **72%** | **25%** |

n=133

| | Are you more or less likely to vote for the Liberal Nationals after reading the following statements about them? | | | | | |
|---|---|---|---|---|---|---|
| **Response** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Others** | **Total** |
| **Much more likely** | 19% | 14% | 0% | 14% | 9% | **13%** |
| **More likely** | 3% | 24% | 0% | 10% | 0% | **10%** |
| **Neither more nor less likely** | 13% | 48% | 36% | 57% | 21% | **37%** |
| **Less likely** | 13% | 5% | 4% | 5% | 12% | **7%** |
| **Much less likely** | 53% | 5% | 60% | 5% | 58% | **30%** |
| **Unsure** | 0% | 5% | 0% | 10% | 0% | **3%** |
| **Total more likely** | **22%** | **38%** | **0%** | **24%** | **9%** | **23%** |
| **Total less likely** | **66%** | **10%** | **64%** | **10%** | **70%** | **37%** |
| **Net more likely** | **-44%** | **28%** | **-64%** | **14%** | **-61%** | **-14%** |

n=132

## What the other parties are saying about One Nation

"One Nation's policies would divide Victorians and threaten the interests of working people."

| | How strongly do you agree or disagree with each of the following statements about One Nation? | | | | | |
|---|---|---|---|---|---|---|
| **Response** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Others** | **Total** |
| **Strongly agree** | 84% | 22% | 100% | 9% | 89% | **51%** |
| **Agree** | 16% | 13% | 0% | 0% | 3% | **8%** |
| **Neither agree nor disagree** | 0% | 26% | 0% | 9% | 0% | **10%** |
| **Disagree** | 0% | 9% | 0% | 9% | 3% | **5%** |
| **Strongly disagree** | 0% | 22% | 0% | 73% | 6% | **22%** |
| **Unsure** | 0% | 9% | 0% | 0% | 0% | **3%** |
| **Total agree** | **100%** | **35%** | **100%** | **9%** | **91%** | **59%** |
| **Total disagree** | **0%** | **30%** | **0%** | **82%** | **9%** | **27%** |
| **Net agree** | **100%** | **5%** | **100%** | **-73%** | **82%** | **32%** |

n=137

| | Are you more or less likely to vote for One Nation after reading the following statements about them? | | | | | |
|---|---|---|---|---|---|---|
| **Response** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Others** | **Total** |
| **Much more likely** | 3% | 9% | 0% | 52% | 3% | **14%** |
| **More likely** | 0% | 13% | 0% | 5% | 0% | **5%** |
| **Neither more nor less likely** | 13% | 39% | 28% | 38% | 21% | **29%** |
| **Less likely** | 6% | 13% | 4% | 0% | 0% | **6%** |
| **Much less likely** | 77% | 22% | 68% | 5% | 76% | **43%** |
| **Unsure** | 0% | 4% | 0% | 0% | 0% | **1%** |
| **Total more likely** | **3%** | **22%** | **0%** | **57%** | **3%** | **20%** |
| **Total less likely** | **84%** | **35%** | **72%** | **5%** | **76%** | **49%** |
| **Net more likely** | **-81%** | **-13%** | **-72%** | **52%** | **-73%** | **-29%** |

n=133

"One Nation lacks the experience and detailed policies needed to govern Victoria effectively."

| | How strongly do you agree or disagree with each of the following statements about One Nation? | | | | | |
|---|---|---|---|---|---|---|
| **Response** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Others** | **Total** |
| **Strongly agree** | 88% | 41% | 100% | 0% | 88% | **57%** |
| **Agree** | 13% | 36% | 0% | 15% | 6% | **18%** |
| **Neither agree nor disagree** | 0% | 5% | 0% | 40% | 3% | **9%** |
| **Disagree** | 0% | 9% | 0% | 15% | 3% | **6%** |
| **Strongly disagree** | 0% | 5% | 0% | 25% | 0% | **6%** |
| **Unsure** | 0% | 5% | 0% | 5% | 0% | **2%** |
| **Total agree** | **100%** | **77%** | **100%** | **15%** | **94%** | **76%** |
| **Total disagree** | **0%** | **14%** | **0%** | **40%** | **3%** | **12%** |
| **Net agree** | **100%** | **63%** | **100%** | **-25%** | **91%** | **64%** |

n=133

| | Are you more or less likely to vote for One Nation after reading the following statements about them? | | | | | |
|---|---|---|---|---|---|---|
| **Response** | **Labor** | **Coalition** | **Greens** | **One Nation** | **Others** | **Total** |
| **Much more likely** | 0% | 0% | 0% | 25% | 0% | **5%** |
| **More likely** | 0% | 5% | 0% | 5% | 0% | **2%** |
| **Neither more nor less likely** | 13% | 45% | 28% | 55% | 24% | **35%** |
| **Less likely** | 6% | 14% | 4% | 10% | 6% | **9%** |
| **Much less likely** | 81% | 32% | 68% | 5% | 70% | **47%** |
| **Unsure** | 0% | 5% | 0% | 0% | 0% | **1%** |
| **Total more likely** | **0%** | **5%** | **0%** | **30%** | **0%** | **7%** |
| **Total less likely** | **87%** | **45%** | **72%** | **15%** | **76%** | **56%** |
| **Net more likely** | **-87%** | **-40%** | **-72%** | **15%** | **-76%** | **-49%** |

n=131

# Qualitative Analysis

The following analysis is derived from the respondent comments and the earlier detailed reading of those comments. It is not limited to concepts displayed on a map. Each Leximancer map is placed after the relevant analysis as an illustrative aid: it shows associations among concepts, answer categories and voting tribes, while the prose draws on the broader substance, argument and tone of the responses. Brighter or more central map terms are more prominent; proximity indicates association, not causation.

## State direction

Around 60% think Victoria is heading in the wrong direction, compared with 25% who are positive. Debt, waste, alleged corruption and infrastructure cost blowouts dominate negative assessments, reinforced by neglected roads, strained services and crime. Positive views emphasise infrastructure, public transport, renewables and progressive social policies. Treaty divides respondents: conservatives criticise it, while some on the left value it and fear its abolition under the Coalition. Some negative assessments therefore reflect anxiety about a change of government as well as dissatisfaction with Labor.

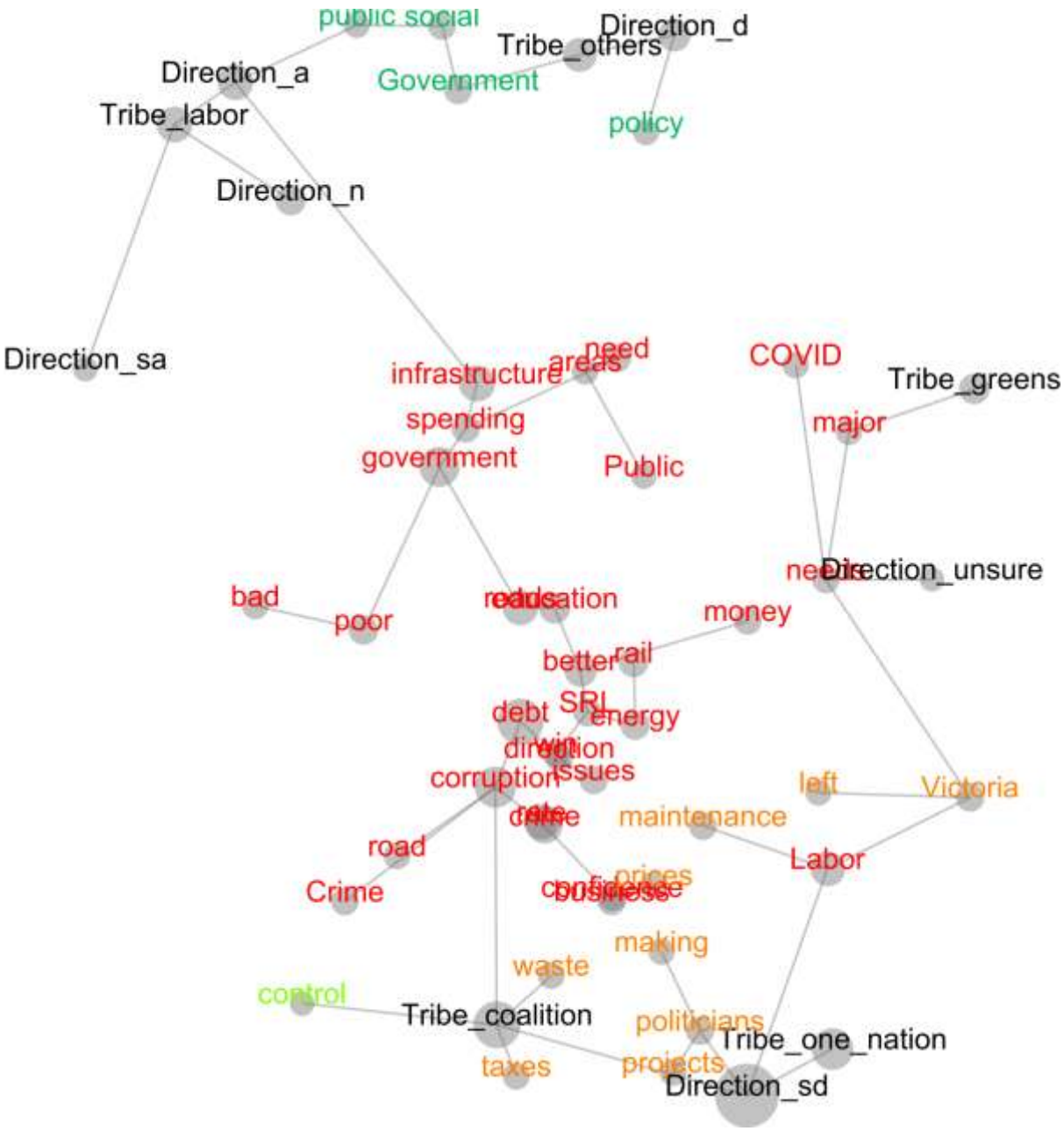



*Figure: Illustrative Leximancer concept map for National direction. Source: supplied Leximancer output.*

