Federal Poll

Capital Brief/DemosAU Federal Poll

Fieldwork Dates: 15-20 May 2026
Total Sample Size: 1,502
Effective Margin of Error: +/- 3.6%

CAPITAL BRIEF

DEMOS AU
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Methodology Statement

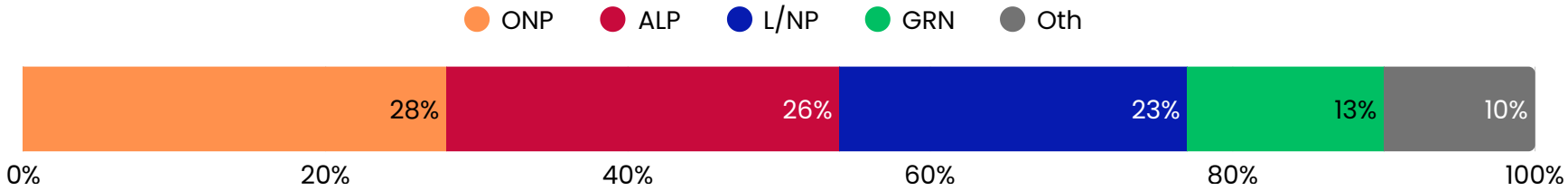
Australian Polling Council Quality Mark

Research company	DemosAU
Client commissioning the research	Capital Brief
Fieldwork dates	15-20 May 2026
Mode of data collection	Internet panels
Target population	Australians 18+ eligible to vote at elections
Sample size	1,502
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, region, 2025 Federal Vote, Left-Right Self ID.
Weighting method used	Rim Weighting
Full question text, responses categories and randomisation	See Pages 14-16
Source of sample	Internet panels
Positioning of voting intention questions in questionnaire?	Federal VI was first substantive question after demographics.
How were undecided voters handled?	Initial undecided voters were asked a leaner question. Remaining undecided voters were excluded from final totals.
2PP calculation method	No 2PP calculated

Primary Vote & Seat Projection

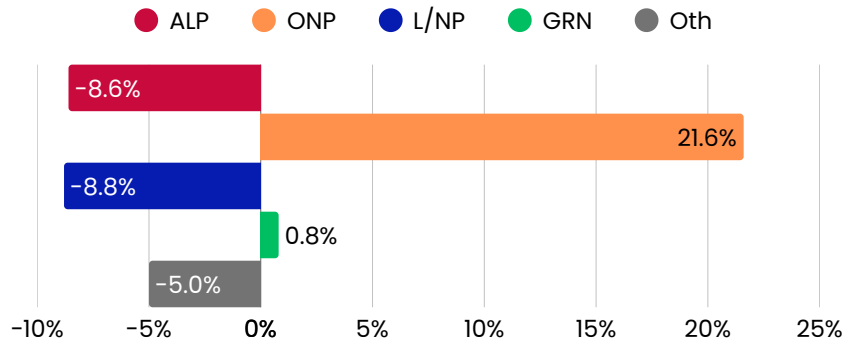
Australian Polling Council Quality Mark

Primary Vote %

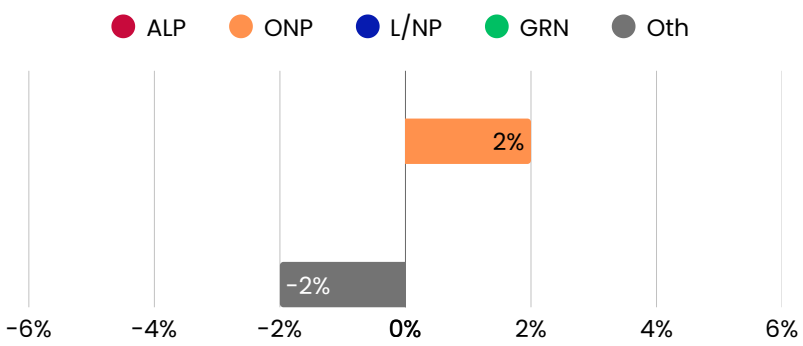


Excludeds 7% of respondents who were undecided

Swings Since Last Election



Swings Since Last Poll (Apr)



Seat Projection

	Labor	One Nation	Coalition	Greens	Others
Top of range	74	58	28	5	6
Bottom of range	65	47	16	1	2

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Preferred PM + Leader Ratings

