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The Research Society 2025-26 Corporate Partner

Australian Polling Council Quality Mark

South Australian Poll

Fieldwork Dates: 29 May- 15 June 2026
Total Sample Size: 931
Effective Sample Size: 632
Effective Margin of Error: 3.9%

ace strategies™

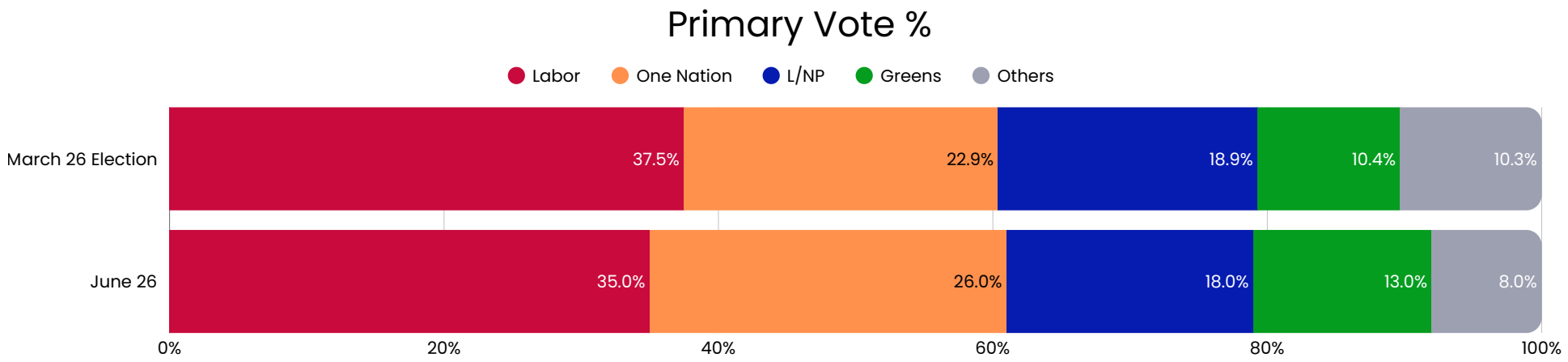
Methodology Statement

The Research Society 2025-26 Corporate Partner

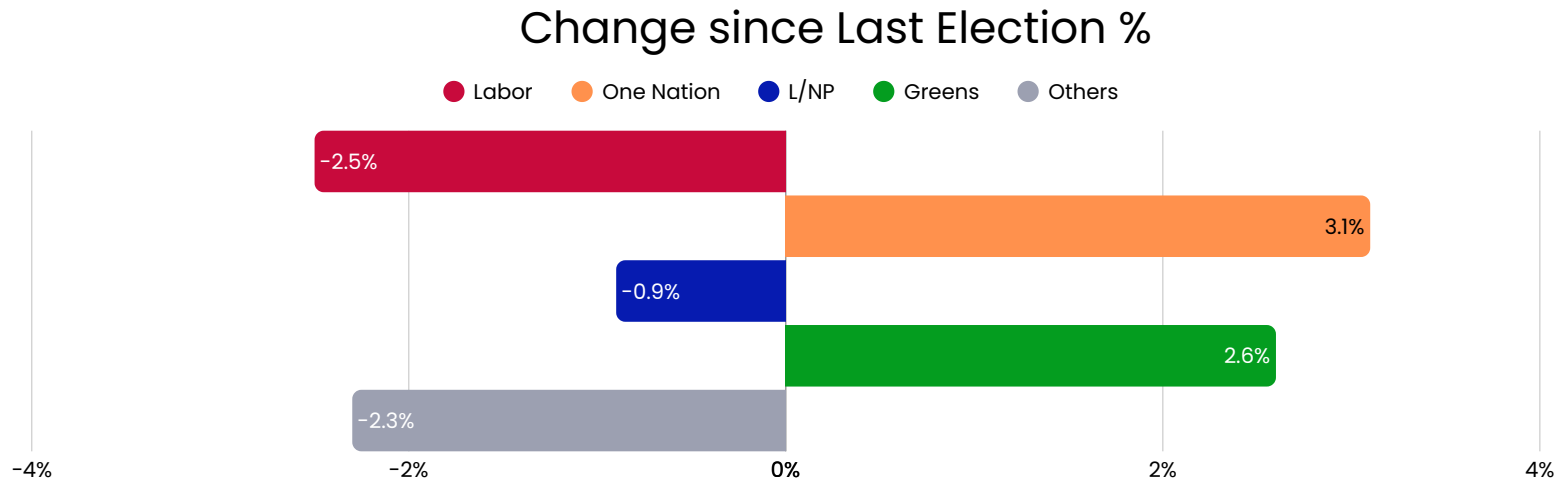
Australian Polling Council Quality Mark

Research company	DemosAU
Client commissioning the research	Conducted in association with Ace Strategies
Fieldwork dates	29 May - 15 June 2026
Mode of data collection	Internet panels
Target population	South Australian residents 18+ eligible to vote at elections
Sample size	931
