

MRP Model

DemosAU MRP Model

Fieldwork Dates: 13/01/26 - 03/03/26

Total Sample Size: 8,424

DEMOS AU
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Methodology Statement

Research company	DemosAU
Client commissioning the research	Self-initiated
Fieldwork dates	13 January – 3 March 2026
Mode of data collection	Internet panels
Target population	Australians 18+ eligible to vote at elections
Sample size	8,484
Is voting intention published?	In this report
Effective sample size after weighting applied	n/a for MRP
Margin of error associated with effective sample size	n/a for MRP (Approx. +/- 5% (for MRP seat estimates)).
Variables used in weighting	Age, gender, education, income, state, region, 2025 Federal Election vote
Weighting method used	Multivariate Regression and Post-stratification
Full question text, responses categories and randomisation	See Page 19
Source of sample	Internet Panels (100%)
Positioning of voting intention questions in questionnaire?	Federal Voting Intention asked mid-survey after State Voting Intention.
How were undecided voters handled?	Initial undecided voters were provided with a follow up question asking which VI option they were leaning towards. Respondents who again answered Don't Know were excluded from final totals.
2PP calculation method	Using relevant 2025 federal election preference flows and selected respondent allocated preference flows for where ON is in the final count and ON preferences in ALP v L/NP final counts. See Page 20 for more details

About This Research

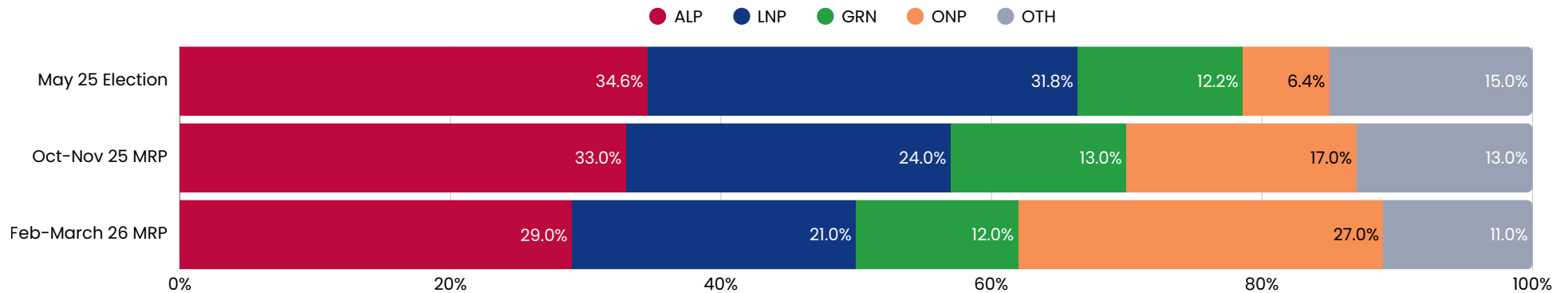
DemosAU surveyed 8,424 respondents nationwide between 13 January–3 March 2026. This data was then analysed in a Multilevel Regression and Poststratification (MRP) model of federal voting intention. The MRP model generated primary vote share estimates for all 150 House of Representative electorates. The poststratification frame for the MRP model used Age, Gender, Education, Income, State, Region and 2025 Federal Election Vote as the relevant demographic information.

Two-Candidate Preferred results for each seat were estimated based on relevant preference flows at the 2025 Federal Elections, except for preferences associated with One Nation where preference flows were modeled on large scale respondent allocated preference data taken during above-stated polling period.

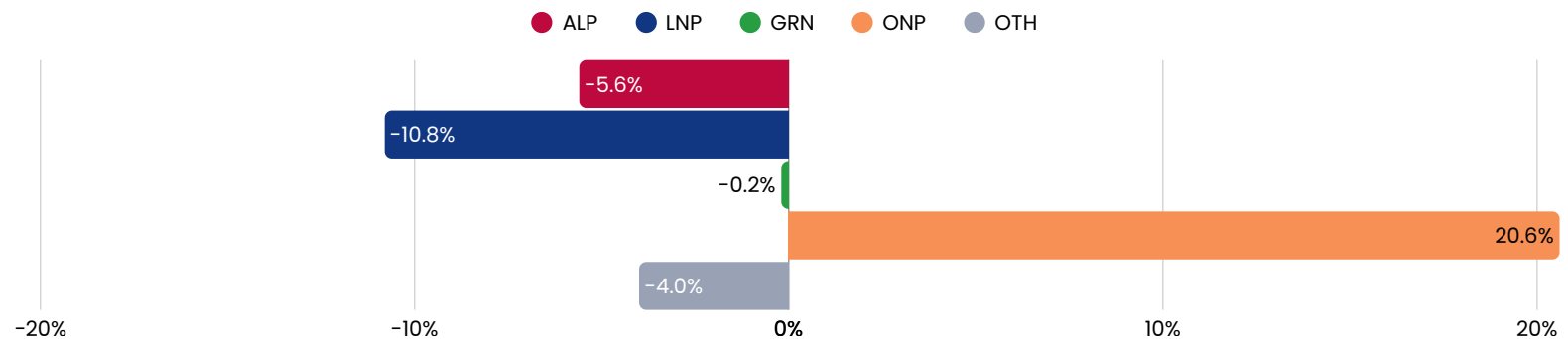
The MRP model results for the NSW seat of Farrer should not be taken as a prediction of the upcoming by-election result as by-election dynamics are vastly different to those of a general election.