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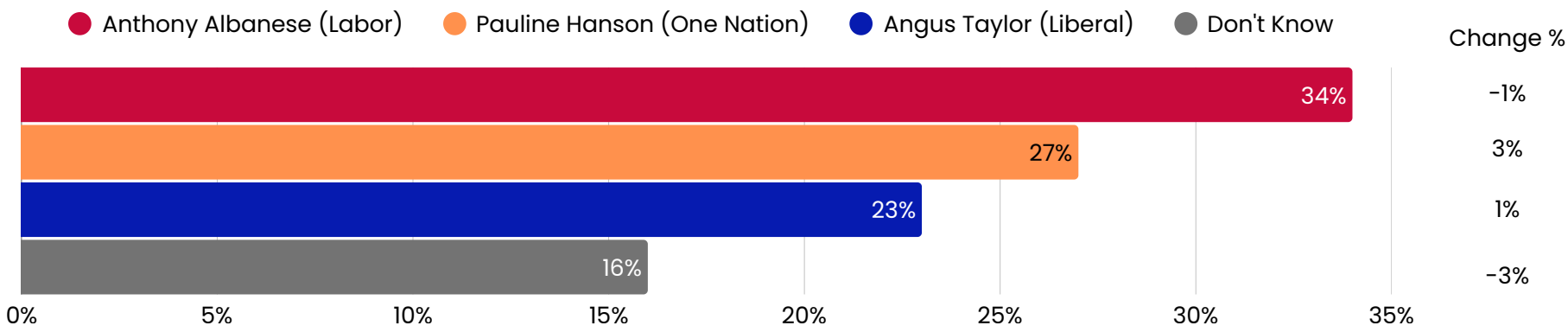
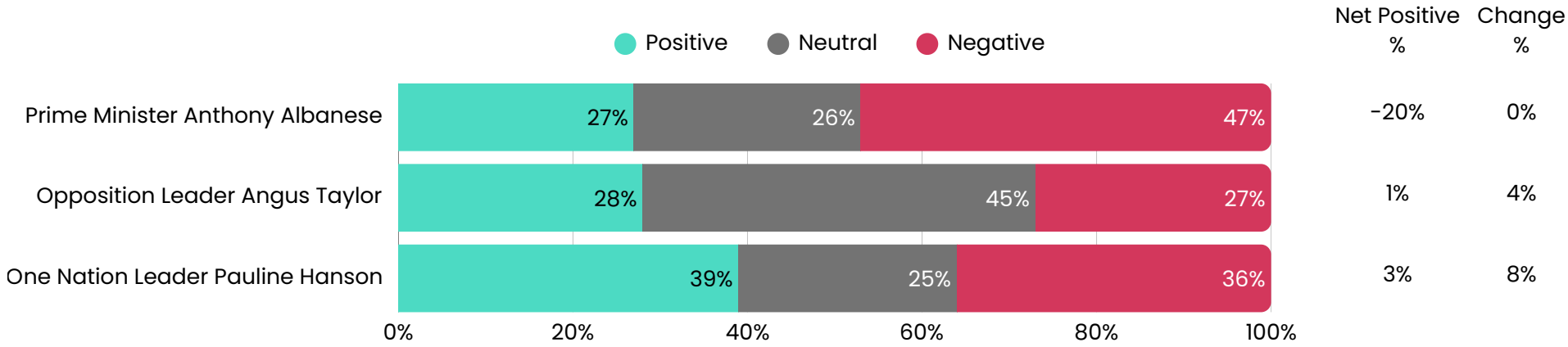
Preferred Prime Minister



