DEMOS AU
TRUSTED INSIGHTS

The Research Society 2025-26 Corporate Partner

Australian Polling Council Quality Mark

Capital Brief/DemosAU Federal Poll

Fieldwork Dates: 03-08 July 2026

Total Sample Size: 2,694

Effective Margin of Error: +/- 2.5%

CAPITAL BRIEF

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Methodology Statement

The Research Society 2025-26 Corporate Partner

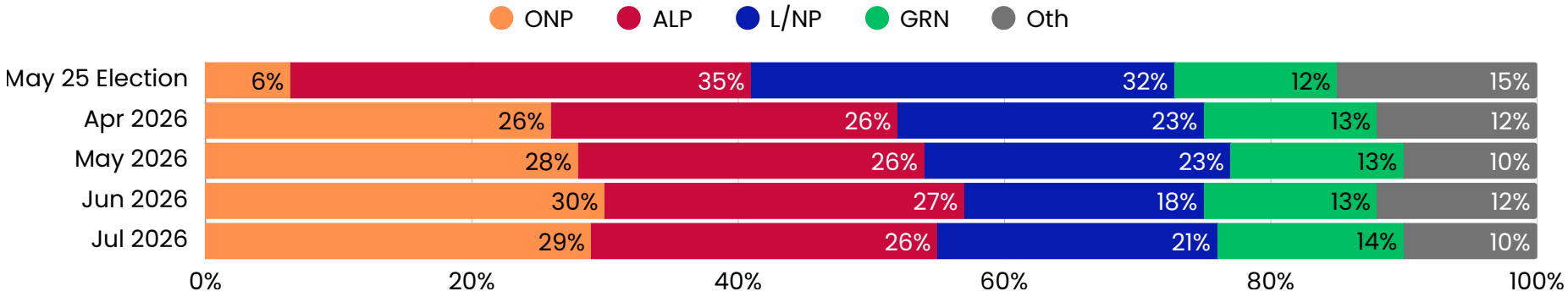
Australian Polling Council Quality Mark

Research company	DemosAU
Client commissioning the research	Capital Brief
Fieldwork dates	3-8 July 2026
Mode of data collection	Internet panels
Target population	Australian residents 18+ eligible to vote at elections
Sample size	2,694
Is voting intention published?	Yes, in this report
Effective sample size after weighting applied	1,532
Margin of error associated with effective sample size	+/- 2.5%
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 15-17
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

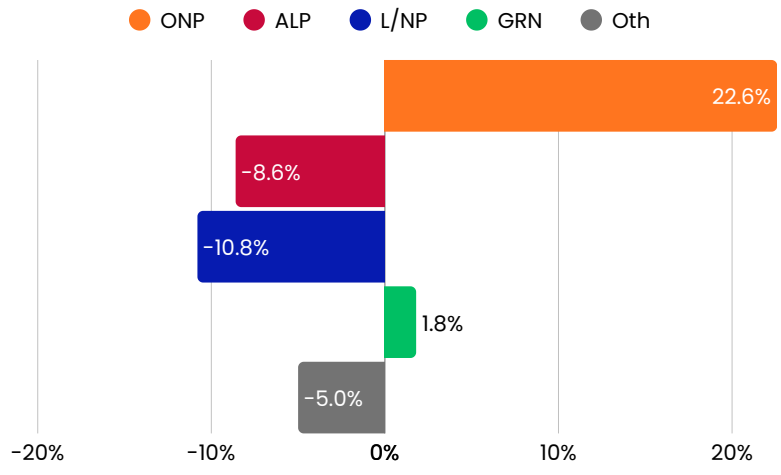
Australian Polling Council Quality Mark

Primary Vote %

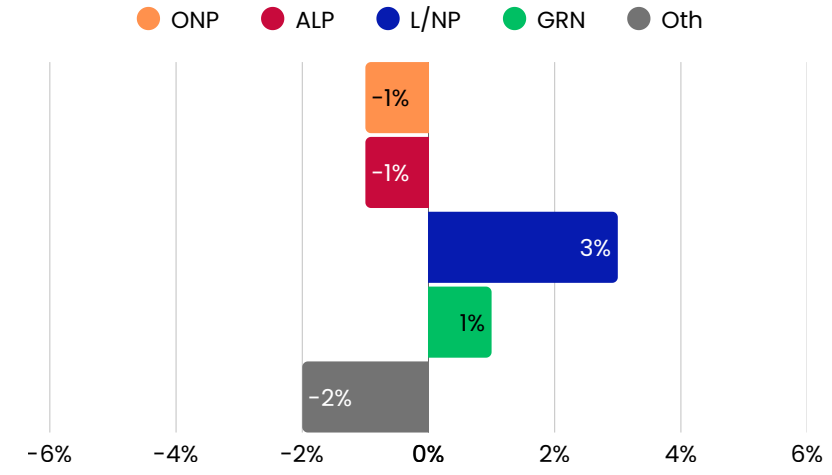


Excludeds 7% of respondents who were undecided

Swings Since Last Election



Swings Since Last Poll (June)



