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The Research Society 2025-26 Corporate Partner

Australian Polling Council Quality Mark

DemosAU WA Poll

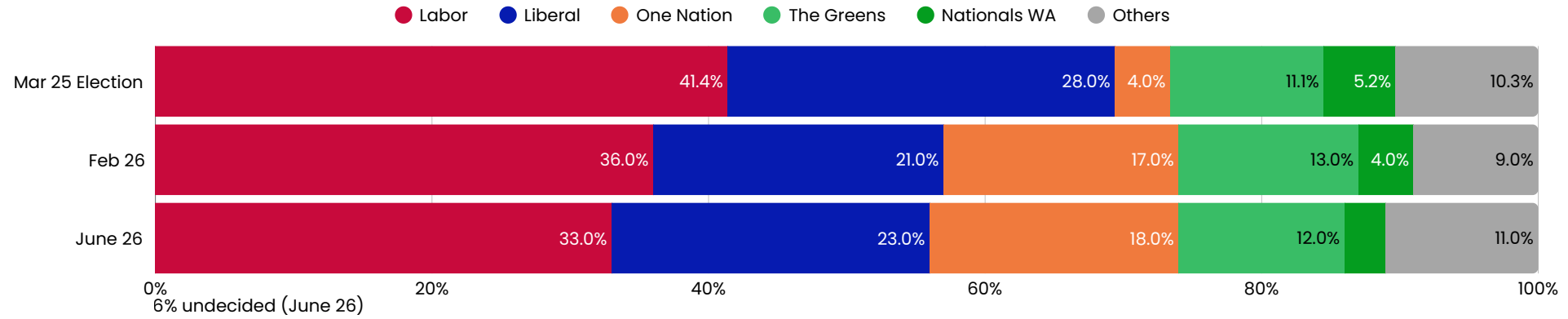
Fieldwork Dates: 29 May to 11 June 2026
Total Sample Size: 1,015
Effective Sample Size: 616
Effective Margin of Error: 3.9%

Methodology Statement

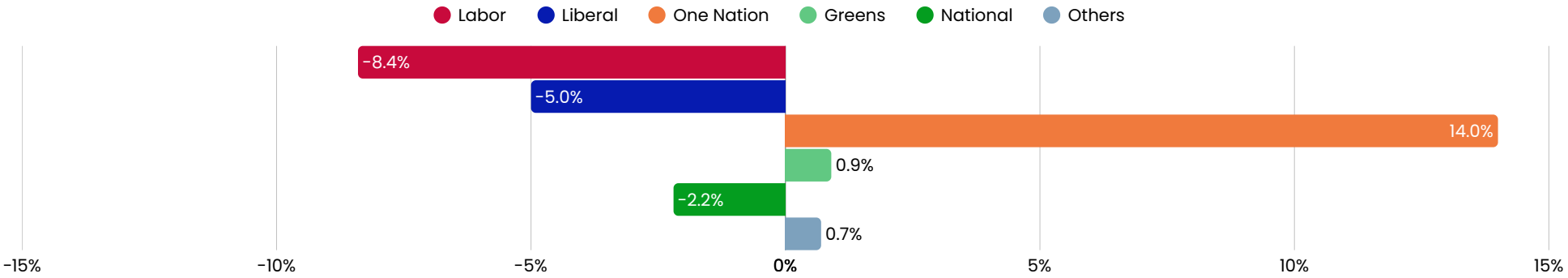
Research company	DemosAU
Client commissioning the research	Self-commissioned
Fieldwork dates	29 May to 11 June 2026
Mode of data collection	Internet panels
Target population	West Australians 18+ eligible to vote at elections
Sample size	1,015
Is voting intention published?	Yes, in this report
Effective sample size after weighting applied	616
Margin of error associated with effective sample size	+/- 3.9%
Variables used in weighting	Age x gender, education, personal income, residential tenure, region, 2025 State Vote, Left-Right Self ID.
Weighting method used	Rim Weighting
Full question text, responses categories and randomisation	See Page 12 and 13
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	Using 2025 State Election Flows; (Nat: 77-23 Lib, Grn: 76.5-23.5 Labor, ONP: 68.5-31.5 Lib, Oth: 54-46 Lib)