Leader Ratings



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Top Issue

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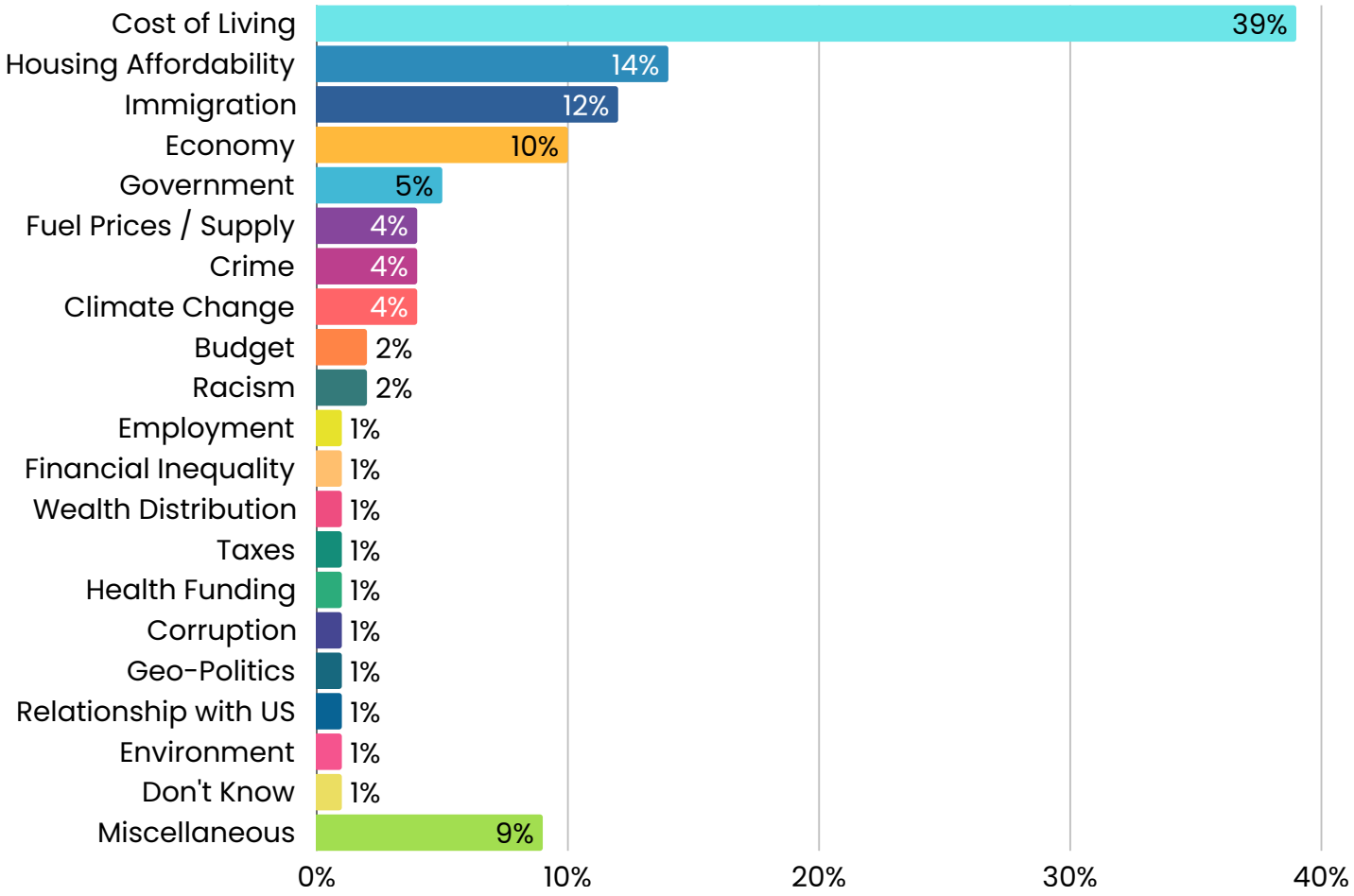
Q. In your opinion, what is the biggest issue facing Australia today?

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



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Voting Intention Hypothetical

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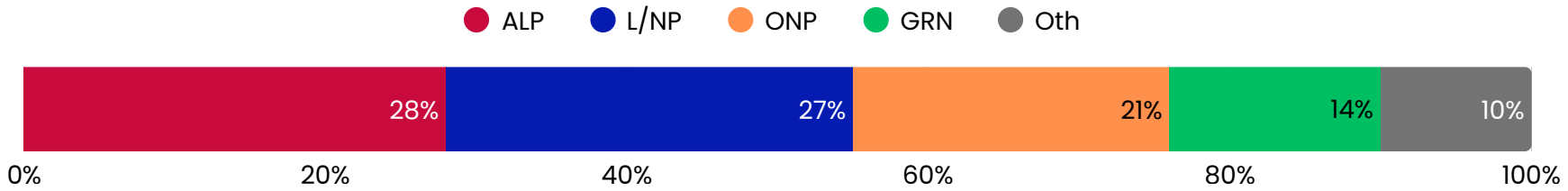
Q. Assume for the following question that Pauline Hanson, at the age of 71, announced her retirement from politics,

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

Primary Vote %



Excludeds 6% of respondents who were undecided

Seat Projection

	Labor	Coalition	One Nation	Greens	Others
Top of range	83	52	24	5	7
Bottom of range	74	36	15	1	3

