DEMOS AU

TRUSTED INSIGHTS

*PremierNational

The Research Society 2026-27 Corporate Partner

Australian Polling Council Quality Mark

NSW Poll

Fieldwork Dates: 19-26 August 2026

Total Sample Size: 1,028

Effective Sample Size: 630

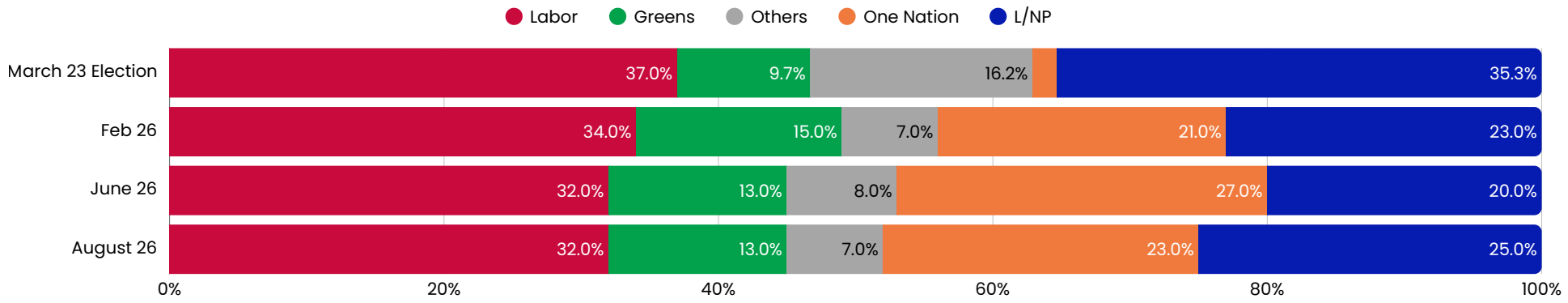
Effective Margin of Error: 3.9%

Methodology Statement

Research company	DemosAU
Client commissioning the research	Conducted in association with PremierNational
Fieldwork dates	19-26 August 2026
Mode of data collection	Internet panels
Target population	NSW residents 18+ eligible to vote at elections
Sample size	1,028
Is voting intention published?	Yes, in this report
Effective sample size after weighting applied	630
Margin of error associated with effective sample size	+/- 3.9%
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 Page 13 and 14
Source of sample	Internet panels
Positioning of voting intention questions in questionnaire?	State 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	Using 2023 NSW State Election preference flows. All flows quoted are Labor-L/NP-Exhaust %. (Grn: 59.5-7.3-33.2, ONP: 11.7-26.1-62.2, Oth: 24.0-19.6-56.4.

