

Australia's Most Admired Former PMs

Fieldwork Dates: 18-20 August 2026

Total Sample Size: 1,562

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



Methodology Statement



The
Research
Society

2026-27
Corporate
Partner

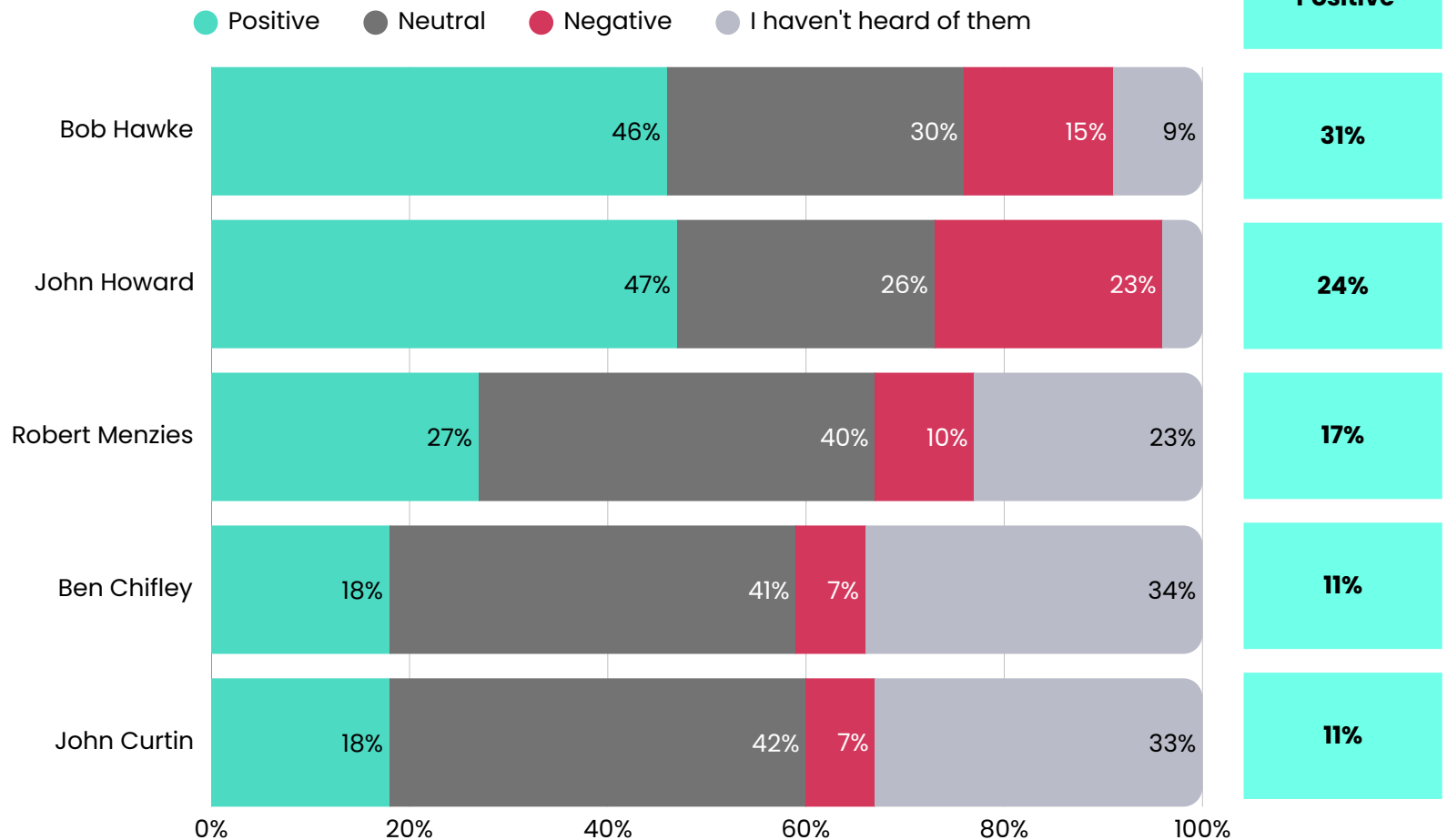


Australian
