Methodology Statement

The Research Society 2026-27 Corporate Partner

Australian Polling Council Quality Mark

DEMOSAU QUEENSLAND POLL, OCTOBER 2026

Research company	DemosAU
Client commissioning the research	Conducted in association with PremierNational
Fieldwork dates	14–21 October 2026
Mode of data collection	Internet panels
Target population	Queenslanders 18+ eligible to vote at elections
Sample size	1,200
Is voting intention published?	Yes, in this report
Effective sample size after weighting applied	784 (Federal VI: 705)
Margin of error associated with effective sample size	±3.5% (Federal VI: ±3.7%)
Variables used in weighting	Age x gender, education, personal income, residential tenure, language, region, 2024 State Vote, Left-Right Self ID. For Federal VI, an alternative weighting using all weights above, with 2025 Federal Vote replacing 2024 State Vote.
Weighting method used	Rim Weighting
Full question text, responses categories and randomisation	See pages 2–3
Source of sample	Internet panels
Positioning of voting intention questions in questionnaire?	First substantive questions 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	State TPP calculated using 2024 State Election flows (Grn: 81–19 Labor, ONP: 74–26 LNP, KAP: 68–32 LNP, Others: 51–49 LNP). No Federal TPP calculated.

Questionnaire

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

*Answers randomly listed except Don't Know kept last. *KAP only offered to respondents living north of Rockhampton (inclusive).*

Liberal National Party (with David Crisafulli as leader)
Labor (with Steven Miles as Leader)
The Greens
One Nation
Katter's Australian Party*
Any Other Candidate
Don't know

If respondent chose Don't Know they were asked:

Q. Being undecided, if a State Election for Queensland was held today, which one of the following would you have a slight leaning towards?

Answers and order the same as above

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 David Shoebridge 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 Premier?

Answers randomly listed except Don't Know kept last

David Crisafulli (Liberal National Party)
Steven Miles (Labor)
Don't Know

Q. In your opinion, is Queensland 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 Queensland today?

Open-ended answer

Q. What is your opinion on the following people?

People randomly listed, answers randomly listed, with "neutral" held second last and "I haven't heard of this person" held last

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

<u>People tested</u>

David Crisafulli (Premier, LNP)
Jarrod Bleijie (Deputy Premier, LNP)
David Janetzki (Treasurer, LNP)
Steven Miles (Opposition Leader, Labor)
Cameron Dick (Deputy Opposition Leader, Labor)
Shannon Fentiman (Shadow Treasurer, Labor)

Questionnaire

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

Issues randomly listed, answer order randomly flipped

Answers: Satisfactory, Neutral or don't know, Unsatisfactory

Issues tested

2032 Brisbane Olympics
Child safety
Cost of living
Crime (including youth crime)
Energy and electricity
Health and hospitals
Housing
Managing the state budget
Traffic congestion and roads

Q. Do you agree or disagree with the following descriptions of the Crisafulli government?

Descriptions randomly listed, answer order randomly flipped

Answers: Agree, Don't know, Disagree

Descriptions tested

Arrogant
Ambitious
Competent
Has the right priorities
In touch with ordinary Queenslanders
Transparent
Trustworthy

Q. Compared to two years ago, do you feel more or less safe in your community?

Answers randomly listed except About the same kept last

More safe
Less safe
About the same

Q. Thinking about preparations for the Brisbane 2032 Olympics, which is closest to your view?

Answers randomly listed except Don't Know kept last

They are on schedule
They are off track
Don't Know