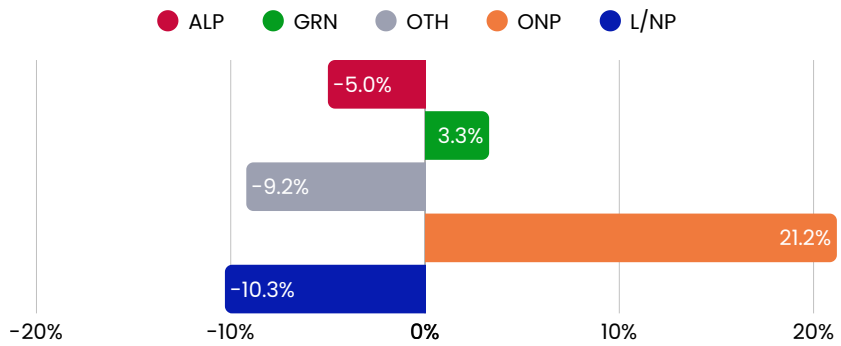
Topline Results

Primary Vote %

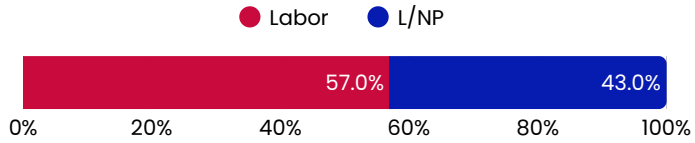


*Excludes 6% of voters who were undecided

Change since Last Election %



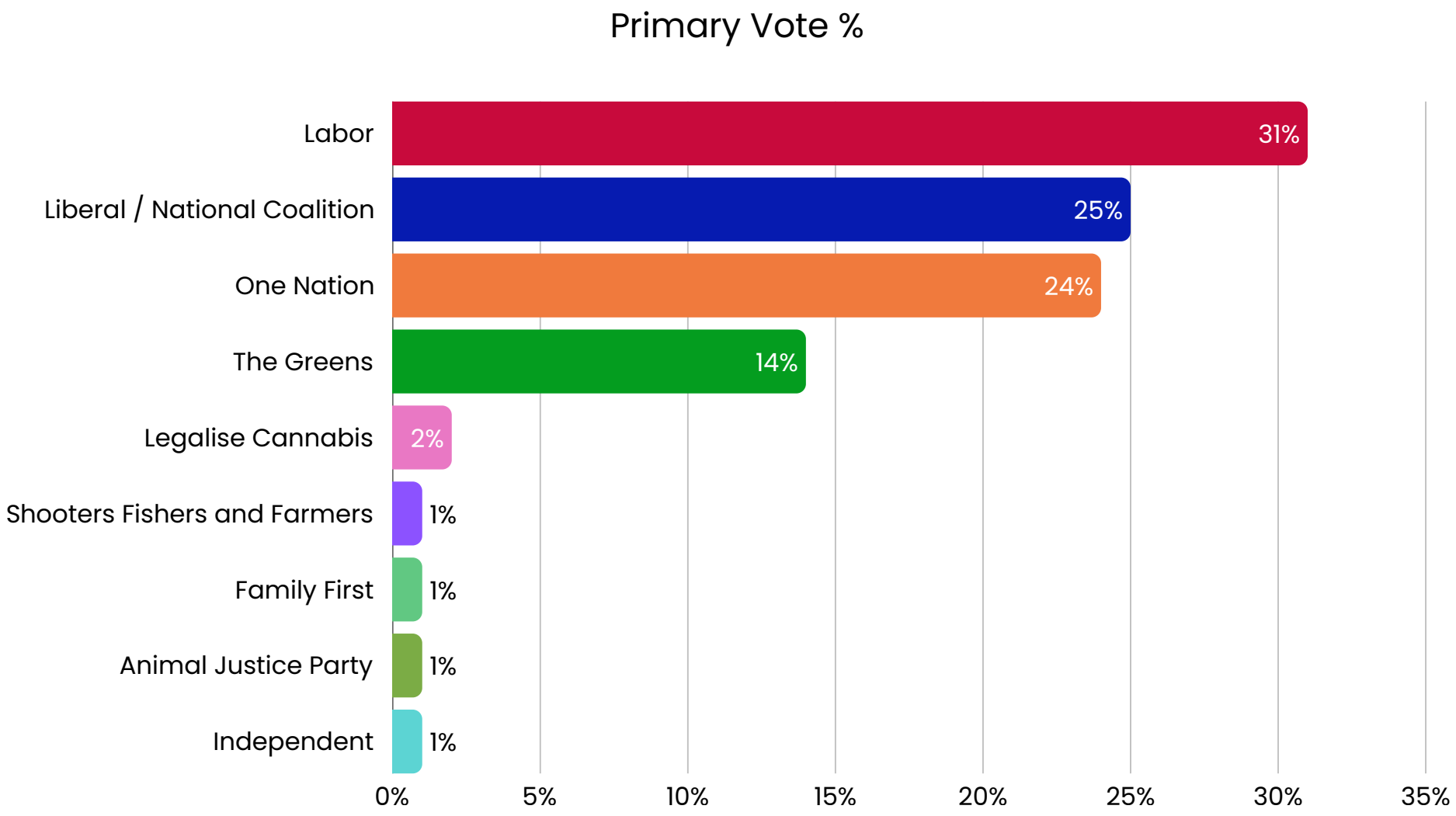
Two-Party Preferred



Note: This TPP estimate is based on 2023 State election preference flows, which is historically the most reliable method for projecting TPP results. However, this factors in a large exhaustion rate for One Nation voters. If the Coalition and One Nation agreed to a preference swap on their How-to-vote material this could significantly narrow the Labor TPP lead.

DEMOS AU
TRUSTED INSIGHTS

Upper House Results



DEMOS AU
TRUSTED INSIGHTS

Upper House Results

Seat Projections

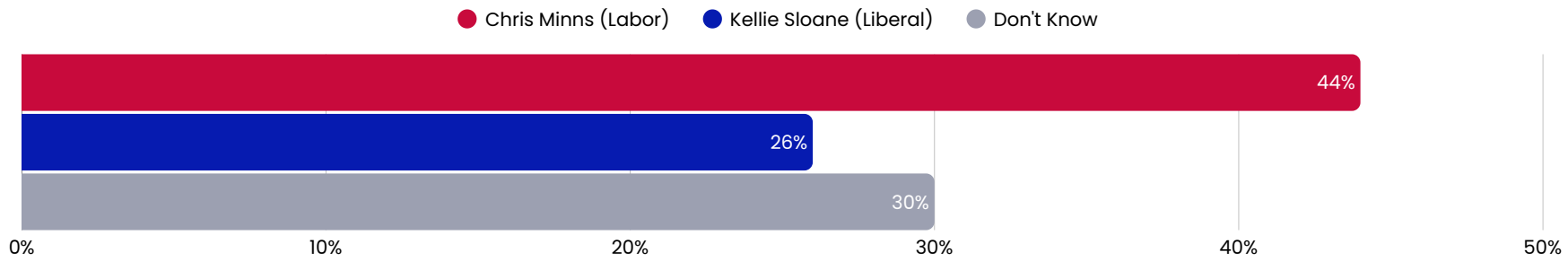
	Poll Est.	Continuing MLCs	Est. Upper House Composition
Labor	7	8	**15**
Liberal / National Coalition	5	7	**12**
One Nation	5		**5**
The Greens	3	2	**5**
Shooters, Fishers and Farmers		1	**1**
Libertarian		1	**1**
Mark Latham (Ind)		1	**1**
Legalise Cannabis		1	**1**
In Doubt	1		**1**

