Sheep Producers Intentions Survey
PULSE – FEBRUARY 2026

mla
MEAT & LIVESTOCK AUSTRALIA

awi Australian Wool Innovation Limited

February 2026

intuitive rural

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About the Sheep Producer Intentions Survey

The survey, undertaken by MLA and AWI, is used to help industry determine wool and lamb production forecasts and to understand the breed composition of the Australian flock on a national, state and regional basis. It is used by processors for budgeting purposes and allows import markets to ascertain short-term supply estimates.

The research has three primary objectives, namely to:

- ✓ Measure and report on flock population, demographics, sheepmeat and wool supply information and producer production intentions.
- ✓ Ensure estimates are reliable and based on sufficiently large sample sizes to ensure the robustness and accuracy of estimates. The sample should be representative or weighted to be representative of the producer population structure.
- ✓ Provide capacity to explore and investigate results at a smaller area and segment level. This will include – among other things – across states and MLA reporting regions.

The following report provides an overview of results for the FEBRUARY 2026 – PULSE survey.

The February 2026 – PULSE survey

Feedback for the PULSE survey was sought from producers over the period 2nd – 22nd February 2026. Producers were invited to complete the online survey if they had completed the October 2025 survey.

A total of 800 producers from across Australia responded to the survey invitation. The feedback was then weighted using the latest available information and data to produce industry estimates. This weighting was also the same weighting used in the October 2025 survey to ensure consistency across the time periods.

A breakdown of the sample make-up by State plus a description of the information and data used to inform the weighting approach is included as an attachment to this report.

Details of the aims of the February PULSE survey are outlined next.

An overview of the research design

Three separate but integrated surveys will be conducted across the calendar year. Each survey will have a specific focus and purpose and provide the required flock and producer intention estimates required.

October	February	May
FULL SURVEY *Provides an estimate of the total flock size, a profile of the lamb flock and measures of producer intentions for lambs and breeding ewes*	*PULSE SURVEY* *Provides a quick update on produces' actual lamb sales to date and forecasts for future sales.*	*FULL SURVEY* *Provides an estimate of the total flock size, a profile of the breeding ewes flock and measures of producer intentions for lambs and breeding ewes*

More detail on the research design is included in the Attachments to this report.

A note on weighting and producer population estimates:

As detailed in the Appendices, the weighting structure was updated with the most recent available information and data on the estimated population of agricultural businesses with sheep and lambs across two factors: State and Total Flock Size. This change was required due to the cessation of the ABS Agricultural Census data.

With this update, the estimated population of businesses has declined from 41,994* to 40,549† (a 3.4% decline). Consideration of this decline in the estimated population of businesses should be taken when interpreting results in this report.

A recap of the October 2025 lamb sales estimates

The fourth year of the revamped Sheep Producers Intentions Survey was launched in October 2025 to measure and report on flock population, demographics, sheepmeat and wool supply information and producer production intentions.

Data was collected across several topic areas, however the focus of the October 2025 survey was specifically on the lamb flock of producers and their intentions for the remainder of the spring flush and onward to June 2026.

The October 2025 research reported on an estimate of the reported, planned and forecast lamb sales covering three time periods:

- Reported sales: sales of lambs that had been made up to the point of the producer completing the October survey – that is sometime between 1st October to 30th October 2025;
- Planned sales: this was a producer estimate of the sales to be made in the remaining spring flush and the period up to 31 December 2025; and
- Forecast sales: this was a producer forecast of their lamb sales across the first half of 2026 (January to June).

These estimates derived from the producer feedback provided from the October 2025 research are shown on the right.

Clearly on-farm, market and climate factors may have impacted producers' behaviours since their participation in the October survey.

The February PULSE survey was designed to provide a quick update on these October estimates. An outline of the aims of the February PULSE survey now follows.

Total reported and expected sales

23.87 million

Reported sales already made this spring
(from 1 July 2025 to time of survey)

4.42 million

Planned sales to be made in the remaining spring
flush and the period up to 31 December 2025

8.89 million

13.32 million

Forecast sales of lambs in the first half of 2026
(January to June)

10.55 million

The aim of the February 2026 survey

The aim of the February 2026 PULSE research is to provide updated estimates of the October 2025 producer lamb sales estimates. Specifically, the February PULSE survey was designed to confirm:

- Producer-reported sales in the period up to 31 December 2025. This will confirm the total sales made in the second half of 2025 with analysis exploring if this revised figure was different to that planned and reported in October and the reasons behind any changes in lamb sales last year.

