

## POLL BRIEFING · INTELLIGENCE UNIT

# South Australia, *March 2026*

The final DemosAU/Ace Strategies poll before the 21 March election, and the result three days later. Labor was returned, the non-Labor vote split in two, and One Nation finished second on primary vote in a state it did not contest in 2022.

| STATE           | FIELDWORK        | SAMPLE          | ELECTION      |
|-----------------|------------------|-----------------|---------------|
| South Australia | 12-18 March 2026 | n=1,242 · ±3.4% | 21 March 2026 |

## LABOR PRIMARY

**37%**

Final poll. Election result:  
37.5%.

## ONE NATION

**23%**

Second place. Election result:  
22.9%.

## LIBERAL

**17%**

Third place. Election result:  
18.9%.

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## The campaign cost Labor six points

First preference across the February poll, the final poll and the election count.

February poll



Final poll, 12–18 Mar



Election result, 21 Mar



■ Labor ■ One Nation ■ Liberal ■ Greens ■ Others

Labor's primary fell from 43 to 37 over the campaign, a 3-point swing against it on 2022. The Liberal vote fell too. The movement went to One Nation and to independents — an electorate now spread across five columns.

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## Trade-qualified, mortgaged, regional

One Nation primary vote by cohort, final poll.

**39%** REGIONAL & RURAL SA

Small subsample; treat as indicative.

**29%** TAFE / APPRENTICESHIP

Strongest education cohort.

**26%** MORTGAGE HOLDERS

Ahead of its statewide 23%.

**25%** AGED 35–54

The middle of the electorate.

**32–29** *Malinauskas led Hurn as preferred premier among One Nation voters.*

One Nation ran an open how-to-vote, and its voters held a benign view of the Premier. The Liberal seat count depended on recovering that vote in preferences; much of it stayed away.

## The measures behind Labor's win

Measures of the government's standing, final poll.

**49%**

**POSITIVE VIEW OF MALINAUSKAS**

The Premier's personal rating.

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**44%**

**STATE HEADED IN RIGHT DIRECTION**

A plurality, mid-crisis issues notwithstanding.

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**46%**

**GOVERNMENT DESERVES RE-ELECTION**

Asked directly, unprompted by party.

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**39%**

**LABOR'S PRIMARY AMONG OVER-55S**

In the June Victorian poll, state Labor recorded 21% in the same age bracket. The SA government held cohorts its interstate counterparts have lost, which is the difference between a 3-point swing and a 15-point one.

## The final poll against the election result

Every party landed within 1.9 points of the final poll; One Nation within 0.1. Percentage points, first preferences.

| PARTY        | FINAL POLL | RESULT | DIFFERENCE |
|--------------|------------|--------|------------|
| ■ Labor      | 37.0       | 37.5   | 0.5        |
| ■ One Nation | 23.0       | 22.9   | 0.1        |
| ■ Liberal    | 17.0       | 18.9   | 1.9        |
| ■ Greens     | 11.0       | 10.4   | 0.6        |
| ■ Others     | 12.0       | 10.3   | 1.7        |

#### METHOD

DemosAU / Ace Strategies SA Poll. Fieldwork 12-18 March 2026, internet panels, South Australians 18+, n=1,242, effective margin of error  $\pm 3.4\%$ . Polling and methodology are the work of DemosAU, a member of the Australian Polling Council. Analysis and presentation are Ace Strategies' alone. Subgroup samples carry wider margins than the  $\pm 3.4\%$  topline.

#### ATTRIBUTION

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