Current LC (For Comparison)

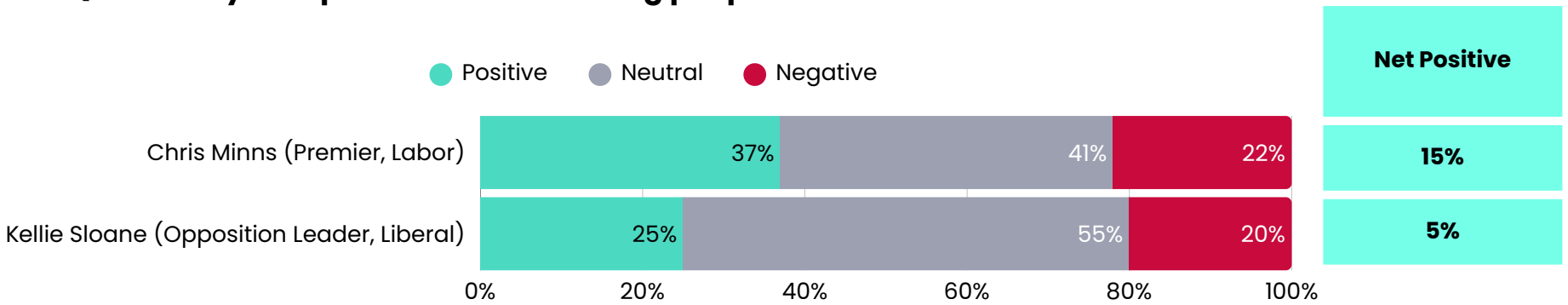
Party	Seats
Labor	15
Liberal/National Coalition	14
One Nation	0
Greens	4
Shooters, Fishers and Farmers	2
Animal Justice	1
Legalise Cannabis	1
Libertarian	1
Independent	4

Preferred Premier + Personal Ratings

Q. Who is your preferred Premier?



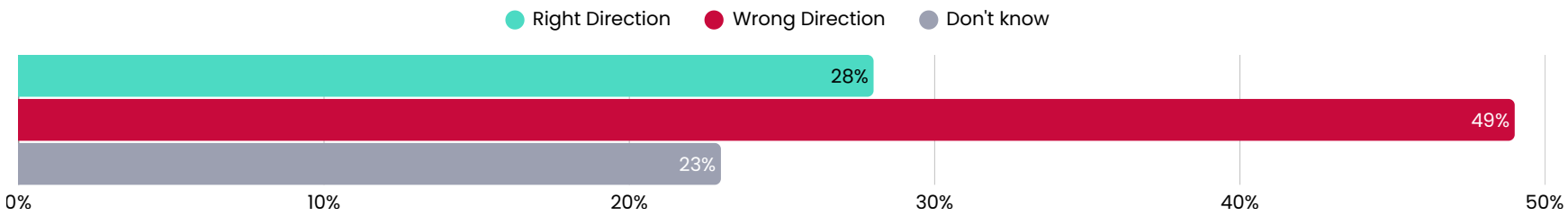
Q. What is your opinion on the following people?