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Preferred PM

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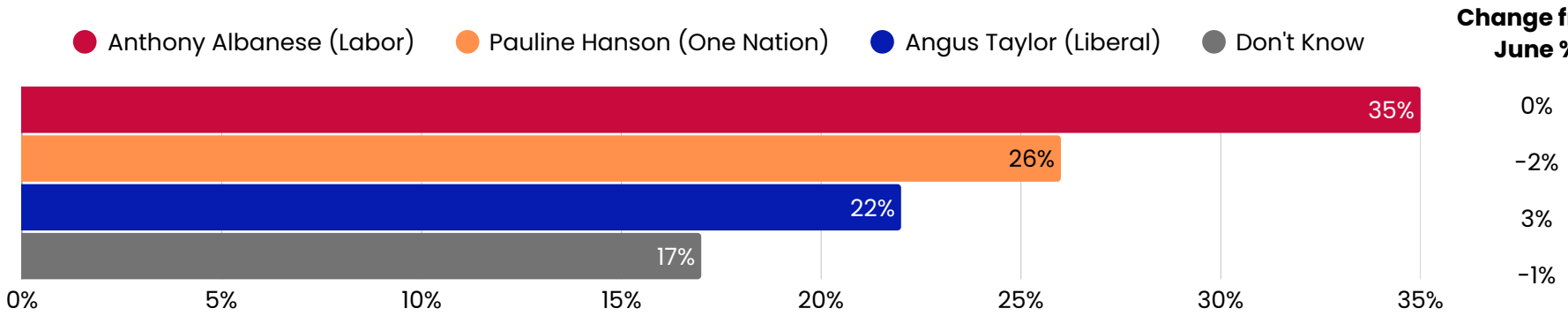
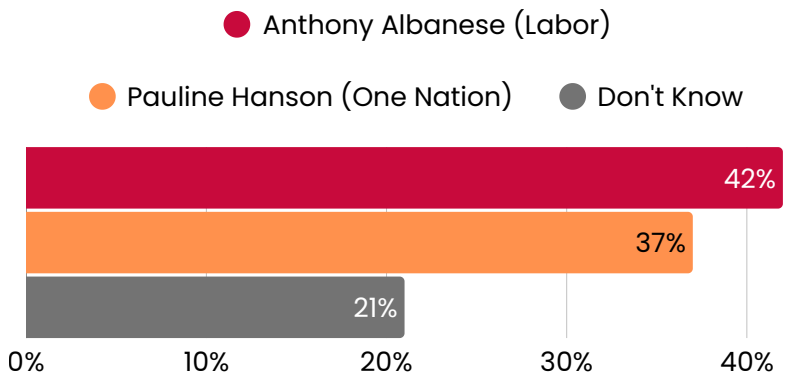
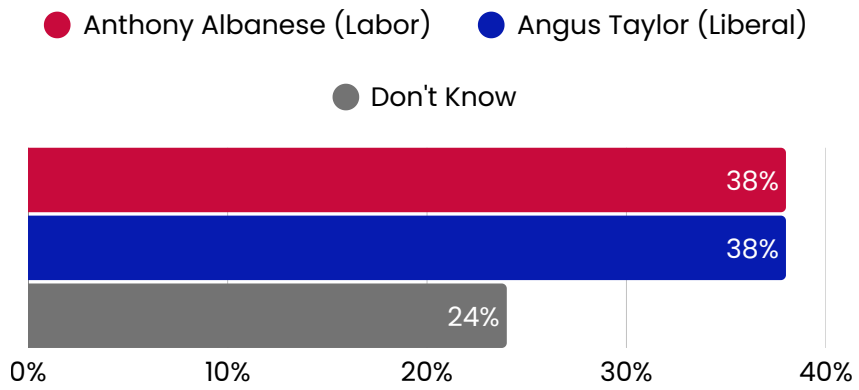
Three Choices



Head to Head





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Leader Ratings + Trump/Democracy Statements

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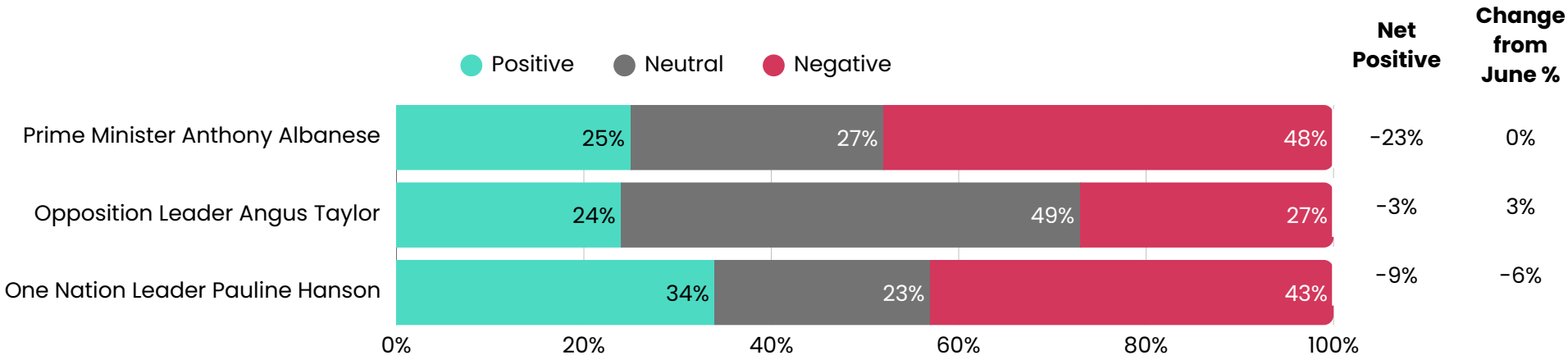
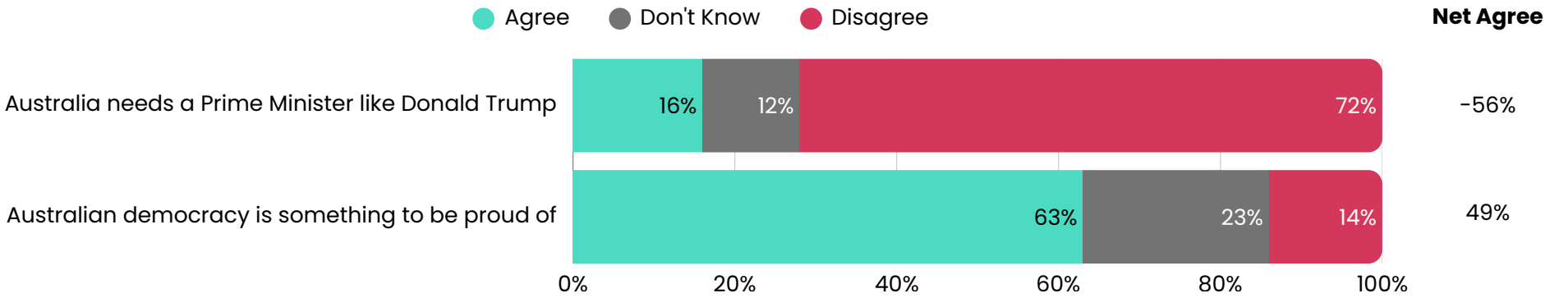
Q. What is your opinion of the following people?