## Verbatims

*given that LNP are favoured to win, you could say that we are starting to head in a better direction. But other than that, Labor has been a disaster - debt, house prices, roads, crime, education, corruption, energy, indigenous issues, migration, the SRL, employment, business confidence, it just goes on and on*

*State debt; poor road maintenance, CFMU corruption; Big Build project poorly managed; youth crime. Airport rail link should have been stage 1.*

*Not happy with the ALP, nor with theNLP and possibly None Nation that may govern Victoria after the election. Aligned with the IPA, Jess Wilson and her right wing forces would derail the energy transition, destroy the Treaty with First Nations people, renege on promises to re-regulate the planning laws the ALP dismantled, halt insane builds such as circle rail, wind back already compromised environmental protections, AI infrastructure.*

*Hugh debt, mismanagement of building projects, non-transparent decision making process, disconnect between politicians and electorate, weak on crime led to increase violence*

*politicians are thinking of what is better for them and the city and not for the rural area's who are the ones that really need the help, we need specialist's, transport, health. the government only think about spending money on infrastructer for the city, none for us in the country*

*In terms, of train infrastructure and some roads, the state government has delivered, but there's some signs we could be better in terms of better housing plans, education and crime rate.*

*Public education and Health delivery has lapsed. Recent State planning decisions need immediate review with the right of the planning minister to overrule local government particularly on data centre approvals and medium rise residential automatically permitted in traditional low-rise areas.*

## Most important and election issues

Debt, government spending and economic management lead the election issues, closely linked to corruption, transparency and competent government. For some, these concerns translate into a straightforward determination to remove Labor. On the left, preventing One Nation from gaining influence, or opposing a Coalition–One Nation government, can outweigh dissatisfaction with Labor. Climate action, renewable energy and environmental protection remain important voting motivations, alongside preserving Treaty. Cost of living, housing, health and education also influence choices, while crime and community safety feature particularly among conservative voters. Abortion and broader social values are decisive for some respondents. The contest combines demands for financial discipline and integrity with sharply opposed views about which political direction poses the greater risk.

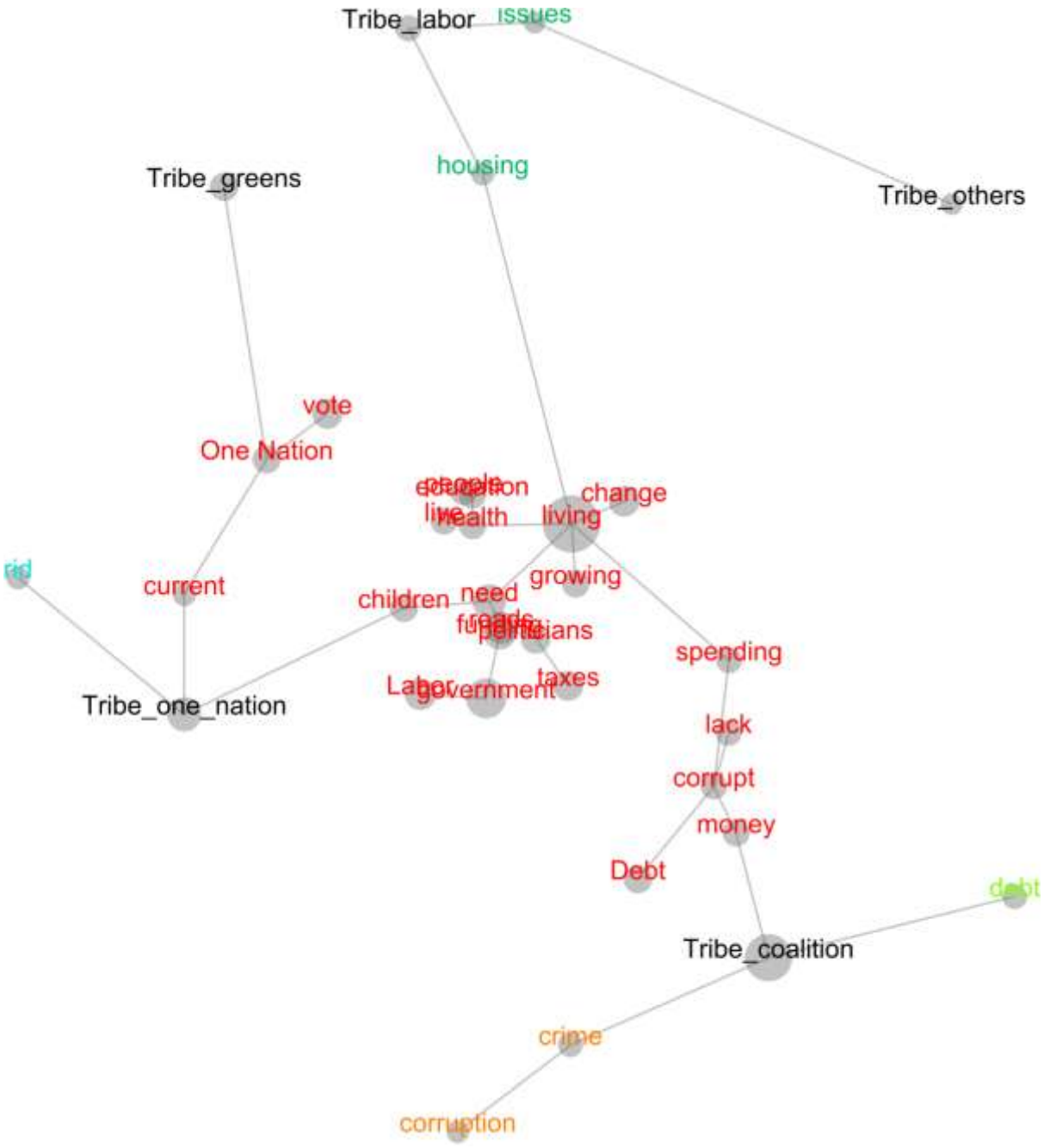


*Figure: Illustrative Leximancer concept map for Most important and election issues. Source: supplied Leximancer output.*

## Verbatims

*funding for infrastructure on roads, stop paying exorbitant prices for contractors to keep putting putty bandaids over the potholes etc, because it is government funded, contractors bump the prices up, which puts taxes up, and the wheel keeps turning and turning. there is no incentive for anyone to work these days. not enough health funding, paying exorbitant prices for specialist treatment. the everyday person/family cannot afford these price. specialist's to work in the education system. there is too many children slipping through the cracks and not getting the help they need, there is going to be an influx of children growing up illiterate.. cost of living, petrol prices*

*Despite Labor being relatively serious on climate change vs coalition denialism and obfuscation, Labor remains ambivalent about serious action and it is time for a change. So the issue affecting my vote above all is the need for a change of government - not that I expect the coalition/Liberals or even One Nation to do a better job - but it's necessary to shake out Labor's plodding conservatism so maybe in four years or even eight years time they might offer a genuine vision.*

*Debt; balancing the budget; restoring business confidence (and thus employment); bringing investment and capital back to the state; cutting taxes, fees and charges; raising embargoes on all forms of mining; abandoning ideological mania in relation to climate change; eliminating wasteful (or corrupt) spending.*

*Debt created by Labor, therefore lack of Government money, corrupt big built project and politicians.*

*Getting rid of the current Labor g'vt. and hopefully not replacing it with a Liberal g'vt. One Nation is the Only viable Party to vote for*

*Better standard of health care, housing affordability and public safety. Less waste in Government spending.*

## Why respondents chose their current party

Coalition voters chiefly want a change of government, expecting better financial management, lower taxes and greater integrity. Labor voters cite shared values, infrastructure achievements and protecting social progress, often reinforced by distrust of the alternatives rather than unqualified enthusiasm. One Nation supporters seek a sharper break with the political establishment, expressing distrust of both major parties, support for conservative values and immigration restraint, and a belief that the party understands ordinary people. Greens voters emphasise environmental and social policies, alongside protest against Labor without supporting the right. Independents attract voters seeking local representation and freedom from party machines, while smaller parties draw support through particular ideological or moral commitments.