Topline Results

Primary Vote %

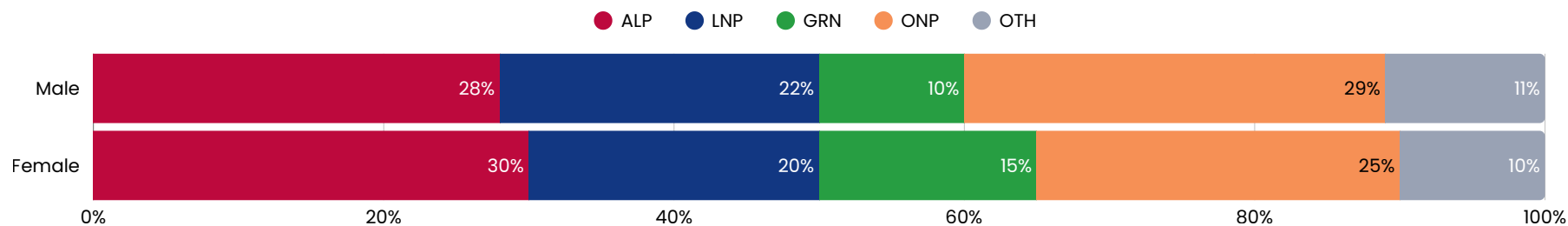


Change since Last Election %

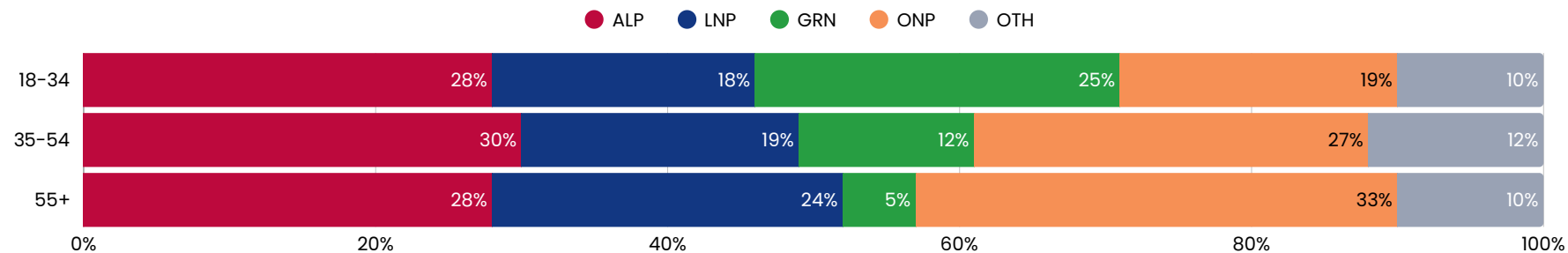


Gender + Age

Gender

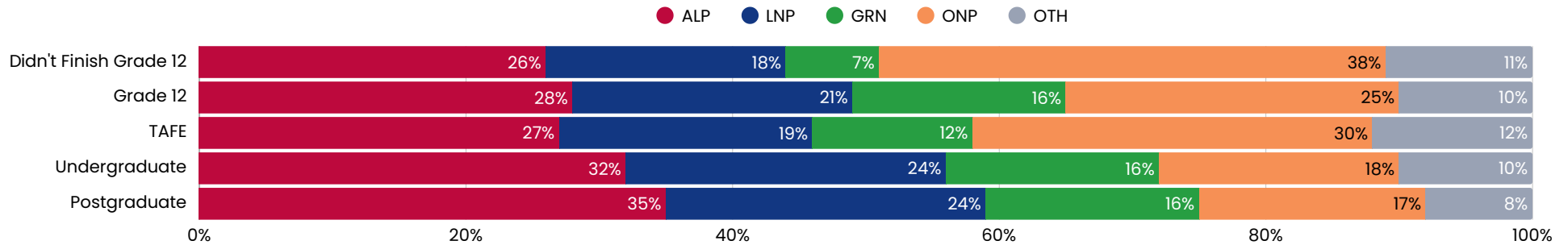


Age

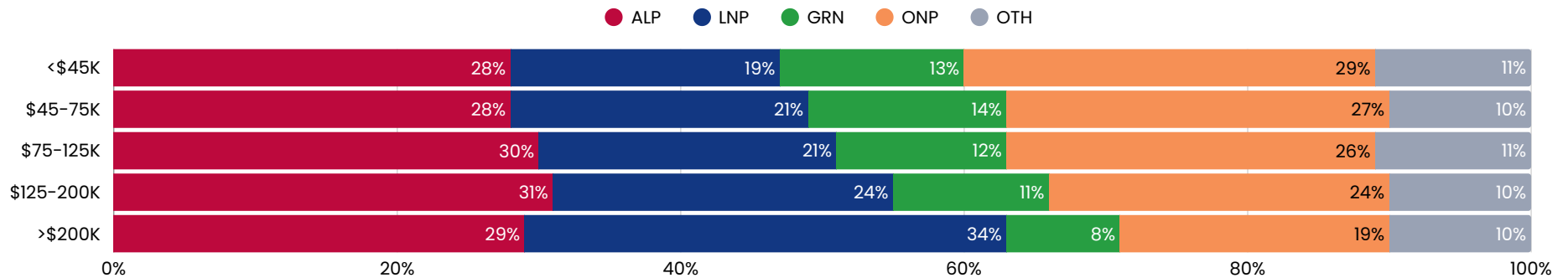


Education + Income

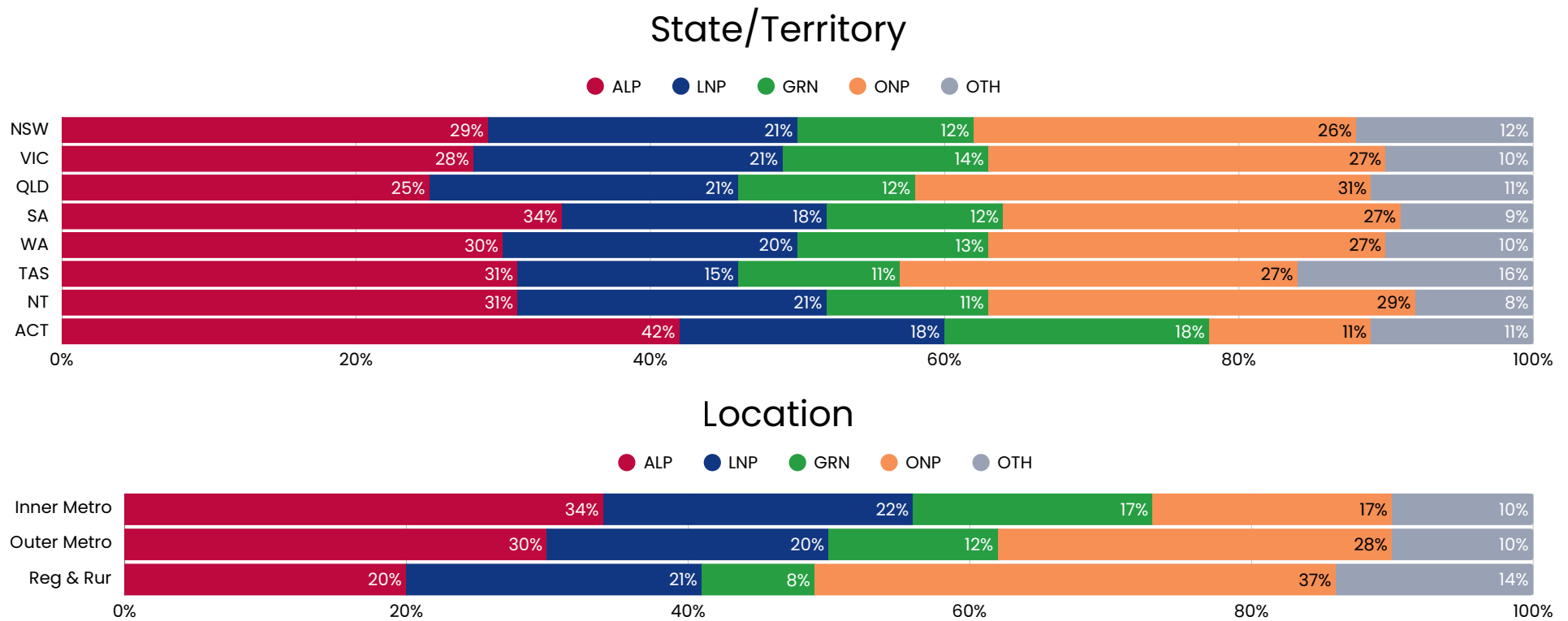
Education



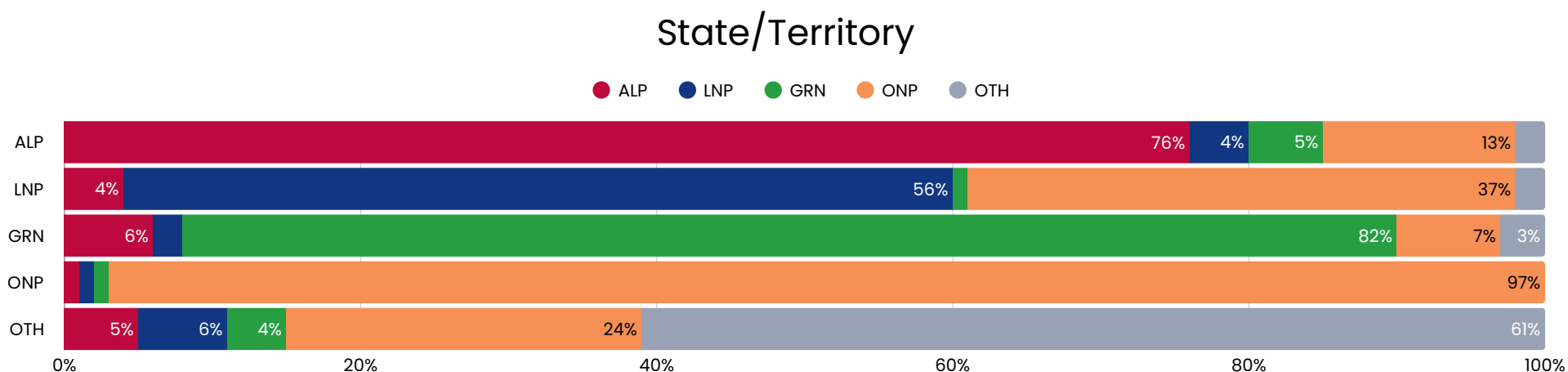
Income



State + Location



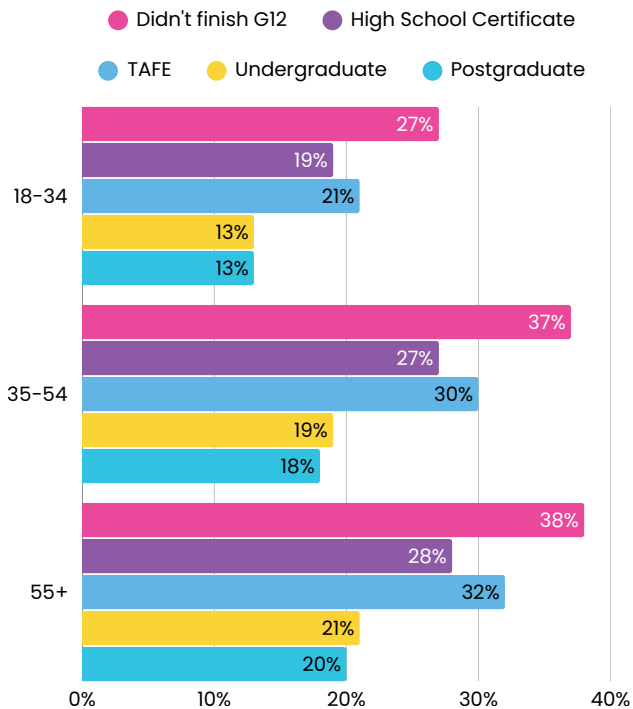
By 2025 Election Result



