

Capital Brief/DemosAU Federal Poll

Fieldwork Dates: 18-20 August 2026

Total Sample Size: 1,562

Effective Margin of Error: $\pm 3.6\%$

CAPITAL BRIEF

DEMOS AU
TRUSTED INSIGHTS



Methodology Statement



Research company	DemosAU
Client commissioning the research	Capital Brief
Fieldwork dates	18-20 August 2026
Mode of data collection	Internet panels
Target population	Australian residents 18+ eligible to vote at elections
Sample size	1,562
Is voting intention published?	Yes, in this report
Effective sample size after weighting applied	754
Margin of error associated with effective sample size	+/- 3.6%
Variables used in weighting	Age x gender, education, personal income, residential tenure, language, state x region, 2025 Federal Vote, Left-Right Self ID.
Weighting method used	Rim Weighting
Full question text, responses categories and randomisation	See Pages 12-13
Source of sample	Internet panels
Positioning of voting intention questions in questionnaire?	Federal voting intention was first substantive question after demographic questions.
How were undecided voters handled?	Initial undecided voters were asked a leaner question. Remaining undecided voters were excluded from final totals.
2PP calculation method	N/A

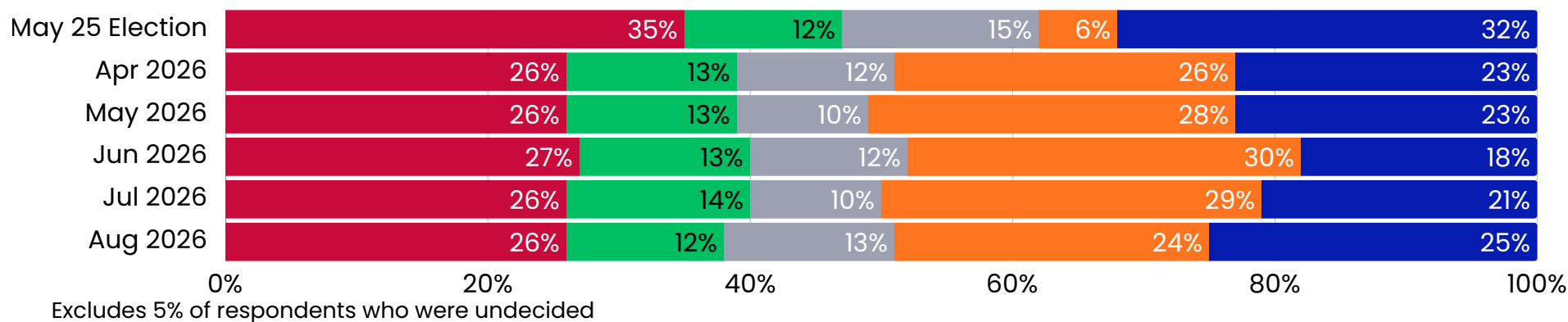
Primary Vote



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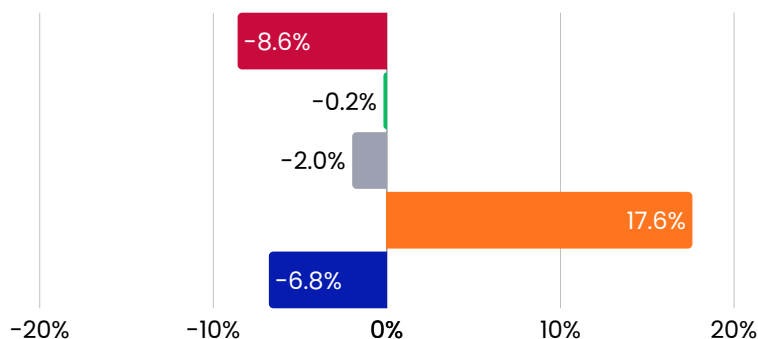
Primary Vote %