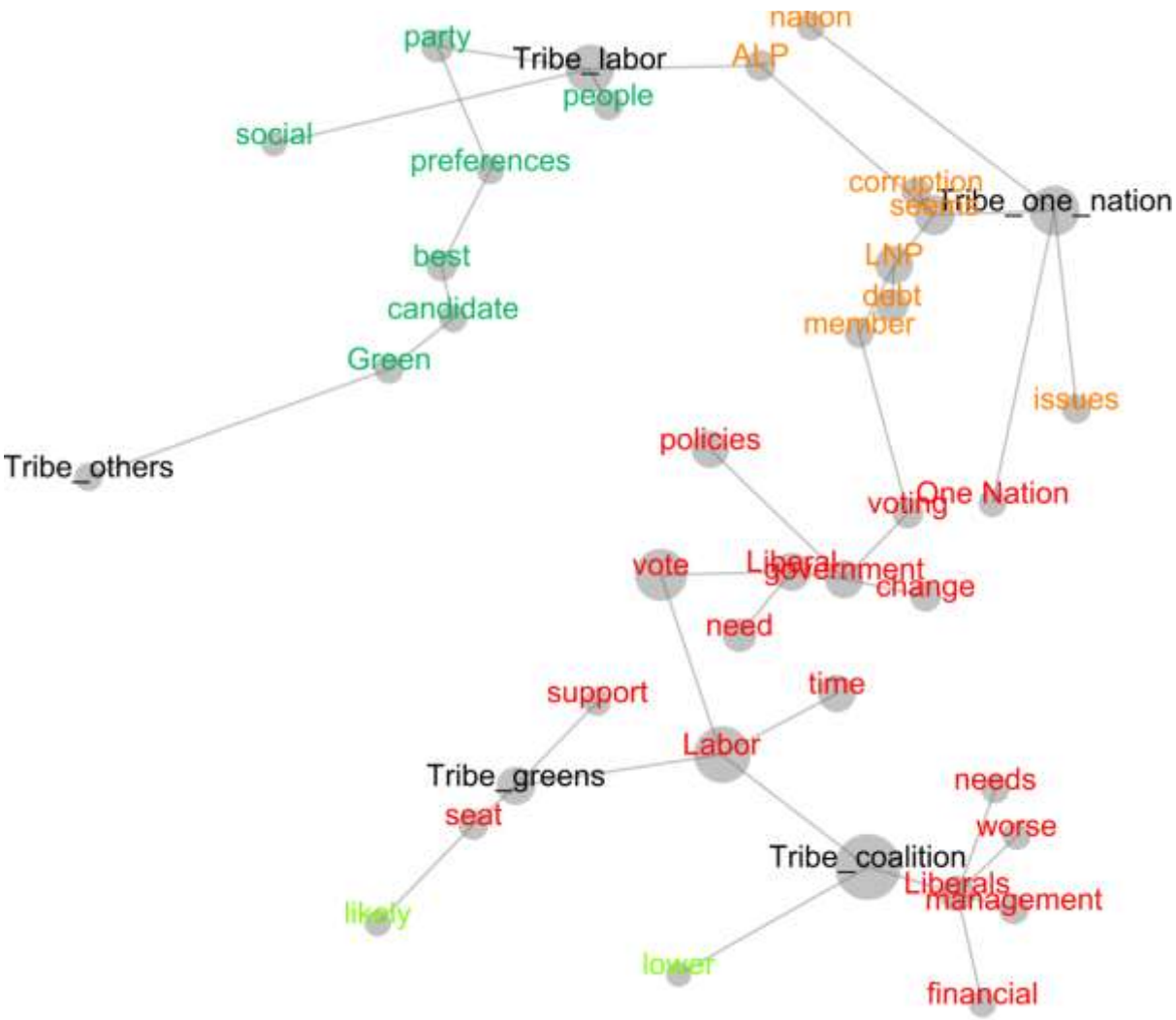



*Figure: Illustrative Leximancer concept map for Why respondents chose their current party. Source: supplied Leximancer output.*

## Verbatims

*Jess Wilson is a young enthusiast leader who operates pragmatically and is not captured by ideology and will implement changes we need to restore*

*responsible, prudent governance. Reducing debt while at the same time restoring essential services like our roads and health system.*

*Labor has shown its incompetence and blind eyes to corruption creating too much debt. LNP seems to be speaking out both sides of their mouth making them untrustworthy.*

*I would vote Green but we dont have a candidate, the electorate is solidly right. I would find a centre party if available, but a vote left, not by preferences, gets the best outcome for the vote*

*Because I think that after years of dragging their feet, the LNP refused to address major projects, but the ALP have bitten the bullet and gone ahead with e.g. Level crossings, North East tunnel, and the debt incurred is serviceable.*

*I am a Liberal member but am not confident that the LNP are conservative enough and by voting ON I am hoping that this will give more weight to conservative policies in the LNP government*

*Normally I vote Labor but I'll vote for Chris Crewther, Liberal, this time, providing the Libs don't get into bed with One Nation.*

*Liberals have a general history of better financial management, and they surely could not be worse than Labor has been.*

*Jess Wilson appears to have understood the issues and has attempted tp articulate what needs to be done. Jacinta Allen, Dan Andrews and Tim Pallas should be held accountable for their poor management.*

## Carroll

Carroll's weighted **approval is 18%, against 50% disapproval**, giving a net rating of **–32 points**; 31% neither approve nor disapprove and 1% are unsure. His central difficulty is convincing voters he represents a fresh start when many hold him responsible as a senior member of the Andrews and Allan governments. Critics also describe him as weak, unconvincing or politically opportunistic, while some on the left dislike his perceived shift to the right. Supporters see competence, decency and a willingness to confront inherited problems, particularly through the construction industry Royal Commission and stronger anti-corruption measures. Many reserving judgement say he has had too little time to prove himself.

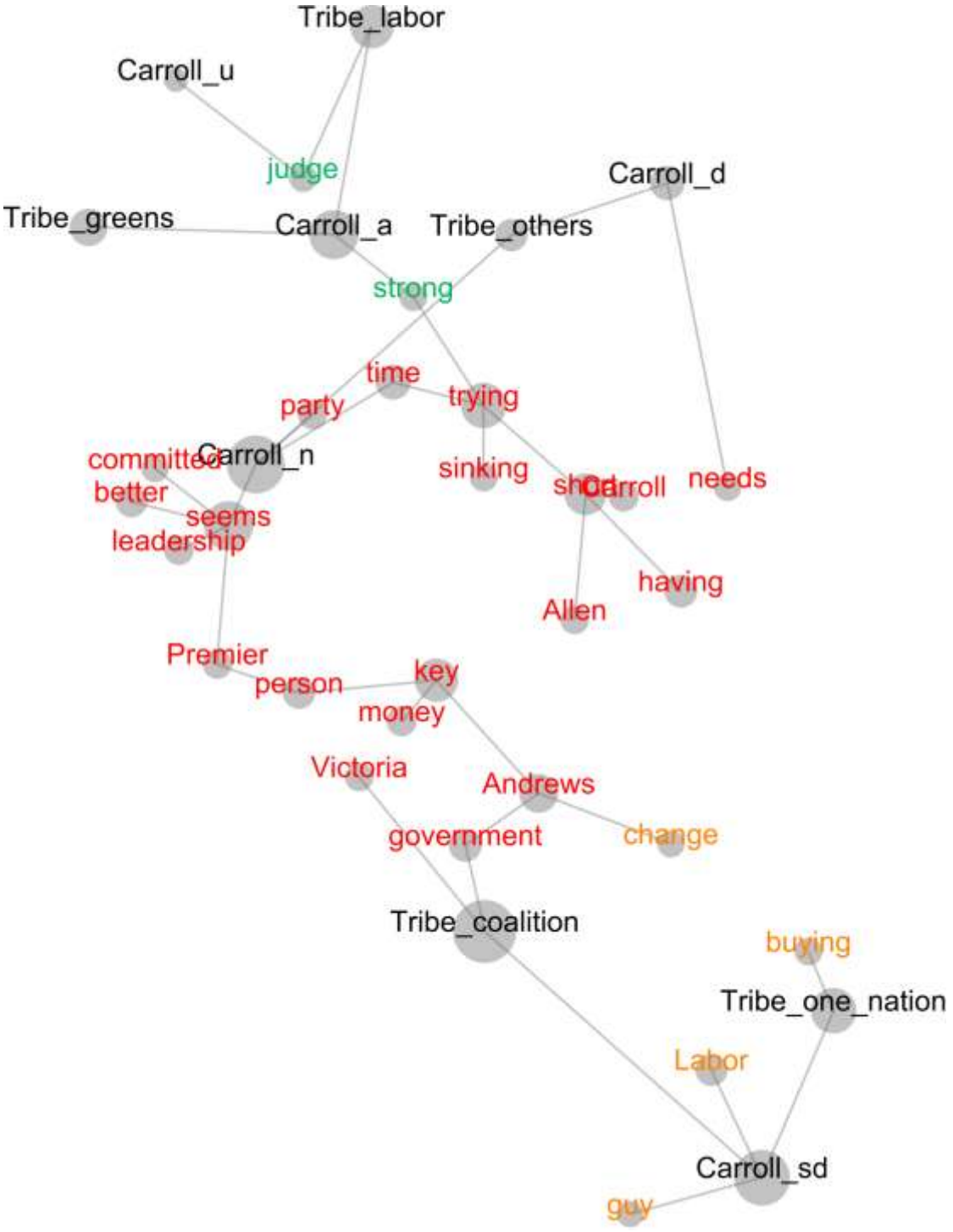


*Figure: Illustrative Leximancer concept map for Anthony Albanese. Source: supplied Leximancer output.*

