

POLL BRIEFING · INTELLIGENCE UNIT

New South Wales, *August 2026*

Seven months from the election, Labor is steady on 32% and leads 57–43 after preferences. The movement is on the right: the Coalition is up five to 25% and back in second, One Nation down four to 23%.

STATE	FIELDWORK	SAMPLE	ELECTION
New South Wales	19–26 August 2026	n=1,028 · eff. 630 · ±3.9%	27 March 2027

LABOR PRIMARY

32%

Unchanged since June. 5 below the 2023 result.

COALITION

25%

Up 5, the largest move in the poll. Back in second.

ONE NATION

23%

Down 4 from a record 27% in June. Polled 1.8% in 2023.

The Coalition's five points came from One Nation

First preference across the March 2023 election and the three DemosAU polls of 2026.

Election, Mar 2023



February poll



June poll



August poll, 19–26 Aug



■ Labor ■ Coalition ■ One Nation ■ Greens ■ Others

Almost all the movement since June is between the Coalition and One Nation. The 57–43 two-party figure uses 2023 flows, under which 62% of One Nation ballots exhausted. DemosAU notes that a Coalition–One Nation preference swap on how-to-vote material could narrow that lead materially; optional preferential voting makes the two-party figure less settled here than in other states.

02

One Nation leads in the regions, trails everywhere else

One Nation primary vote by cohort, August poll. Statewide 23%.

32% **REGIONAL NSW**

First place. Labor 23%, Coalition 22%.

29% **AGED 55+ · SCHOOL EDUCATION**

Both cohorts at 29%. Aged 18–34: 12%.

24% **OUTER METRO**

Down from 29% in June. Labor up to 32% from 29%.

11% **INNER METRO**

Its weakest region. Labor 41%, Coalition 30%.

44–26 *Minns leads Sloane as preferred premier. 30% undecided.*

The Coalition's recovery is concentrated among women (27%, against 22% among men), mortgage holders and metropolitan voters. Renters are the Coalition's weakest cohort at 14%, with One Nation on 27% in the same group. Small subsamples; treat cohort figures as indicative.

03

Two leaders in positive territory, a state in the wrong direction

Measures of the government's standing, August poll.

+15 **CHRIS MINNS, NET RATING**

37% positive, 22% negative. Sloane +5 (25% positive, 20% negative, 55% neutral).

49% **STATE HEADED IN WRONG DIRECTION**

28% right direction, 23% don't know.

69% **UNSATISFACTORY ON COST OF LIVING**

Net –58, down 3 since June. Housing 60% unsatisfactory, net –46. Cost of living is the top issue for 46%, housing for 20%.

55% **SUPPORT THE NSW GUN BUYBACK SCHEME**

27% oppose, 18% unsure.

The government scores net positive on two of nine issues tested, public transport (+19) and education (+10), and net negative on the other seven. Every issue that moved since June moved against the government, energy most (-6). As in WA, Labor's position rests on the premier's standing and a divided opposition rather than on issue performance.

August against June and the last election

Percentage points, first preferences, Legislative Assembly. Movements within the ±3.9% margin should be read as direction, not magnitude.

PARTY	MAR 2023	JUNE	AUGUST	VS JUNE
Labor	37.0	32	32	0
Coalition	35.3	20	25	+5
One Nation	1.8	27	23	-4
Greens	9.7	13	13	0
Others	16.2	8	7	-1
Two-party, Labor	54.3	—	57	—

Upper house: Labor 31, Coalition 25, One Nation 24, Greens 14. DemosAU projects 7 Labor, 5 Coalition, 5 One Nation, 3 Greens of the 21 seats contested, one in doubt. June two-party figure not published in the June release.