Polling Council
Quality Mark

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

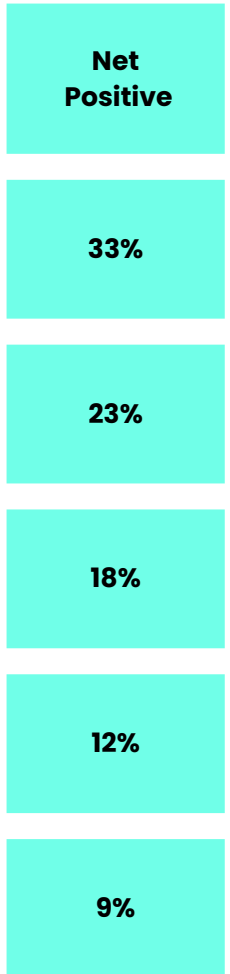
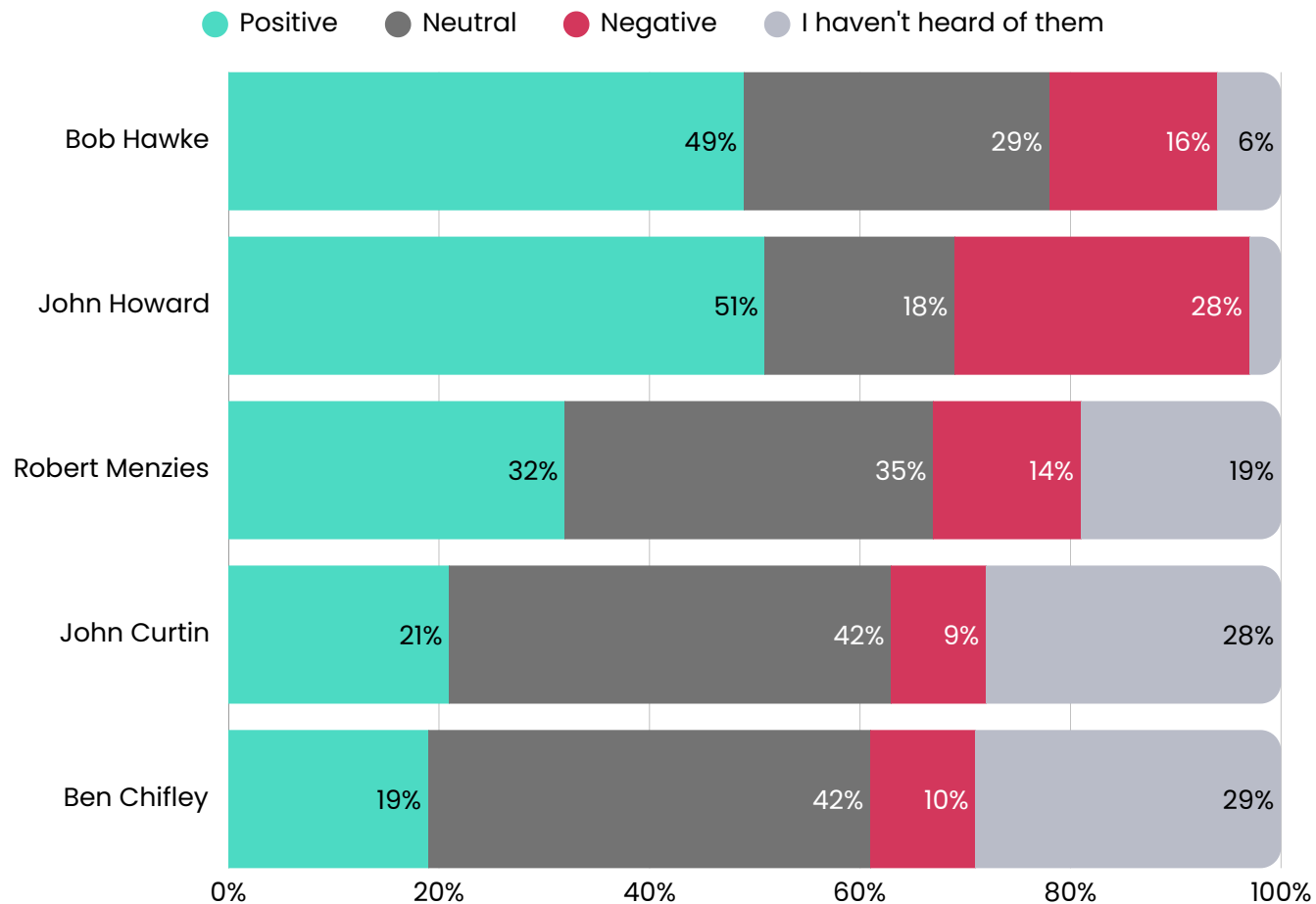
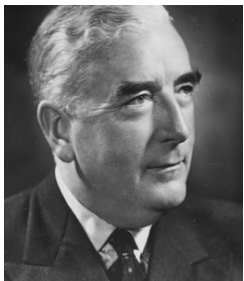
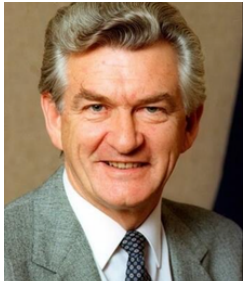
Top 5 (Net) – All Respondents