DEMOS/AU TRUSTED INSIGHTS

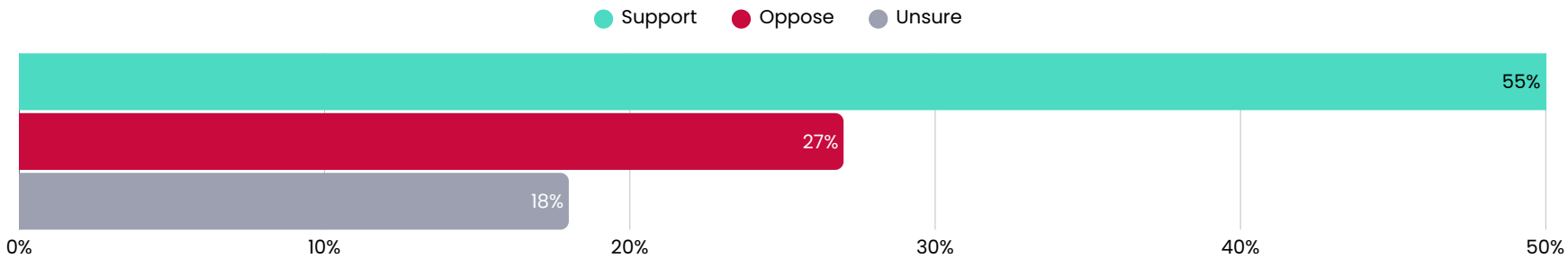
State Direction + Gun buyback

Q. In your opinion, is NSW heading in the right direction or the wrong direction?



Q. The NSW & Federal Governments have agreed to jointly fund a NSW Gun Buyback Scheme. The scheme will provide compensation for guns and other firearms which are now illegal under recent gun control legislation.

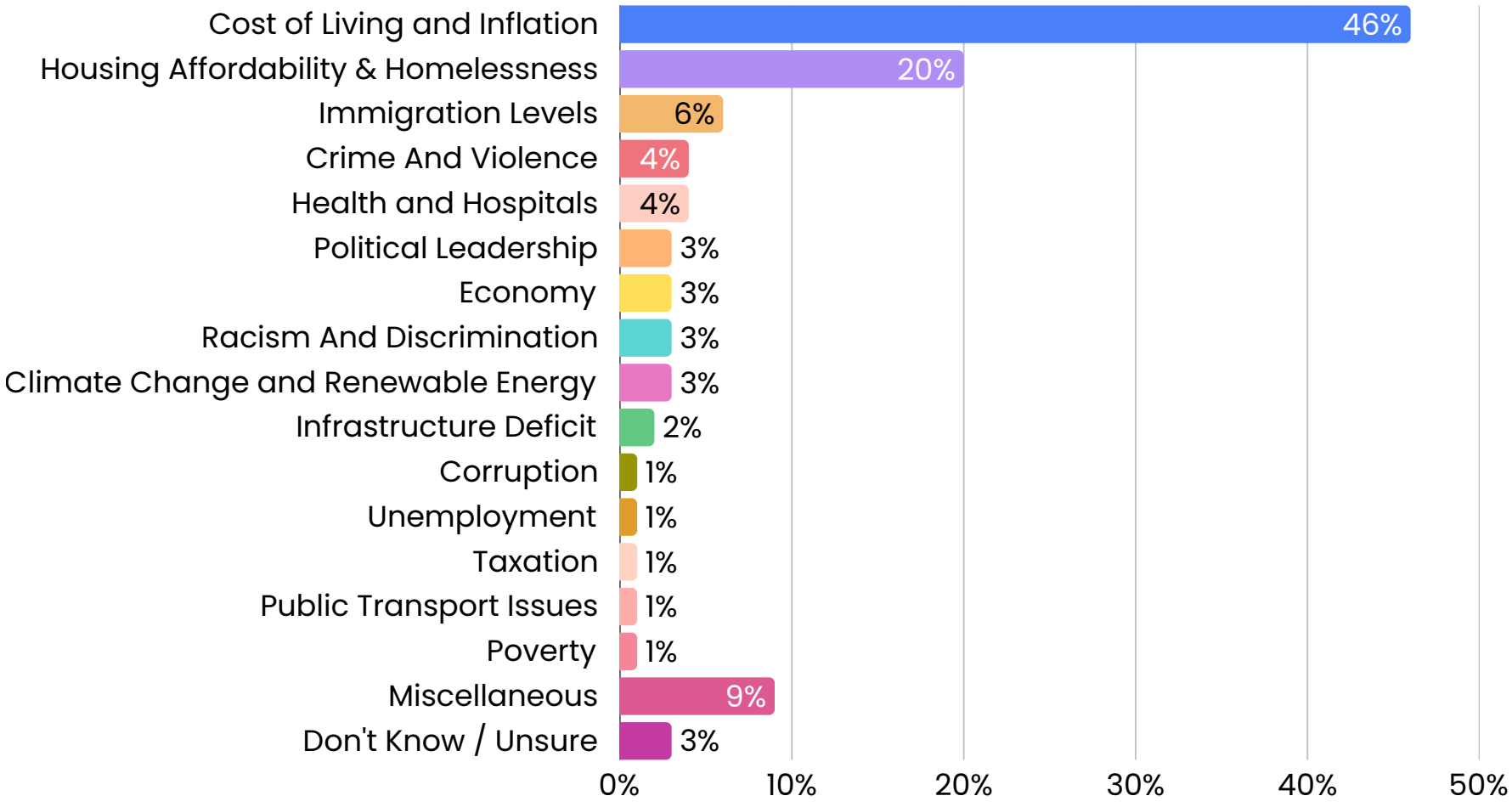
Do you support or oppose the NSW Gun Buyback Scheme?