ALP GRN OTH ONP L/NP



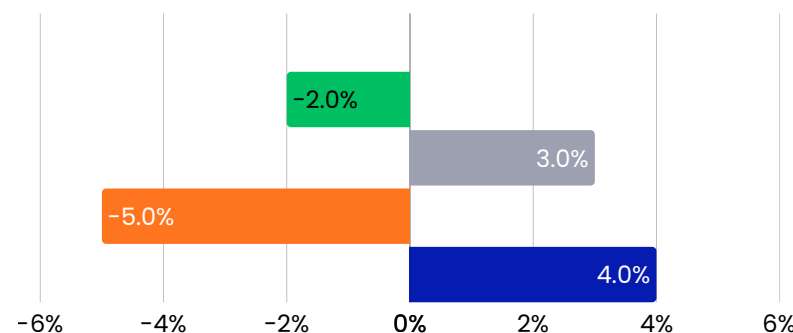
Swings Since Last Election

ALP GRN OTH ONP L/NP



Swings Since Last Poll (July)

ALP GRN OTH ONP L/NP



Seat Projection



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The below seat projection is based on a 20,000 simulation Monte Carlo probability analysis, assuming uniform national swings since the most recent DemosAU MRP model.

Current Month

	Bottom of Range	Top of Range
Labor	61	73
Coalition	32 <i>Lib 29, Nat 3</i>	50 <i>Lib 41, Nat 9</i>
One Nation	26	39
Greens	0	5
Others	5	10

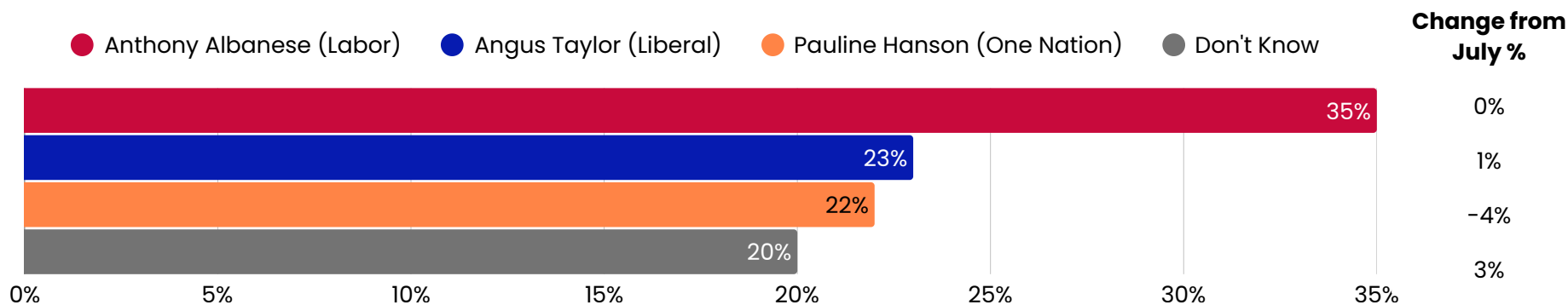
May-July 2026 MRP

	Bottom of Range	Top of Range
<i>Labor</i>	60	72
<i>Coalition</i>	11 <i>Lib 11, Nat 0</i>	22 <i>Lib 20, Nat 2</i>
<i>One Nation</i>	53	66
<i>Greens</i>	1	5
<i>Others</i>	3	7

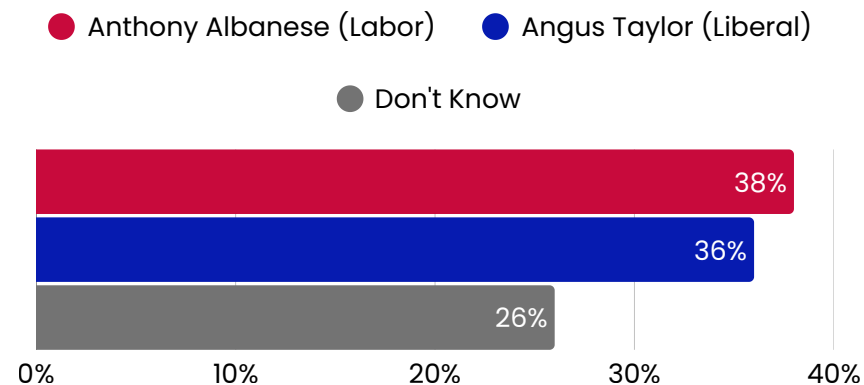
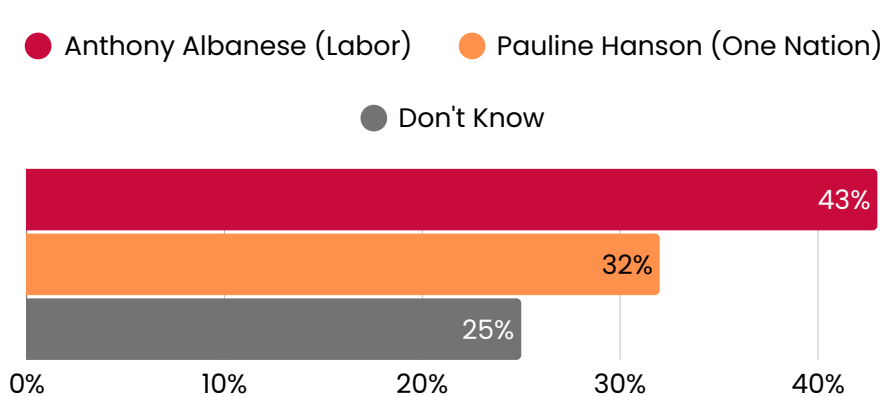
Preferred PM