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



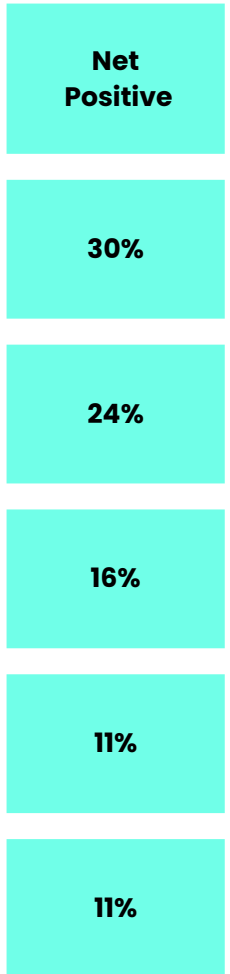
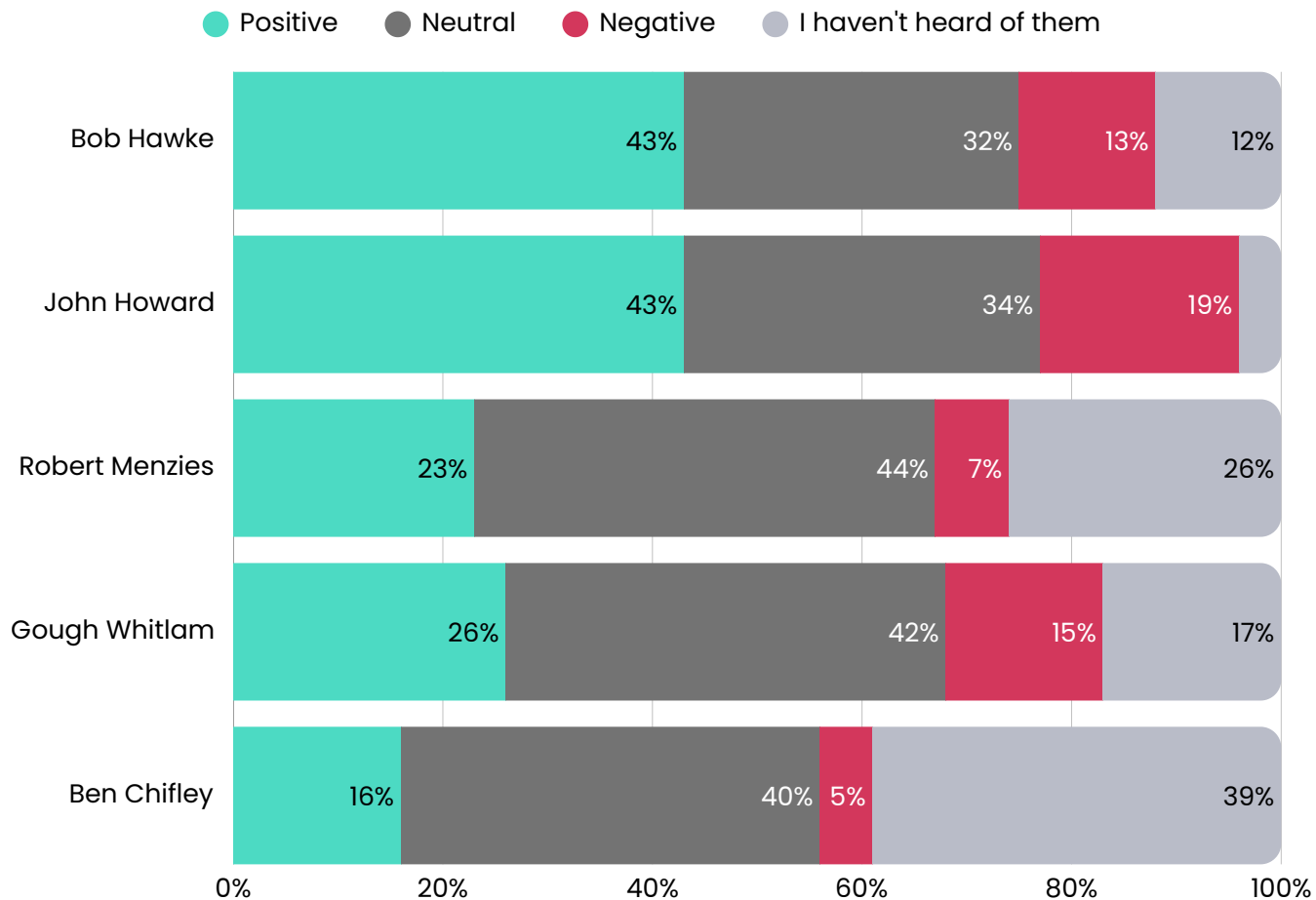
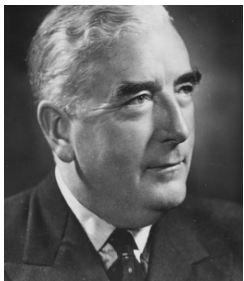
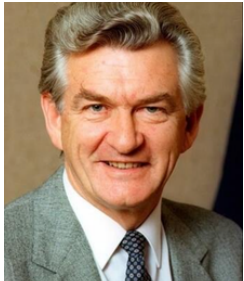
Top 5 (Net)- Male Respondents