Q.Please indicate whether you agree or disagree with the below statements



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Better PM For Specific Cohorts

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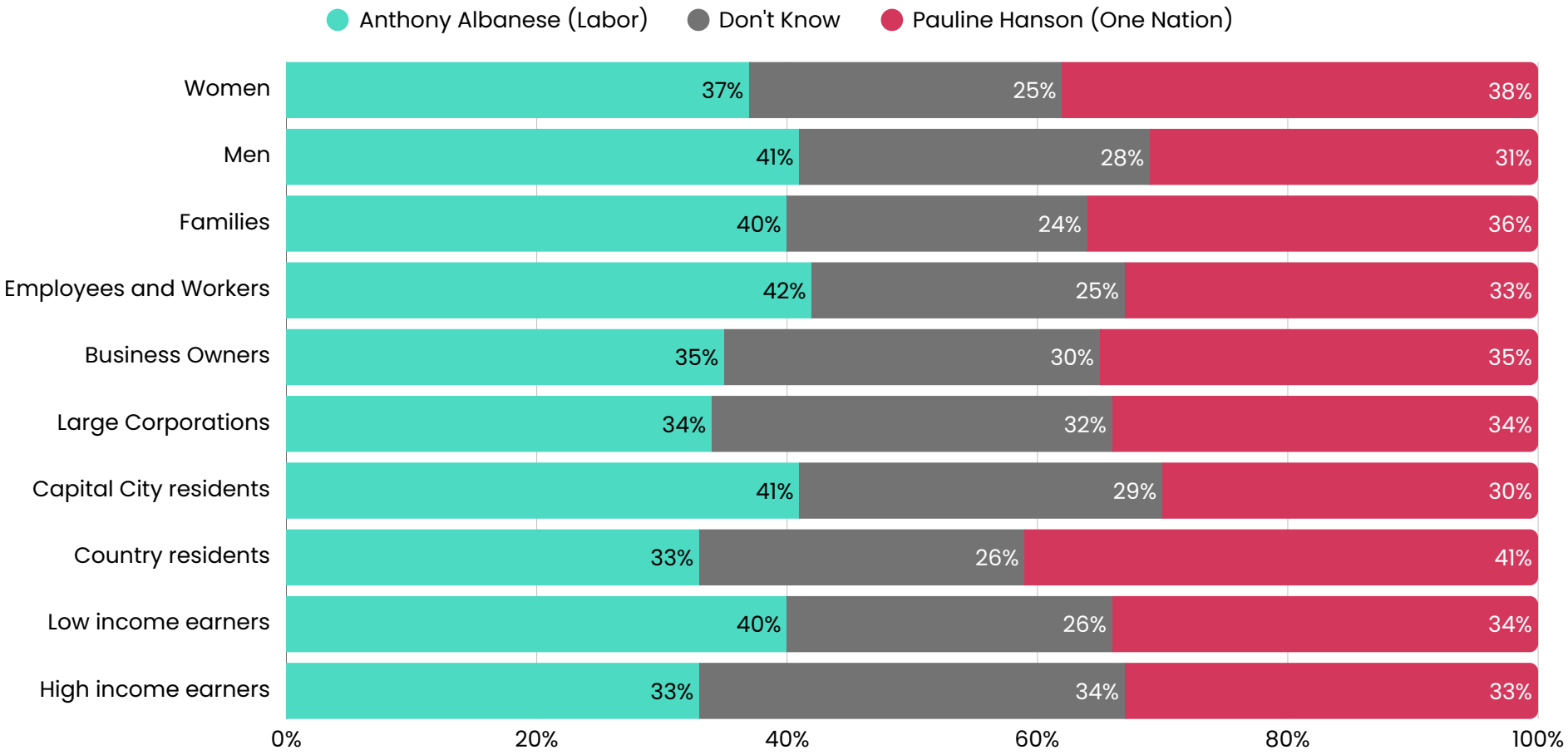
Q. Who do you think would be a better PM for the following groups?