Three Choices



Head to Head

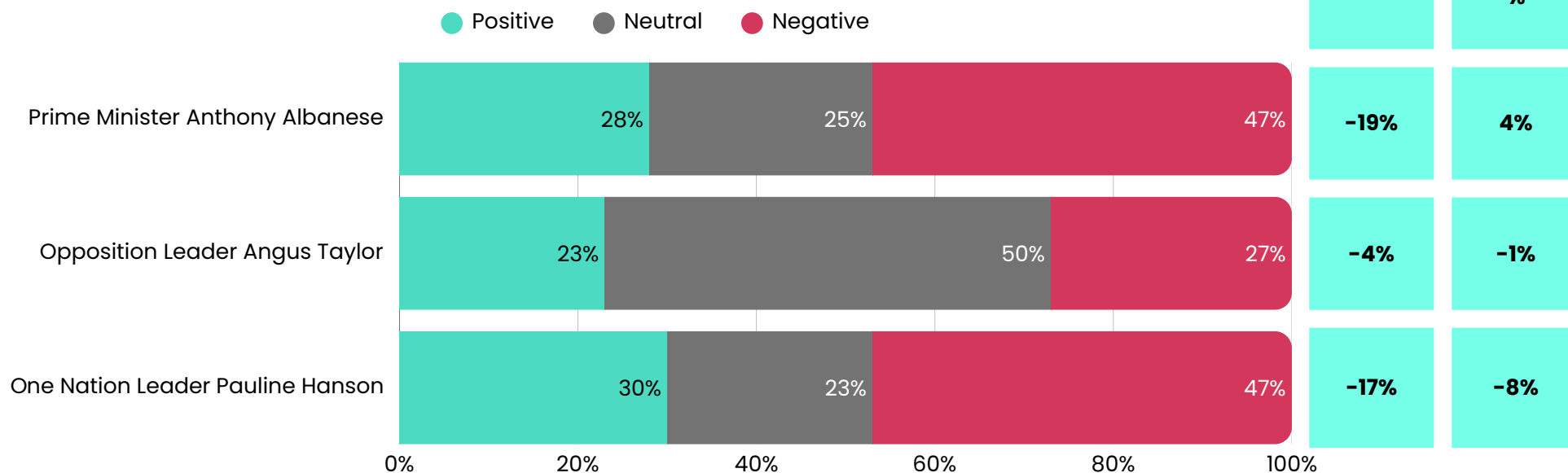


Leader Ratings



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Q. What is your opinion of the following people?



