DEMOS AU
TRUSTED INSIGHTS
CAPITAL BRIEF

The Research Society 2026-27 Corporate Partner

Australian Polling Council Quality Mark

May-July 2026 MRP Model

Seat Projection Overview + Demographic Trends

Methodology Statement

Research company	DemosAU
Client commissioning the research	Conducted in assoication with Capital Brief
Fieldwork dates	27 May-11 July 2026
Mode of data collection	Internet panels and Random Device Engagement
Target population	Australians 18+ eligible to vote at elections
Sample size	9,343
Is voting intention published?	Yes, 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, Christianity.
Weighting method used	Multilevel Regression and Post-stratification
Full question text, responses categories and randomisation	See Page 15
Source of sample	Internet panels (98%), Random Device Engagement (2%)
Positioning of voting intention questions in questionnaire?	Federal voting intention was first substantive question after demographic questions.
How were undecided voters handled?	Initial undecided voters were asked a leaner question. Remaining undecided voters 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 Pages 16 & 17 for more details

Primary Vote

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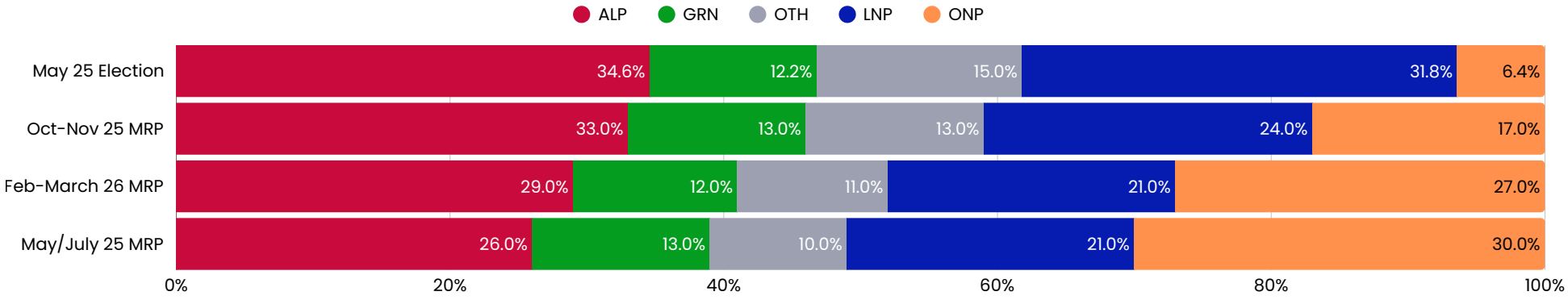
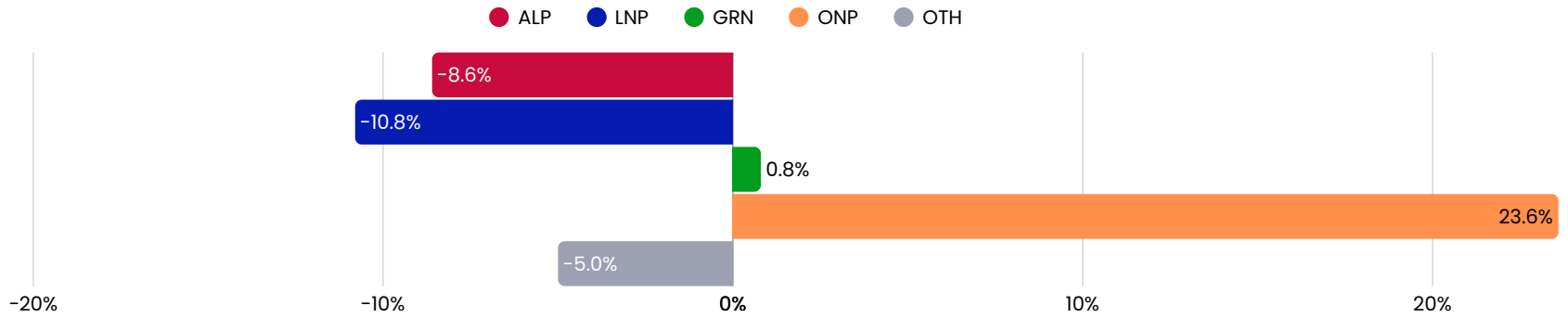
Primary Vote %