## Verbatims

*He seems a decent person, at least a bit more genuine leadership than Jacinta*

*Allan, and better political instincts. Some positive steps since he became Premier.*

*Is not about one person, is the general idea that government can always get more money from taxpayers and that they key government services inflate because they think government should and can drive all problems.Although I strongly disagree with Albo's support for AUKUS, his lack of properly taxing gas exports, and his weak position on Israel's atrocities, he is nevertheless a good man and skilled politician in difficult times.*

*Carroll in a short period is making the right noises and starting key corrections to the Andrews/Allen governments*

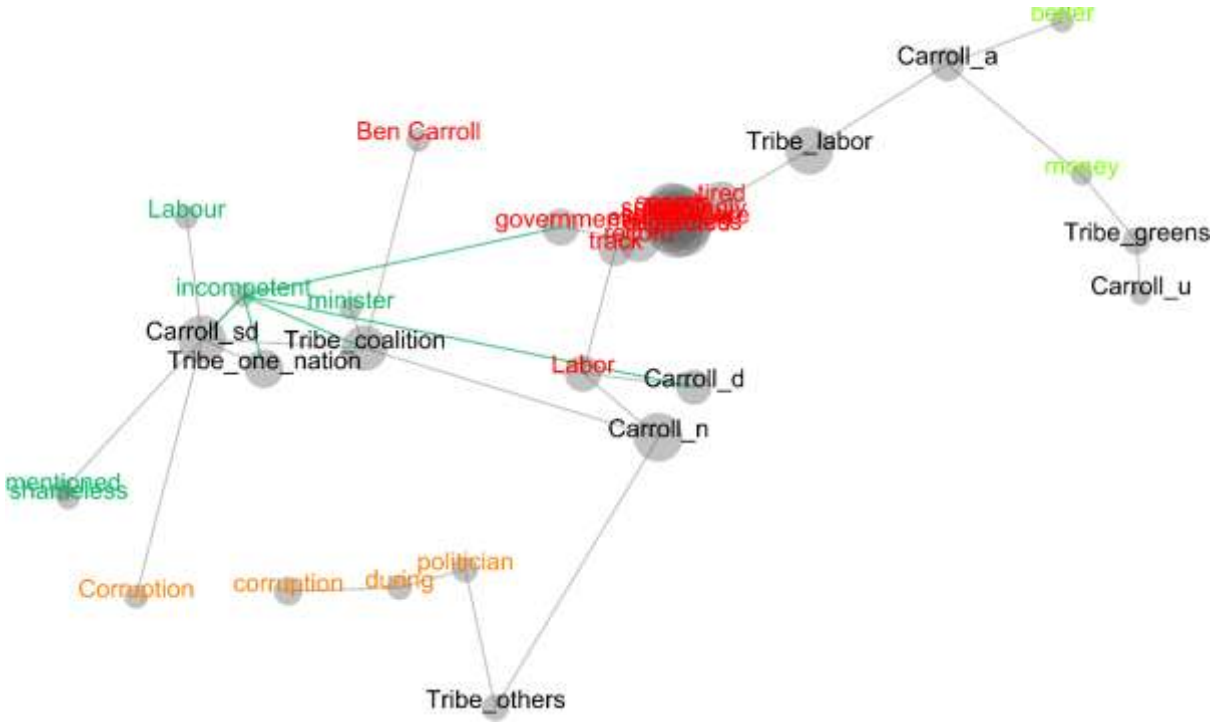
*Tough task in a short time. He has tried to clean up Labor's ills but might look hypocritical for having done so.*

*Even so, as stated earlier, he and his party lack vision, need a break from power, and illegitimately committed Victoria to a treaty with a a sub-group of Victorians - thus imposing a two-class status on us all.*

*He seems to be trying to turn around a sinking ship that is the labour party. Whether he will be strong enough to do it is still uncertain.*

## Carol and Labor Hesitations

Hesitations about Labor centre on alleged corruption, financial mismanagement and the government's record, with Carroll widely seen as sharing responsibility rather than offering a fresh start. Even Labor voters express fatigue: a tight cluster near the centre of the Leximancer graph, closest to Labor, brings together words such as "tired", "government", "track record", "distracted" and "unsurprisingly"—capturing the sense that, unsurprisingly, a government in office so long has become tired and distracted from voters' needs. Labor supporters also question union influence, wasted spending and Carroll's leadership and authenticity. Some progressive voters object to his perceived shift to the right and willingness to abandon good policies for electoral advantage. Others report no hesitation, although their support sometimes rests on believing the alternatives would be worse.




## Verbatims

*I have been voting somewhere in Australia since 1963, and it seems to me that any government, regardless of it's record, and not surprisingly, gets tired and a bit distracted form the electorate's needs.*

*ALP are a bit tired and compromised, but going backwards is not an option for me.*

*Sounds like a party hack, not a person.*

*Labor s track record over the last 12 years*

## Jess Wilson

Wilson's weighted approval is **40%, against 35% disapproval**, giving a net rating of **+5 points**; 23% are neutral and 2% unsure. Supporters describe an articulate, energetic younger leader who communicates clearly, has steadied her party and offers a credible alternative to Labor. The Leximancer map associates approval with "leader", "younger" and "better", and Coalition voters with "team". Some Labor and Greens voters distinguish favourable impressions of Wilson personally from opposition to her party's policies. Critics see negativity, evasiveness, limited experience and insufficient policy detail, with scrapping Treaty and reversing climate action prominent concerns on the left. Others reserve judgement, acknowledging her presentation while questioning her readiness to govern or control her colleagues.

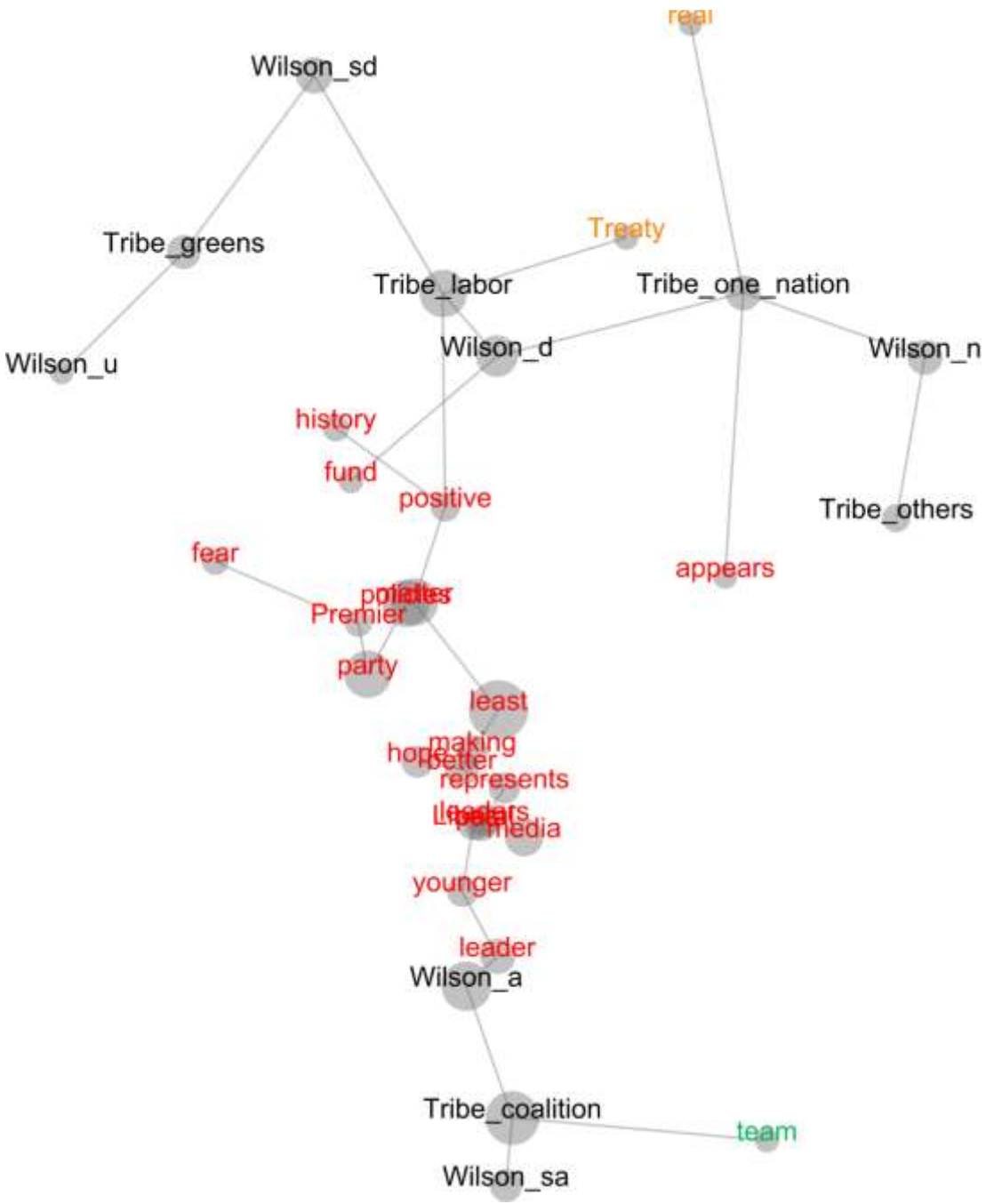



*Figure: Illustrative Leximancer concept map for Angus Taylor. Source: supplied Leximancer output.*