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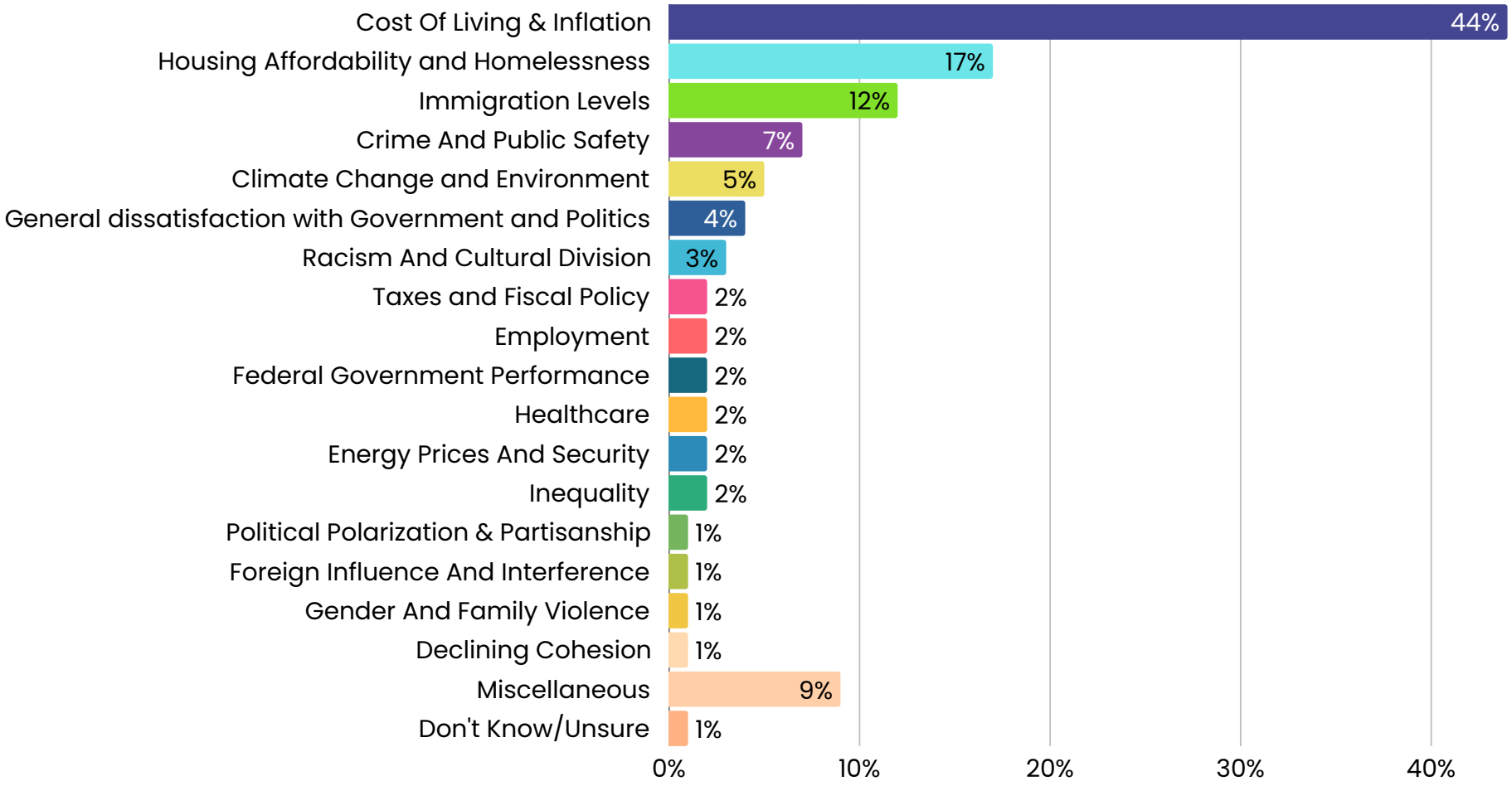
Top Issue

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)



Hanson's Statements

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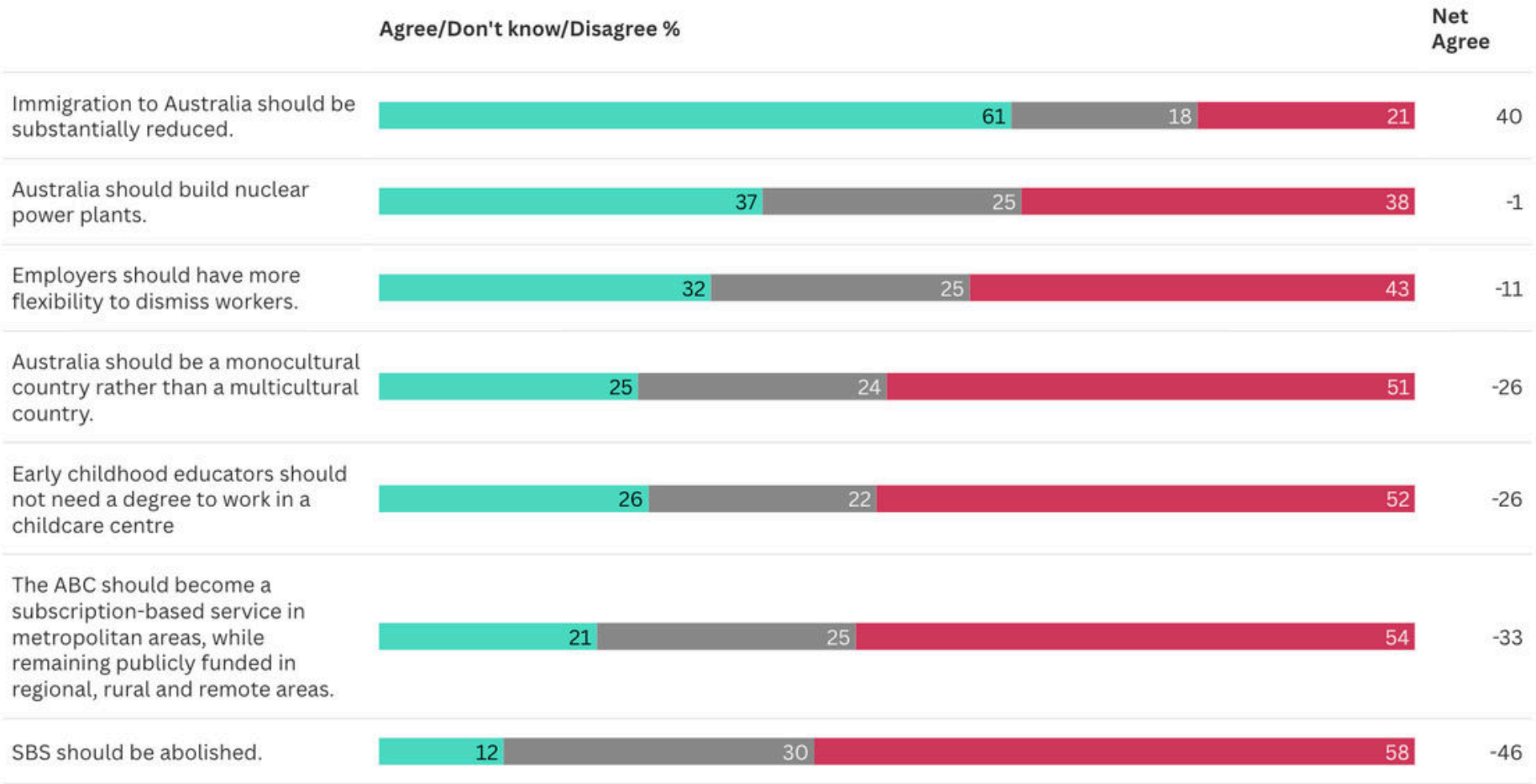
Q. Please indicate whether you agree or disagree with the below statements