Change since Last Election %



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Central Seat Projection

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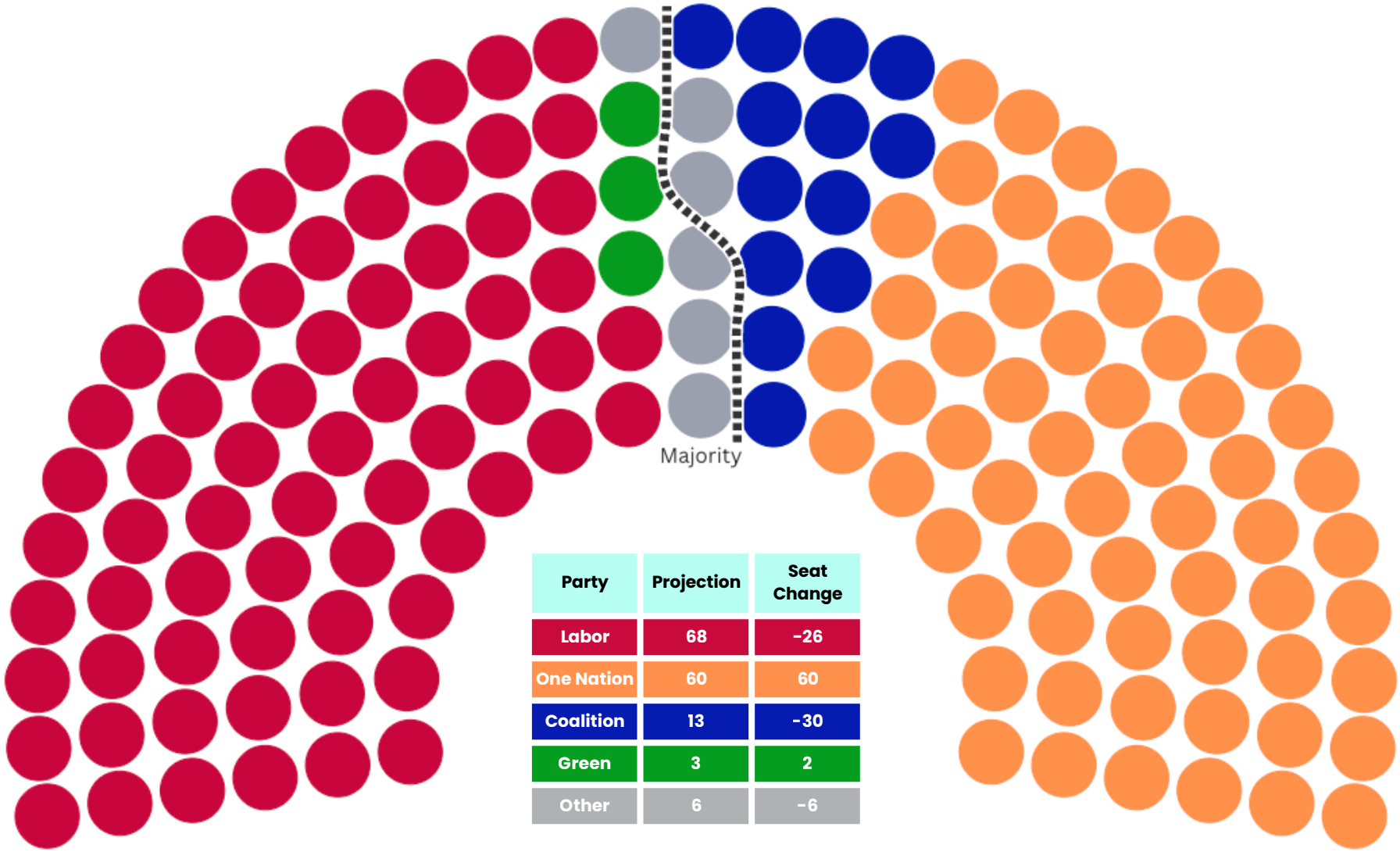

Party	Projection	Seat Change
Labor	68	-26
One Nation	60	60
Coalition	13	-30
Green	3	2
Other	6	-6

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Range of Seat Outcomes

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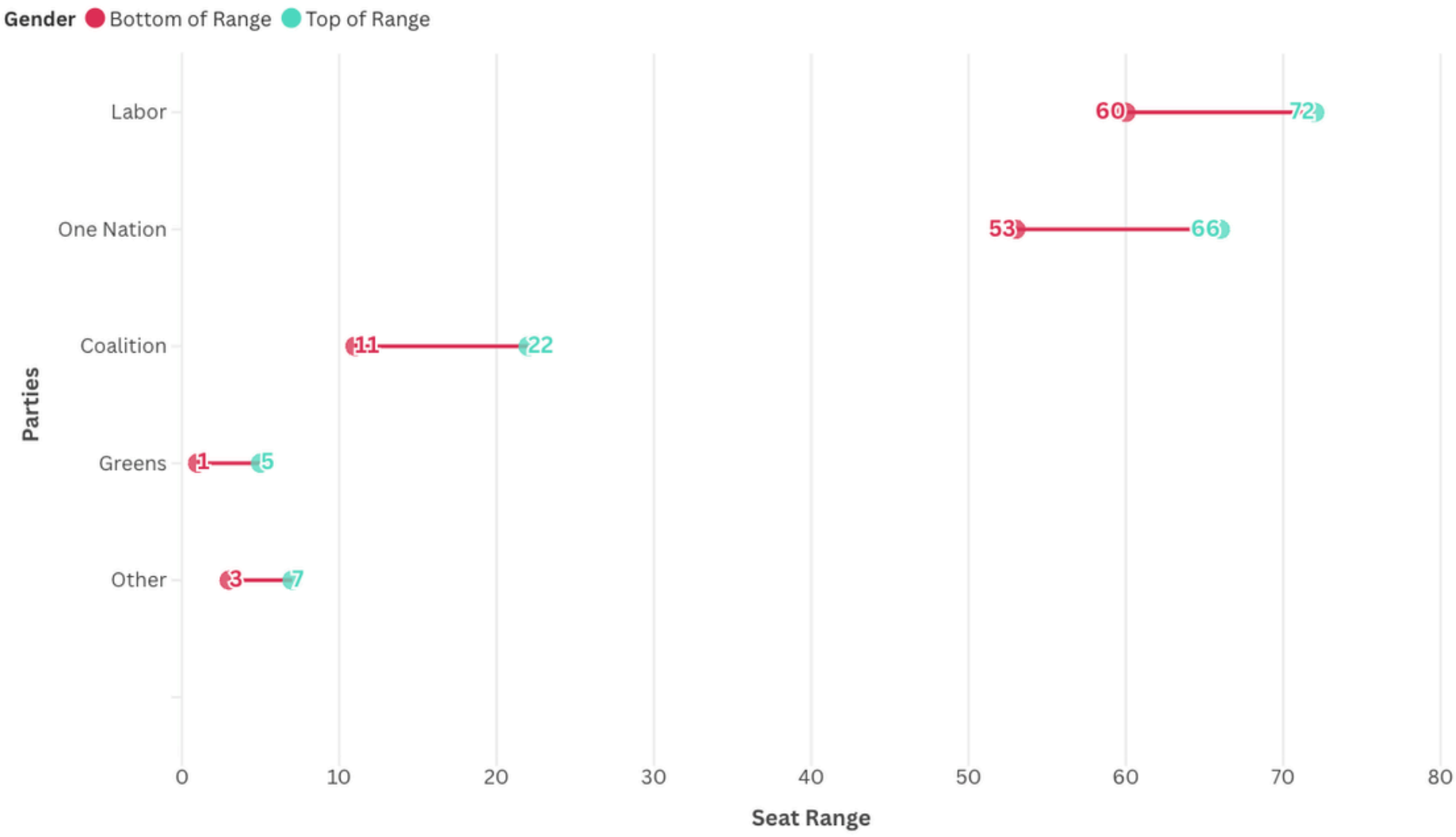