## Verbatims

*Unlikely to be happy with her as premier, but she is making a genuine effort, and at least represents a fresh younger face with I hope some youthful vision and energy. I know I will disA with a lot of her and her party's policies, but there are several positives, and she is way better than most of the Liberal state leaders over the past decade (John Pesutto being the only other Lib leader I respected)*

*Her combative stance in mainly being a critic instead of giving more information about how her party's policies will improve on a matter is frustrating in trying to judge what kind of Premier she would be. Plus, recent history shows that there is so much discord and ambition for the leadership of the party that I wonder just how long she will remain Premier.*

*Has kept difficult colleagues under control (at least from the media) but lacks any useful policies.*

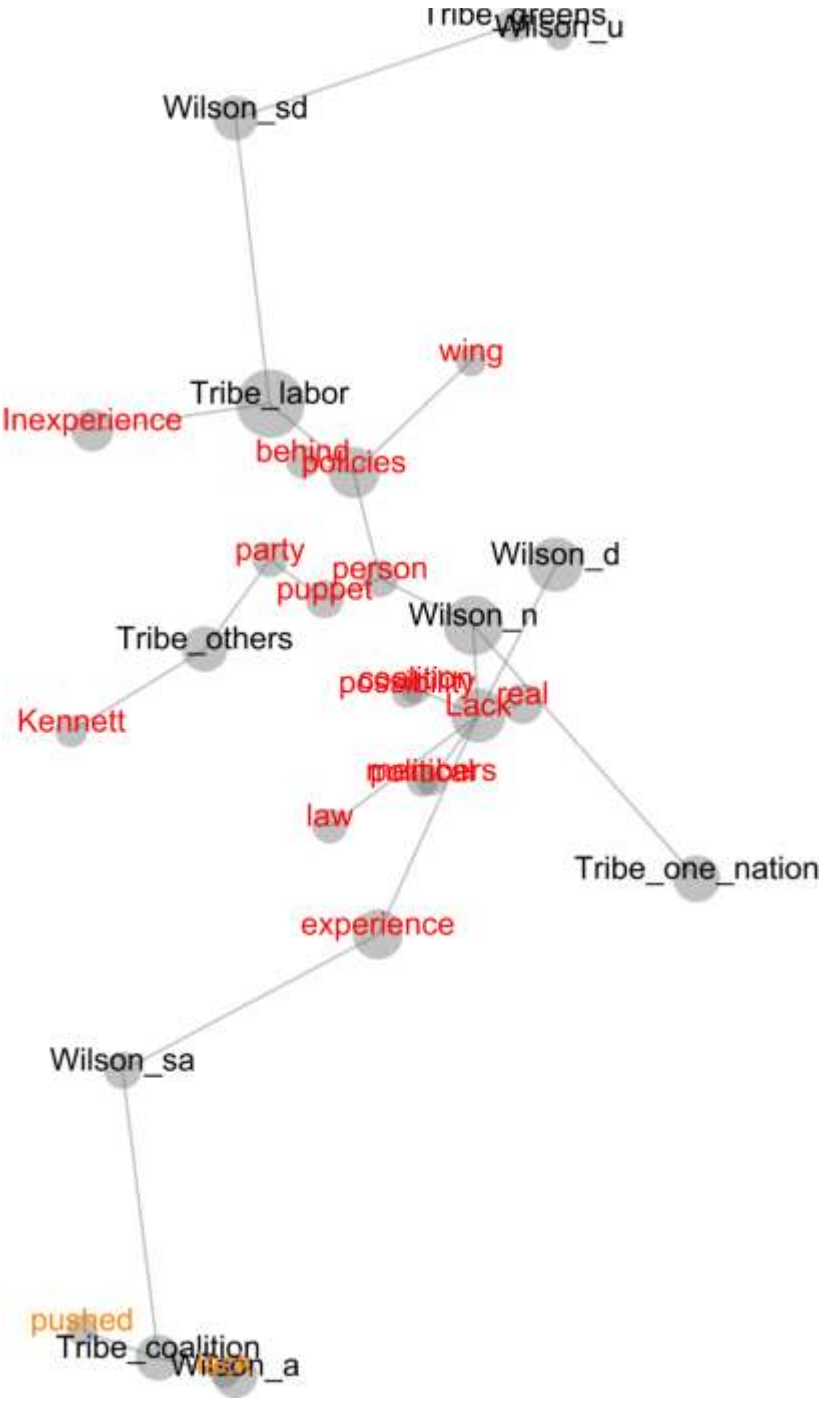
*She has held the Libs together, which is more than past opposition leaders. But, she says she will support farmers against unwelcome developments in their regions, but with one eye to not offending the teal/green types whose votes she needs to keep her own seat.*

*She has very positive vibes, but unfortunately lead a party that is ideologically bankrupt and far to link to the Christian right. I quite like her leadership, but not the policies that she has to Advocate for.*

*She was their best option and I hope the Libs learn from this, but I doubt it, and I fear they will crush her soul. If it is not crushed already from her upbringing.*

## Wilson and Coalition hesitations

Hesitations about Wilson centre on her experience, policy depth and the party behind her. The Leximancer map links “inexperience” closely to Labor voters, while “party”, “puppet” and “behind” capture concern that her moderate presentation conceals more conservative forces. Progressive respondents fear cuts to services, privatisation, weaker climate action, scrapping Treaty and possible dependence on One Nation; references to Kennett reflect distrust of the Coalition’s past. Conversely, some One Nation voters doubt her conservative credentials, particularly over abortion, and expect little departure from Labor. Coalition voters often report no hesitation, but others question her experience, team, party unity and costings. Wilson therefore faces doubts both about her readiness to govern and whose agenda she would deliver.



## Verbatims

*That there is a liberal party machine behind her full of white religious males who will use her as a puppet to Gain the policies that would be benefit sure to spawn business and general business ownership at expense of the working And middle class.*

*She's a puppet, doesn't sound like a real person either. Should be a receptionist at a law firm.*

*Jess is a good person but her party is a bunch of fools and pretenders*

*Lack of political experience by too many LN members*

*Lack of life experience outside of politics. What does she know about real life?*

## Warren Pickering

Pickering's weighted approval is **25%, against 47% disapproval**, giving a net rating of **−22 points**; 19% are neutral, 8% unsure and 1% decline to answer. Supporters see honesty, plain speaking, conservative values and an alternative to the established parties. Opposition is particularly intense among Labor and Greens voters, often reflecting rejection of One Nation as racist and divisive rather than detailed assessments of Pickering himself—a pattern visible in the Leximancer map's association of strong disapproval with "racist" and "division". Coalition voters are more mixed, with some seeing a credible potential partner and others withholding judgement through unfamiliarity. His experience, policy knowledge and past conduct divide respondents, although some regard scrutiny of his past as unfair.