Is voting intention published?	Yes, in this report
Effective sample size after weighting applied	632
Margin of error associated with effective sample size	+/- 3.9%
Variables used in weighting	Age x gender, education, personal income, residential tenure, language, region, 2026 SA Vote, Left-Right Self ID.
Weighting method used	Rim Weighting
Full question text, responses categories and randomisation	See Page 11
Source of sample	Internet panels
Positioning of voting intention questions in questionnaire?	State 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	See Note on Page 12

Topline Results



*Excludes 7% of voters who were undecided



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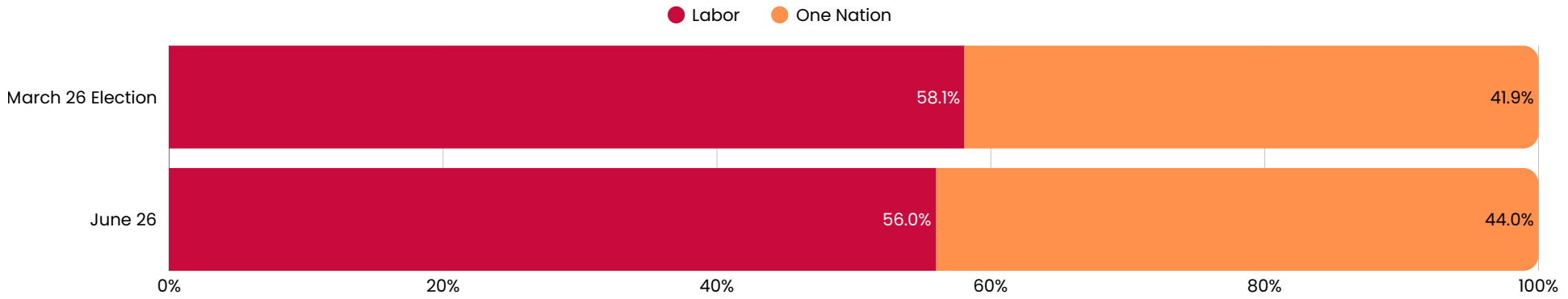
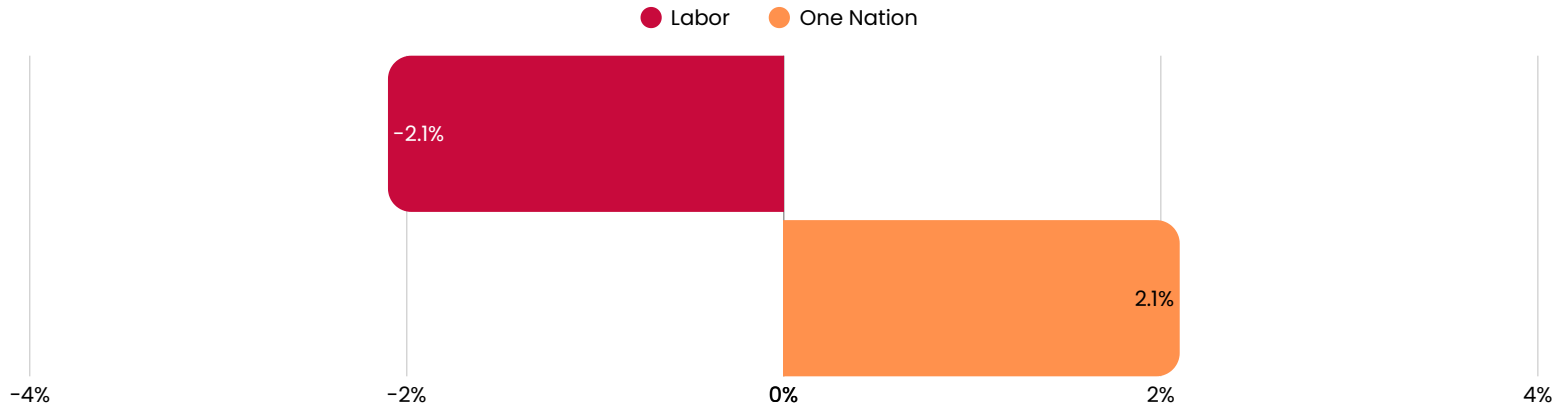
Topline Results