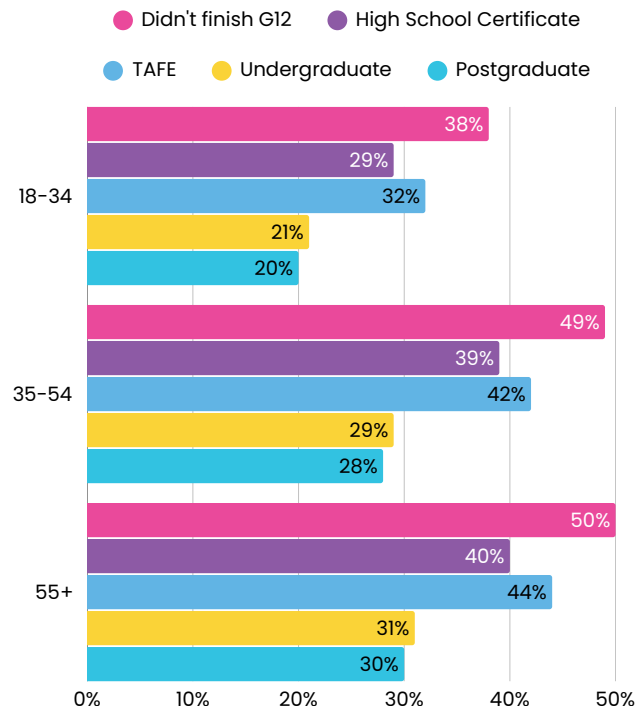
Where One Nation's Vote is Coming From

% Share of 2025 L/NP Voters

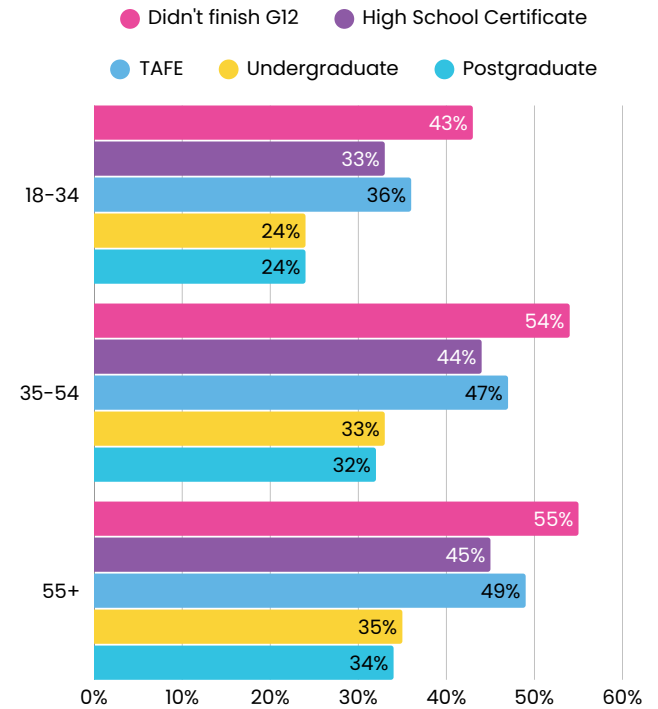
Inner Metro



Outer Metro



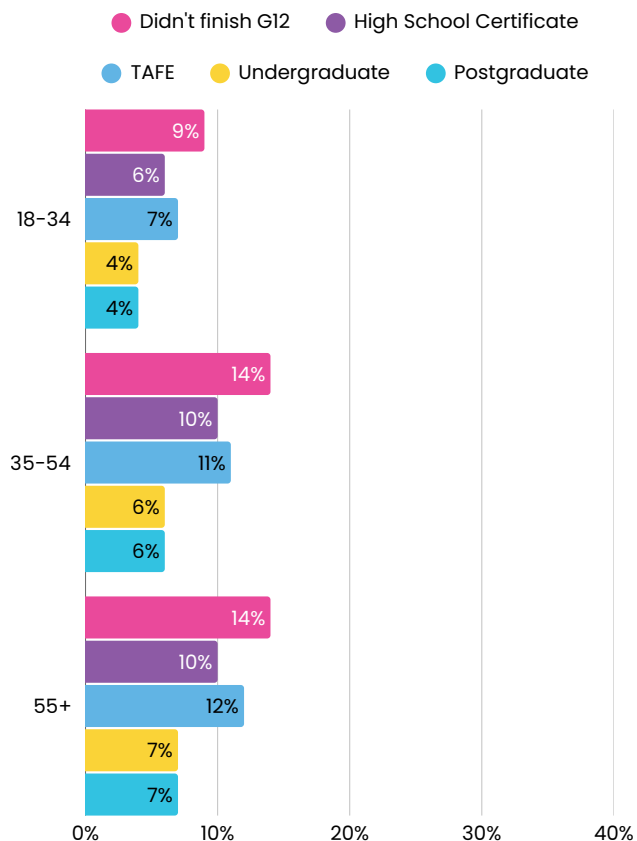
Rural/Regional



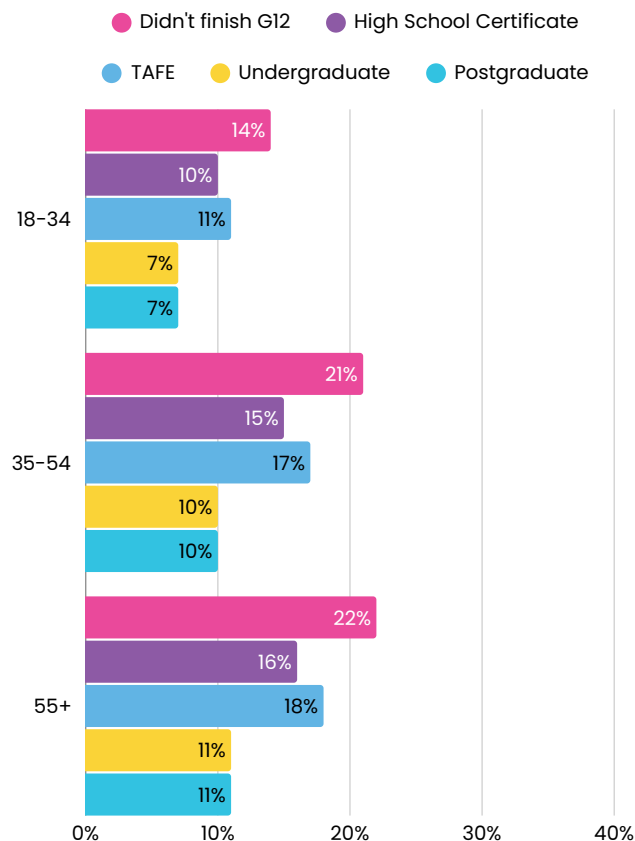
Where One Nation's Vote is Coming From

% Share of 2025 Labor Voters

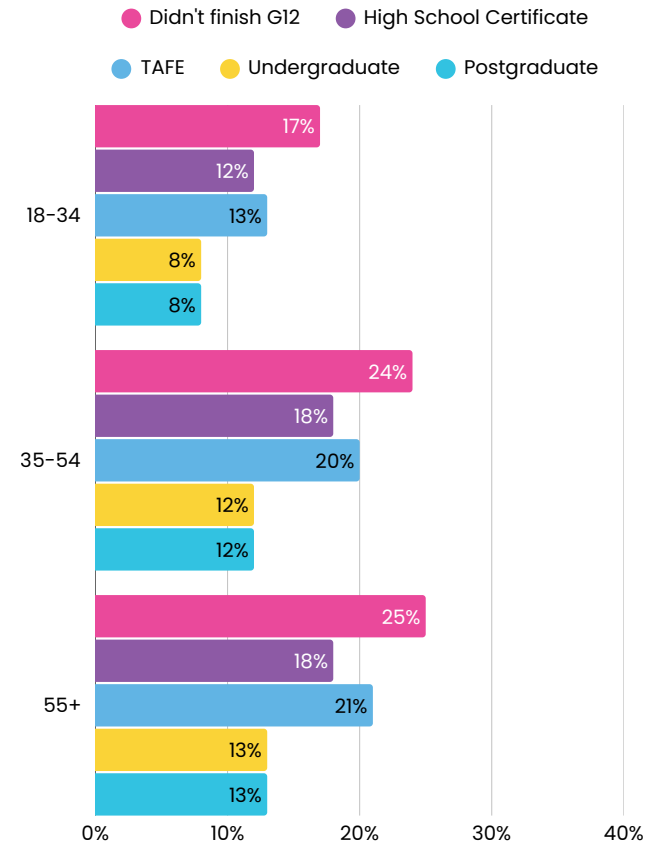
Inner Metro



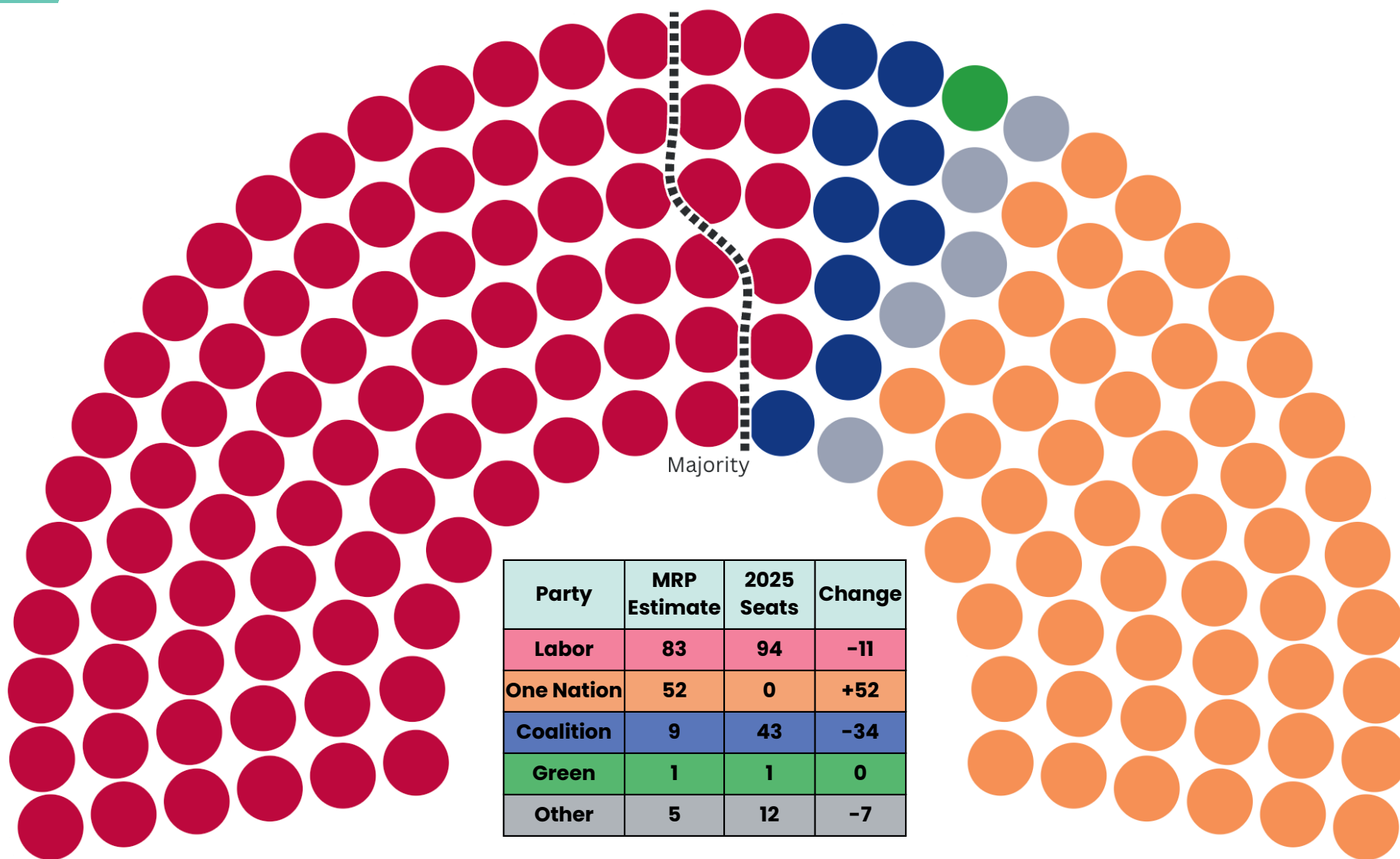
Outer Metro



Rural/Regional



Projection: Seats Won