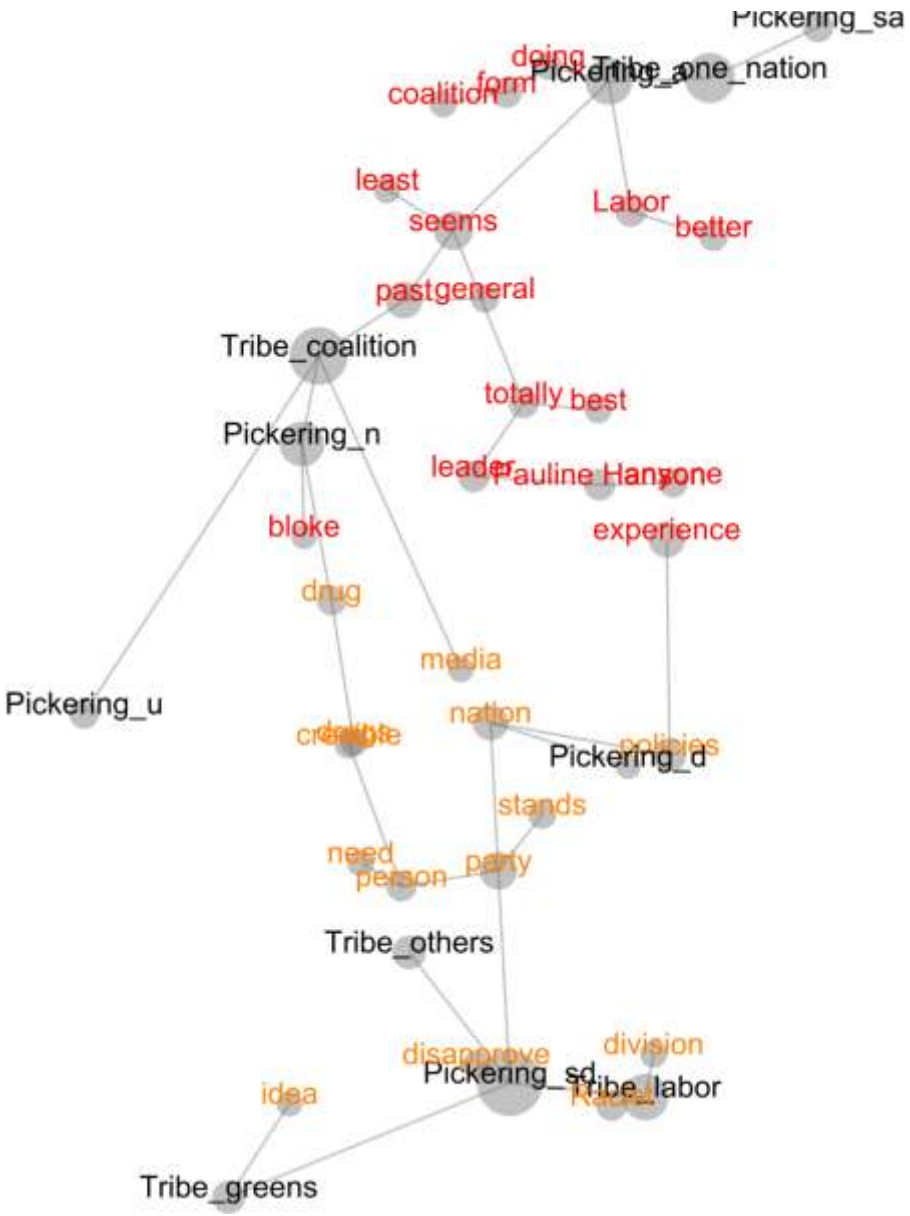



*Figure: Illustrative Leximancer concept map for Pauline Hanson. Source: supplied Leximancer output.*

## Verbatims

*There was a thing about him using drugs as a younger person, I am working on the assumption he has put that behind him, and thus not judging him on that. Otherwise, I give him a decent pass as a leader of a party on the rise, that has a huge challenge to establish themselves as a credible option long term.*

*He seems genuine, and less inclined to spin and nonsense... at least for the moment. The Establishment is obviously rattled by him and by ONP in general, which is why we're now hearing all sorts of allegations dredged up from the distant past and which reek of dishonesty.*

*He is simply a puppet to Pauline Hanson who I absolutely utterly Morally bankrupt. While Pauline Hanson is heading one nation anyone linked to her and the party have the same stink of xenophobia As her.*

*Warren who? Just the latest hand-picked stooge imposed by Pauline Hanson (aka a soviet-style general secretary-type "leader")*

*He wants Labor gone as well, represents policies I think are moving in a better direction and has life experience. Gets a plus one for serving in the Army.*

*Know nothing about the person and I don't need to. ON stands for hate and divisiveness, they suffer chaos within their party and would do the same if they gained power*

*He's not a credible public figure. Eg he's a hypocrite on drugs, given he admits to committing drug offences himself but is not campaigning for decriminalisation.*

## Pickering and One Nation hesitation

Hesitations about Pickering divide between outright rejection of One Nation's values and doubts about its capacity to govern. The Leximancer map places "lack" and "experience" near Coalition voters, while "racist" and related concerns sit closer to Labor and Greens voters. Coalition respondents question policy detail, costings, team depth and governing competence; some also reject the party's perceived extremism. Labor and Greens respondents chiefly cite racism, division and dangerous or unworkable policies, often ruling out support entirely. Even some One Nation voters acknowledge inexperience, instability, weak candidates and concerns about Pickering's past, but accept these risks because they want radical change. Others report no hesitation, seeing the established parties as the greater risk.

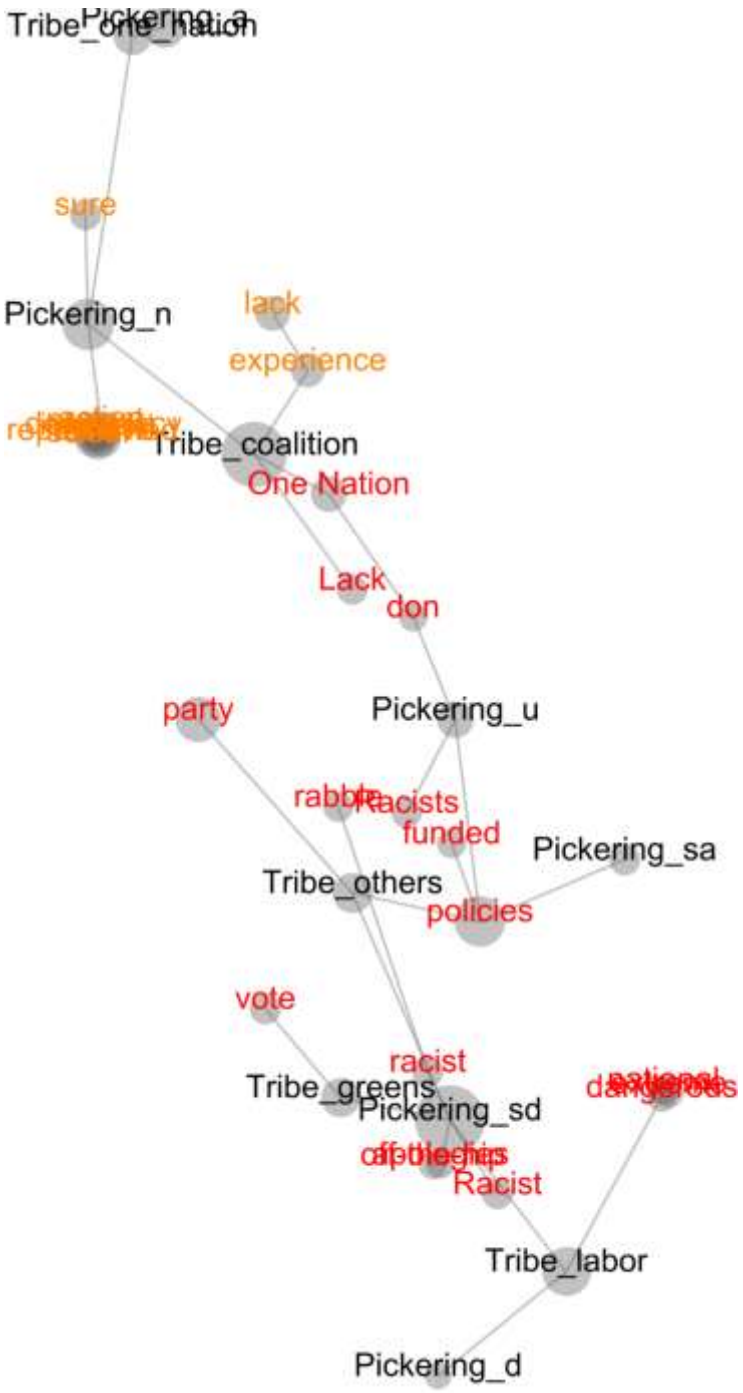



*Figure: Illustrative Leximancer concept map for Pauline Hanson. Source: supplied Leximancer output.*

## Verbatims

*More a party of ignorant protest than with a clear vision for action - but I do believe in a democracy, all views have a right to be represented. Let them have a go.*

*One Nation's policies are extreme and dangerous to national well being.*

*Shher lack of experience and warped values and lack of sound policies*

*Policies, or their off-the-hip apologies for policies*

*One Nation? Racists, lunatics, conspiracy theorists and other assorted fruit cakes...*

## Preferred Premier

**Ben Carroll:** Preference for Carroll is frequently reluctant, expressed as “best of a bad bunch” or “least worst”. Supporters value his experience, relative competence and continuity of progressive policies, including Treaty and renewable energy. Many choose him chiefly because they distrust the Coalition or regard One Nation as unacceptable, although some want to give him time to prove himself.

**Jess Wilson:** Supporters see Wilson as offering a fresh start, financial responsibility, intelligence and renewed energy. Some credit her with unifying the Liberals and presenting a credible alternative. Preference can be personal rather than partisan: several respondents like her despite reservations about her party. Others simply believe Labor must go.

**Warren Pickering:** Preference for Pickering combines perceived honesty, plain speaking and conservative values with a strong desire to break the Labor–Liberal cycle. Supporters see someone closer to ordinary families and willing to attempt substantial change. Some acknowledge doubts about him personally but want to give One Nation a chance, judging the established parties untrustworthy.