Topline Results

Primary Vote %



Change Since Last Election %



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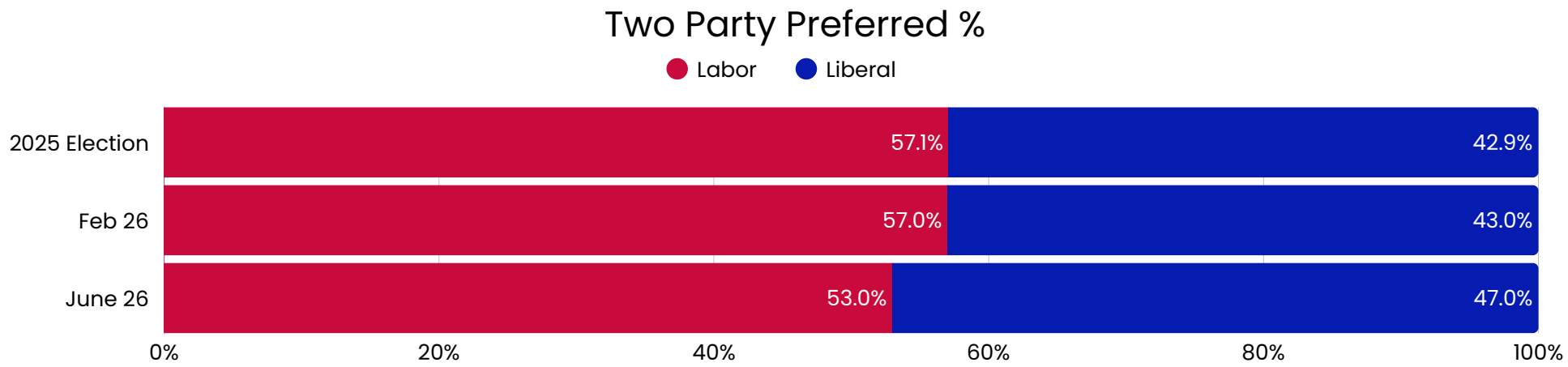
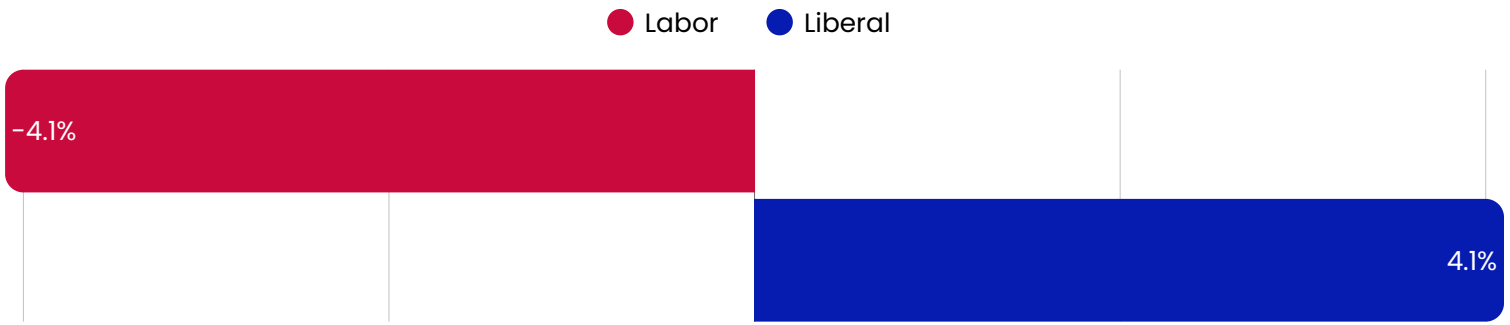
Topline Results