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Individual Ratings

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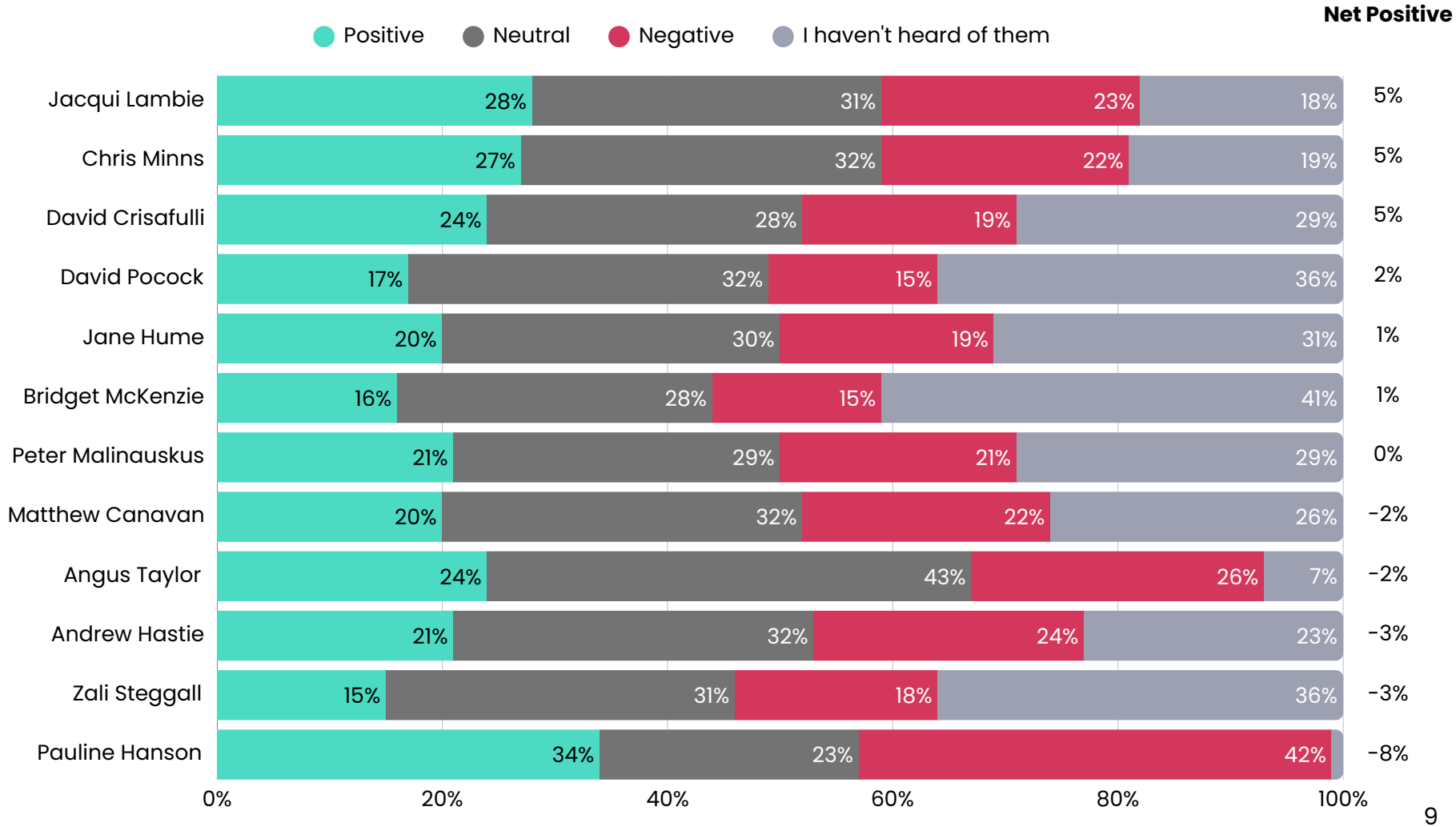
Q. Please indicate whether you have a positive or negative view of the following political figures



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Individual Ratings (Continued)