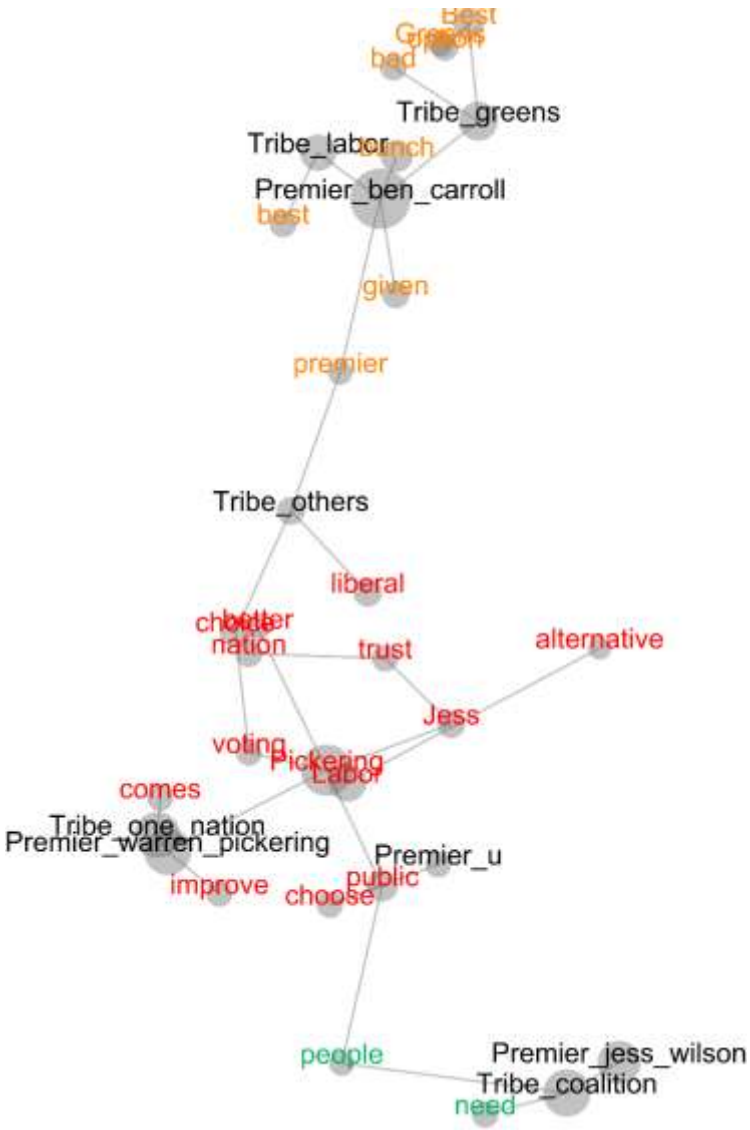



Figure: Illustrative Leximancer concept map for Pauline Hanson. Source: supplied Leximancer output.

## Verbatims

*While I don't think Pickering was a good choose for O.N. I want O.N. to govern Vic. not Liberal or Labor who won't improve living standards for the public and will Only do what the U.N. and Agenda 2030 Tell them to do which is Against the public's Interests.*

*A lot of my choice of voting for comes down to not wanting LNP or Labor in control. Both are untrustworthy.*

*question 30 I would have answered 'The Greens' if the option was given.*

*I do not trust the Libs to keep Jess in charge and one nation must not be given the chance*

*I would naturally choose Jess but I cannot choose abortion funding. I am undecided so Nats will get my first preference.*

*The Liberal Party historically had a genuine liberal outlook, and supported responsible government, healthy environment, good public services. Maybe she will surprise us all.*

## Labor versus Coalition

Preference for the Coalition centres on removing a tired government, restoring financial discipline and addressing alleged corruption and union influence. The Leximancer map's "time", "change" and "governance" cluster captures this motivation. Labor is often a reluctant choice, sustained by concern that the Coalition would cut services, reverse climate policies, scrap Treaty or depend on One Nation. Both sides frequently describe their choice as the lesser evil: the desire to punish Labor competes with fear of what would replace it.

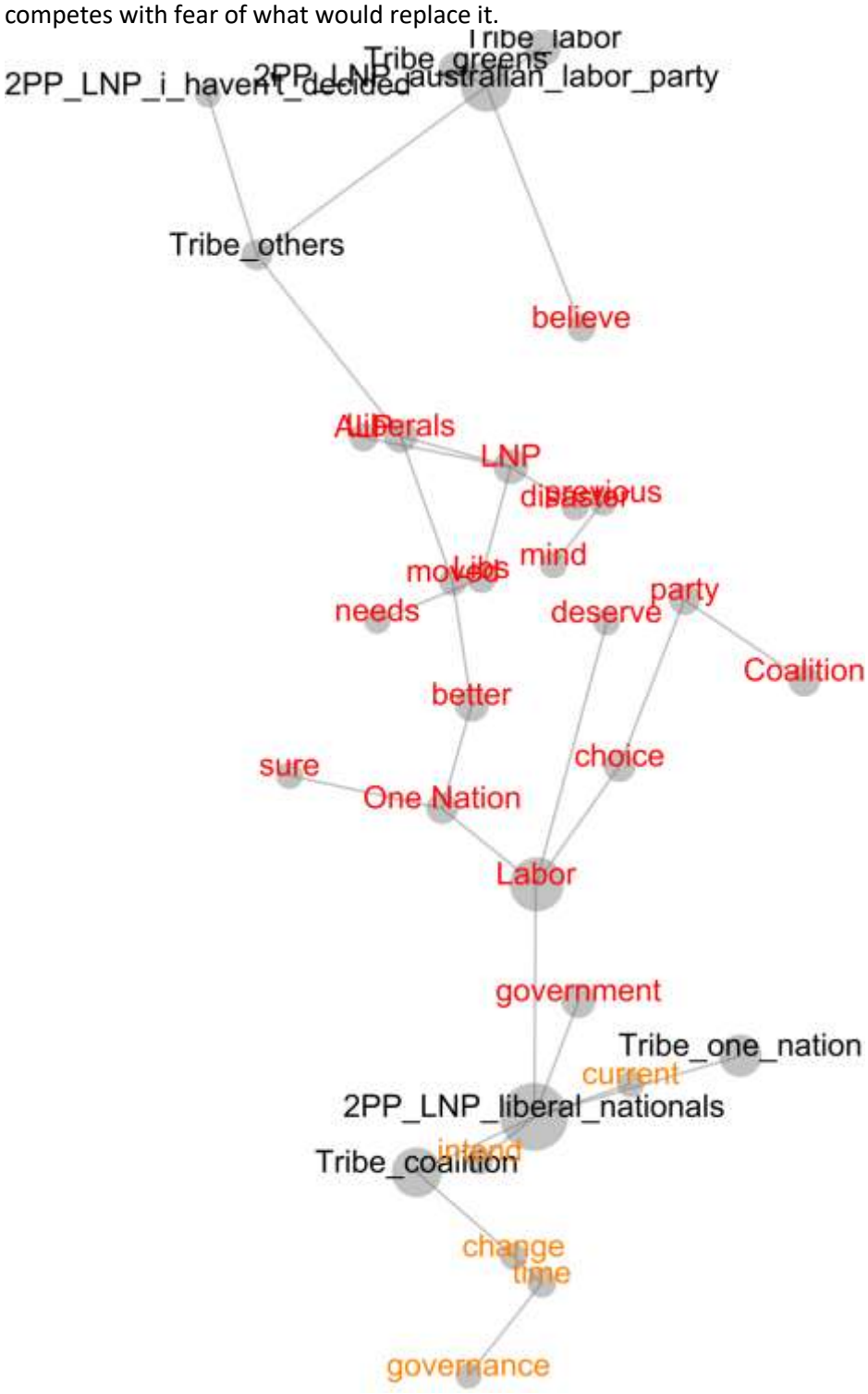



*Figure: Illustrative Leximancer concept map for Labor versus Coalition. Source: supplied Leximancer output.*

## Verbatims

*Even though the Liberals have moved considerably from Judeo Christian values, they still are a better choice that Labor.*

*Still believe that labour party has more to offer working class people then turning over the keys to the Coalition who generally Too closely linked to religious Wright as well as small business owners.*

*Liberals will just cut everything except ballet and classical music. But I'm extremely disappointed with Labor and they do not deserve to win.*

*per previous comments, Labor have been a disaster and I am hopeful that the LNP will remember their core values*

*The choice is NOT between Labor and the Coalition, because the two party preferred no longer applies, so don t keep banging on as though it did.*

*couldn't think of a Worse g'vt. to have than this current Labor g'vt. But Liberals won't be much better so I'm only going to vote One Nation.*

*I also note that the coalition (and I'm sure also One Nation) intend to dismantle the Victorian Treaty - which I am keen to see removed, as it's part of the lefty obsession with permanent victimhood.*

## Labor versus One Nation

Those choosing One Nation frequently say Labor must be removed regardless of the alternative, alongside support for conservative values, spending restraint and a break with established politics. Those preferring Labor overwhelmingly reject One Nation's perceived racism, divisiveness and lack of governing competence. The Leximancer map separates these positions clearly, with "racist", "rabble" and "policies" associated with the Labor preference. Much of this contest is driven by emphatic rejection of the opposing party rather than enthusiasm for the preferred one.

