

POLL BRIEFING · INTELLIGENCE UNIT

Western Australia, *August 2026*

The DemosAU WA Poll released three days before the Secret Harbour by-election. Labor is steady on 33%, the Liberals have slipped to a tie with One Nation on 21%, and Labor leads 54–46 after preferences.

STATE	FIELDWORK	SAMPLE	ELECTION
Western Australia	6–25 August 2026	n=990 · eff. 658 · ±3.8%	10 March 2029

LABOR PRIMARY

33%

Unchanged since June. 8.4 below the 2025 result.

ONE NATION

21%

Up 3, the largest move in the poll. Polled 4% in 2025.

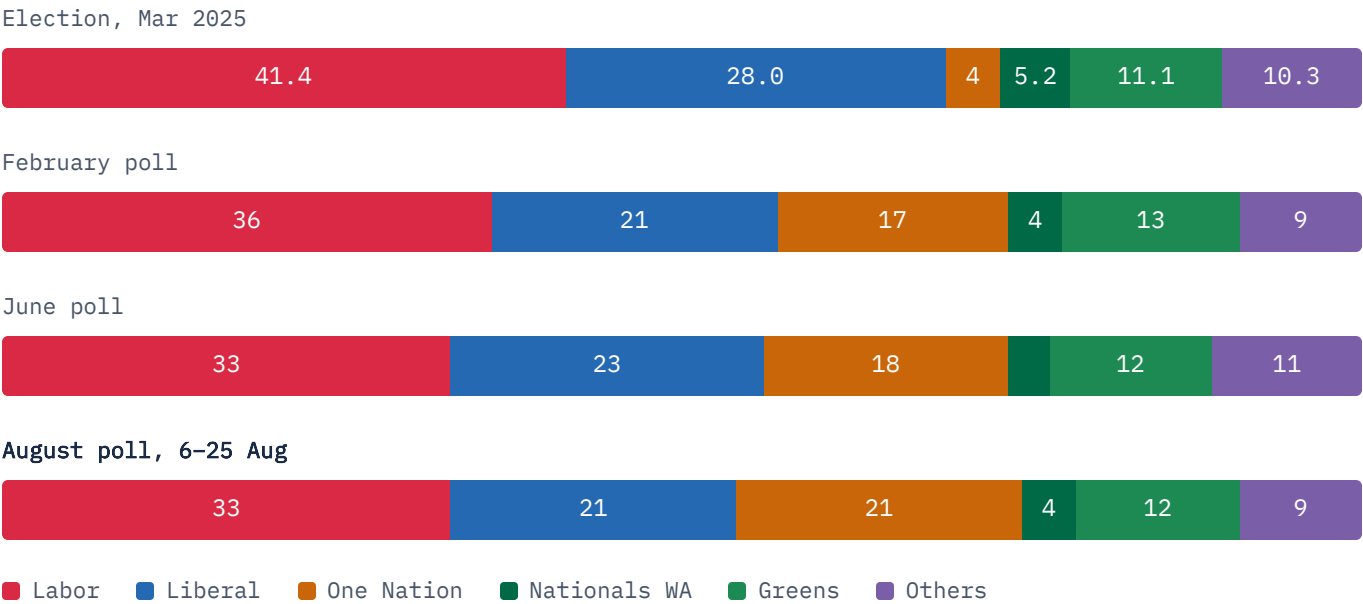
LIBERAL

21%

Down 2. Level with One Nation for second.

One Nation's gain came from the Liberals

First preference across the March 2025 election and the three DemosAU polls of 2026.



One Nation has gone from 4% at the election to 21%, and the Liberals from 28% to 21%. Labor's two-party lead recovered a point to 54-46 as the Liberal vote fell; on 2025 flows, One Nation preferences return only 68.5% to the Liberals. The June poll did not list the Nationals separately.

02

Trade-qualified, outer suburban, 35 to 54

One Nation primary vote by cohort, August poll. Statewide 21%.

24% TAFE EDUCATION

Liberals 17% in the same cohort.

23% OUTER METRO

Liberals 16%. Secret Harbour sits in this belt.

23% AGED 35-54 · MEN

Both cohorts at 23%. Women 18%.

13% UNIVERSITY EDUCATION

Its weakest cohort. Labor 40% here.

46-32 *Cook leads Zempilas as preferred premier, out from 44-33 in June.*

Outside the metropolitan area the picture differs: in regional and rural WA, Labor is on 24%, One Nation and the Liberals on 22% each and the Nationals on 11%. Small subsamples; treat cohort figures as indicative.

03

A premier rated above his government

Measures of the government's standing, August poll.

+7

ROGER COOK, NET RATING

34% positive, 27% negative. The only leader tested in positive territory; Zempilas -3.

45%

STATE HEADED IN WRONG DIRECTION

34% right direction. Wrong direction up 2 since June.

66%

BAD JOB ON HOUSING AND ON COST OF LIVING

Both measures worsened since June. Cost of living is the top issue for 36%, housing for 28%.

0

NET RATING ON EDUCATION, THE GOVERNMENT'S BEST ISSUE

29% good job, 29% bad. Education and job creation moved toward the government.

The government scores net negative on every one of the eight issues tested except education, where it breaks even. Labor's 33% primary and 54–46 lead rest on Cook's personal standing and on a divided opposition, not on issue performance.

August against June and the last election

Percentage points, first preferences. Movements within the $\pm 3.8\%$ margin should be read as direction, not magnitude.

PARTY	MAR 2025	JUNE	AUGUST	VS JUNE
Labor	41.4	33	33	0
Liberal	28.0	23	21	-2
One Nation	4.0	18	21	+3
Nationals WA	5.2	3	4	+1
Greens	11.1	12	12	0
Others	10.3	11	9	-2
Two-party, Labor	57.1	53	54	+1

METHOD

DemosAU WA Poll, self-commissioned, released 27 August 2026. Fieldwork 6-25 August 2026, internet panels, West Australians 18+, n=990, effective n=658, effective margin of error $\pm 3.8\%$. Two-party preferred uses 2025 state election flows (Nationals 77-23 Liberal, Greens 76.5-23.5 Labor, One Nation 68.5-31.5 Liberal, Others 54-46 Liberal). Polling and methodology are the work of DemosAU, a member of the Australian Polling Council. Ace Strategies had no role in the poll; analysis and presentation are Ace Strategies' alone. Subgroup samples carry wider margins than the $\pm 3.8\%$ topline.

ATTRIBUTION

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