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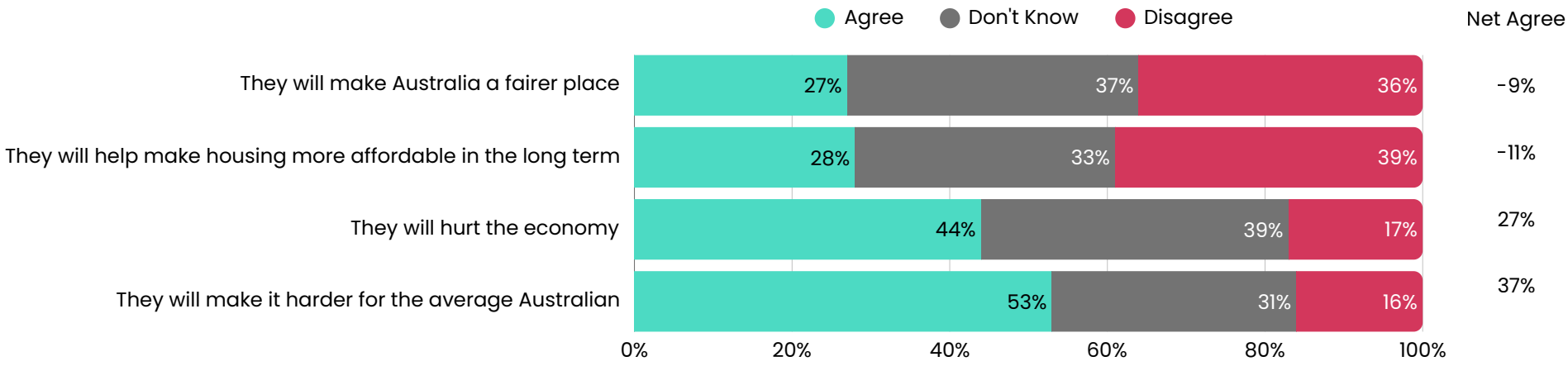
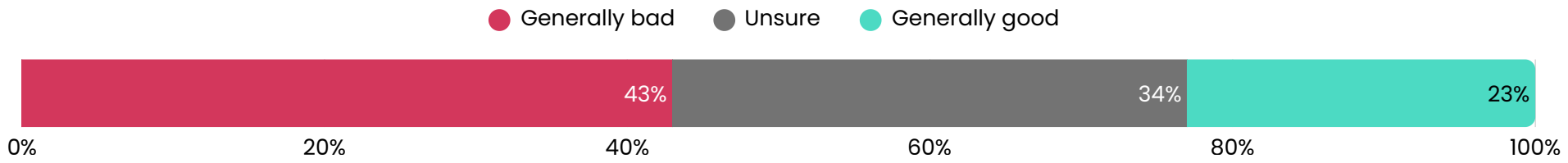
Attitudes Towards Budget

Australian Polling Council Quality Mark

Q. Please indicate whether you agree with the following statements regarding the tax changes included in the budget.



Q. What is your overall opinion of the 2026 Federal Budget?



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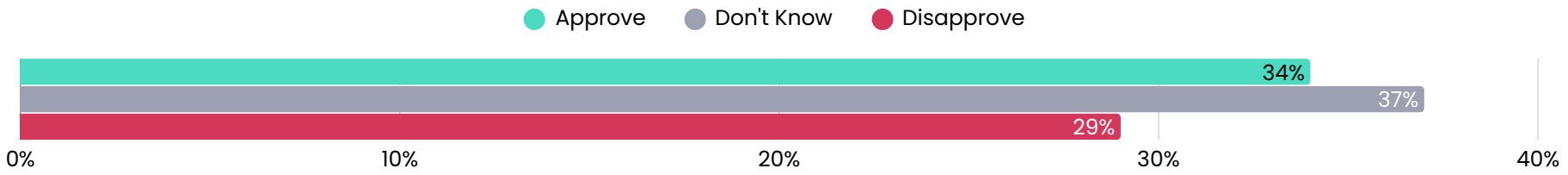
Attitudes Towards Budget

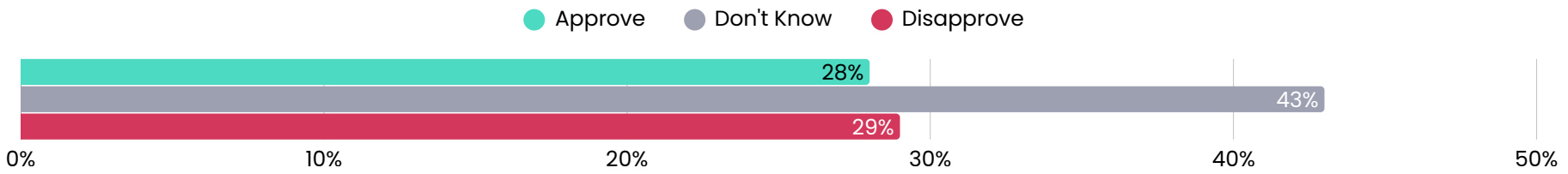
Australian Polling Council Quality Mark

Q. Below are some of the major tax changes announced in the budget. Please indicate whether you approve or disapprove of each