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



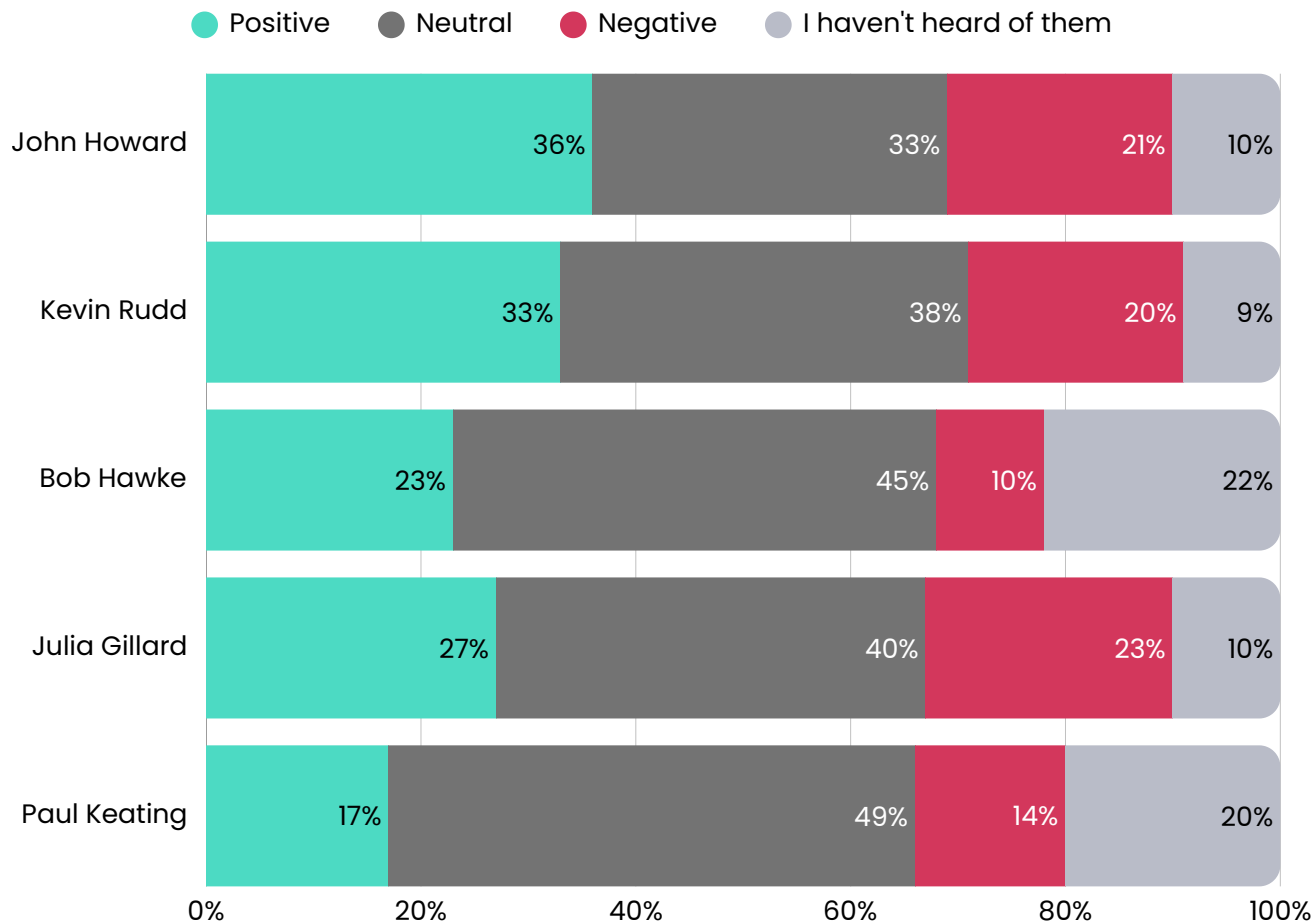
Top 5 (Net) – Female Respondents

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



Top 5 (Net) – Respondents 18–34

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



Net Positive

15%

13%

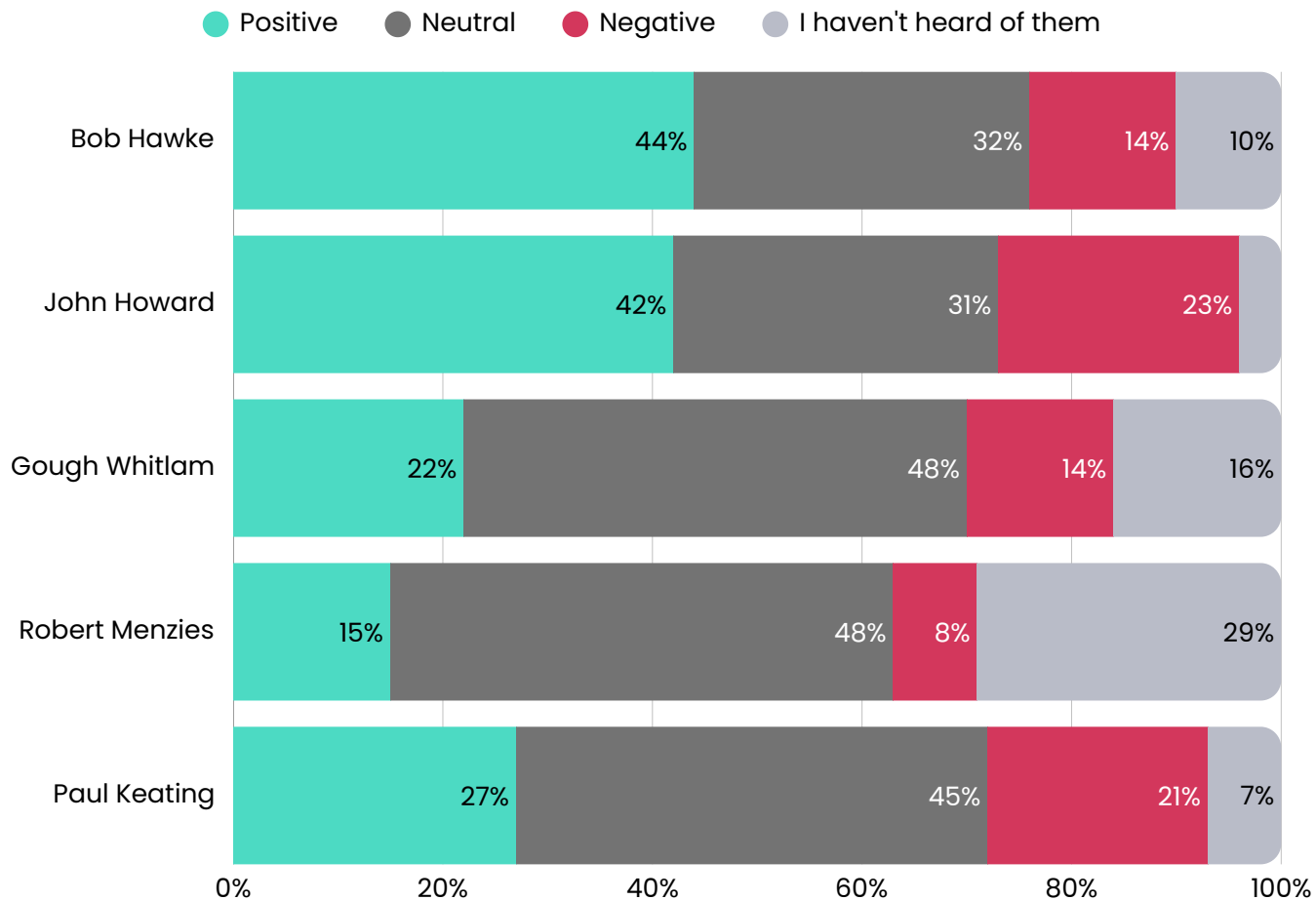
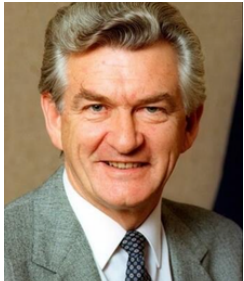
13%