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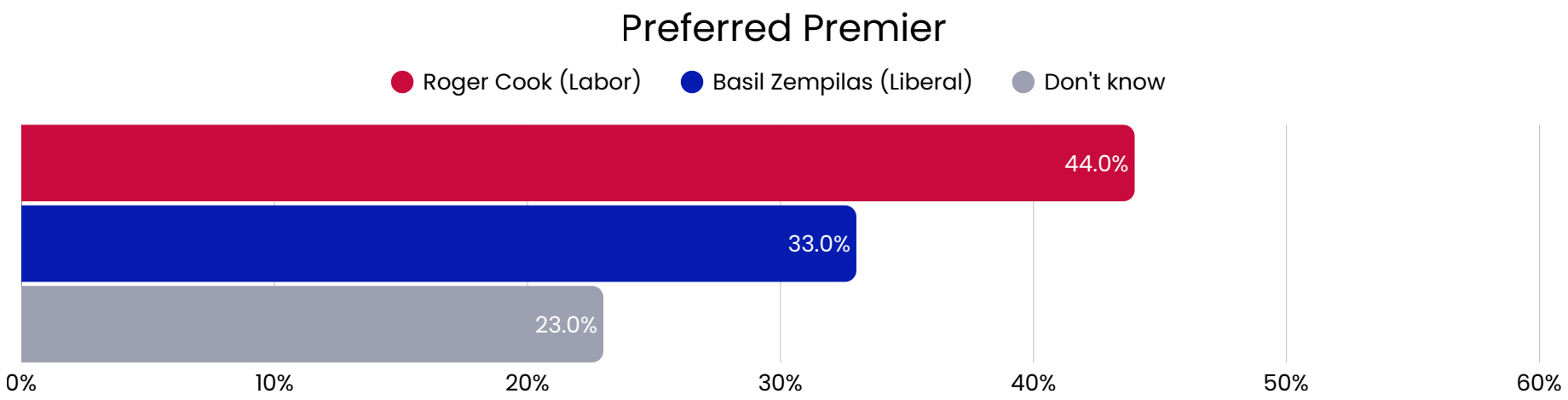
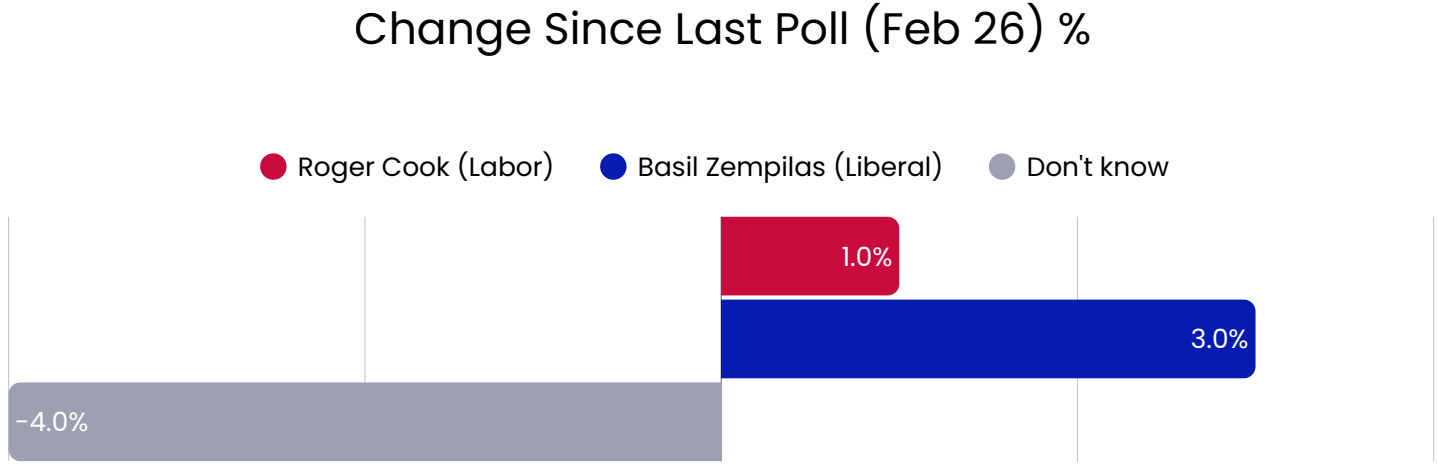
Preferred Premier





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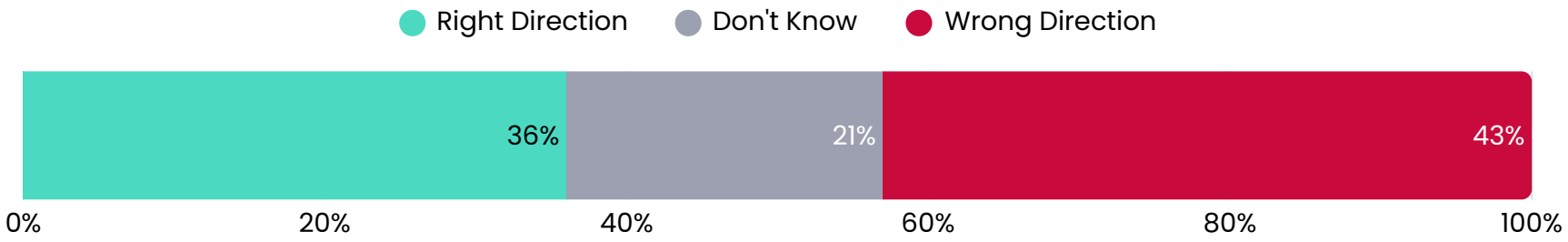
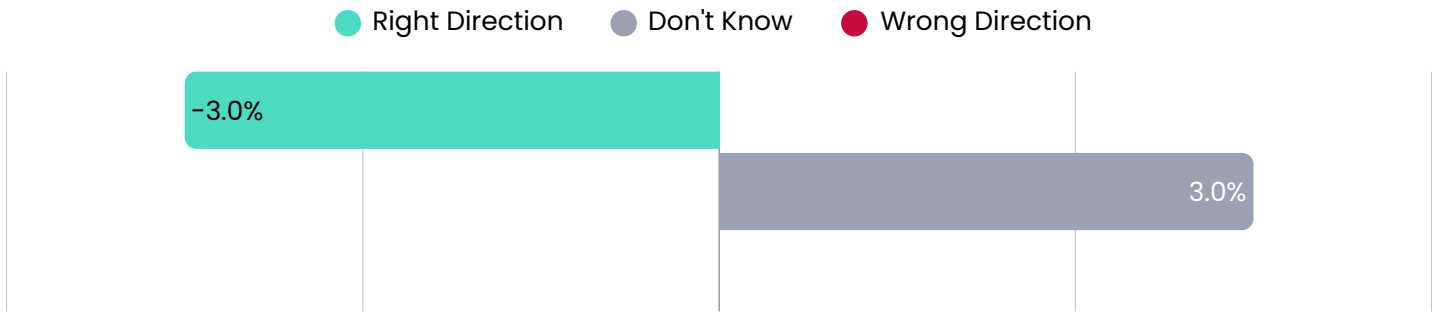
State Direction