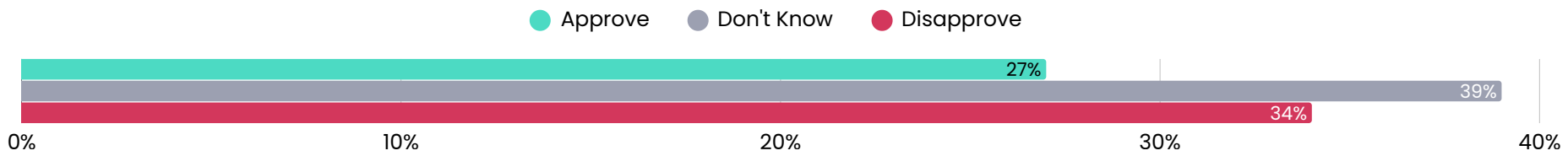
1. Ending negative gearing for existing homes purchased after May 12 2026.



2. Scrapping the 50% capital gains tax discount for investments in favour of inflation-linked indexation



3. A minimum 30% tax rate on family trusts



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General Attitudes To Tax Policy

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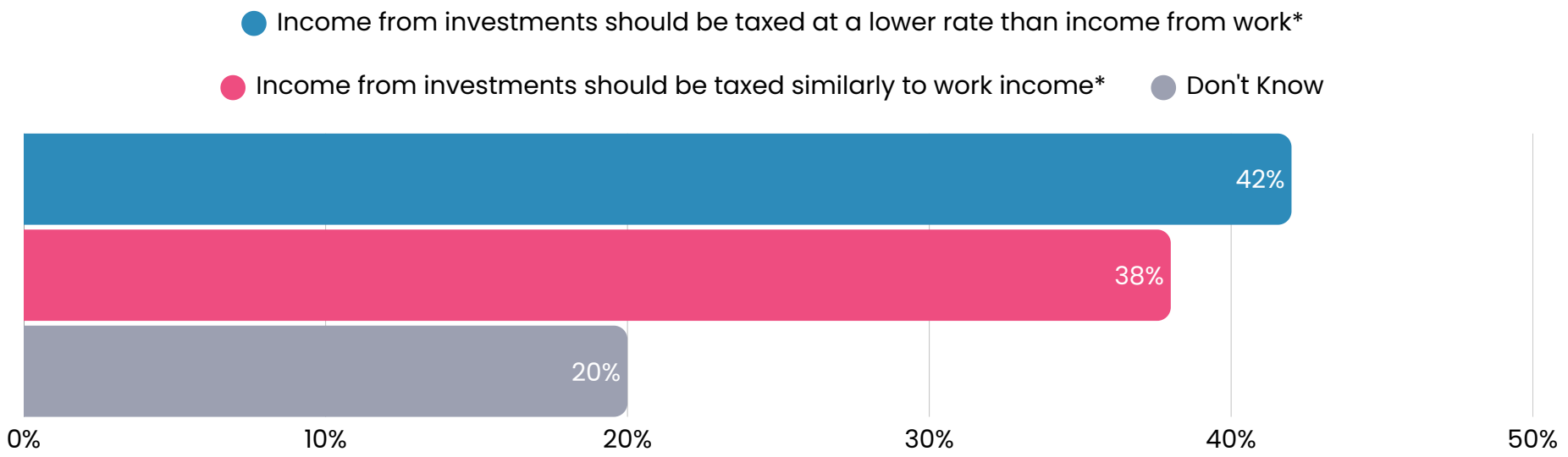
Q. Out of these two options, which is your preferred approach to tax on investments?



*Full wording:
Q. Out of these two options, which is your preferred approach to tax on investments?
1. Income from investments should be taxed at a lower rate than income from work to provide greater opportunities for people to build wealth.
2. Income from investments should be taxed similarly to work income to ensure a fair system
3. Don't know

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Voting Intention: Gender + Age