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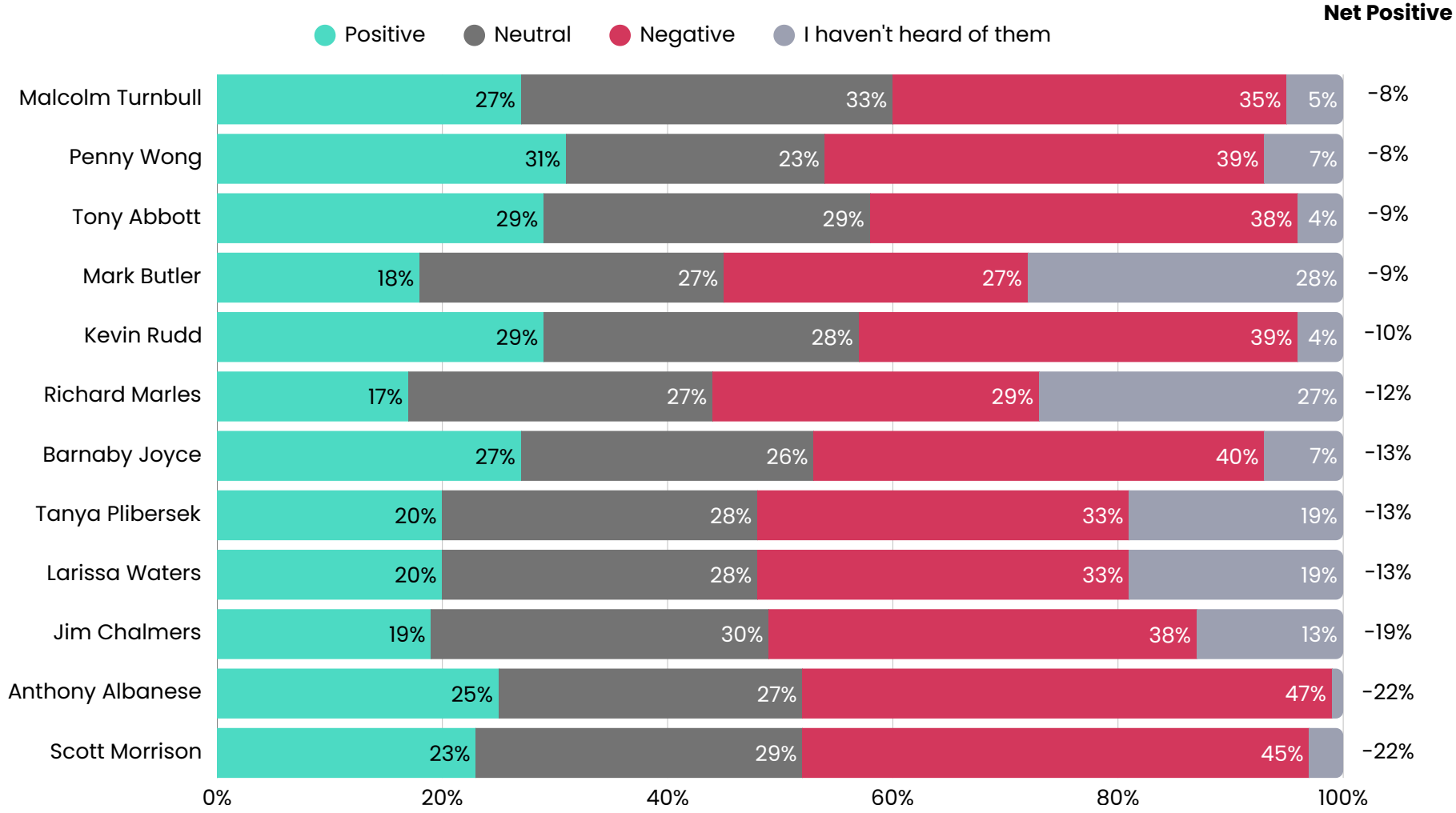
Q. Please indicate whether you have a positive or negative view of the following political figures



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Voting Intention: Gender + Age

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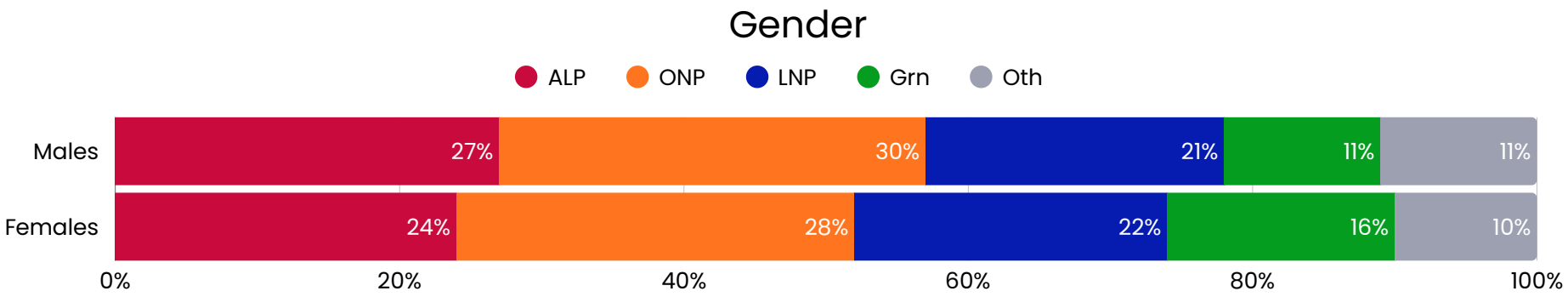