Q. In your opinion, is Western Australia heading in the right direction or the wrong direction?



Change Since Last Poll (Feb 26) %



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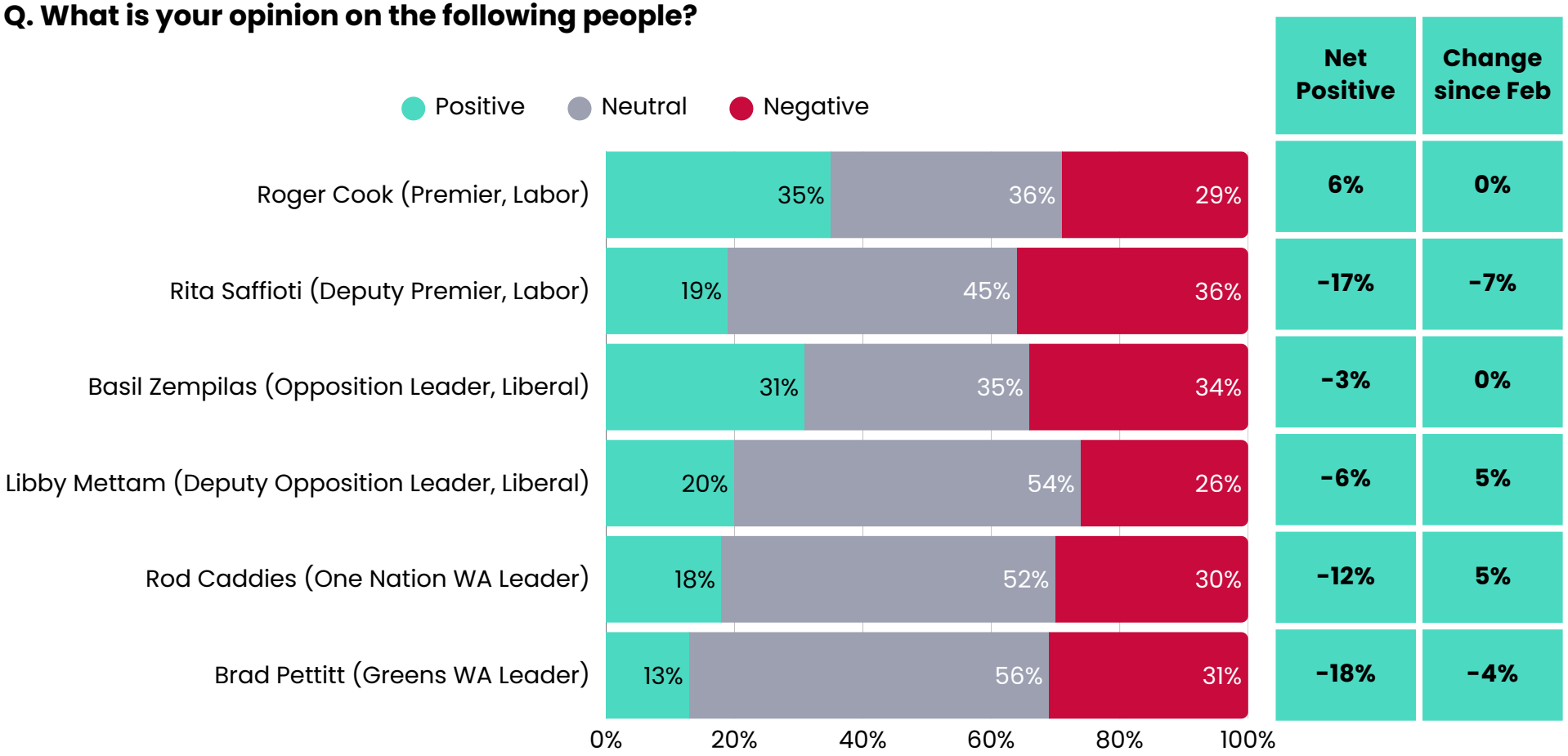
Personal Ratings