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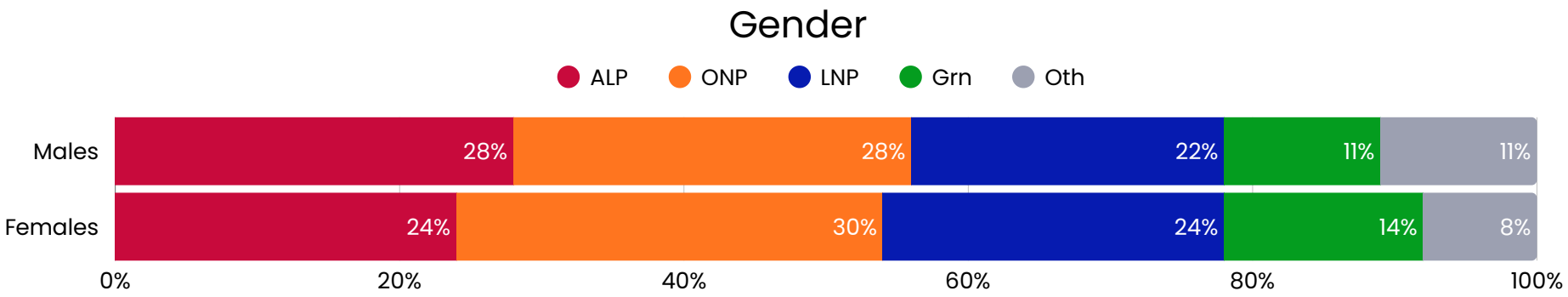

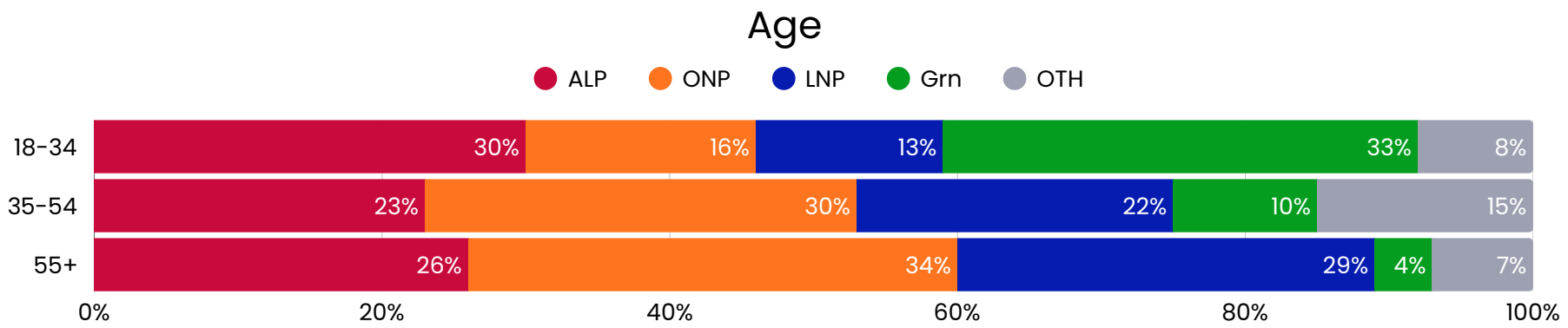

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Education + Income

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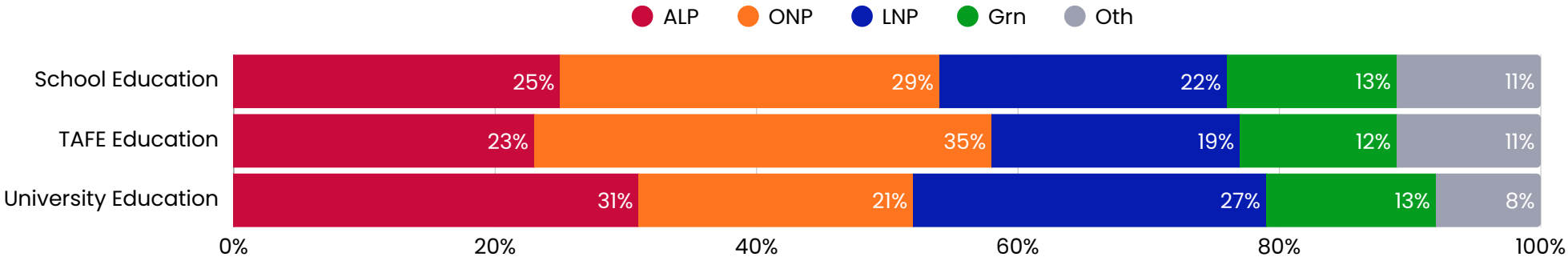
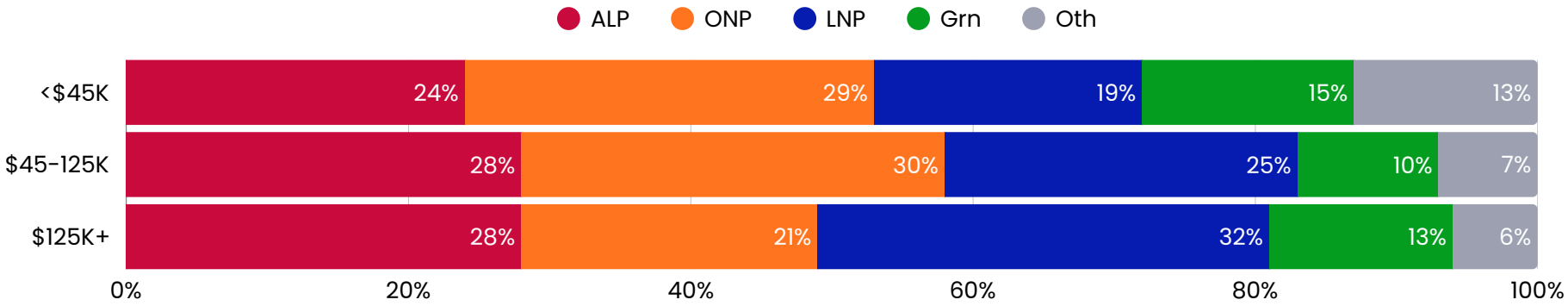
Education