DEMOS AU
TRUSTED INSIGHTS

Biggest Issue

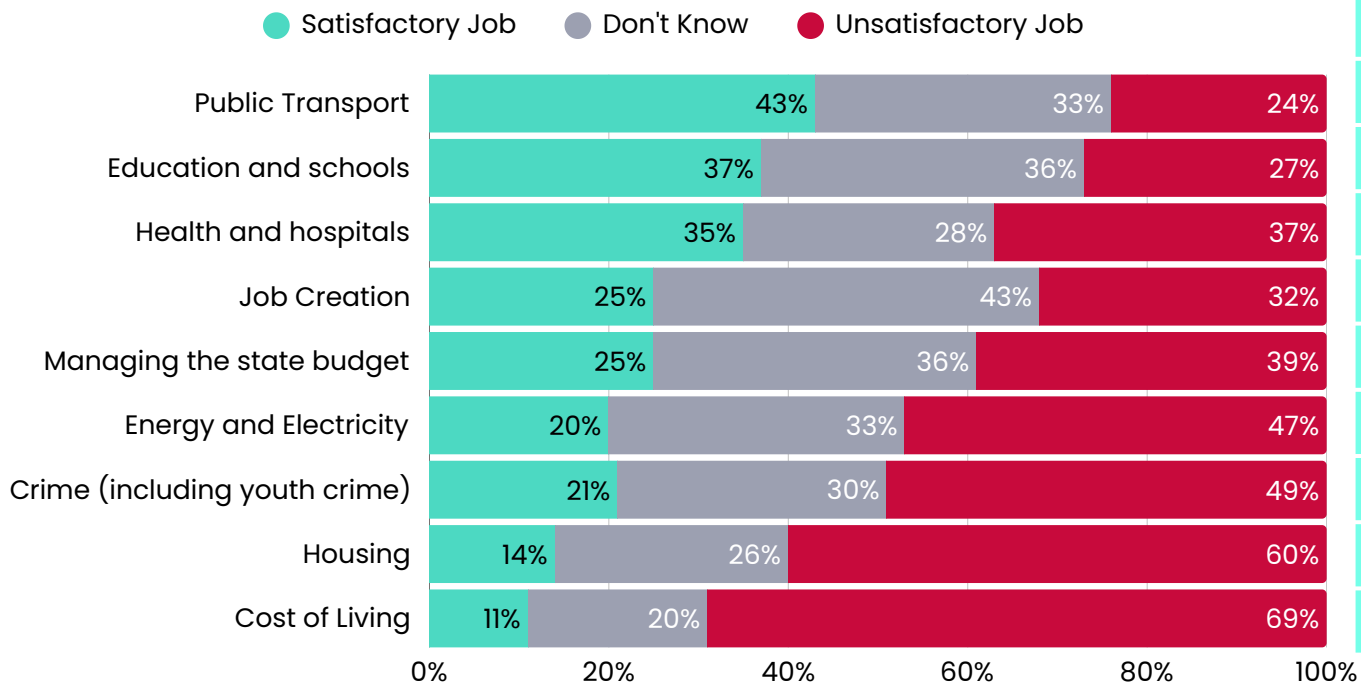
Q. In your opinion, what is the biggest issue facing NSW today?
Open-ended, categories generated with assistance of AI