Two-Party Preferred



**Election TPP is DemosAU estimate - see page 12 for more details*

Change since Last Election %



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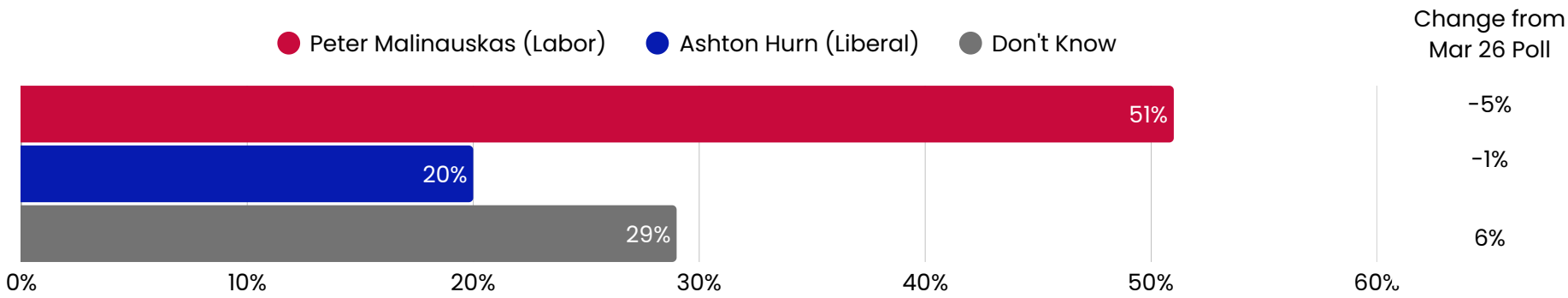
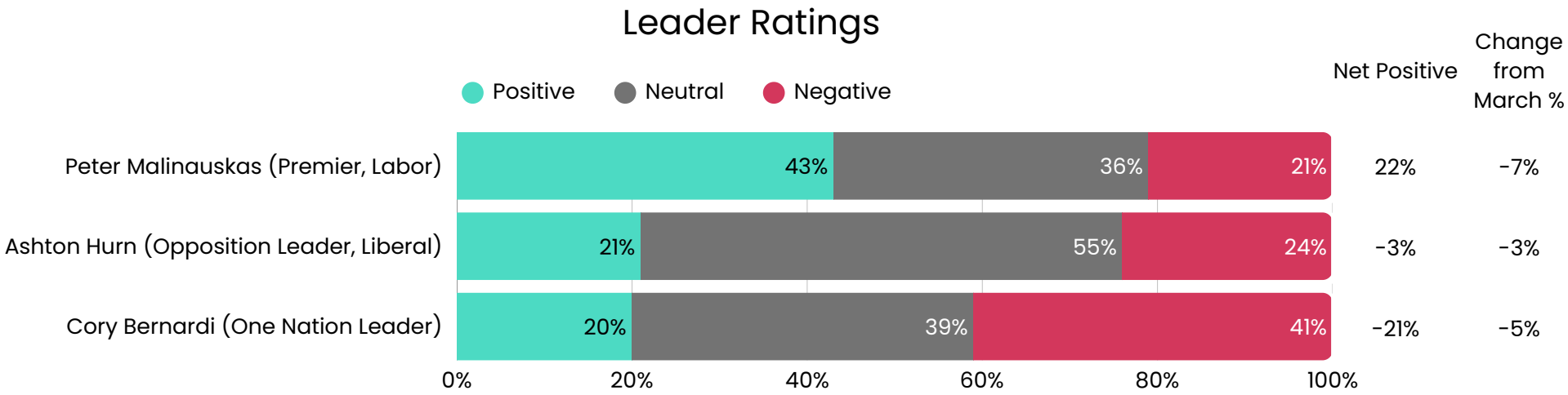
Preferred Premier + Leader Ratings