Seat Clasifications

	Total Leading	Firm	Lean	In Doubt	Seat Range
Labor	83	56	20	7	77-86
One Nation	52	23	25	4	46-55
Coalition	9	5	1	3	9-17
Green	1	0	0	1	0-3
Other	5	1	1	3	2-6

The electorate vote shares indicated by the DemosAU MRP should be considered with a confidence interval at 95% probability of +/- 5%. To reflect this uncertainty, each seat is classified based on a calculated probability of victory by the leading party. the strength of the result in the following three categories;

In Doubt: Less than 70% chance of victory. This usually equates to a winning TCP of 50-51% or a where trailing candidate outside of the final count can win with an increase in their vote of between 0-2%.

Lean: 70-95% chance of victory. This usually equates to a winning TCP is between 52-54%, or a trailing candidate outside of the final count can win with an increase in their vote of between 2-4%.

Firm: Greater than 95% chance of victory. All seats not classified as Lean or In Doubt.

Seats Changing Hands – Labor Held

State	Electorate	Vote share	Notional Leader	Safety
VIC	Hawke	50 50	One Nation	IN DOUBT
QLD	Blair	50 50	One Nation	IN DOUBT
NSW	Gilmore	49 51	One Nation	LEAN
QLD	Forde	48 52	One Nation	LEAN
QLD	Leichhardt	48 52	One Nation	LEAN
WA	Bullwinkel	48 52	One Nation	LEAN
TAS	Braddon	48 52	One Nation	LEAN
VIC	Deakin	48 52	Coalition	IN DOUBT
VIC	Menzies	48 52	Coalition	IN DOUBT
NT	Solomon	47 53	One Nation	LEAN
NSW	Hunter	46 54	One Nation	LEAN
VIC	Bendigo	46 54	One Nation	LEAN

Seats Changing Hands – Coalition Held

State	Electorate	Vote share	Notional Leader	Safety
NSW	Lindsay	48 52	One Nation	IN DOUBT
VIC	La Trobe	48 52	One Nation	LEAN
QLD	Bowman	48 52	One Nation	LEAN
QLD	Longman	47 53	One Nation	LEAN
QLD	McPherson	47 53	One Nation	LEAN
VIC	Casey	45 55	One Nation	LEAN
QLD	Fairfax	45 55	One Nation	FIRM
QLD	Fisher	45 55	One Nation	LEAN
QLD	Moncrieff	45 55	One Nation	LEAN
QLD	Fadden	44 56	One Nation	FIRM