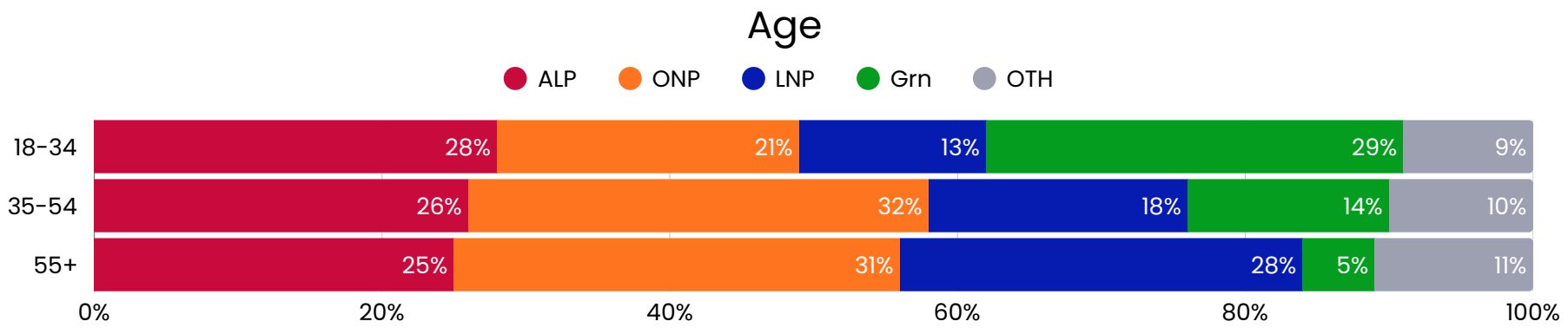

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Education + Income

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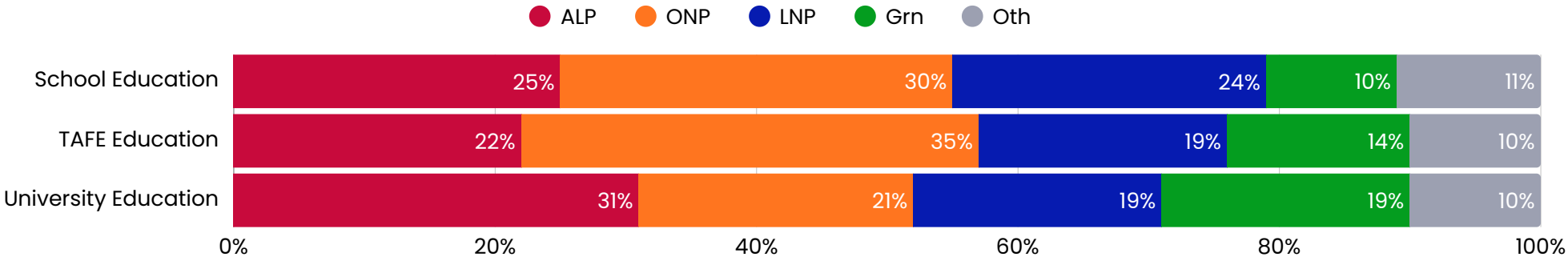
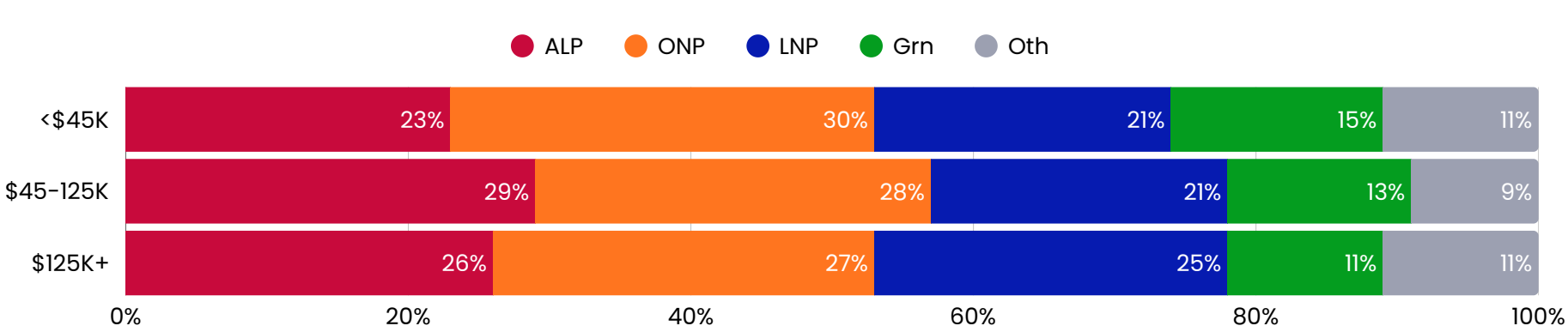
Education



Income



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Voting Intention: State + Location

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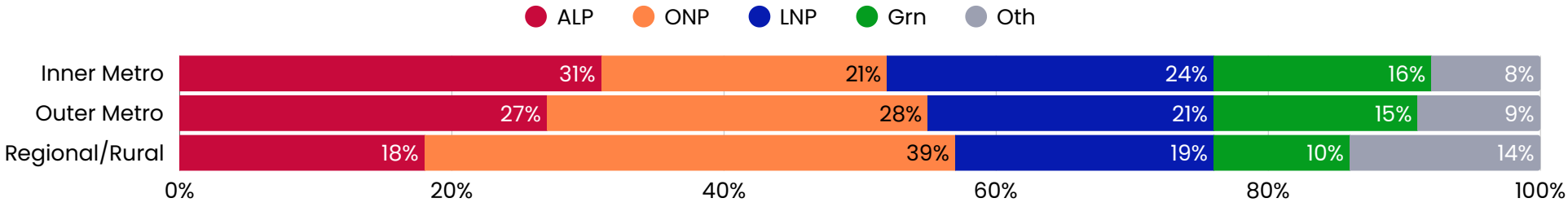
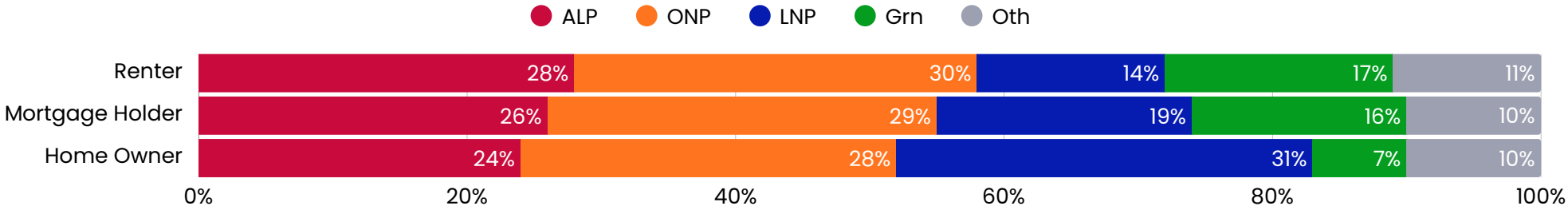
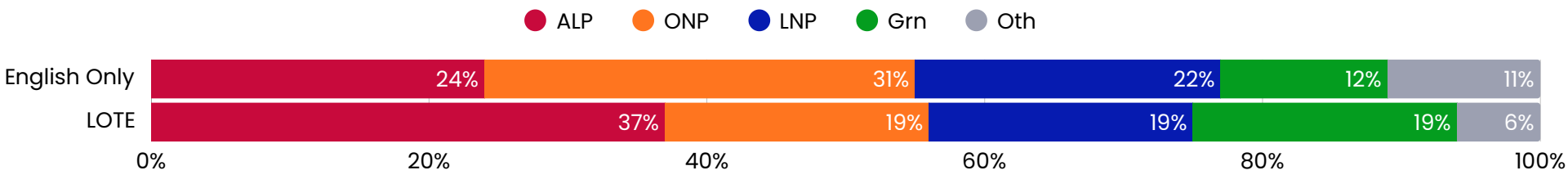
Location