- Producer forecast sales for the first half of 2026 (January to June). Analysis will explore whether this revised forecast is different to that provided in October; and

- Producer sales channels intentions. The February PULSE survey explored what sales channels producers were planning to use and if this varied from what was identified in the October survey.

The survey will then aim to update the estimate of 2025 sales and re-estimate forecast sales for 2026.

The February PULSE methodology involved:

- Taking the reported 2025 sales figures and updating these. As part of this analysis, the February PULSE survey explored what reasons were behind producers selling more or less lambs than they had planned in October.

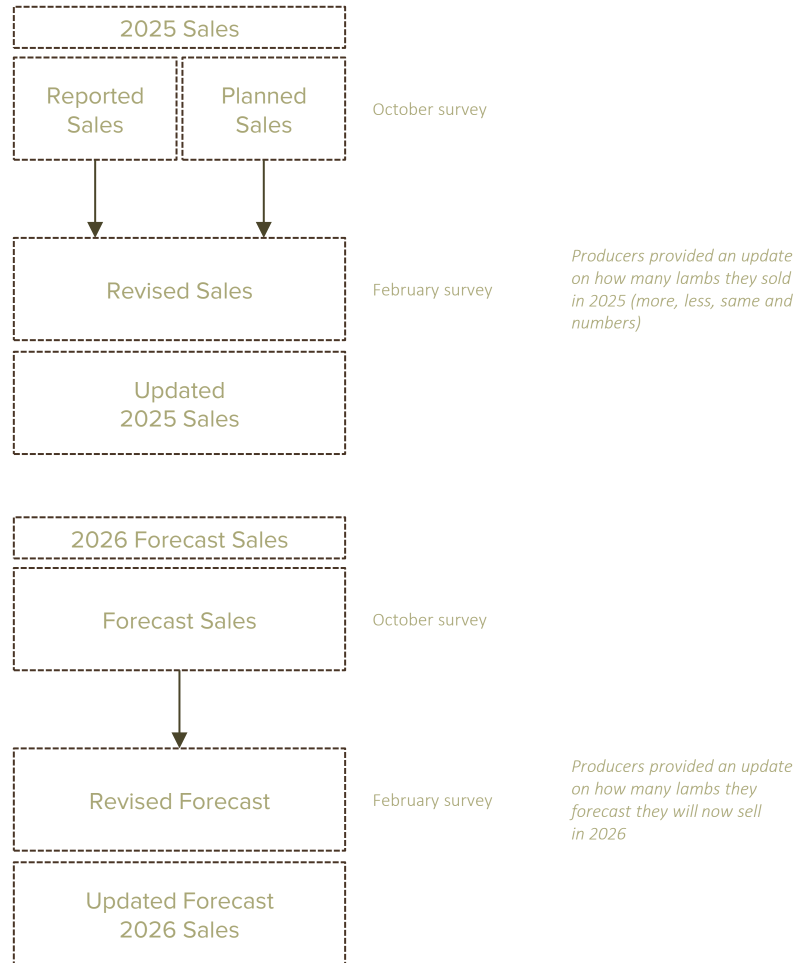
- With a new position now available, producers were asked to forecast their lamb sales for the first half of 2026. Analysis will again focus on the differences in forecasts between October and February surveys,

The February PULSE survey will report on producer level results (how many producers sold more, less or the same lambs as they indicated in October) and an estimate of the revised total lamb sales (acknowledging producers hold different lamb stock levels).

Of note is that there were outliers that needed to be considered, namely those who experienced a severe change in estimate upward (e.g. estimating very little or no sales in October 2025 and then a large amount of reported/expected sales in February 2026). These outliers were removed to ensure the average change within each cells remains within a reasonable limit.

Details of the research design for the February PULSE survey are described in the attachments.

Methodology undertaken for the revision of lamb sales estimates



Insights and results

The feedback from producers in the February PULSE survey has indicated that the majority of producers made some change to their planned 2025 sales volumes:

- 40% sold fewer lambs than expected in this period; whilst
- 20% reported they sold more lambs than expected; and
- the remaining 39% sold the number of lambs they planned.