Preferred Premier



Leader Ratings



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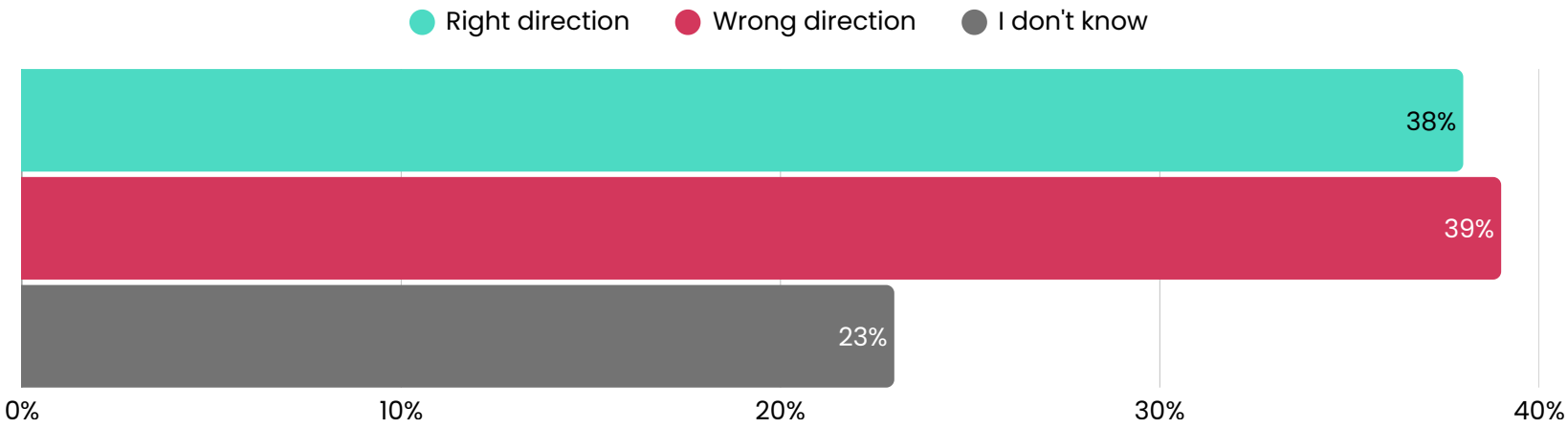
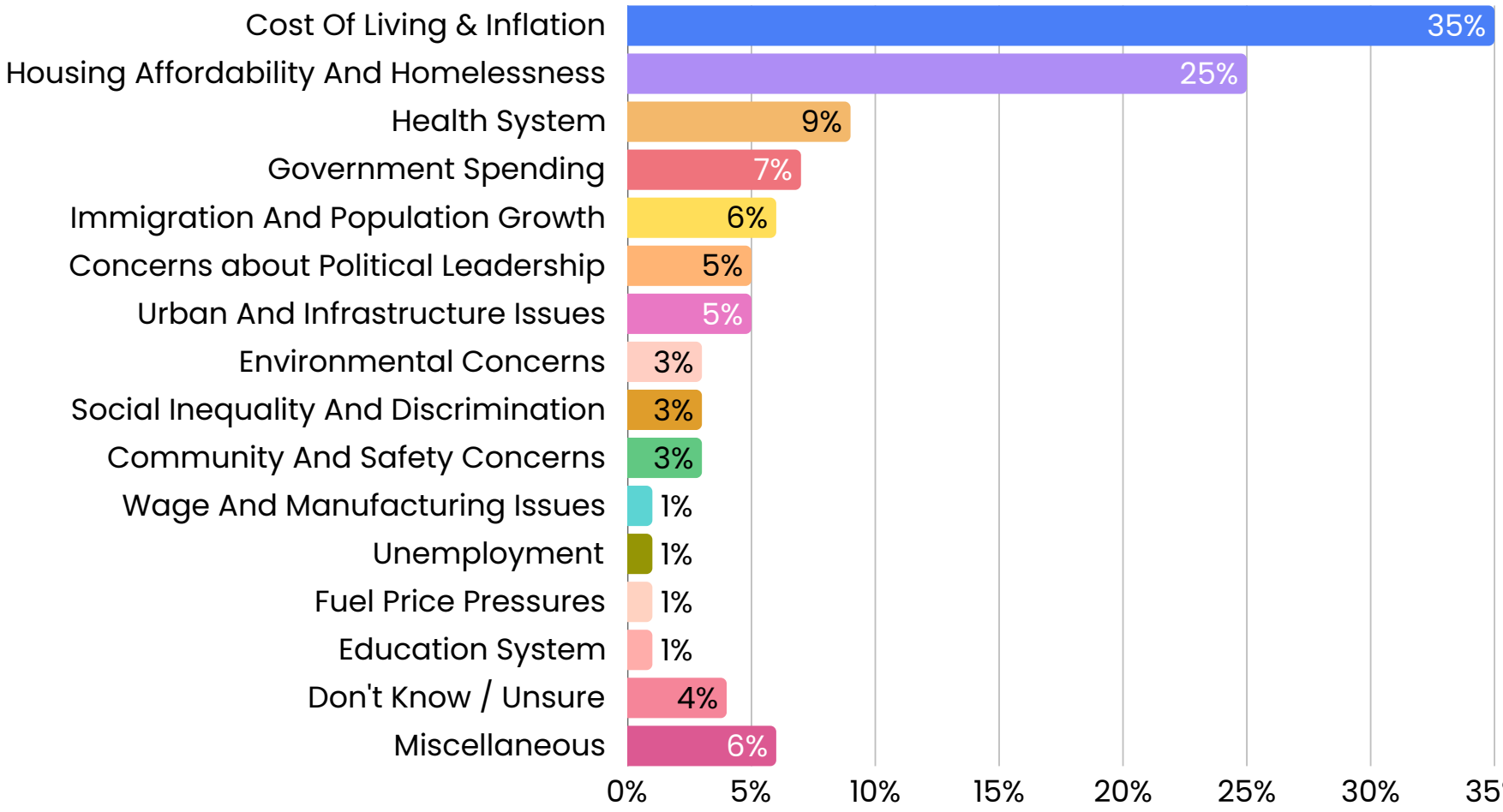
State Direction