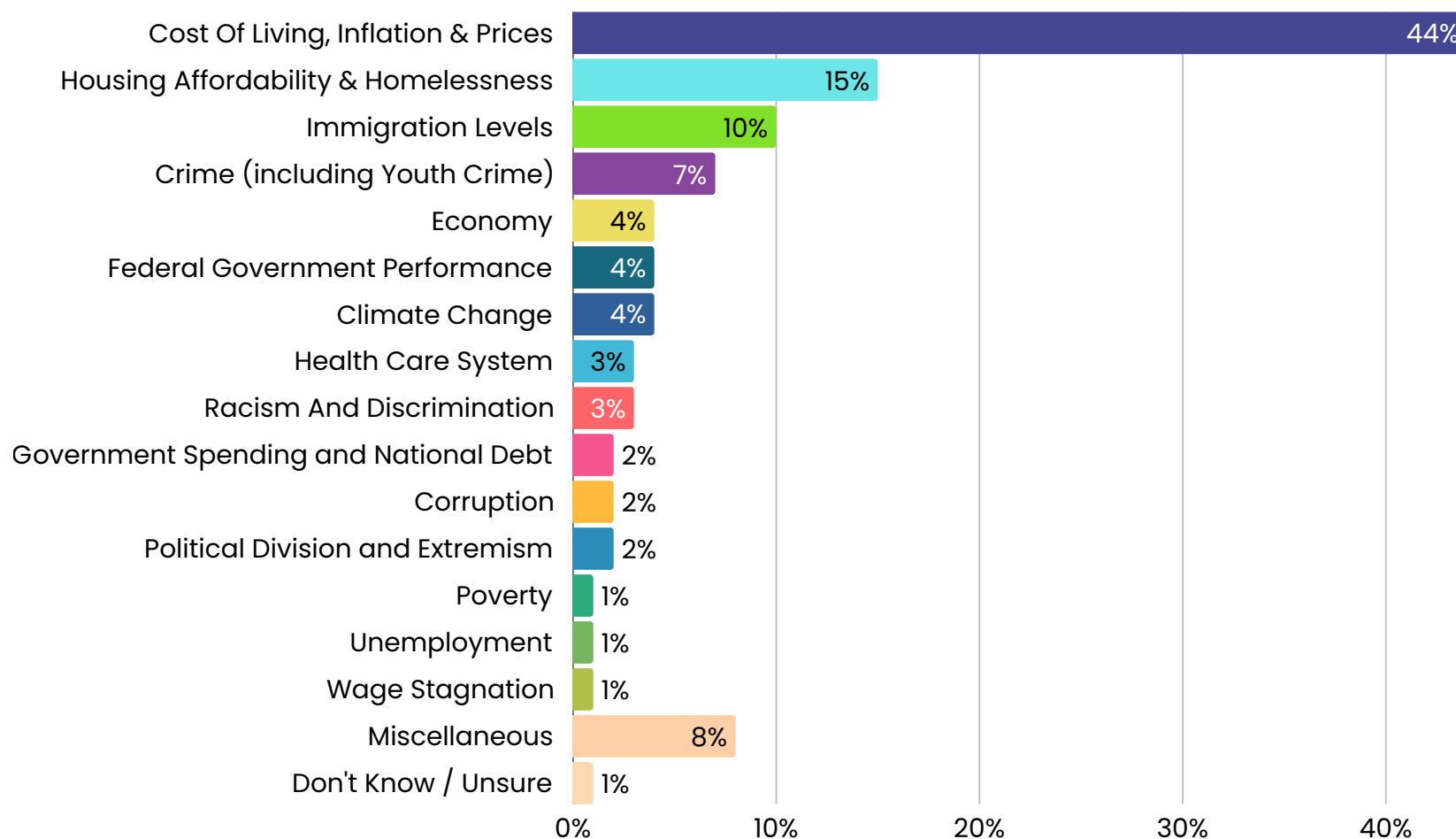
Top Issue



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Q. In your opinion, what is the biggest issue facing Australia today?

Open-ended, categories generated by AI (note: totals may not equal 100% as responses can be assigned multiple categories)