4%

3%

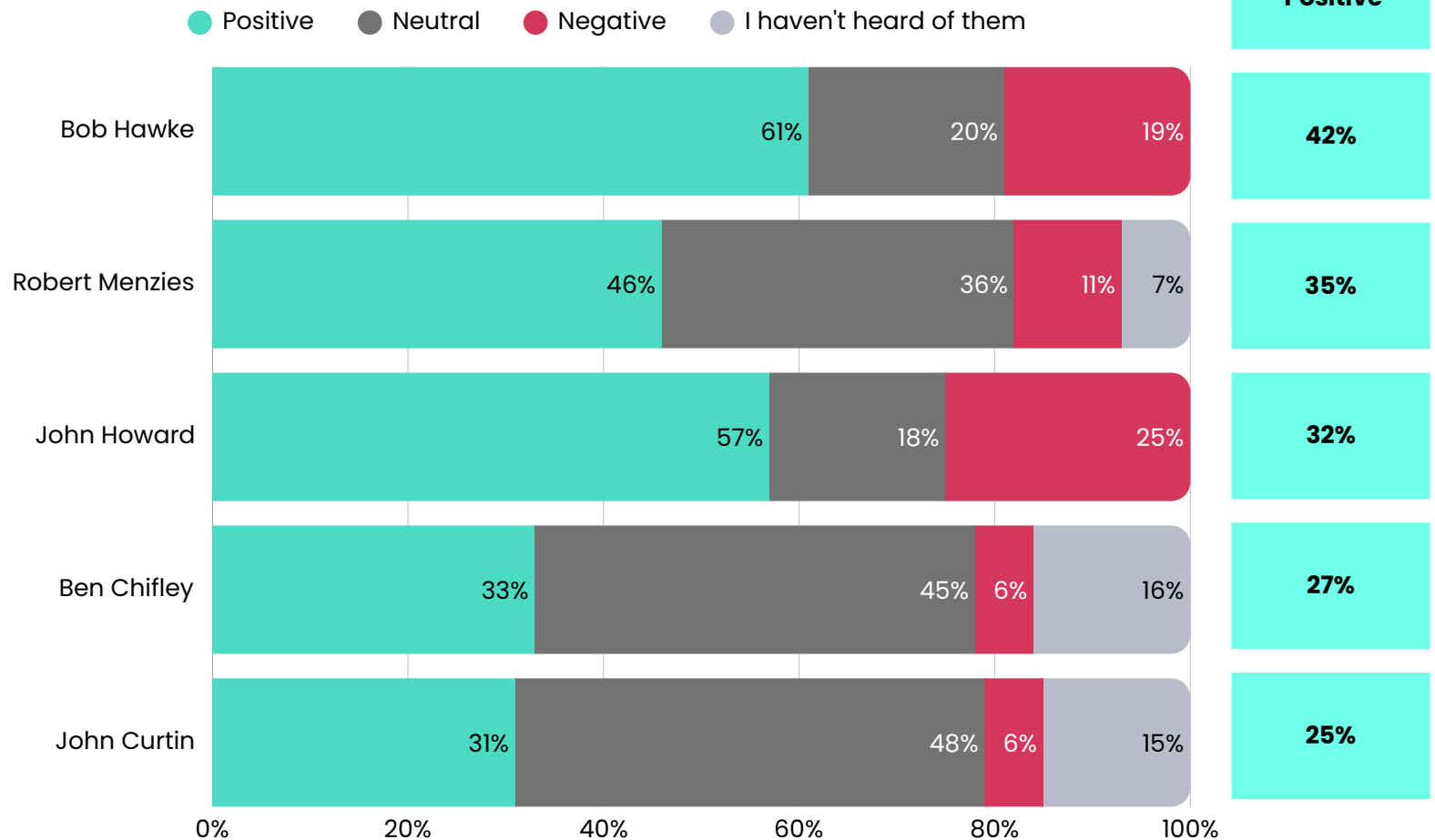
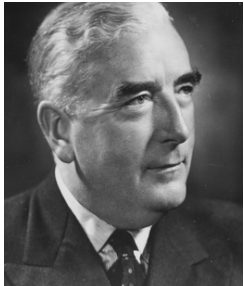
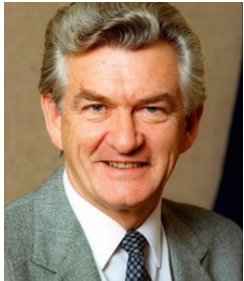
Top 5 (Net) – Respondents 35–54