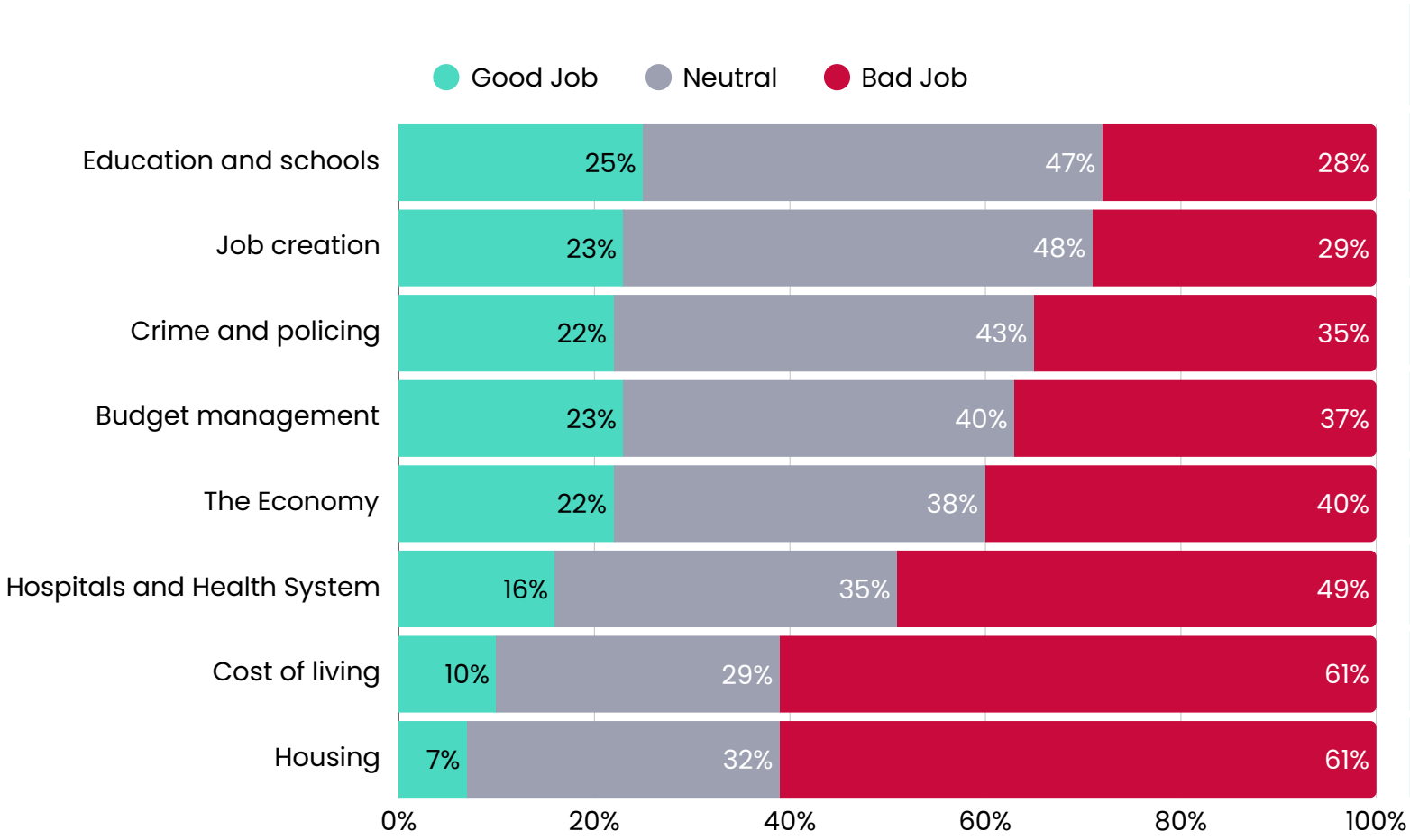
Q. What is your opinion on the following people?