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Seat Clasifications

	TOTAL LEADING	Firm	Lean	In Doubt	Seat Range
Labor	**68**	**40**	**18**	**10**	**60-72**
One Nation	**60**	**27**	**25**	**8**	**53-66**
Coalition	**13**	**4**	**4**	**5**	**11-22**
Green	**3**	**0**	**1**	**2**	**1-5**
Other	**6**	**3**	**0**	**3**	**3-7**

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% probability of victory.***
Lean: ***70-95% probability of victory***. .
Firm: ***Greater than 95% probability of victory.***

The seat ranges for each party or grouping are based on a Monte Carlo probability analysis of 20,000 simulations. The seat ranges reflect a 95% confidence interval.

Gender

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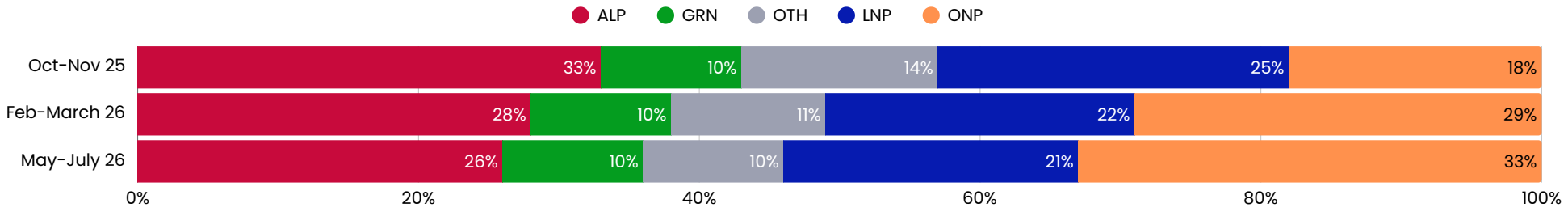
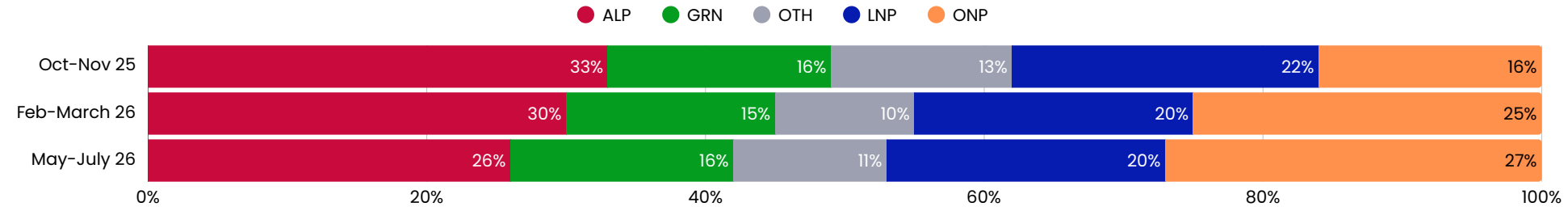
Males