Behind the two in five (40%) producers reporting they sold fewer lambs, the reasons were varied but can be attributed to three key explanations:

- weather conditions impacting the ability to achieve the targeted lamb performance;
- forecast prices for 2026 are influencing producer's intention to retain lambs; and
- producers reporting they had less lambs than expected in 2025

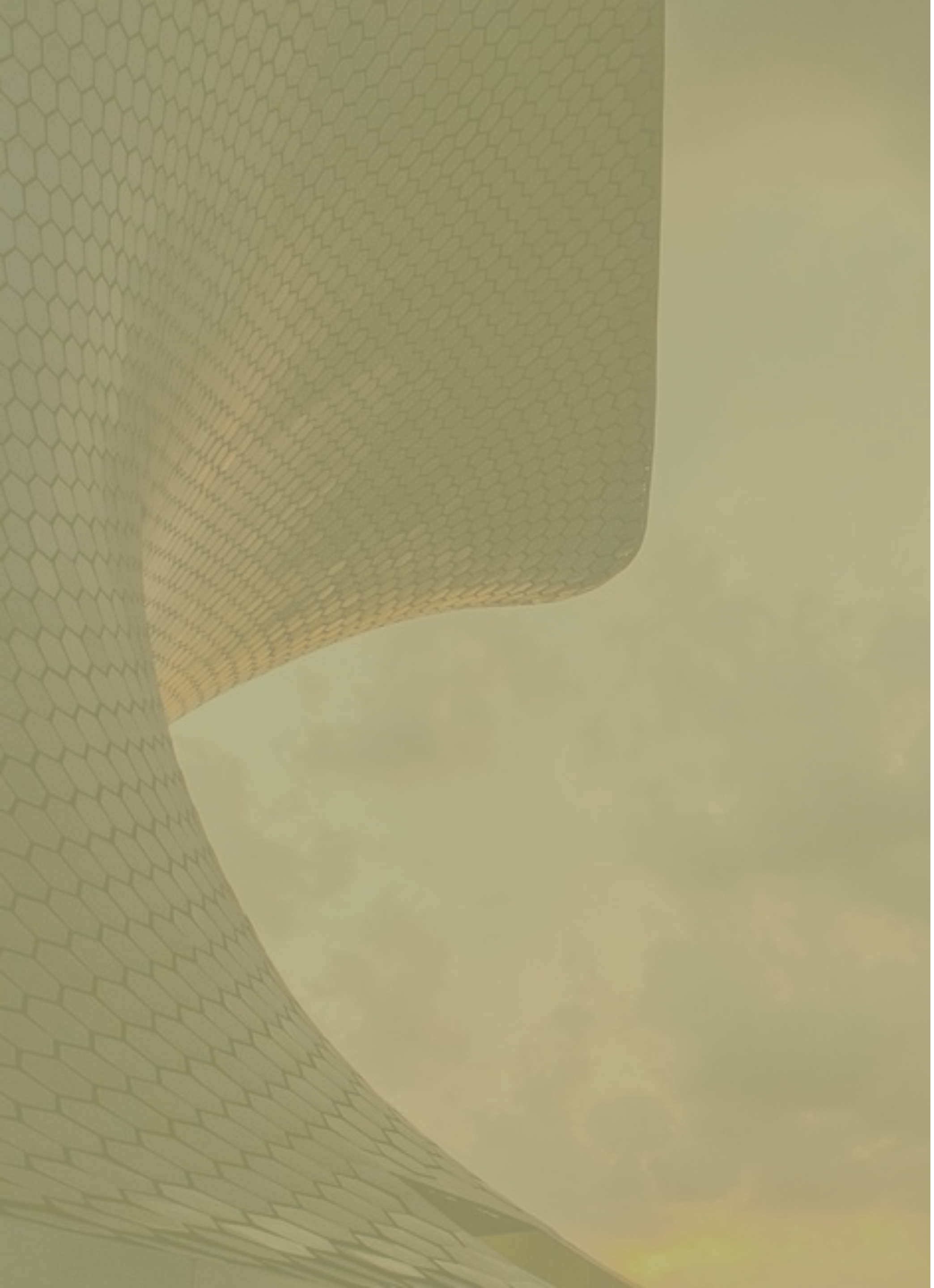
When then taking account of the lamb flock sizes, the analysis indicates that the 2025 lamb sales was closer to 11.41M than the planned 13.32M, underscoring the impact the above factors have had on producer behaviours.