DEMOS AU
TRUSTED INSIGHTS

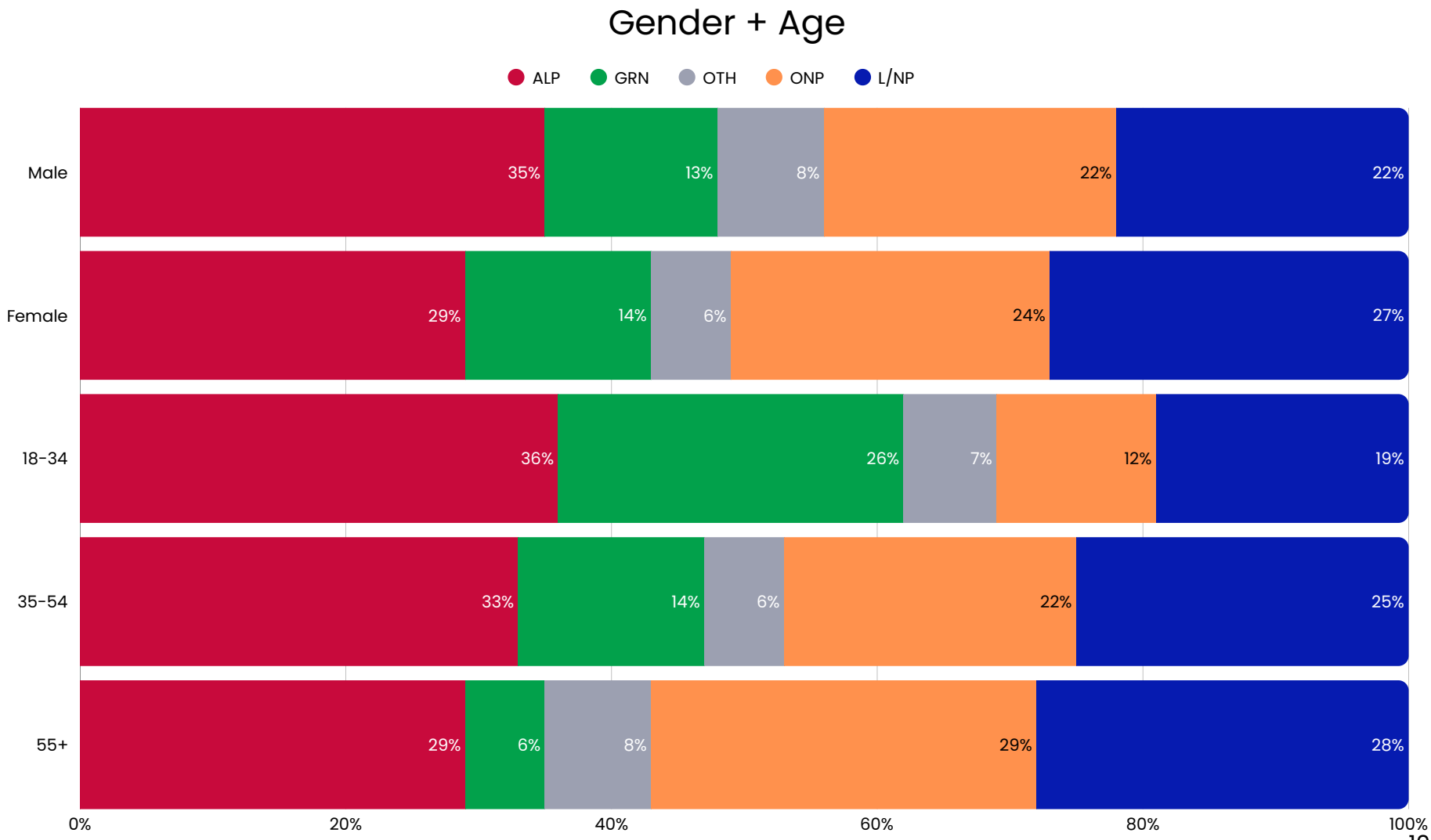
Issue Ratings

Q. Do you believe the Minns State Government is doing a satisfactory job or an unsatisfactory job of managing these issues?