	Net Positive	Change since Feb
Roger Cook (Premier, Labor)	6%	0%
Rita Saffioti (Deputy Premier, Labor)	-17%	-7%
Basil Zempilas (Opposition Leader, Liberal)	-3%	0%
Libby Mettam (Deputy Opposition Leader, Liberal)	-6%	5%
Rod Caddies (One Nation WA Leader)	-12%	5%
Brad Pettitt (Greens WA Leader)	-18%	-4%

Issue Ratings

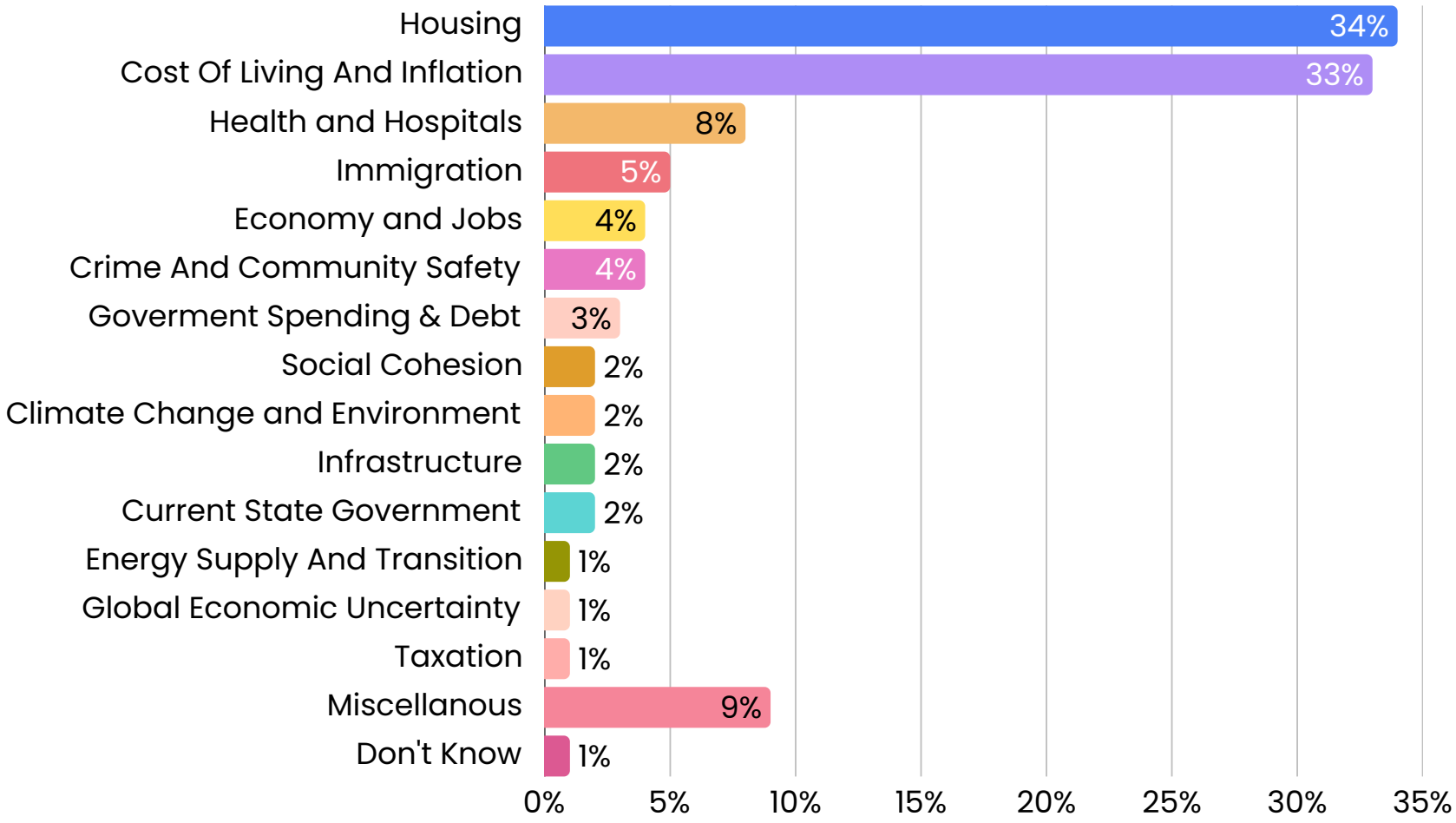
Q. Do you believe the Cook State Government is doing a good job or a bad job of managing these issues?



	Net Good Job	Change Since Feb
Education and schools	-3%	-4%
Job creation	-6%	0%
Crime and policing	-13%	5%
Budget management	-14%	0%
The Economy	-18%	0%
Hospitals and Health System	-33%	-5%
Cost of living	-51%	3%
Housing	-54%	0%