Females



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Age

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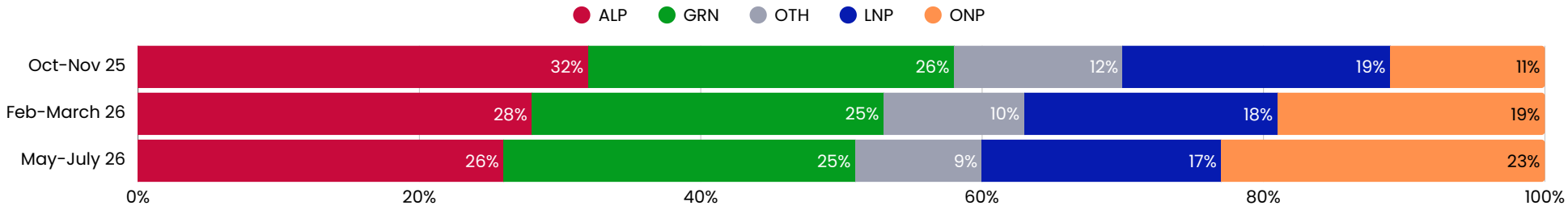
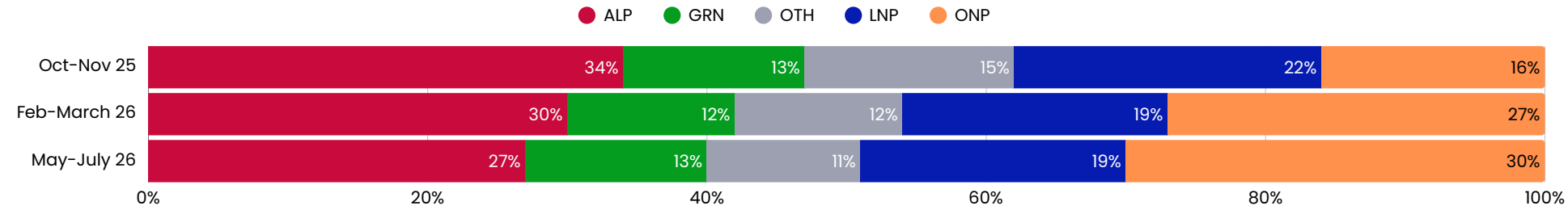
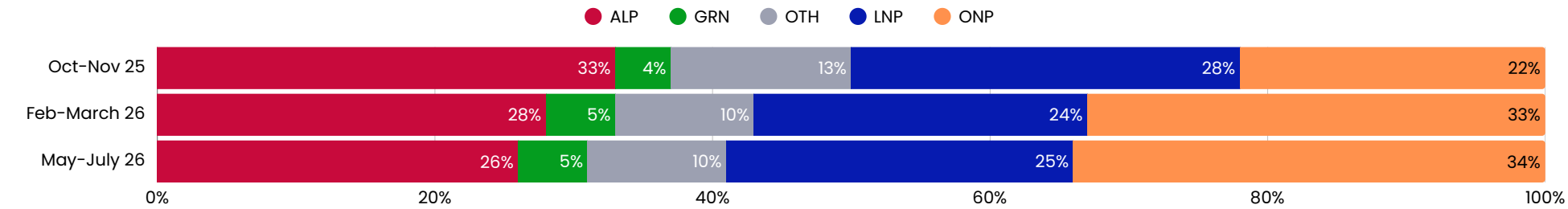
18-34



35-54



55 and Over



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Education

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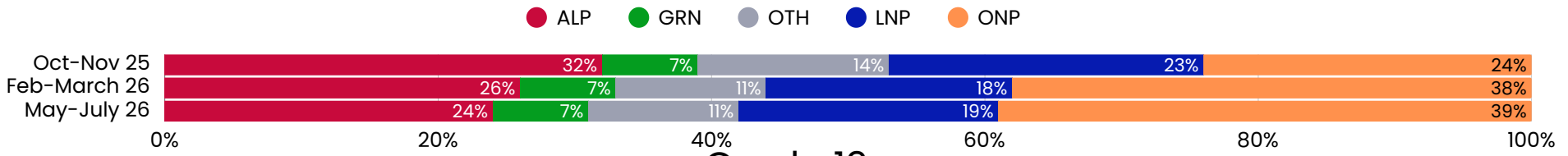
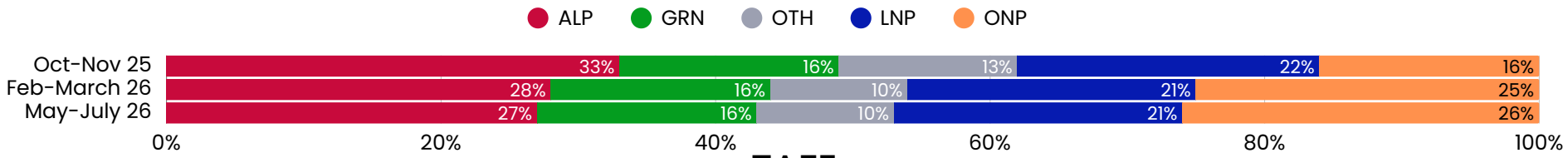
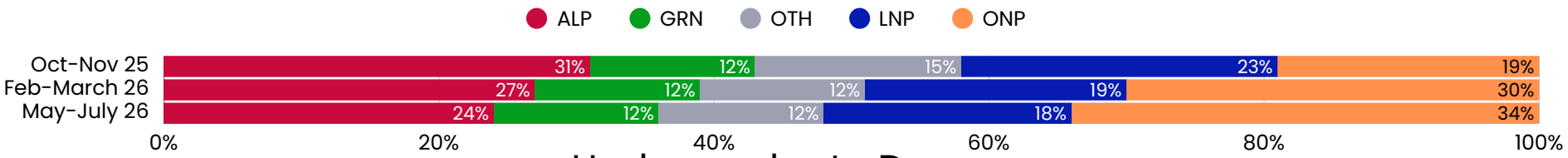
Didn't Finish G12



