



Federal Election 2025 TPP Polling Results

This table provides the two-party preferred (TPP) votes after 77% of votes have been counted, compared against the final poll of each pollster that was published before voting closed (in chronological order given they are ‘snapshots’ in time). Primary vote is reviewed overleaf.

We will likely provide an updated analysis on our website as the count progresses, including total error and/or error margins for each result, but feel that this level of the count is a good enough starting point to provide an initial overview.

The first thing to note is that most pollsters had switched in this term to some form of self-nominated preference flows or a mix of flows from this and past election(s). Flows actually closely resemble those of 2022, and many polls found this using their own self-nominated flows (inc. Resolve).

The second point is that every poll underestimated Labor’s result and therefore the swing to them. Intriguingly, those polls taken earlier – around a week out – were more accurate than those released on the Friday or Saturday, where there was limited room for them to miss a late swing.

For some reason these later polls’ results did not follow the trend of the campaign where Labor was making strong gains throughout. Indeed, if gains were made by Labor in the final week it would make the snapshots taken one week out even more accurate.

The two most accurate polls on TPP were Resolve and Redbridge, who poll for the Nine newspapers and the News tabloids respectively. They both provided a TPP result that was well within error margins of the final result and correctly called a Labor win.

The two least accurate polls were Freshwater and Ipsos, where the actual result looks like it will be outside the error margin in the final count.

N.B. There were unpublished polls, notably one by Roy Morgan that appears fairly accurate, as well as numerous studies that looked at states, seats and MRP seat tallies. This analysis only covers the published nationwide polls, but we invite people to look at those also.

TPP VOTE	Essential (24-27/04)	Resolve (23-28/04)	Redbridge (24-29/04)	YouGov (24/04-01/05)	Newspoll (28/04-01/05)	Freshwater (29/04-01/05)	Ipsos (02/05)	Election 2025* (03/05/25)
Labor	52.1%	53%	53%	52.2%	52.5%	51.5%	51%	54.1%
Liberal-National Coalition	47.9%	47%	47%	47.8%	47.5%	48.5%	49%	45.9%
Swing to Labor since 2022	+0 points	+1 point	+1 point	+0.1 points	+0.3 points	-0.7 points	-1 point	+2.0 points
Published Sample Size (n)	2,163	2,010	1,011	3,003	1,270	2,055	2,574	
Max. Margin of Error^ (+/-)	2.1%	2.2%	3.1%	1.8%	2.7%	2.2%	1.9%	
Collection Method	On-line	On-line / CATI	On-line	On-line	On-line	On-line	On-line	

* With 77% counted, sourced from Pollbludger. ^ Margin of error is indicative only as some pollsters may use non-random samples, and has been applied to a 50-50 result on the total published sample size for fairness of comparison (the actual figure will vary by percentage result, degree of weighting, use of sub-samples, etc.). ~ Resolve’s vote results are provided to one decimal place in brackets for completeness, but all tests of accuracy are performed on 0 decimal places (as published).



Federal Election 2025 Primary Polling Results

The next table provides the primary votes after 77% of votes have been counted, compared against the same set of final polls for each pollster. Again, we find that every poll underestimated Labor's final primary vote (on current count) to a greater or lesser extent, each overestimated the Greens and One Nation vote share, and all but one (YouGov) overestimated the Coalition's primary vote.

This was a very consistent pattern to the extent that no pollster had Labor's primary vote above that of the Coalition's when that was the actual outcome, though Redbridge did have them level in their final poll (and within error margins).

There is something to be said for the 'snapshot' here. For example, assuming Redbridge's poll one week out was accurate, the primary vote would have changed little but preference flows would have changed over that week. Conversely, assuming Resolve's primary vote snapshot was correct one week out, Labor would have made further primary vote gains from the Coalition but preference flows would have remained stable. Both scenarios are quite realistic.

Certainly, some of the results are outside margins of error at this stage, including Ipsos's major party figures, Freshwater's Coalition vote and Resolve's Labor vote, and are likely to remain so in the final count. It will be up to each pollster to determine the reasons for this, whether that is simply a reflection of the poll's timing or some deeper methodological error.

PRIMARY VOTE	Essential (24-27/04)	Resolve (23-28/04)	Redbridge (24-29/04)	YouGov (24/04-01/05)	Newspoll (28/04-01/05)	Freshwater (29/04-01/05)	Ipsos (02/05)	Election 2025* (03/05/25)	
Labor	32%	31%	34%	31.1%	33%	33%	30%	34.8%	
Liberal-National Coalition	34%	35%	34%	31.4%	34%	37%	35%	32.0%	
Total Others	34%	34%	32%	37.5%	33%	30%	35%	33.2%	
Greens	13%	14%	12%	14.6%	13%	12%	12%	11.9%	
One Nation	10%	7%	8%	8.5%	8%	8%	8%	6.2%	
Independents	11%	8%	12%	14.4%	12%	10%	14%	7.6%	15.1%
Others		5%						7.5%	
Published Sample Size (n)	2,163	2,010	1,011	3,003	1,270	2,055	2,574		
Max. Margin of Error^ (+/-)	2.1%	2.2%	3.1%	1.8%	2.7%	2.2%	1.9%		
Collection Method	On-line	On-line / CATI	On-line	On-line	On-line	On-line	On-line		

* With 77% counted, sourced from Pollbludger. ^ Margin of error is indicative only as some pollsters may use non-random samples, and has been applied to a 50-50 result on the total published sample size for fairness of comparison (the actual figure will vary by percentage result, degree of weighting, use of sub-samples, etc.). ~ Resolve's vote results are provided to one decimal place in brackets for completeness, but all tests of accuracy are performed on 0 decimal places (as published).