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

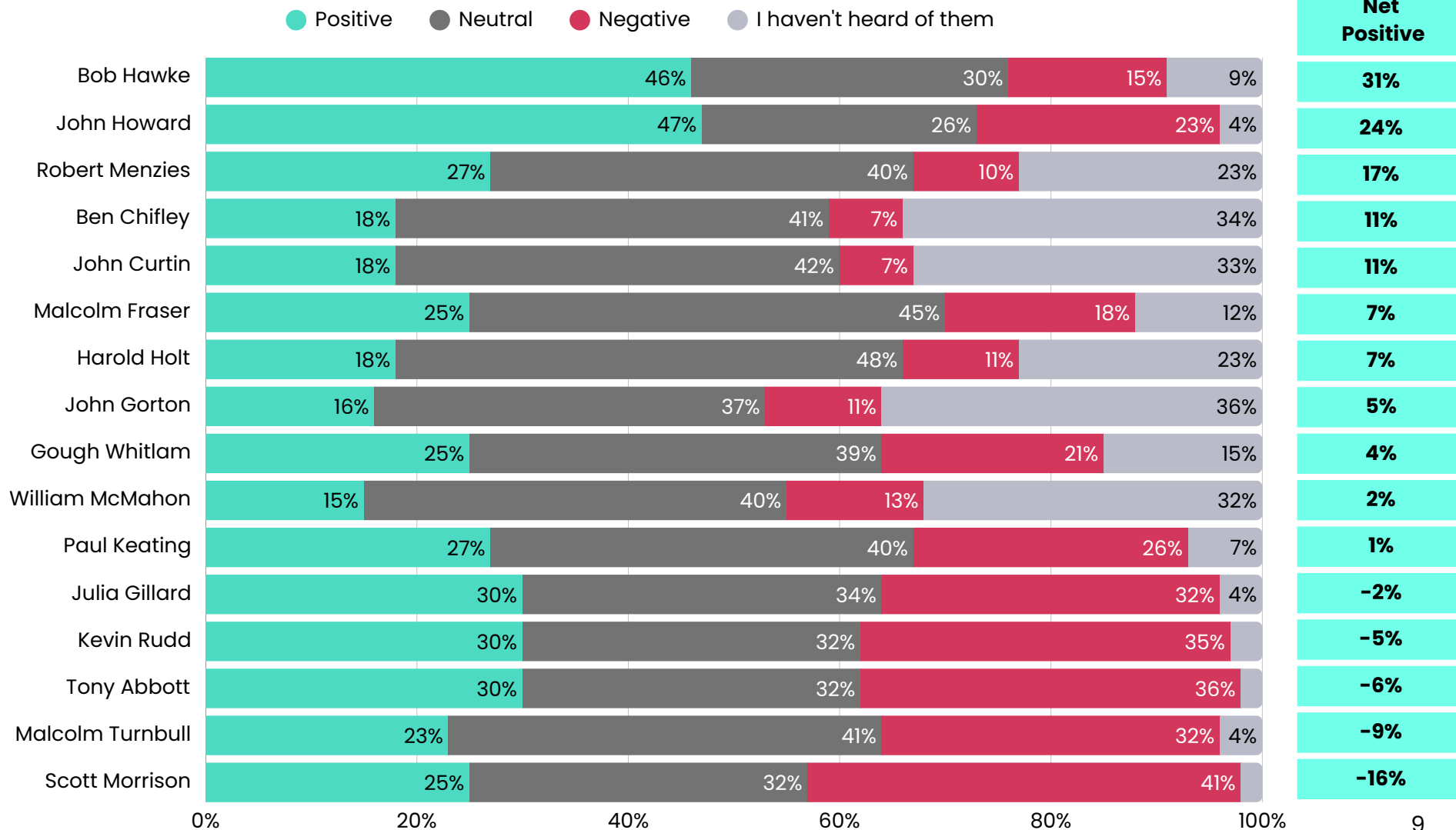


Top 5 (Net) – Respondents 55+

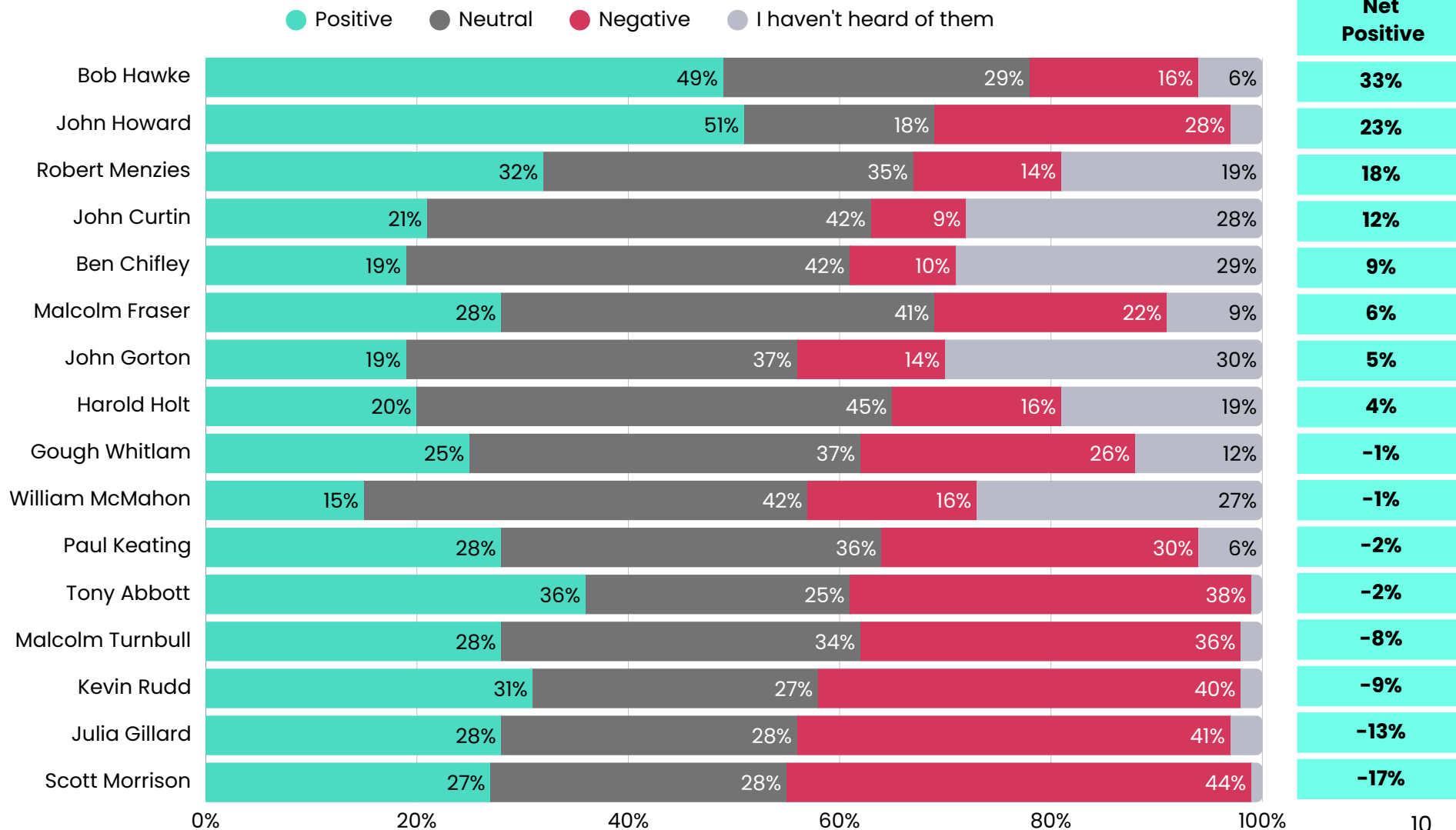
Q. Please indicate whether you have a positive or negative view of the following past political figures