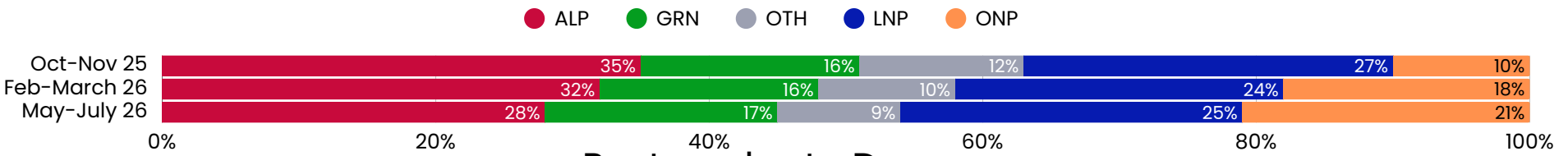
Grade 12



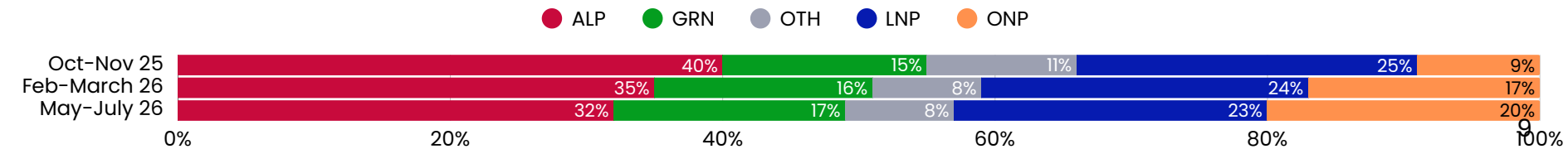
TAFE



Undergraduate Degree



Postgraduate Degree



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Annual Income

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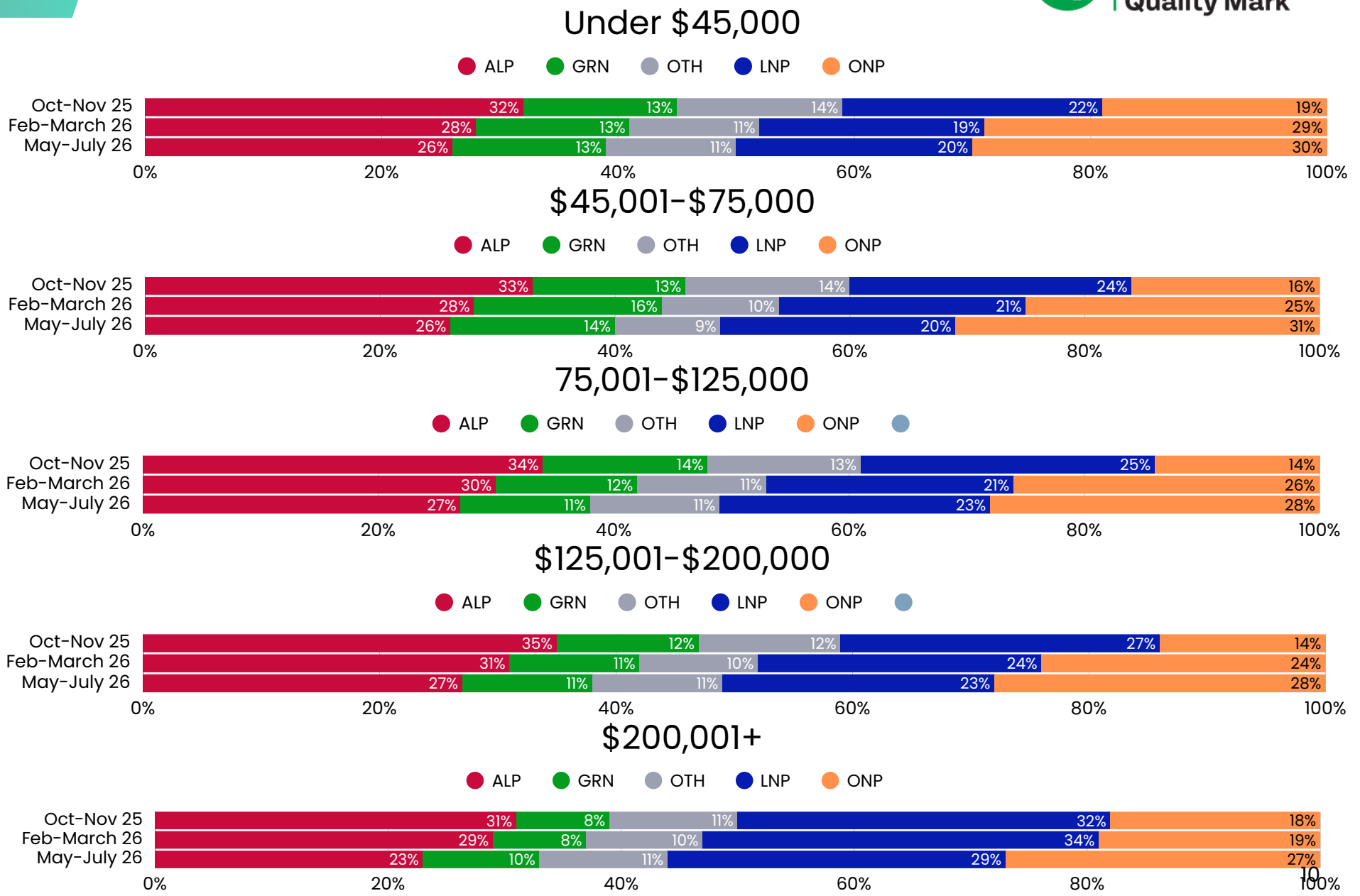