Biggest Issue

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



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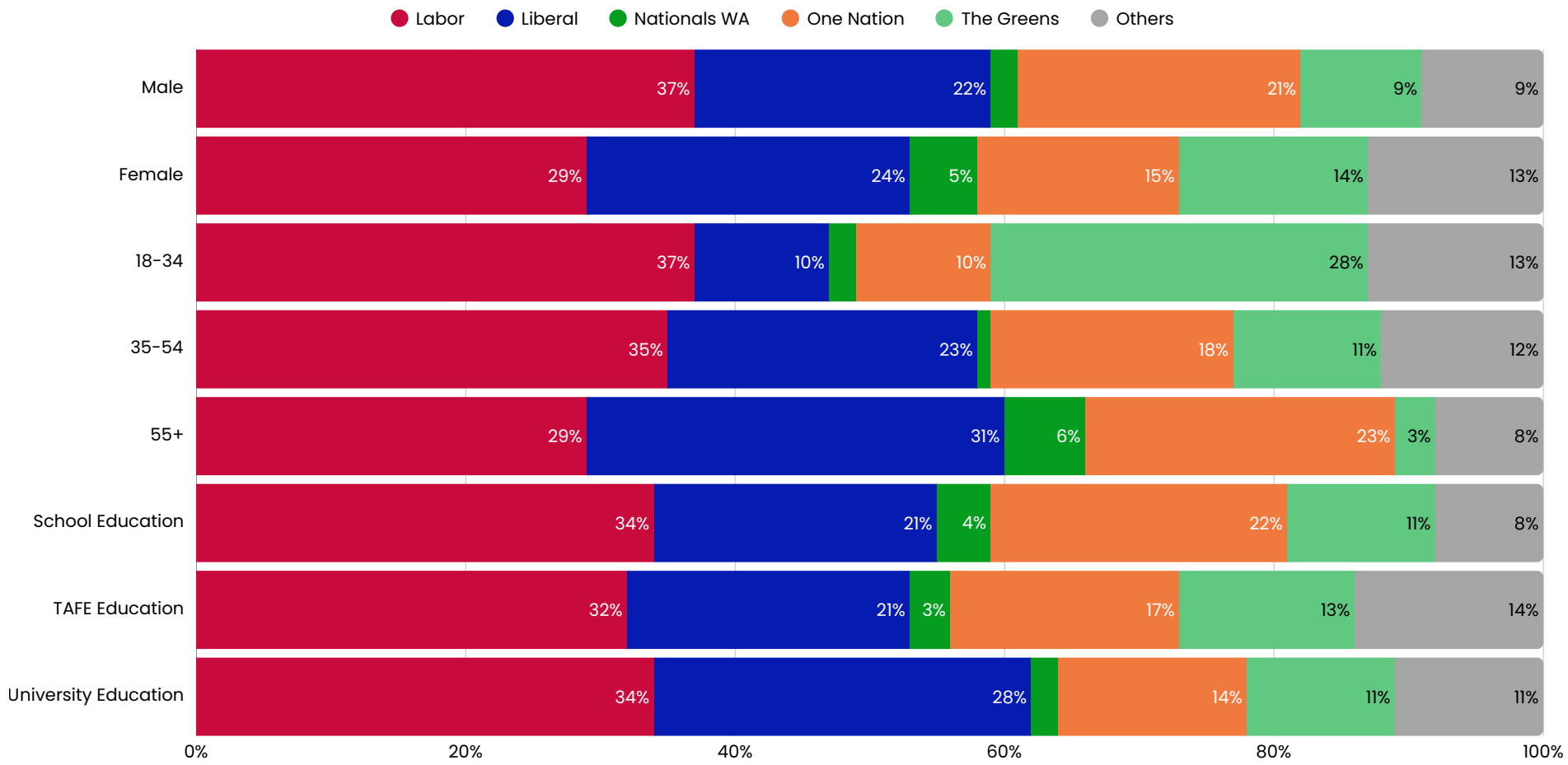
Demographic Breakdowns - Voting Intention