In your opinion, is South Australia heading in the right direction or the wrong direction?



Biggest Issue

Q. In your opinion, what is the biggest issue facing South Australia today?
Open-ended, categories generated with assistance of AI



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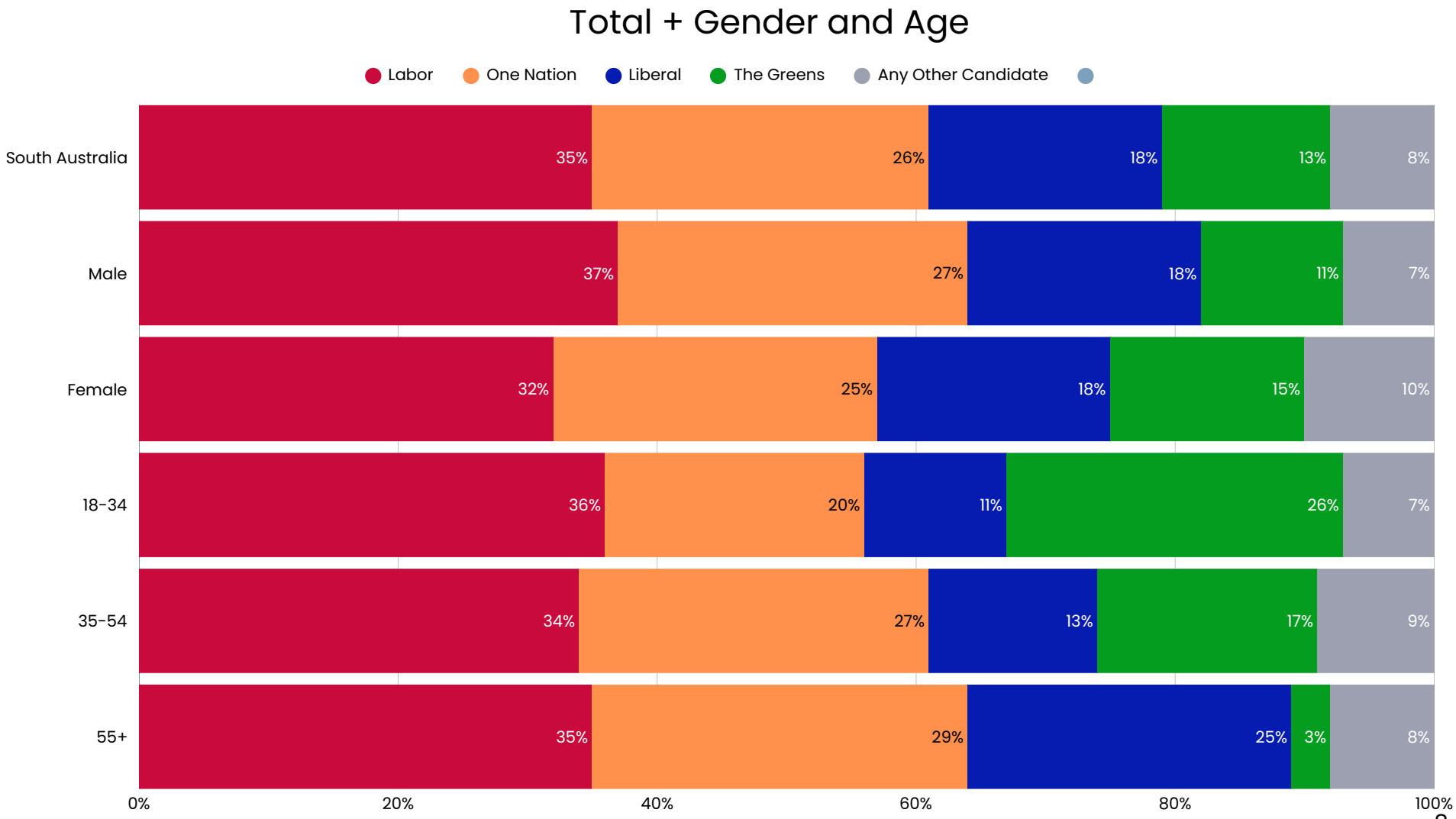
Demographic Breakdowns - Voting Intention



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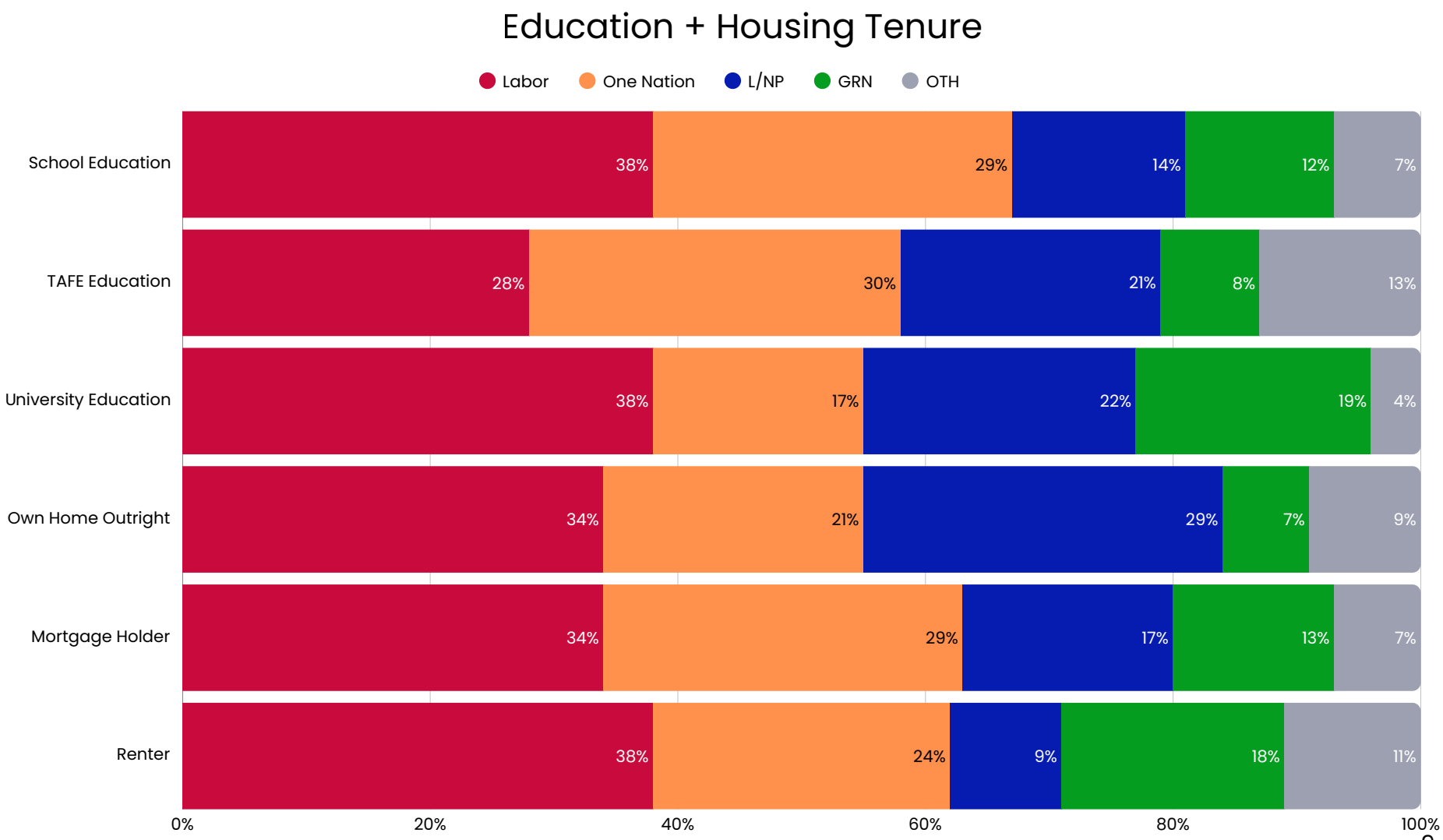
Demographic Breakdowns - Voting Intention