Income



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Voting Intention: State + Location

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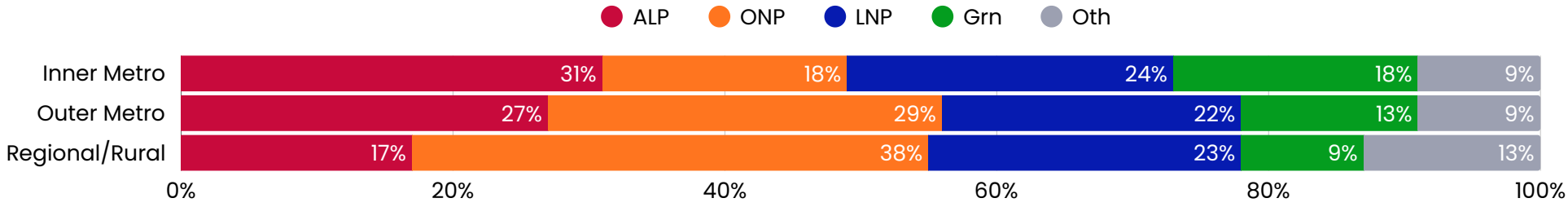
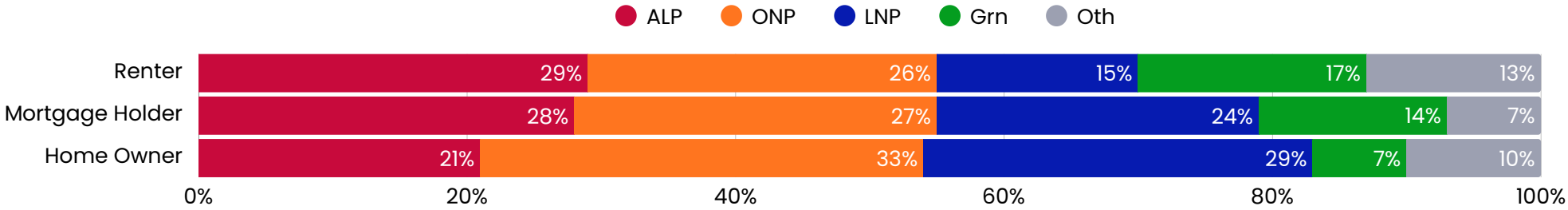
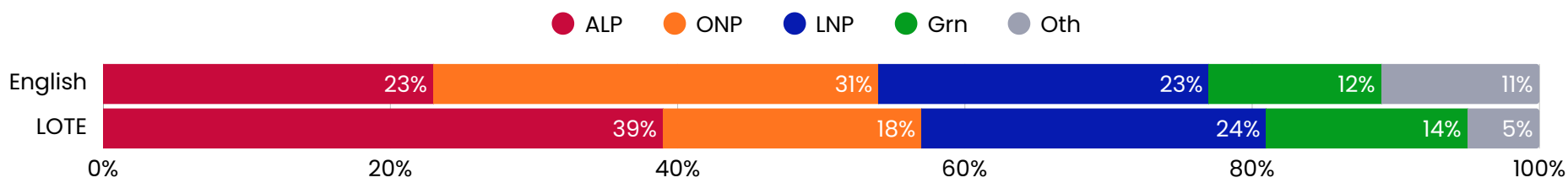
Location



Housing Tenure



Language Status



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Voting Intention: Past Election Vote