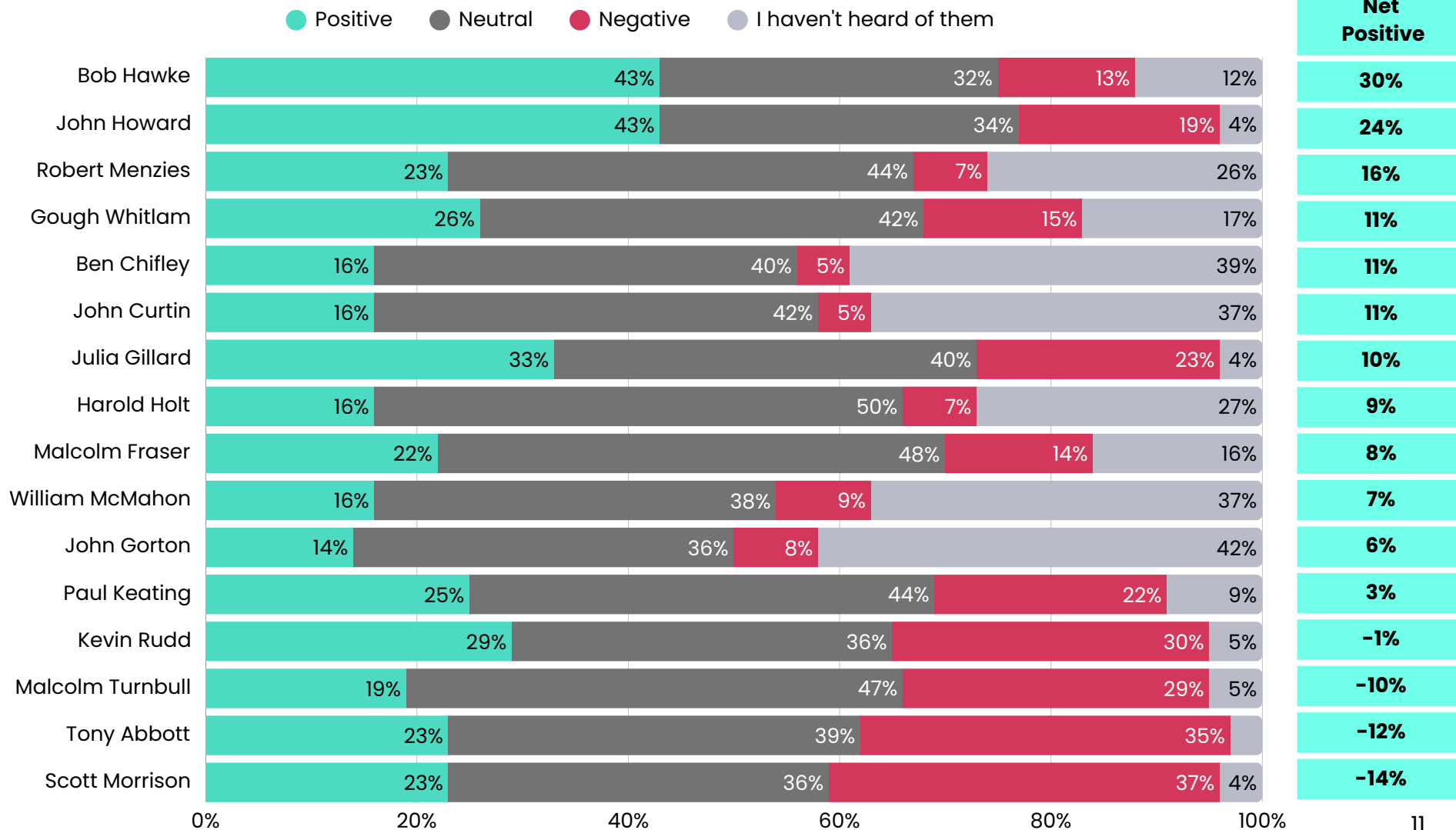
Full List: All Respondents



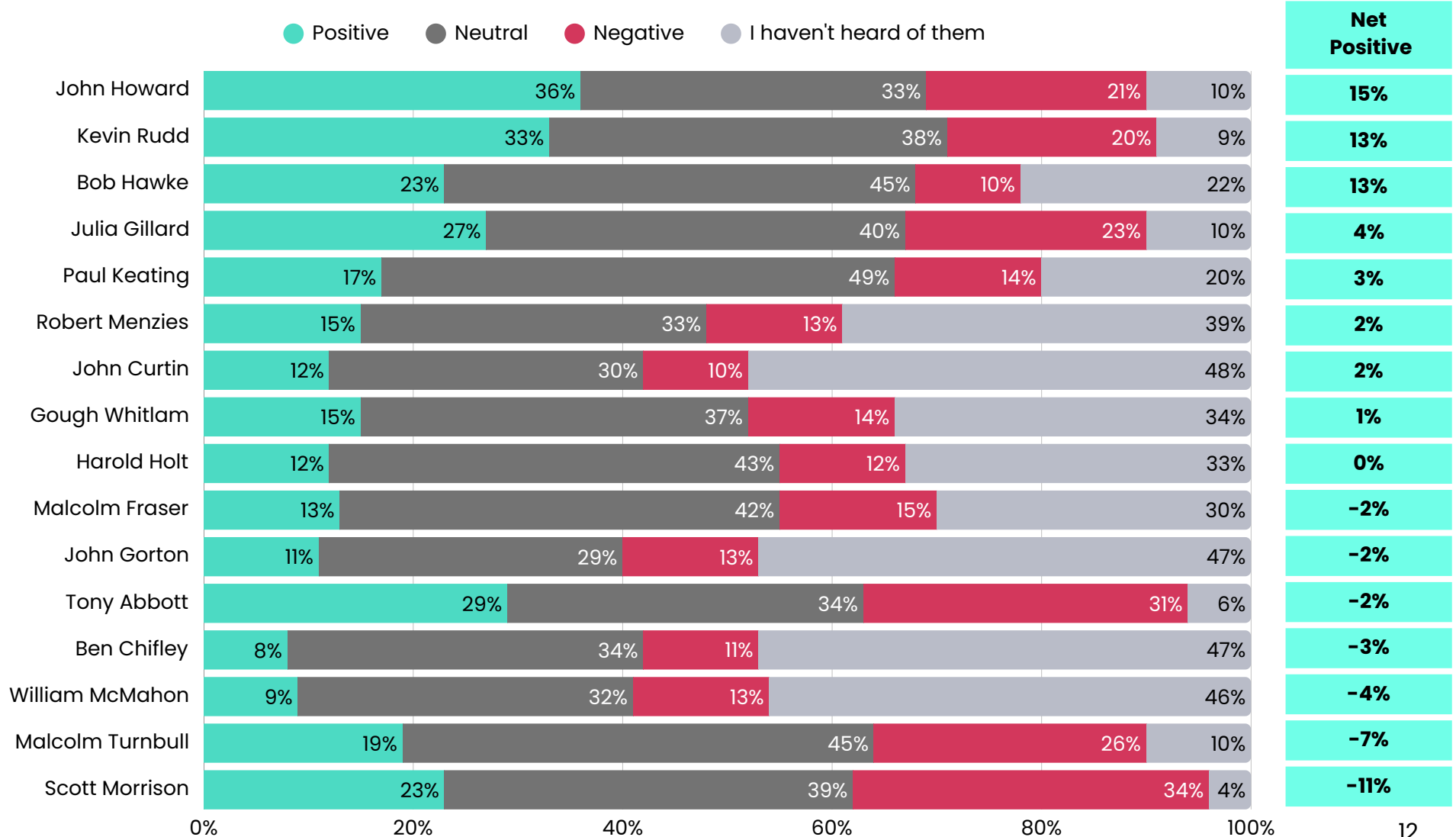
Full List: Male Respondents



Full List: Female Respondents