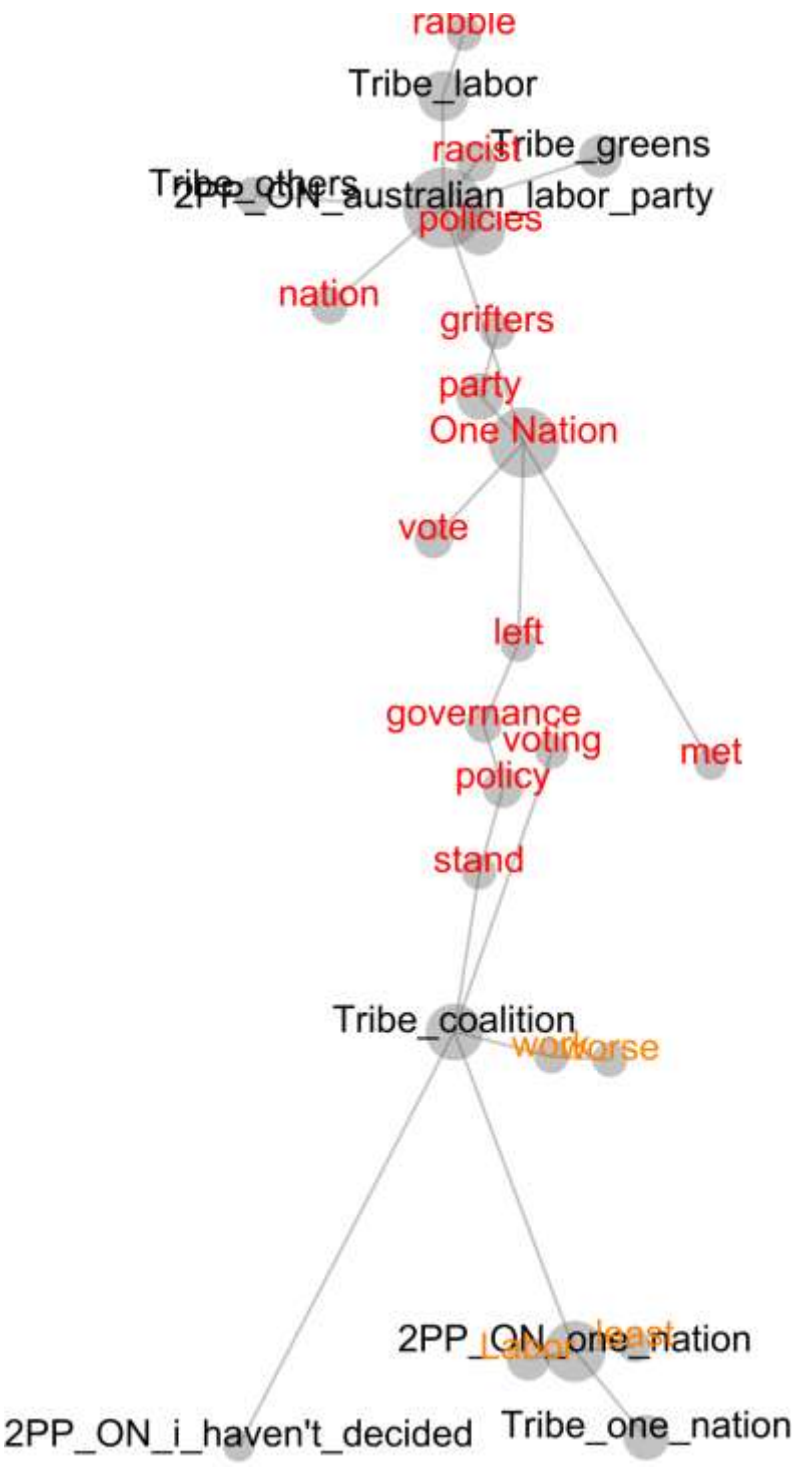



*Figure: Illustrative Leximancer concept map for Labor versus One Nation. Source: supplied Leximancer output.*

## Verbatims

*One Nation has little to offer except what seems to me to be serious social disruption, and their so-called "policies" can only lead to upheaval in so many industries, especially their policy of "monoculture". Under their governance, nothing would be stable, and Australia would be left in a shambles for the foreseeable future.*

*One Nation are a populist con, along the lines of maga in the US. They will implode, have no policies, have no capacity to run the party finances so will tank the economy and be corrupt grifters punching down on all minorities.*

*One Nation are a racist rabble with no policies run by Gina Reinhardt and an idiot who rules it like a personal money making machine.*

*Would never under any circumstances ever vote in any way for anything to do with one nation Ever! I would vote to the green party before I voted for one nation And I really don t like the green party policies.*

*Labor have demonstrated poor governance. They need time on the sidelines to reassess what they stand for.*

*Nothing could be worse than the current Labor g'vt. One Nation Won't take their Direction from the U.N. or Agenda 2030, they will work out what do the Public Want and govern with that in mind.*

*All the lefties hate One Nation, and I am a lifelong lefty who has become disheartened. If One Nation gets a chance to govern (I think highly unlikely), then they will have to show their true colours - it would at least be interesting.*

## Coalition versus One Nation

Preference for the Coalition rests on experience, a stronger parliamentary team, greater stability and more credible policies. Even respondents deeply hostile to the Liberals choose them to prevent One Nation governing; some who favour One Nation's policies nevertheless doubt its readiness for office. Those choosing One Nation regard the Coalition as Labor-like, insufficiently conservative and unlikely to deliver substantial change. The distinction is between accepting an established party as the safer option and demanding a more radical departure from the political establishment.

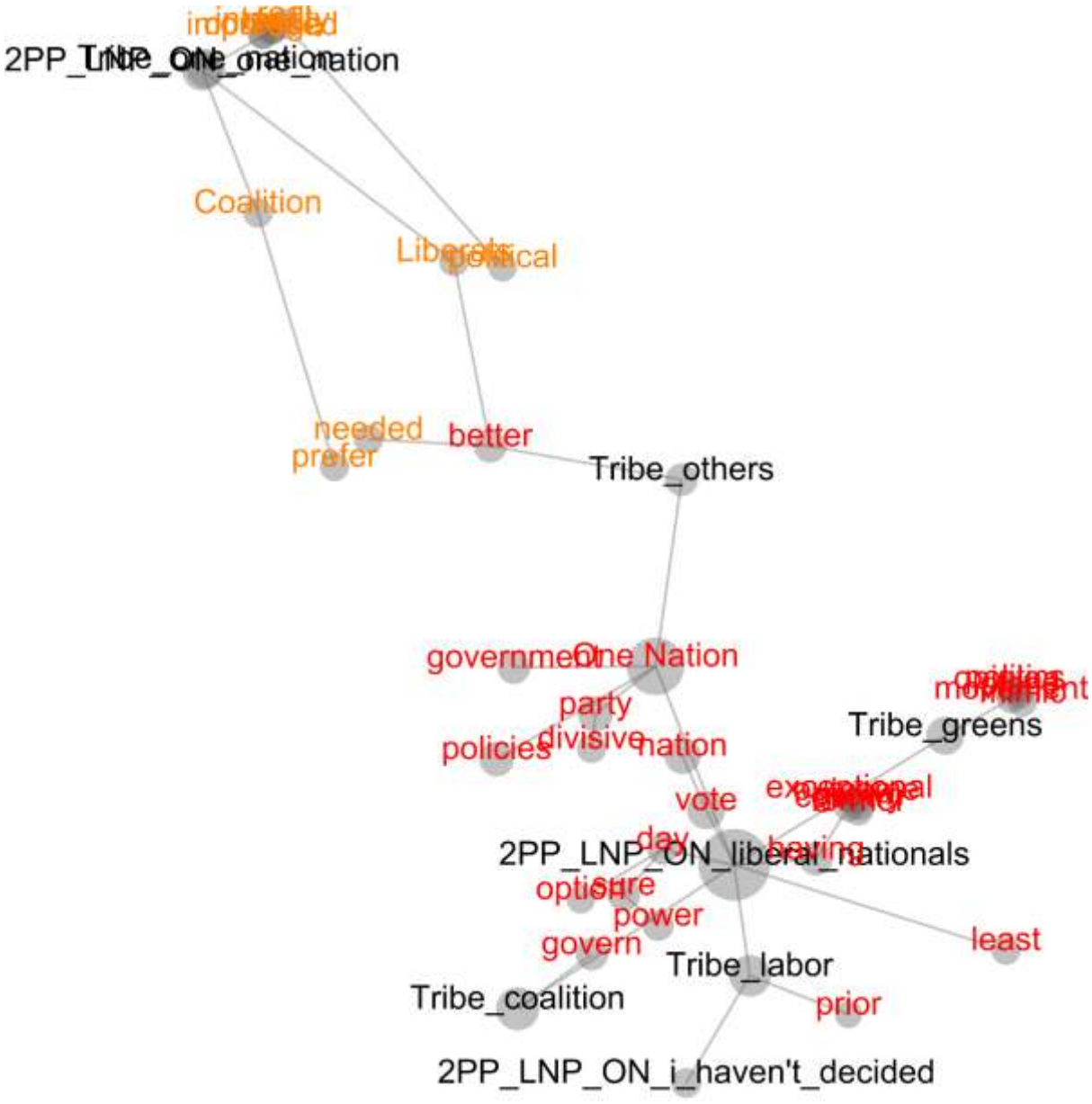



*Figure: Illustrative Leximancer concept map for Coalition versus One Nation. Source: supplied Leximancer output.*

## Verbatims

> *I could never vote for One Nation, particularly having grown up in the country. I am still in shock over the outcome of Farrar - my former Electorate - which always had exceptional representatives.*

*As above, I would not vote in any way shape or form for one nation. They are Xenophobic, Race baiting, Racists And it would be a very poor day in Australia history if they ever came close to having any power of government.*

*Liberal's mimic US Republican MAGA movement while One Nation IS MAGA. In my opinion there is no place for One Nation in Australian politics.*

*One Nation is a real conservative Party. I have met Pauline Hanson and I am impressed by her courage and integrity.*

*I would like to vote One Nation but I am not sure if they would govern well. I would certainly like to see them well represented in Vic Government and perhaps hold the balance of power.*

*I expect a Coalition government to be dripping wet, so I'd prefer One Nation. My views are conservative.*

*One Nation do not have policies, no Victorian experience, & are divisive re Asians, Indigenous, & more recently Muslims.*