The results also highlight the somewhat agile approach producers are taking to their lamb sales, adjusting their position based on other intervening factors.

When asked about their forecasts for lamb sales in 2026, the feedback suggests that the majority of unsold lambs in 2025 are planned to be held by producers, with a smaller minority expected to be sent to market in the first half of 2026. Clearly this intention will be subject to the impact (positively or negatively) of these and other intervening factors.

The detailed results from the February PULSE survey now follow.

	2025 Sales		2026 Forecast Sales
October survey	Reported Sales	Planned Sales	Forecast Sales
	13.32 million		10.55 million
	2025 Sales		2026 Forecast Sales
February survey	Updated Sales		Updated Forecast Sales
	11.41 million		11.09 million



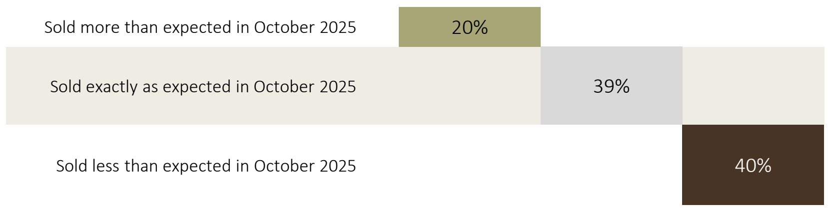
Results from the February PULSE survey

Lamb flock – change in reported/planned sales from October 2025

Q1. When we spoke to you in October, you indicated that you had sold or were planning to sell a total of [ANSWER FROM OCT 2025 SURVEY] lambs up to 31 December 2025.

How many lambs did you actually end up selling through spring and the period up to 31 December 2025?

Base: All respondents, n = 800



Note: these results are producer level results and do not reflect the total lamb sales.

The results provide an indication of the producer experience.

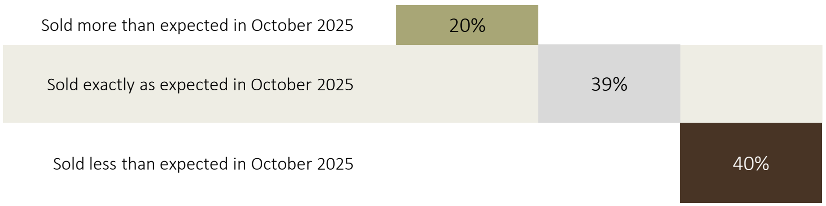
	State						Total Flock Size (sheep and lambs)							
	NSW	QLD	SA	TAS	VIC	WA	Less than 500	500 – < 1,000	1,000 – < 2,000	2,000 – < 3,000	3,000 – < 5,000	5,000 – < 10,000	10,000 – < 20,000	20,000 or more
Base:	*236*	*24*	*152*	*27*	*223*	*136*	*217*	*125*	*146*	*75*	*105*	*80*	*41*	*11*
Sold more than expected in October 2025	19%	34%	22%	10%	18%	22%	23%	21%	18%	12%	18%	17%	42%	21%
Sold exactly as expected in October 2025	42%	29%	30%	54%	40%	42%	45%	34%	38%	37%	41%	22%	15%	21%
Sold less than expected in October 2025	39%	37%	48%	36%	41%	36%	33%	45%	44%	51%	41%	60%	44%	57%

Lamb flock – change in reported/planned sales from October 2025

Q1. When we spoke to you in October, you indicated that you had sold or were planning to sell a total of [ANSWER FROM OCT 2025 SURVEY] lambs up to 31 December 2025.

How many lambs did you actually end up selling through spring and the period up to 31 December 2025?

Base: All respondents, n = 800



Average increase of +53% in actual sales in the period up to 31 December 2025 compared to that reported in October 2025

Average decline of -48% in actual sales in the period up to 31 December 2025 compared to that reported in October 2025

Lamb flock – re-estimate of sales through to 31 December 2025

Q1. When we spoke to you in October, you indicated that you had sold or were planning to sell a total of [ANSWER FROM OCT 2025 SURVEY] lambs up to 31 December 2025.