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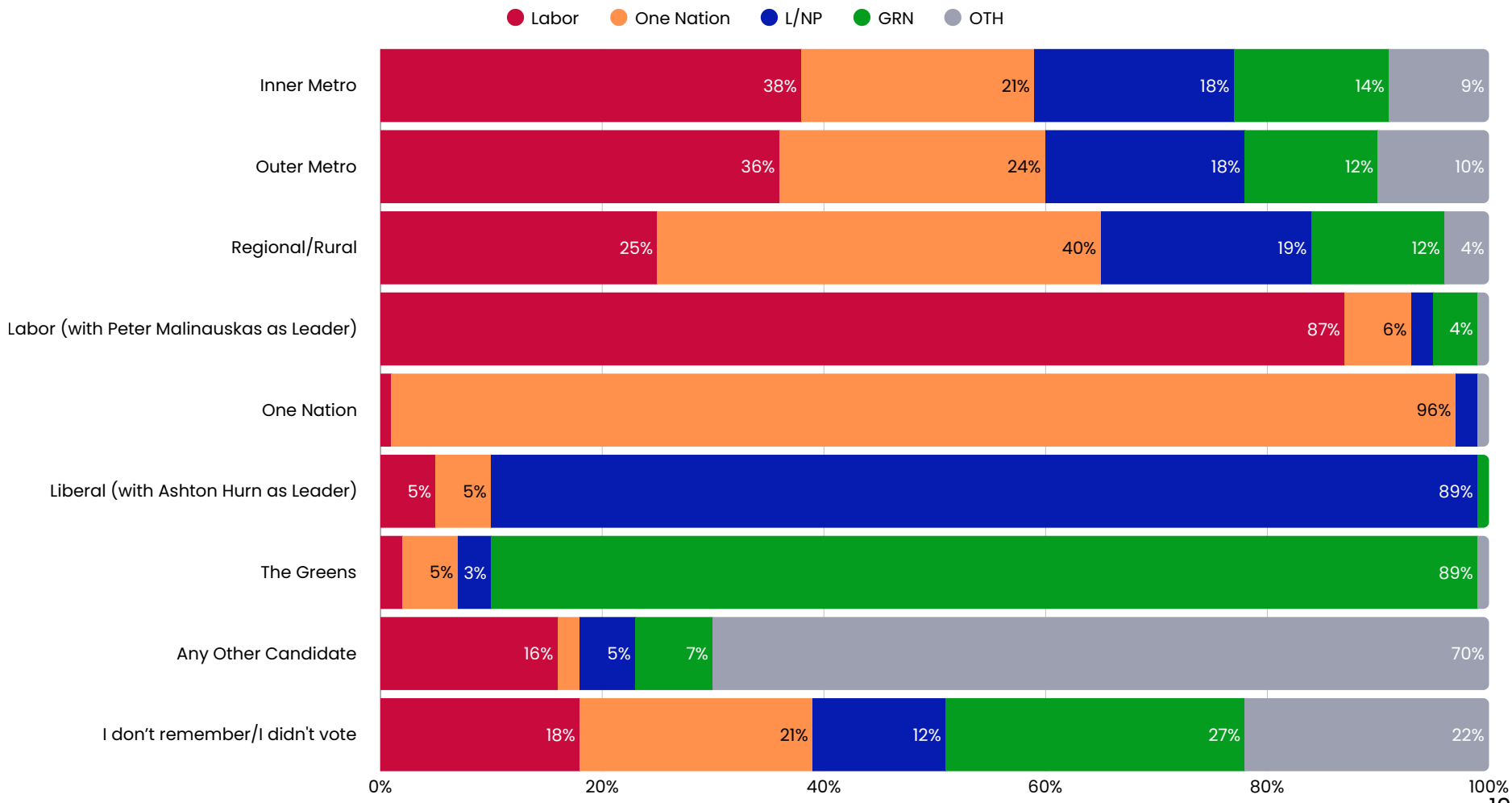
Demographic Breakdowns - Voting Intention