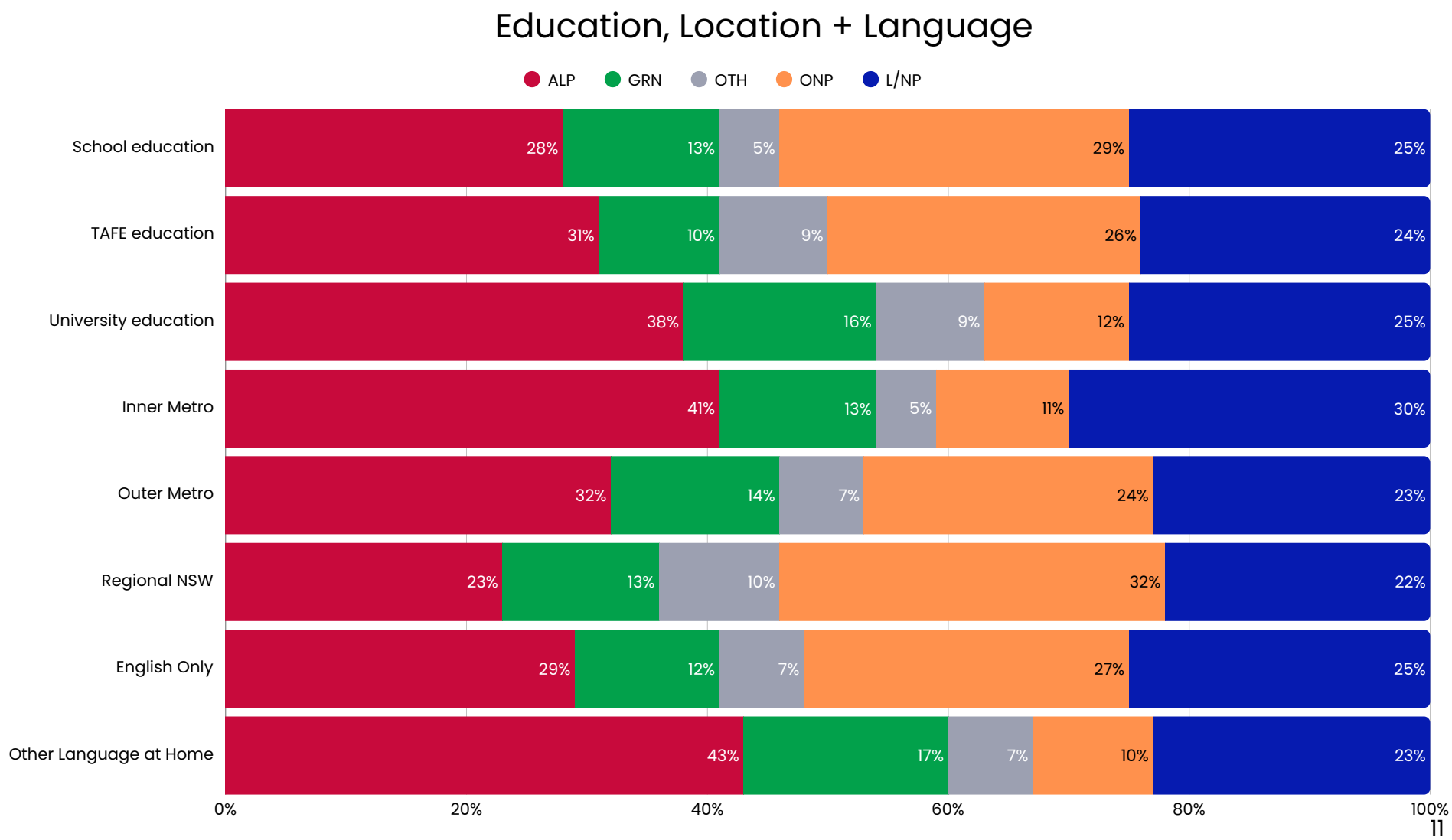
	Net Satisfactory	Change Since June %
Public Transport	19%	-
Education and schools	10%	-5%
Health and hospitals	-2%	-1%
Job Creation	-7%	-
Managing the state budget	-14%	-2%
Energy and Electricity	-27%	-6%
Crime (including youth crime)	-28%	-3%
Housing	-46%	1%
Cost of Living	-58%	-3%

Demographic Breakdowns - Voting Intention



DEMOS AU
TRUSTED INSIGHTS

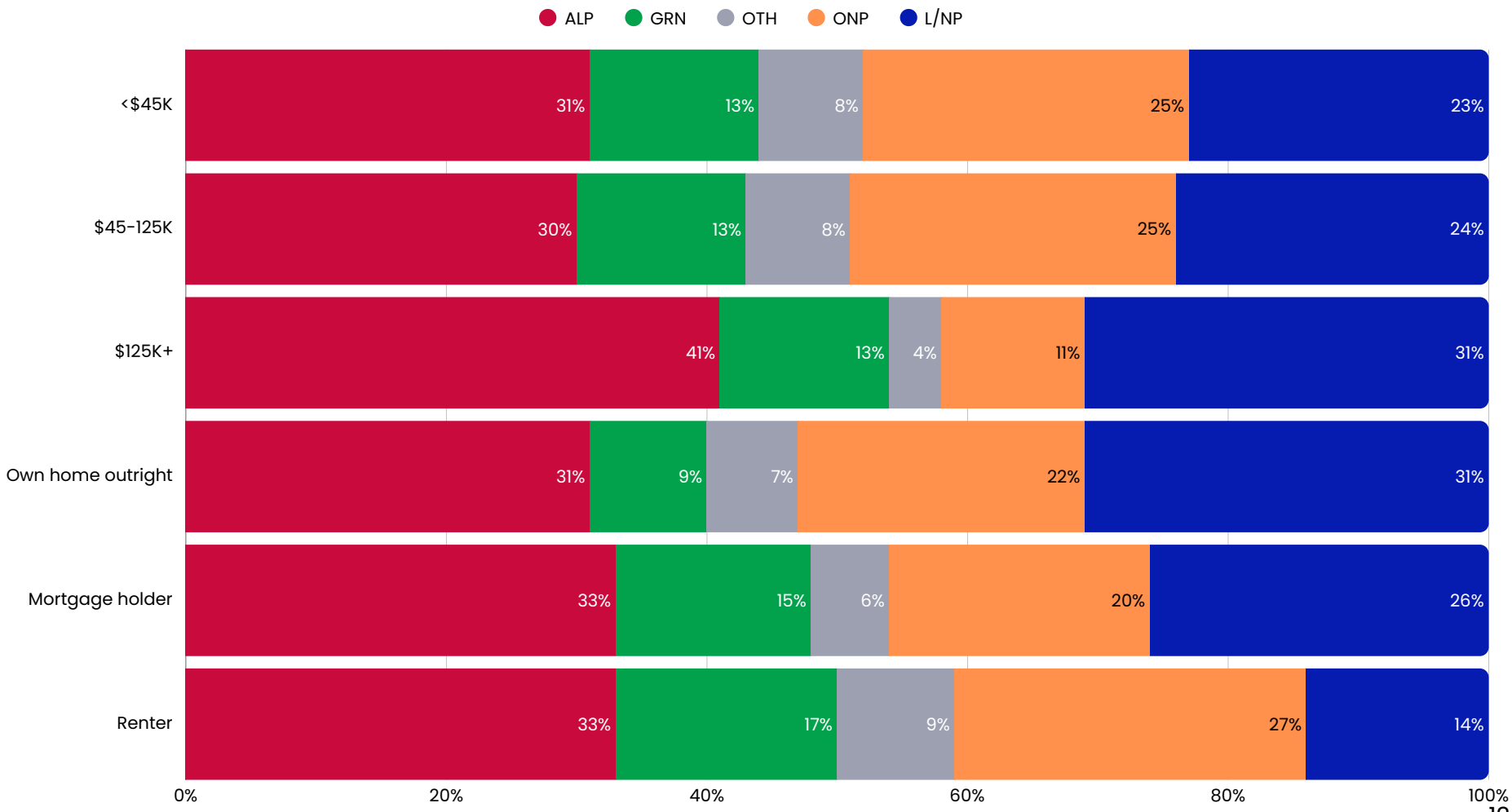
Demographic Breakdowns - Voting Intention