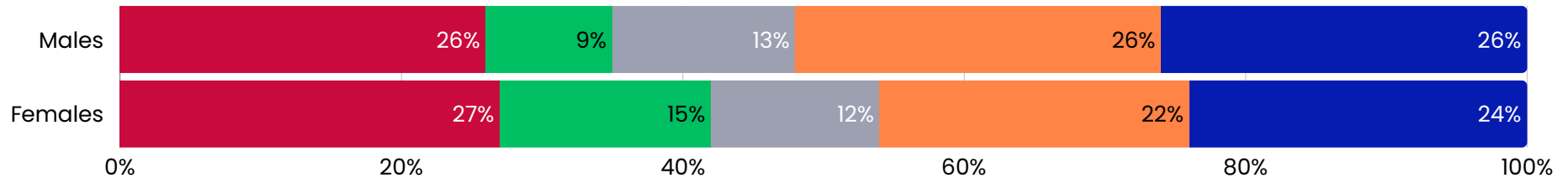
Voting Intention: Gender + Age



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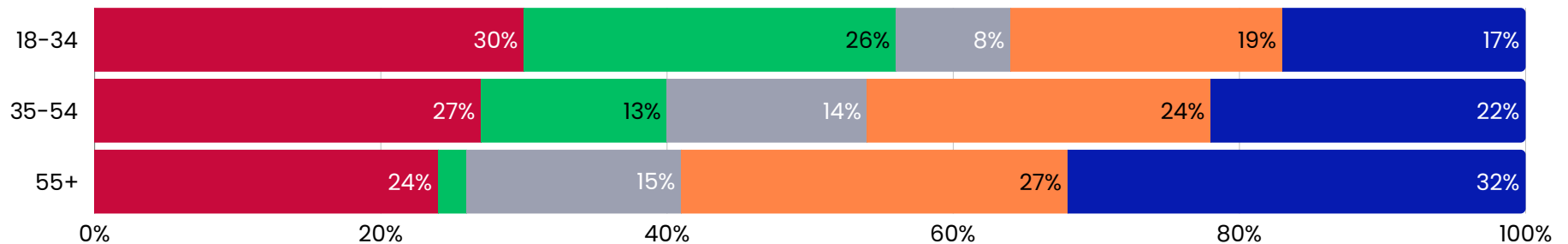
Gender

