

Media release
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Malinauskas holds steady in South Australia — new poll

Peter Malinauskas' Labor continues to hold a sizable lead in South Australia, bucking the current trend nationally and interstate by growing its primary vote, according to new DemosAU polling.

The August poll of 1,012 South Australians shows Labor's primary vote increasing 2 points since DemosAU's June 2026 poll to 37%. One Nation was in second place with 25% (-1% since June), Liberals 17% (-1%), The Greens 13%, Others 8% (both no change).

On a two-party preferred basis, Labor leads One Nation 58-42%, with Labor up 2 points while One Nation is down 2 points.

Driving the change in voting intention since June was a 4% swing from One Nation to Labor among over 55s and a similar swing among women (Labor up 4 %, One Nation down 3%).

Mr Malinauskas led as preferred premier (46%) over Cory Bernardi (20%) and Ashton Hurn (17%) despite a -5% drop for the premier after the introduction of the One Nation SA leader into the Preferred Premier question. On personal ratings, Mr Malinauskas had a net positive score of 25% compared to a -2% for Hurn and -18% for Bernardi.

Voters were split on whether the state is going in the right direction or wrong direction (39% right direction, 40% wrong direction).

Cost of living and inflation was nominated as the biggest issue for SA voters (35%) and housing at 22%, according to analysis of an open-ended question.

DemosAU Head of Research said the poll showed strong support for the Malinauskas Government.

"Peter Malinauskas is in a strong position in South Australia, having been able to increase Labor's support by a further two percent since our last poll in June, bringing the Government back to its election level support

"The Malinauskas Government is in a very good place right now and even his personal ratings are improving. The Premier's appeal to SA voters still remains strong.

"One Nation remains in second with a nine percent lead over the Liberals and Cory Bernardi has debuted in second place as preferred premier."

Ace Strategies Managing Director Matt Neagle said Labor had grown its support among key cohorts.

“What stands out in this poll is the movement among older voters and women. A four-point swing from One Nation to Labor in both groups is significant. These are electorally decisive cohorts, and they’re moving back toward the Premier.”

“Cory Bernardi’s entry into state politics has reshaped the contest. One Nation remains firmly in second place and Bernardi debuts as the second-preferred premier, but the data shows Labor has strengthened its position even with this new dynamic.”

“Cost of living remains the dominant pressure point for voters, followed by housing. These concerns are consistent with national trends, but the stability in Labor’s vote suggests South Australians believe the Government is handling these challenges better than most.”

About this poll

The poll has a sample size of 1,012 and was conducted between 05 and 26 August. The margin of error is +/- 3.9%.

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