DEMOS AU
TRUSTED INSIGHTS

Demographic Breakdowns - Voting Intention

Income + Housing Tenure



DEMOS AU
TRUSTED INSIGHTS

Question Wording

If a State Election for New South Wales was held today, which one of the following would you vote for?
Answers randomly listed except Don't Know kept last
Labor (with Chris Minns as Leader)
Liberal / National Coalition (with Kellie Sloane as Leader)
One Nation
The Greens
Any Other Candidate
Don't know

I*f respondent chose Don't Know they were asked*:
Being undecided, if a State Election for NSW was held today, which one of the following would you have a slight leaning towards?
Answers randomly listed except Don't Know kept last
Labor (with Chris Minns as Leader)
Liberal / National Coalition (with Kellie Sloane as Leader)
One Nation
The Greens
Any Other Candidate
Don't know

Q. If a State Election for New South Wales was held today, which one of the following would you vote for in the Legislative Council (Upper House)?
Answers randomly listed except Don't Know & Other kept last
Labor (with Chris Minns as Leader)
Liberal / National Coalition (with Kellie Sloane as Leader)
One Nation
The Greens
Animal Justice Party
Family First Party
Legalise Cannabis Party
Libertarian Party
Shooters, Fishers and Farmers Party
Sustainable Australia Party
Don't Know
Other - please specify party/group/candidate

Note: To keep Upper House answer options to a manageable size only current registered parties that polled 1% or above at any of the last 2 Legislative Council or Senate elections were listed. Other was open-ended to allow respondents to answer other opttions. Should a non-listed option poll above 1% then it will be a listed option in the next poll.

Question Wording

Q. Who is your preferred Premier?
Answers randomly listed except Don't Know kept last
Chris Minns (Labor)
Kellie Sloane (Liberal)
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
Chris Minns (Premier, Labor)
Kellie Sloane (Opposition Leader, Liberal)

Q. In your opinion, is NSW heading in the right direction or the wrong direction?
Answers randomly listed except Don't Know kept last
Right Direction
Wrong Direction
Don't Know

Q. In your opinion, what is the biggest issue facing NSW today?
Open-ended answer

Q. Do you believe the Minns State Government is doing a satisfactory job or an unsatisfactory job or managing these issues?
People randomly listed, answer order randomly flipped
Answers: Satisfactory Job, Don't Know/Neutral, Unsatisfactory Job
Issues Tested
Education and schools
Health and hospitals
Managing the state budget
Energy and Electricity
Crime (including youth crime)
Housing
Cost of Living
Public Transport
Job Creation

Q. The NSW & Federal Governments have agreed to jointly fund a NSW Gun Buyback Scheme. The scheme will provide compensation for guns and other firearms which are now illegal under recent gun control legislation. Do you support or oppose the NSW Gun Buyback Scheme?
Answers randomly listed except Don't Know kept last. Answers: Support, Oppose, Unsure

DEMOS AU

TRUSTED INSIGHTS