● ALP ● GRN ● OTH ● ONP ● L/NP



Age

● ALP ● GRN ● OTH ● ONP ● L/NP

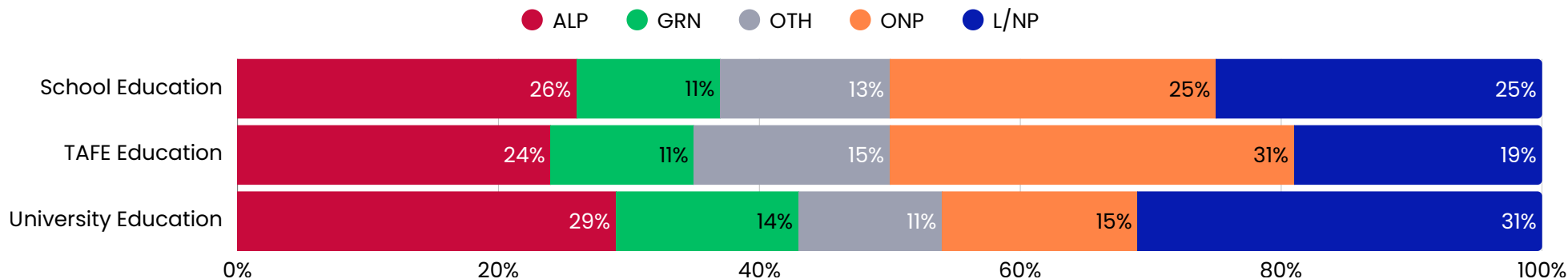


Education + Income

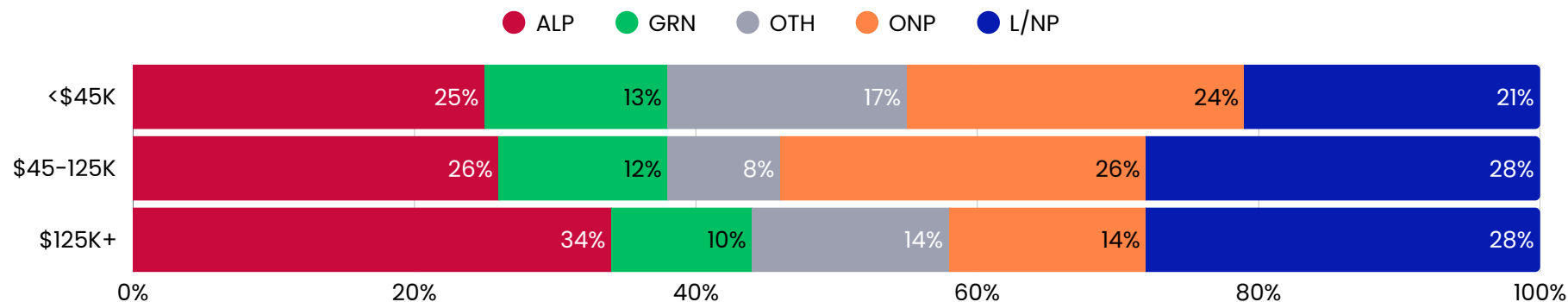


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Education



Income

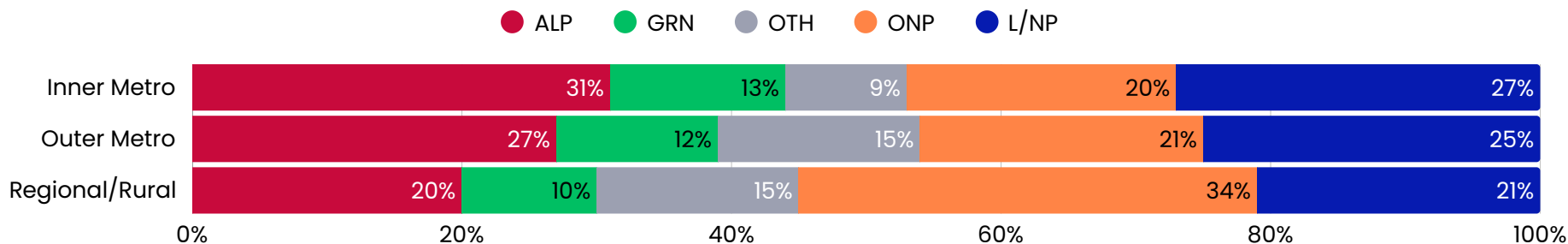


Education + Income

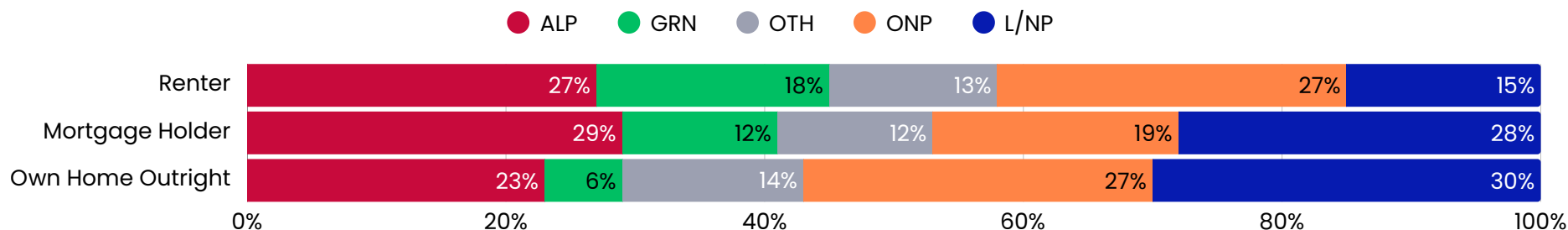


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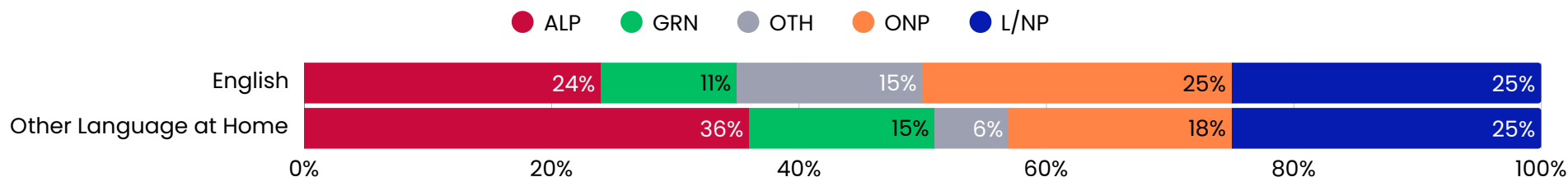
Location