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Location

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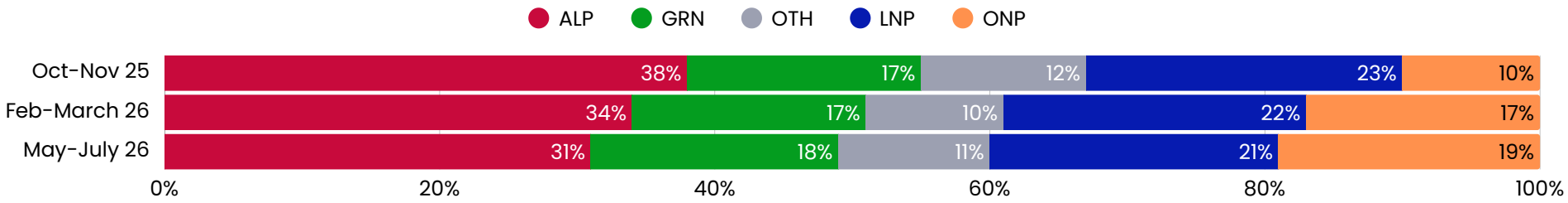
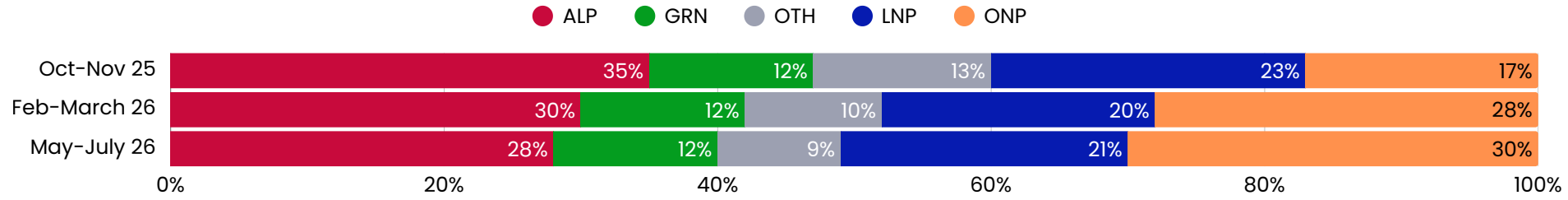
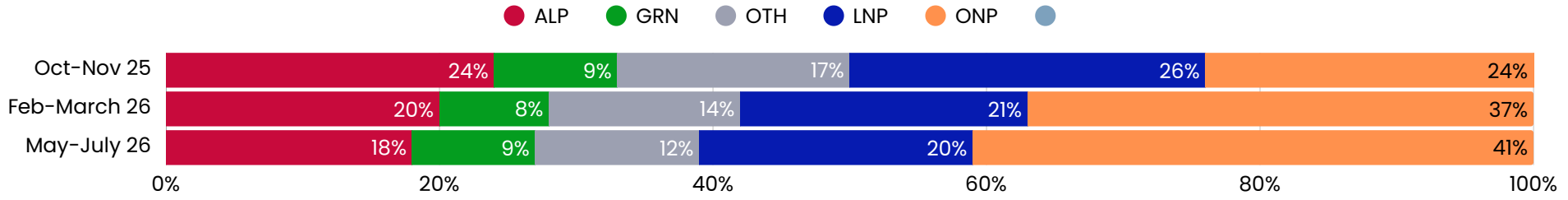
Inner Metro



Outer Metro



Rural/Regional



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State/Territory

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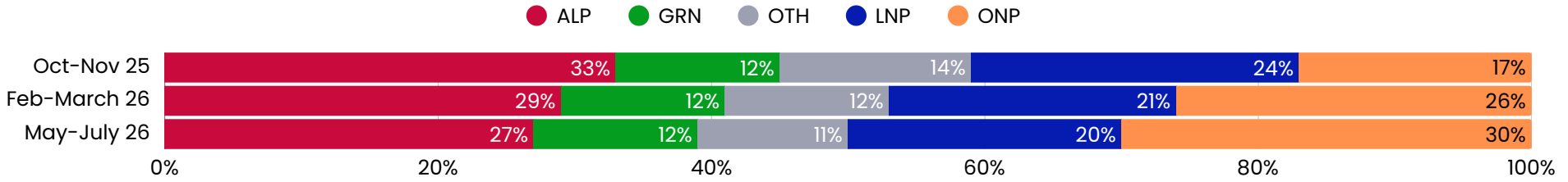
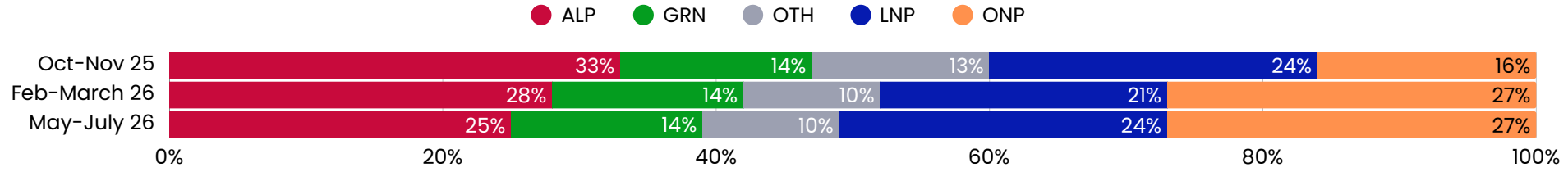
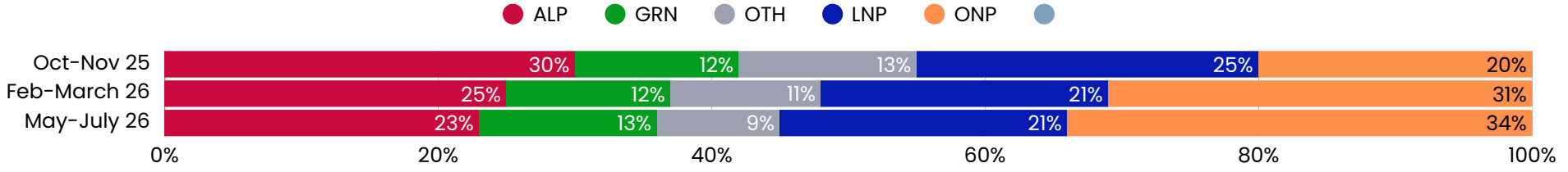
NSW