Location + 2026 SA Election Vote



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Question Wording

If a State Election for South Australia was held today, which one of the following would you vote for?
Answers randomly listed except Don't Know kept last
Labor (with Peter Malinauskas as Leader)
Liberal (with Ashton Hurn as Leader)
One Nation
The Greens
Any Other Candidate
Don't Know

If respondent chose Don't Know they were asked:
Being undecided, if a State Election for South Australia was held today, which one of the following would you have a slight leaning towards?
Answers randomly listed except Don't Know kept last
Answer List as above

Q. Who is your preferred Premier
Answers randomly listed except Don't Know kept last
Peter Malinauskas (Labor)
Ashton Hurn (Liberal)
Don't Know

Q. What is your opinion on the following people?
People randomly listed, answer order randomly flipped
Answers: Positive, Neutral, Negative
People Tested
Peter Malinauskas (Premier, Labor)
Ashton Hurn (Opposition Leader, Liberal)
Cory Bernardi (One Nation Leader)

Q. In your opinion, is South Australia heading in the right direction or the wrong direction?
Answers randomly listed except Don't Know kept last
Right Direction
Wrong Direction
Don't Know

Q. In your opinion, what is the biggest issue facing South Australia today?
Open-ended answer

Note on TPP and Preference Assumptions

At the 2026 State election, no uniform state-wide TPP count across all 47 electorates was conducted by the Electoral Commission of South Australia (ECSA).

To allow for reporting of a two-party preferred vote going forward, DemosAU will use its own estimates of a two-party preferred vote using 2026 state election preference data.

No two-candidate preference flow data has yet been issued by ECSA, therefore preference estimates have been calculated from the seats where a Liberal, Green or other candidate has been excluded last for a Labor-One Nation final count. Based on this data we have obtained the following preference flow estimates:

Liberal: ONP 66.6%, Labor 33.4%
Greens: Labor 80.4%, ONP 19.6%
Others: Labor 57.9%, ONP 42.1%

Applying these preference estimates to the 2026 state-wide primary votes shares indicates an estimated 2026 State Election two party preferred count of ALP 58.1%, ONP 41.9%, which is the baseline applied to calculate the TPP swing in this poll.

Psephologist Antony Green has calculated a Labor v non-Labor TPP of Labor 55.7%, Non-Labor 44.3%. This estimate is based on a sum of actual and estimated electorate counts between Labor and the either Liberals or One Nation, whomever of the latter is strongest in a given electorate.

Because polls are an estimate of a state-wide vote, they don't allow for electorate estimates required to calculate a "non-Labor" TPP. Therefore, we cannot use this data point as our baseline.

When and if the ECSA releases preference flow data we shall update our TPP calculation process and this will include an update of the 2026 state election TPP estimate.

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