Gender, Age + Education



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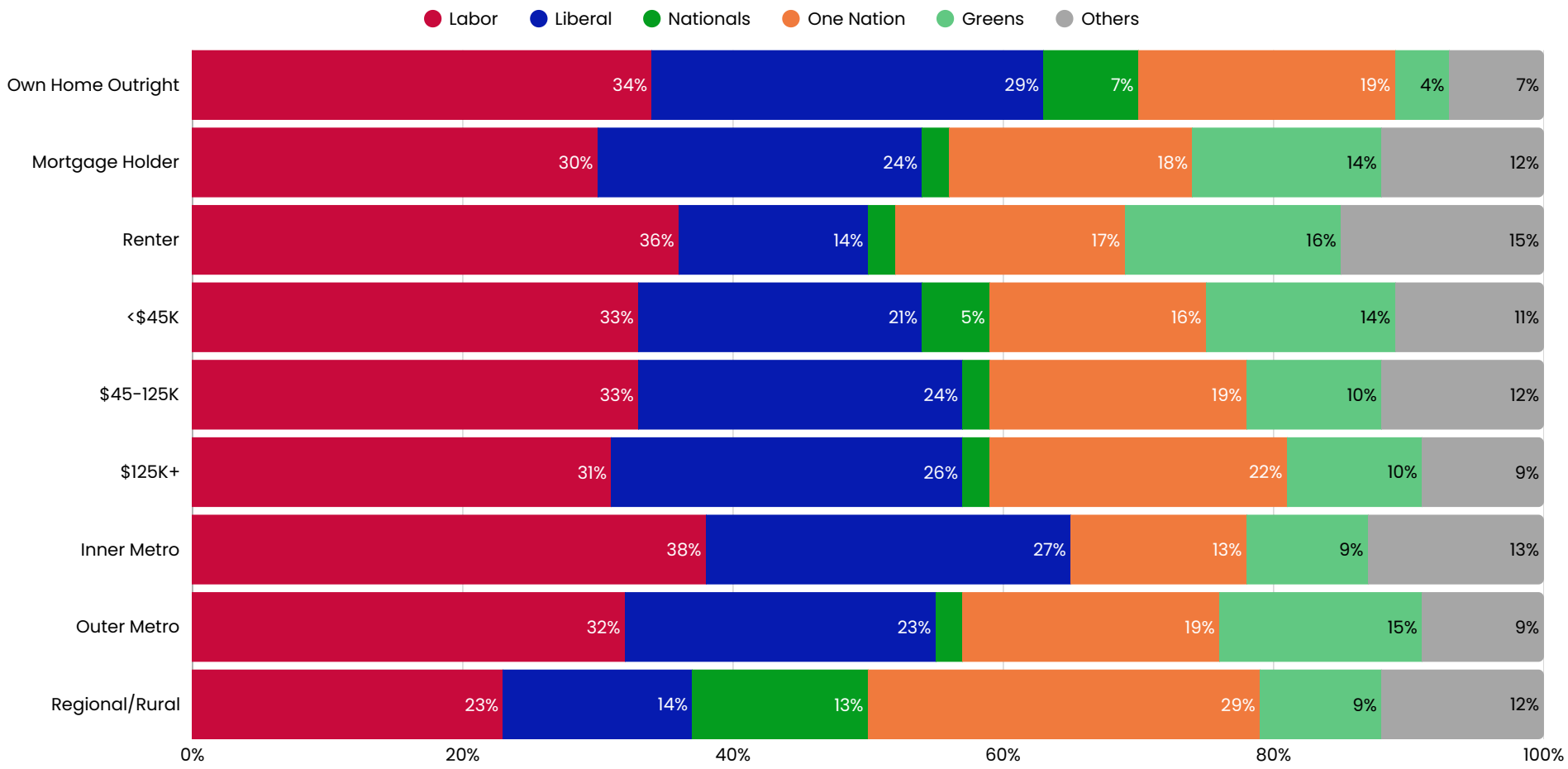
Demographic Breakdowns - Voting Intention

Housing Tenure, Income + Location



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Question Wording

Q. If a State Election for Western Australia was held today, which one of the following would you vote for?
Answers (all randomized except Don't Know at end)
Labor (with Roger Cook as Leader)
Liberal (with Basil Zempilas as Leader)
WA Nationals
One Nation
The Greens
Any Other Candidate
Don't know

(if answered don't know above)
Q. Being undecided, to which of the following would you have even a slight leaning towards?
Answers (all randomized except Don't Know at end)
As above

Q. Who is your preferred Premier?
Answers (all randomized except Don't Know at end)
Roger Cook (Labor)
Basil Zempilas (Liberal)
Don't know

Q. What is your opinion on the following people?
Order of people tested and answer order randomly flipped
Answers; Good Job, Neutral, Bad Job
People tested
Roger Cook (Premier, Labor)
Rita Saffioti (Deputy Premier, Labor)
Basil Zempilas (Opposition Leader, Liberal)
Libby Mettam (Deputy Opposition Leader, Liberal)
Rod Caddies (One Nation WA Leader)
Brad Pettitt (Greens WA Leader)

Question Wording

Q. In your opinion, is Western Australia heading in the right direction or the wrong direction?
Answers (all randomized except Don't Know at end)
Right direction
Wrong direction
Don't know

Q. In your opinion, what is the biggest issue facing Western Australia today?
Open-ended answer. Answer categories generated with the support of artificial intelligence

Q. Do you believe the Cook State Government is doing a good job or a bad job or managing these issues?
Order of issues tested randomised, Answer order randomly flipped

Issues tested: Housing, Cost of living, Hospitals and Health System, Education and schools, Job creation, Crime and policing, Budget management, The Economy,

Answers: Good Job, Neutral, Bad Job

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