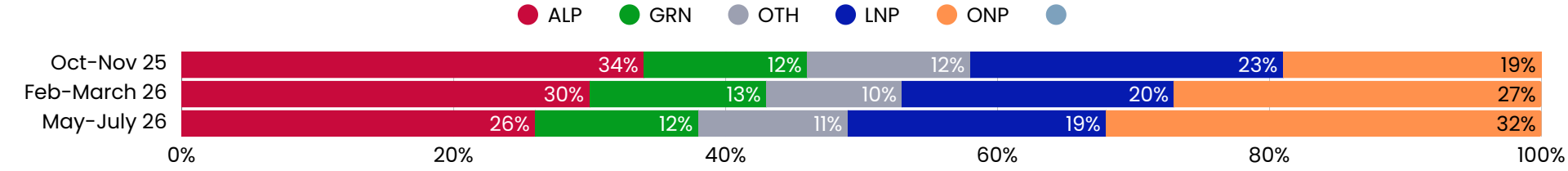
Victoria



Queensland



Western Australia



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State/Territory

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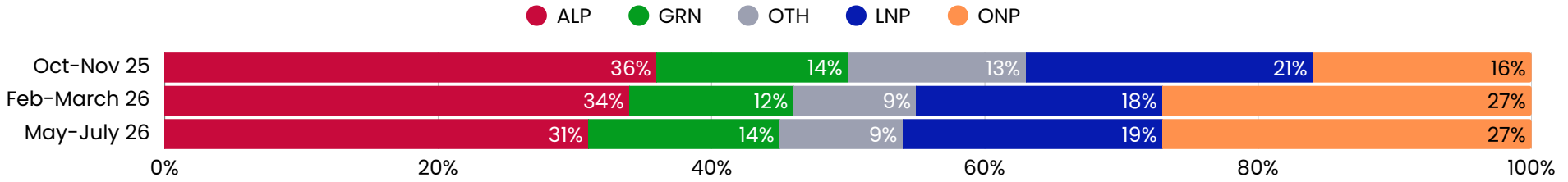
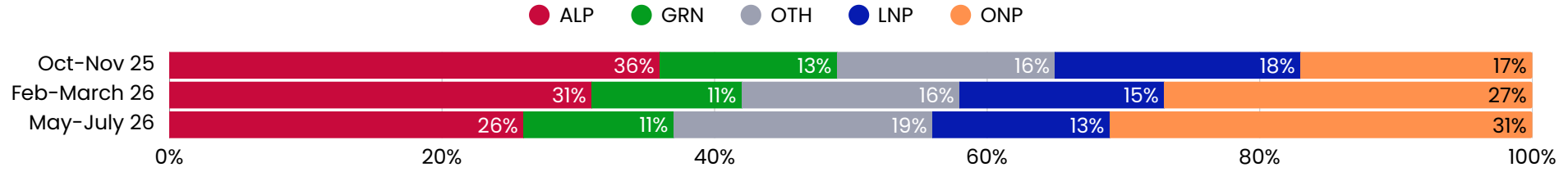
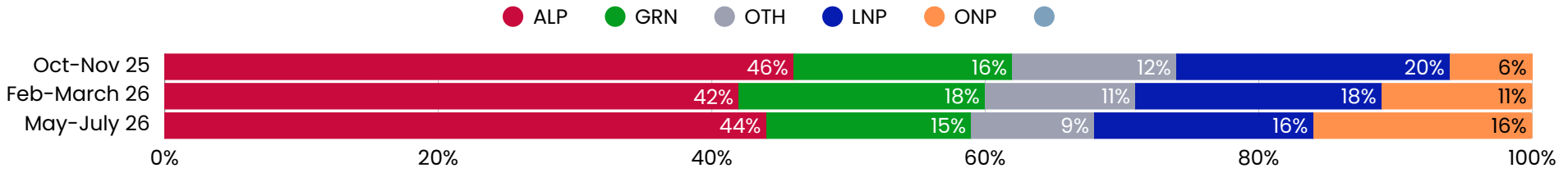
South Australia