Housing Tenure



Language Status



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Voting Intention: Past Election Vote

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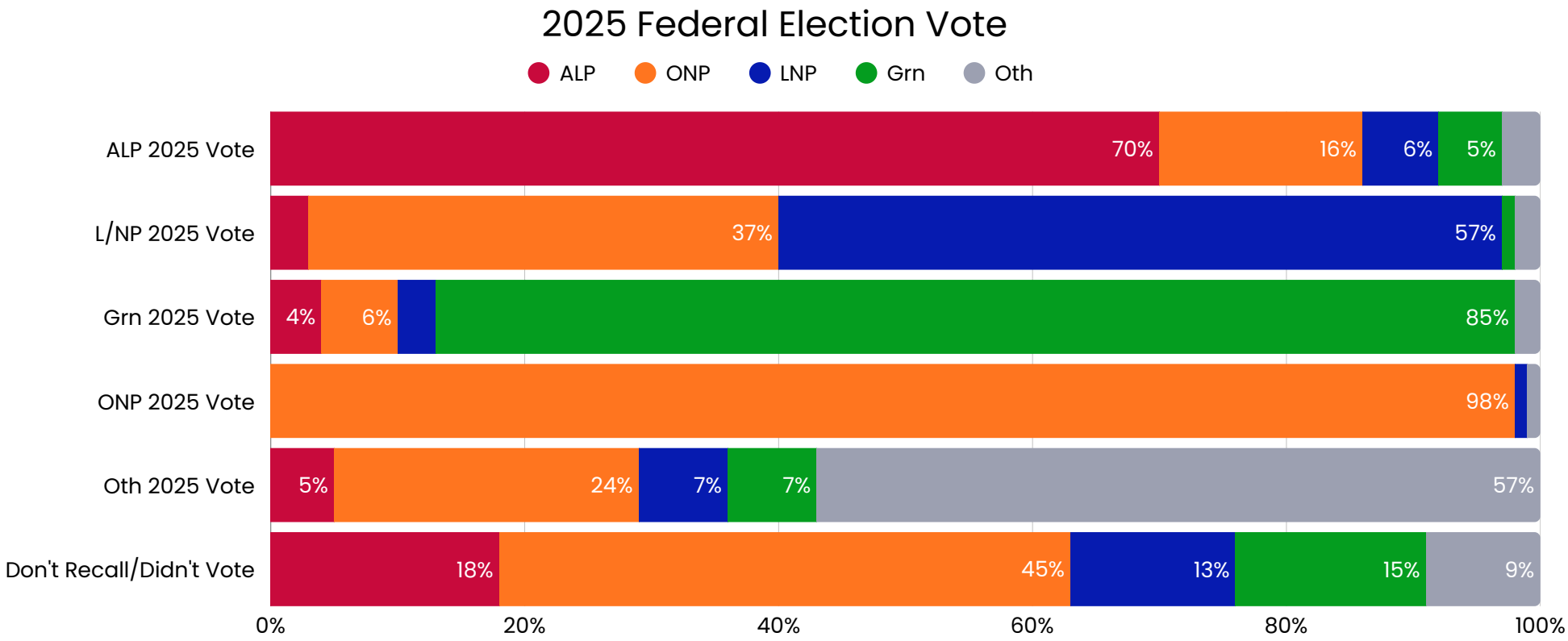

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Question Wording

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. 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

Australian Polling Council Quality Mark

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

Q. Please indicate whether you agree or disagree with the below statements
Statements randomly listed, answer order randomly flipped
Answers: Agree, Don't Know, Disagree
Statements Tested
Australia needs a Prime Minister like Donald Trump
Australian democracy is something to be proud of

Q. Please indicate whether you agree or disagree with the below statements
Statements randomly listed, answer order randomly flipped
Answers: Agree, Don't Know, Disagree
Statements Tested
Immigration to Australia should be substantially reduced.
Australia should build nuclear power plants.
Employers should have more flexibility to dismiss workers.
Australia should be a monocultural country rather than a multicultural country.
Early childhood educators should not need a degree to work in a childcare centre
The ABC should become a subscription-based service in metropolitan areas, while remaining publicly funded in regional, rural and remote areas.
SBS should be abolished.

Question Wording

Australian Polling Council Quality Mark

Q. Who do you think would be a better PM for the following groups?
Groups randomly listed, answer order randomly flipped
Answers: Anthony Albanese (Labor), Don't Know, Pauline Hanson (One Nation)
Groups Tested
Women
Men
Families
Employees and Workers
Business Owners
Large Corporations
Capital City residents
Country residents
Low income earners
High income earners

Q. Who do you think would be a better PM for the following groups?
Persons randomly listed, Positive and Negative answer order randomly flipped, Neutral kept second last and I haven't heard of them kept last

Answers: Positive, Neutral, Negative, I haven't heard of them

People Tested: Listed at pages 9 & 10 of this report.

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