How many lambs did you actually end up selling through spring and the period up to 31 December 2025?
Base: All respondents, n = 800

October 2025 estimate of lamb sales up to 31 December 2025

13.32 million

4.42 million

Reported sales already made this spring (from 1 July 2025 to time of survey)

8.89 million

Planned sales to be made in the remaining spring flush and the period up to 31 December 2025

This estimate is then updated using the producer-reported actual sales up to 31 December 2025 from the Feb-26 PULSE survey

February 2026 estimate of lamb sales up to 31 December 2025

11.41 million

	State						Total Flock Size (sheep and lambs)							
	NSW	QLD	SA	TAS	VIC	WA	Less than 500	500 – < 1,000	1,000 – < 2,000	2,000 – < 3,000	3,000 – < 5,000	5,000 – < 10,000	10,000 – < 20,000	20,000 or more
Base of Oct-25 estimate:	*514*	*52*	*305*	*55*	*447*	*326*	*442*	*240*	*298*	*181*	*213*	*206*	*96*	*25*
October 2025 estimate	5.73M	0.22M	2.06M	0.18M	3.33M	1.79M	0.85M	0.88M	1.70M	1.68M	2.41M	2.84M	1.55M	1.43M
Base of Feb-26 estimate of change:	*225*	*22*	*146*	*27*	*212*	*131*	*200*	*121*	*142*	*73*	*102*	*76*	*39*	*11*
February 2026 estimate	4.95M	0.24M	1.65M	0.12M	2.86M	1.58M	0.77M	0.79M	1.41M	1.40M	2.11M	2.37M	1.36M	1.21M

Reasons for the decline in lamb sales against expectation

40% of producers reported they sold LESS lambs through spring and the period up to 31 December 2025 than planned

We asked these producers what were the reasons behind the difference between the expected sales and what actually happened…

Q2. Why did you end up selling **fewer lambs** last year than you expected back in October? Please select all the reasons that explain why.

Base: All respondents who reported selling fewer lambs than expected, n = 344

29%	Weather impacted lamb performance last year
22%	Retaining lambs due to forecast prices for 2026 look to be stronger
20%	Less lambs than expected in 2025
14%	* Lambs didn't make weight
12%	Busy with harvest or other farm operations
7%	Prices were not strong enough at the time
6%	Personal issues impacted our plans to sell
3%	Had troubles accessing transport
3%	Processor availability issues
1%	* Lambs lost or not up to quality
1%	* Building up flock numbers
7%	Other (please describe)
5%	No real reason

* Response has been coded from open-ended feedback via "Other (please describe)".

Reasons for the increase in lamb sales against expectation

20% of producers reported they sold MORE lambs through spring and the period up to 31 December 2025 than planned

We asked these producers what were the reasons behind the difference between the expected sales and what actually happened…

Q3. Why did you end up selling **more lambs** last year than you expected back in October? Please select all the reasons that explain why.

Base: All respondents who reported selling more lambs than expected, n = 163

41% Prices were stronger last year than we expected

29% More lambs than expected in 2025

18% Favourable weather conditions accelerated lamb performance

11% Forecast weather conditions indicated it would be better to sell sooner

8% We needed additional cash flow

4% * Lambs met weight targets (inc. lowered targets due to feed)

4% Downsizing flock due to forecast 2026 prices look to be declining

4% * Drought / low rainfall / seasonal conditions

2% * Feed shortage

19% Other (please describe)

6% No real reason

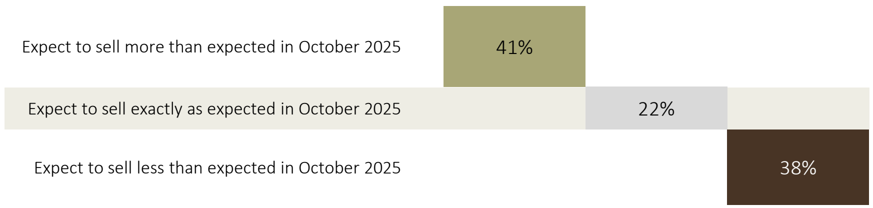
* Response has been coded from open-ended feedback via "Other (please describe)".

