

POLL BRIEFING · INTELLIGENCE UNIT

Federal, *August 2026*

One Nation has fallen to third for the first time this year. Labor is steady on 26%, the Coalition up four to 25%, One Nation down five to 24%. Three parties within two points, and the drop is concentrated among women.

SCOPE

National · Capital
Brief

FIELDWORK

18-20 August 2026

SAMPLE

n=1,562 · eff. n,
MoE per report

ELECTION

Due by 2028

LABOR PRIMARY

26%Unchanged since July. 8.6
below the 2025 result.

COALITION

25%Up 4. Second place for the
first time since February.

ONE NATION

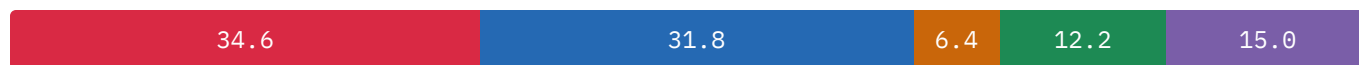
24%Down 5 from 29% in July, the
largest move in the poll.

01

Three parties within two points

First preference at the May 2025 election and the two most recent Capital Brief/DemosAU polls.

Election, May 2025



July poll, 3–8 Jul



August poll, 18–20 Aug



■ Labor ■ Coalition ■ One Nation ■ Greens ■ Others

The Coalition took most of One Nation's five points; Others took the rest. No two-party figure was published. DemosAU's seat projection, applying uniform swing to its May–July MRP model across 20,000 simulations, has Labor on 61–73 seats, the Coalition 32–50 (Liberal 29–41, Nationals 3–9), One Nation 26–39, Greens 0–5 and Others 5–10. In July the Coalition range was 11–22 and One Nation's 53–66. Labor's range has barely moved.

02

The fall is among women

Views of Pauline Hanson and One Nation's vote by gender, June to August.

–10 ONE NATION PRIMARY · WOMEN
Points since June. Among men, –3.

26% WOMEN POSITIVE ON HANSON
39% in June.

52% WOMEN NEGATIVE ON HANSON
37% in June. Net among women from +2 to –26 in two months.

–17 HANSON NET RATING, ALL VOTERS
Down 8 since July.

35–23–22 Preferred prime minister: Albanese, Taylor, Hanson.
Hanson down 4, Taylor up 1.

DemosAU attributes the shift to the change in sentiment among women and lists the period's events without weighting them: the Press Club debate, the Italy trip with Gina Rinehart, the UK tour and comments on domestic violence. The same pattern appears in the state polls: in NSW the movement from One Nation to the Coalition was also mainly among women. Subgroup figures carry wider margins than the topline.

03

A prime minister ahead of both rivals, and still net negative

Leadership measures, August poll.

-19

ANTHONY ALBANESE, NET RATING

28% positive, 47% negative. Up 4 since July.

43-32

ALBANESE V HANSON, HEAD TO HEAD

Hanson down 5, Albanese up 1.

38-36

ALBANESE V TAYLOR, HEAD TO HEAD

The closer contest. Taylor 23% as preferred PM in the three-way.

Albanese leads both rivals while carrying a net negative rating, which says more about the alternatives than about the government. The Taylor match-up is within a poll's margin; the Hanson match-up is not.

METHOD

Capital Brief/DemosAU Federal Poll, commissioned by Capital Brief, released 26 August 2026. Fieldwork 18-20 August 2026, internet panels, Australian residents 18+ eligible to vote, n=1,562. Effective sample and margin of error as stated in the DemosAU methodology statement for this poll. No two-party figure published. Seat ranges are DemosAU's, from uniform swing applied to its May-July MRP model across 20,000 simulations. 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 topline.

ATTRIBUTION

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ACE-IU-2026-018

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SERIES IU-03 · Poll briefings
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release
ISSUED September 2026

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