Housing Tenure



Language Status



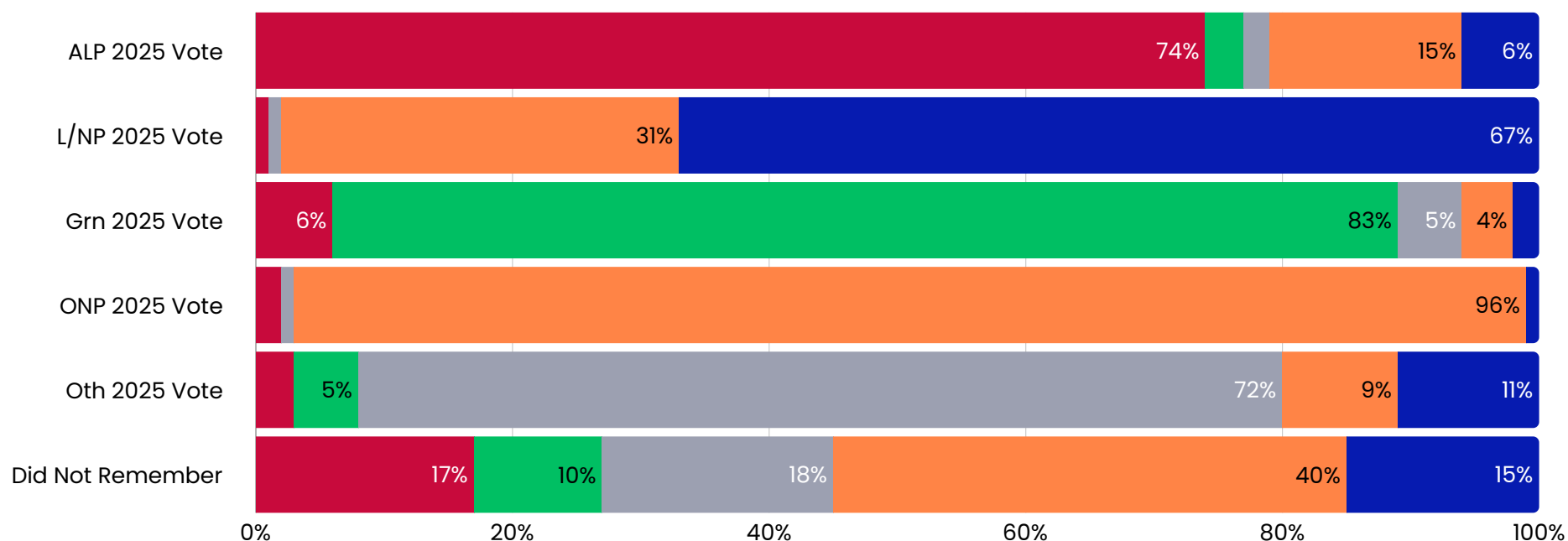
Voting Intention: Past Election Vote



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2025 Federal Election Vote

ALP GRN OTH ONP L/NP



Question Wording



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

Answers randomly listed except Don't Know kept last

Labor (with Anthony Albanese as Leader)

Liberal National Coalition (with Angus Taylor as Leader)

The Greens (with Larissa Waters as Leader)

One Nation (with Pauline Hanson as Leader)

Any Other Candidate

Don't Know

If respondent chose Don't Know they were asked:

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

Answers randomly listed except Don't Know kept last – Answers as above

Q. Who is your preferred Prime Minister

Answers randomly listed except Don't Know kept last

Anthony Albanese (Labor)

Angus Taylor (Liberal)

Pauline Hanson (One Nation)

Don't Know

Q. Out of these options, who is your preferred Prime Minister?

Only asked of respondents who answered Taylor or Hanson above

Answers randomly listed except Don't Know kept last

Answers if answered Taylor to initial PPM question

Anthony Albanese (Labor)

Pauline Hanson (One Nation)

Don't Know

Answers if answered Hanson to initial PPM question

Anthony Albanese (Labor)

Angus Taylor (Liberal)

Don't Know

Question Wording



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Q. What is your opinion on the following people?

People randomly listed, answer order randomly flipped

Answers: Positive, Neutral, Negative

People Tested

Anthony Albanese (Prime Minister, Labor)

Angus Taylor (Opposition Leader, Liberal)

Pauline Hanson (One Nation Leader)

Q. In your opinion, what is the biggest issue facing Australia today?

Open-ended answer