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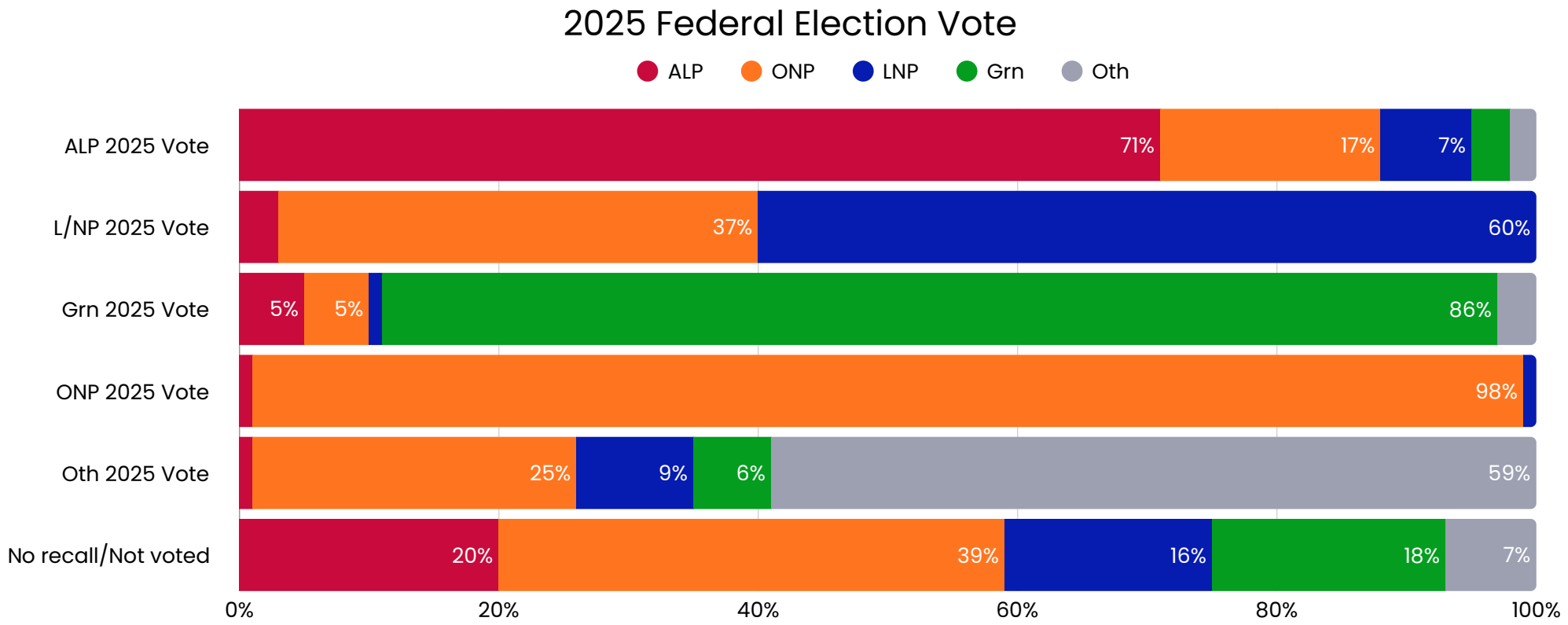

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Question Wording

Australian Polling Council Quality Mark

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. 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

Question Wording

Australian Polling Council Quality Mark

Q. Assume for the following question that Pauline Hanson at the age of 71 announced her retirement from politics.
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 Barnaby Joyce 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. Below are some of the major tax changes announced in the budget. Please indicate whether you approve or disapprove of each.
Tax changes randomly listed, answer order randomly flipped
Answers: Approve, Don't Know, Disapprove
Tax Changes Tested
Ending negative gearing for existing homes purchased after May 12 2026.
Scrapping the 50% capital gains tax discount for investments in favour of inflation-linked indexation
A minimum 30% tax rate on family trusts

Q. Please indicate whether you agree with the following statements regarding the tax changes included in the budget
Statements randomly listed, answer order randomly flipped
Answers: Agree, Don't Know, Disagree
Statements Tested
They will make Australia a fairer place
They will help make housing more affordable in the long term
They will hurt the economy
They will make it harder for the average Australian

Q. What is your overall opinion of the 2026 Federal Budget?
Answer order randomly flipped
Generally good
Unsure
Generally bad

Question Wording

Q. Out of these two options, which is your preferred approach to tax on investments?
Answer order randomly listed with Don't Know kept last
Income from investments should be taxed at a lower rate than income from work to provide greater opportunities for people to build wealth
Income from investments should be taxed similarly to work income to ensure a fair system
Don't know

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