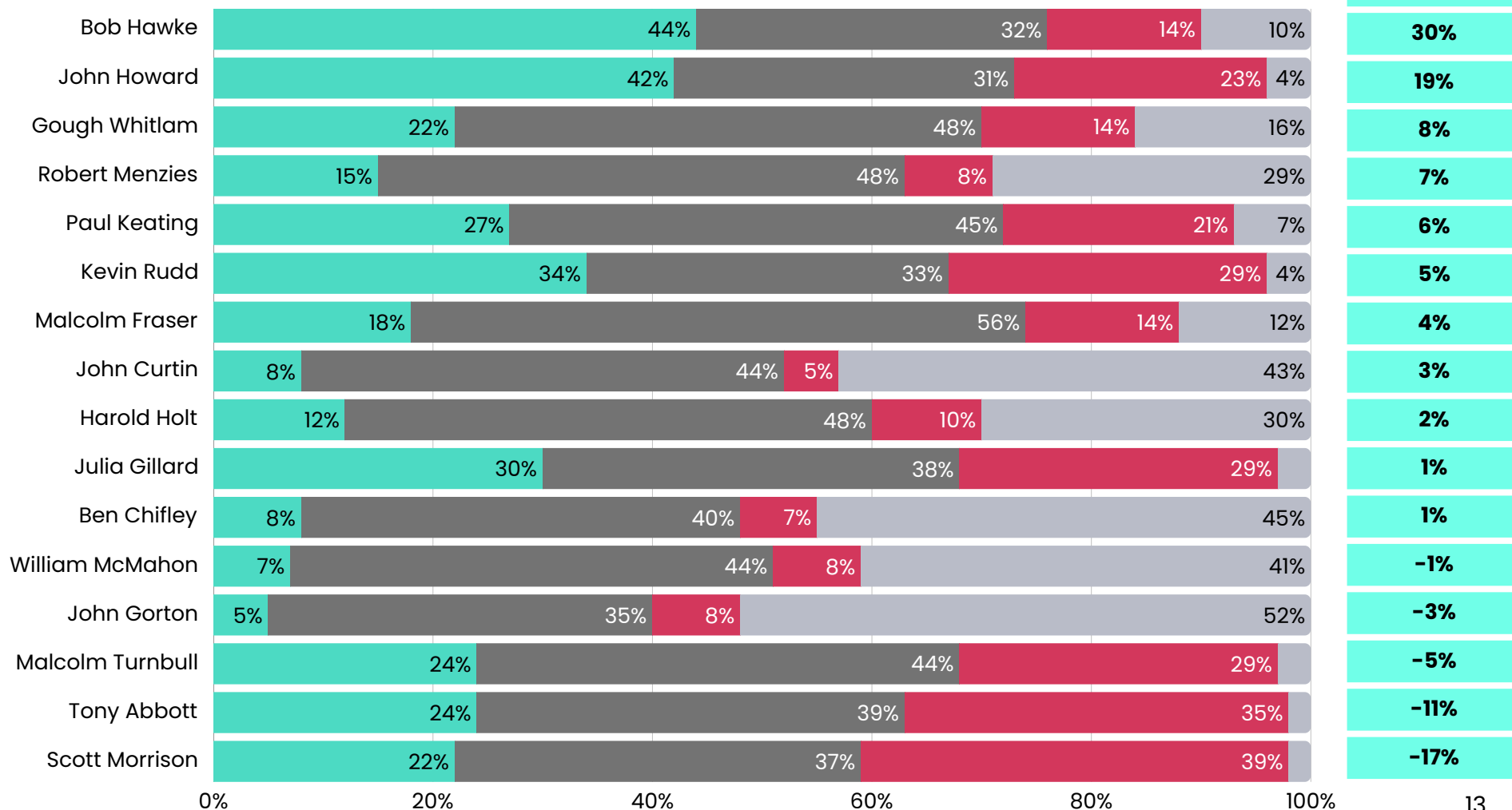
Full List: 18-34 year old respondents



Full List: 35-54 year old respondents



Positive Neutral Negative I haven't heard of them



Full List: 55+ year old respondents