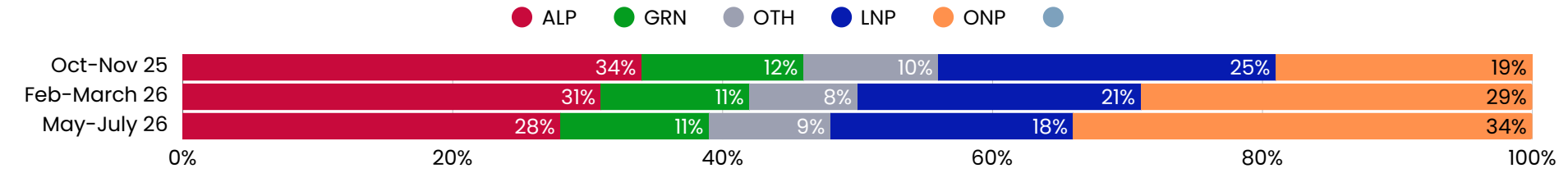
Tasmania



Australian Capital Territory



Northern Territory



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Past Federal Vote

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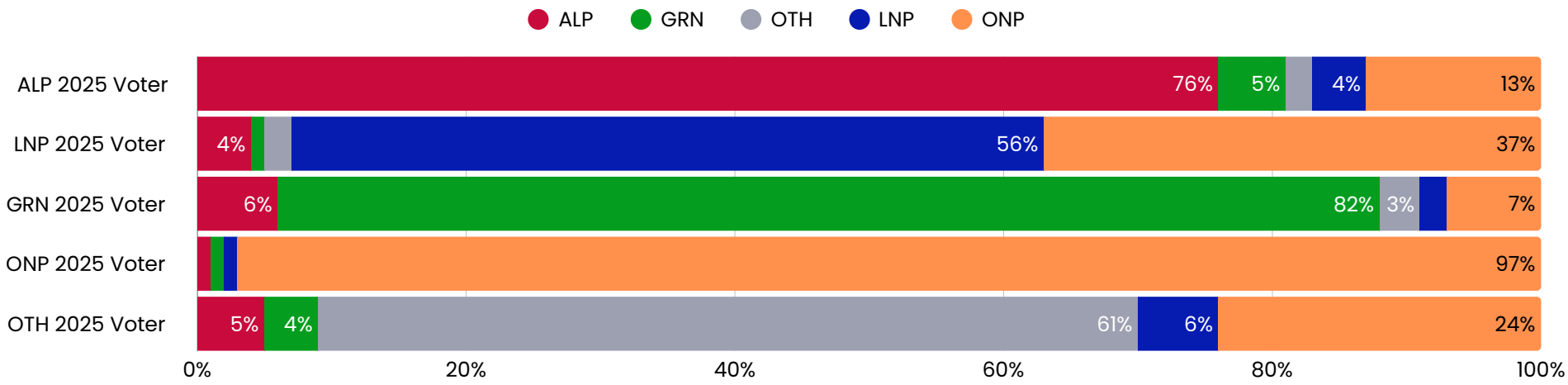
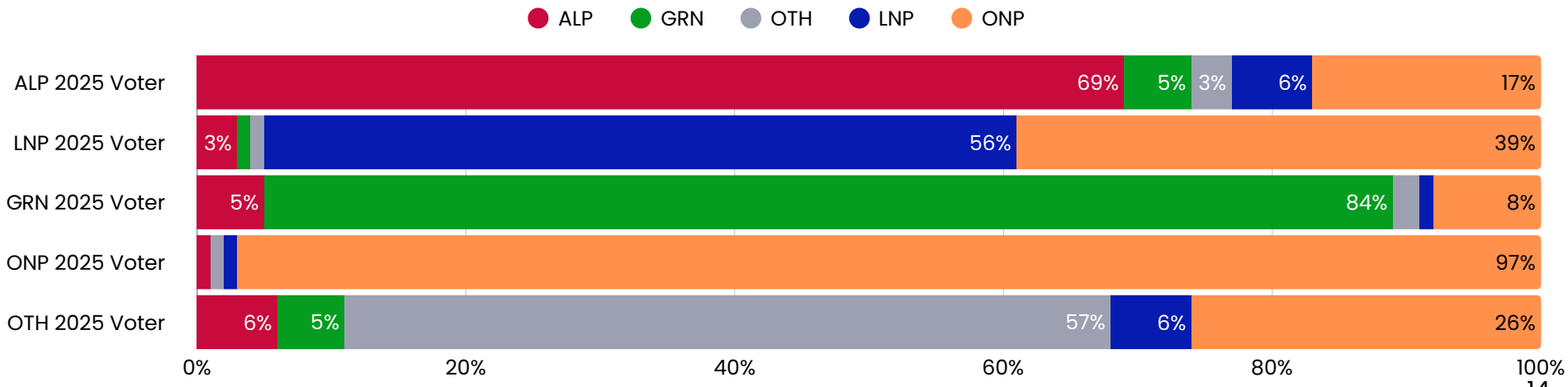
Feb-March 26



May-July 26



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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 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

To determine an estimated electorate two-candidate preferred result, a mixture of previous 2025 election preference data and respondent allocated preference data is used.

Respondent allocated preference flow data is obtained by using the preferences indicated by over 9000 respondents nation-wide in the polling for this MRP over the past 2 months. The respondent allocated preference were obtained from respondents completely ranking the 5 voting options (ALP, L/NP, Grn, ONP, Oth).

Even at this scale we are only using preference flows informed by respondent data in relation to ALP-ONP, L/NP-ONP, Grn-ONP, Oth-ONP TCP contests and the ON preferences in ALP-L/NP contests. In all other cases our preference flow assumptions are informed by previous 2025 election preferences as before.

The final two in each electorate are determined by applying three candidate preferred flows to party/groups which finished third or better on the primary vote. The 3CP flows are estimated using a mixture of previous 2025 election preference data and respondent allocated preference data.

Please see the following page for an overview of TCP respondent allocated preference flows used for this model.

A Note on Preferences

ALP-L/NP TCP contests: A nationwide ON preference flow of L/NP 80% ALP 20% is modelled by increasing the Coalition share of ONP preferences by 5 percentage points in every electorate.

ALP-ONP TCP contests
Inner Metro: L/NP 61-39 ON, Grn 91-9 ALP, Oth 67-33 ALP
Outer Metro: L/NP 68-32 ON, Grn 91-9 ALP, Oth 55-45 ALP
Regional/Rural: L/NP 71-29 ON, Grn 87-13 ALP, Oth 52-48 ON

L/NP-ONP TCP contests
Inner Metro: ALP 76-24 L/NP, Grn 86-14 L/NP, Oth 68-32 L/NP
Outer Metro: ALP 71-29 L/NP, Grn 83-17 L/NP, Oth 60-40 L/NP
Regional/Rural: ALP 72-38 L/NP, Grn 82-18 L/NP, Oth 58-42 L/NP

Oth-ONP TCP contests: ALP 72-28 Oth, L/NP 61-39 ONP, Grn 85-15 L/NP, Oth* 70-30 L/NP
*Others candidates not in final count

Grn-ONP TCP contests
Inner Metro: ALP 82-18 Grn, L/NP 62-38 ON Oth 75-25 Grn
Outer Metro: ALP 82-18 Grn, L/NP 69-31 ON, Oth 63-37 Grn
Regional/Rural: ALP 78-22 Grn, L/NP 72-28 ON, Oth 56-44 Grn

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