Seats Changing Hands – Coalition Held

State	Electorate	Vote share	Notional Leader	Safety
WA	Canning	43 57	One Nation	FIRM
VIC	Flinders	42 58	One Nation	LEAN
NSW	Page	41 59	One Nation	LEAN
NSW	Hume	40 60	One Nation	LEAN
WA	Forrest	40 60	One Nation	FIRM
QLD	Wright	38 62	One Nation	FIRM
NSW	Lyne	37 63	One Nation	FIRM
VIC	Monash	37 63	One Nation	FIRM
QLD	Capricornia	37 63	One Nation	FIRM

Seats Changing Hands – Coalition Held

State	Electorate	Vote share	Notional Leader	Safety
QLD	Dawson	37 63	One Nation	FIRM
QLD	Hinkler	37 63	One Nation	FIRM
QLD	Wide Bay	37 63	One Nation	FIRM
WA	Durack	37 63	One Nation	LEAN
SA	Grey	36 64	One Nation	FIRM
WA	O'Connor	36 64	One Nation	LEAN
SA	Barker	35 65	One Nation	LEAN
VIC	Nicholls	34 66	One Nation	FIRM
QLD	Flynn	34 66	One Nation	FIRM
NSW	Parkes	33 67	One Nation	FIRM

Seats Changing Hands – Coalition Held

State	Electorate	Vote share	Notional Leader	Safety
NSW	Farrer	62 38	One Nation	LEAN
VIC	Wannon	60 40	One Nation	FIRM
NSW	Cowper	58 42	One Nation	FIRM
VIC	Gippsland	43 57	One Nation	FIRM
QLD	Maranoa	43 57	One Nation	FIRM
VIC	Mallee	45 55	One Nation	FIRM
NSW	Riverina	46 54	One Nation	LEAN
QLD	Groom	46 54	One Nation	FIRM
NSW	New England	49 51	One Nation	IN DOUBT

Seats Changing Hands – Other Held

ALP LNP ONP GRN OTH

State	Electorate	Vote share	Notional Leader	Safety
NSW	Fowler	58 42	Labor	LEAN
NSW	Bradfield	44 56	Coalition	FIRM
NSW	Calare	56 44	One Nation	FIRM
VIC	Indi	56 44	One Nation	FIRM
SA	Mayo	54 46	One Nation	LEAN
QLD	Kennedy	52 48	One Nation	LEAN
VIC	Kooyong	56 44	Coalition	FIRM

Questions in this Poll

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

Answers randomly listed except DK kept last

Labor (with Anthony Albanese as Leader)

Liberal National Coalition (with Sussan Ley/Angus Taylor as Leader)

The Greens (with Larissa Waters 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 as above

If a respondent was not undecided after the 2 voting intention questions they were asked

Q. If a federal election for the House of Representatives was held tomorrow, and the following were on the ballot in your electorate, how would you vote?Please number the options from 1 to 5 in order of your preference.

Answers as above randomly listed with don't know not offered.

A Note on Preferences

Given the significant rise in the One Nation vote and corresponding fall in the Coalition vote, the composition of preference flows from these parties may have changed significantly.

To model any possible changes in preference flow we have used large-scale respondent allocated preference flows. The use of respondent allocated preference has been challenging when used in individual polls of 1000 or 2000. By using a sample size in excess of 8000 we hope to obtain more reliable data.

Even at this scale we are only using preference flows informed by respondent data in relation to ALP-ONP, L/NP-ONP TCP contest and the ON preferences in ALP-L/NP contests.

In all other cases our preference flow assumptions are informed by previous election preferences as before.

The respondent allocated preference were obtained from respondents completely ranking the 5 voting options (ALP, L/NP, Grn, ONP, Oth). Based on this data DemosAU has applied the following preference flows

In ALP-L/NP TCP contests, A nationwide ON preference flow of L/NP 78.5% ALP 21.5% is modelled by increasing the Coalition share of ON preferences by 4 percentage points in every electorate.

In ALP-ONP contests the following preference flows were used;

Inner Metro: L/NP 60-40 ON, Grn 91-9 ALP, Oth 70-30 ALP

Outer Metro: L/NP 69-31 ON, Grn 91-9 ALP, Oth 58-42 ALP

Regional/Rural: L/NP 79-21 ON, Grn 87-13 ALP, Oth 53-47 ALP

In L/NP-ONP contests the following preference flows were used;

Inner Metro: ALP 72-28 L/NP, Grn 82-18 L/NP, Oth 77-23 L/NP

Outer Metro: ALP 68-32 L/NP, Grn 70-30 L/NP, Oth 58-42 L/NP

Regional/Rural: ALP 64-36 L/NP, Grn 77-23 L/NP, Oth 54-46 L/NP