Lamb flock – change in forecast sales through Jan-Jun 2026

Q4. How many lambs have you sold and/or are expecting to sell in the first half of 2026 (January to June)?

Please do not include sales made up to 31 December 2025.

Base: All respondents, n = 800



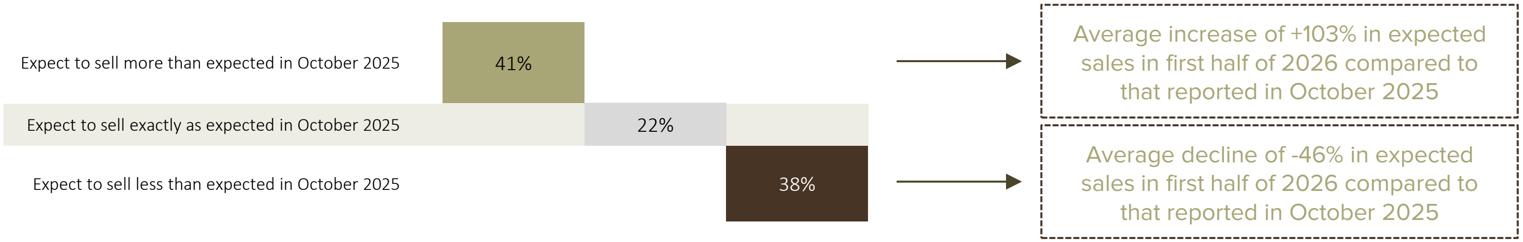
	State						Total Flock Size (sheep and lambs)							
	NSW	QLD	SA	TAS	VIC	WA	Less than 500	500 – < 1,000	1,000 – < 2,000	2,000 – < 3,000	3,000 – < 5,000	5,000 – < 10,000	10,000 – < 20,000	20,000 or more
Base:	*236*	*24*	*152*	*27*	*223*	*136*	*217*	*125*	*146*	*75*	*105*	*80*	*41*	*11*
Expect to sell more than expected in October 2025	39%	64%	51%	31%	39%	33%	39%	41%	44%	32%	44%	51%	37%	25%
Expect to sell exactly as expected in October 2025	24%	18%	19%	22%	19%	25%	23%	25%	18%	26%	15%	14%	26%	0%
Expect to sell less than expected in October 2025	37%	18%	30%	48%	42%	42%	38%	34%	38%	42%	40%	34%	38%	75%

Lamb flock – change in forecast sales through Jan-Jun 2026

Q4. How many lambs have you sold and/or are expecting to sell in the first half of 2026 (January to June)?

Please do not include sales made up to 31 December 2025.

Base: All respondents, n = 800



Lamb flock – re-estimate of expected sales through Jan-Jun 2026

Q4. How many lambs have you sold and/or are expecting to sell in the first half of 2026 (January to June)?

Please do not include sales made up to 31 December 2025.
Base: All respondents, n = 800

October 2025 estimate of lamb sales during January-June 2026 period

10.55 million

This estimate is then updated using the producer-reported expected sales in the first half of 2026 from the Feb-26 PULSE survey

February 2026 estimate of lamb sales during January-June 2026 period

11.09 million

	State						Total Flock Size (sheep and lambs)							
	NSW	QLD	SA	TAS	VIC	WA	Less than 500	500 – < 1,000	1,000 – < 2,000	2,000 – < 3,000	3,000 – < 5,000	5,000 – < 10,000	10,000 – < 20,000	20,000 or more
Base of Oct-25 estimate:	*514*	*52*	*305*	*55*	*447*	*326*	*442*	*240*	*298*	*181*	*213*	*206*	*96*	*25*
October 2025 estimate	4.01M	0.13M	1.29M	0.51M	2.91M	1.70M	0.61M	0.64M	1.43M	1.51M	1.80M	2.54M	1.24M	0.79M
Base of Feb-26 estimate of change:	*201*	*17*	*125*	*25*	*192*	*128*	*180*	*113*	*125*	*66*	*92*	*71*	*34*	*9*
February 2026 estimate	3.87M	0.16M	1.52M	0.48M	3.14M	1.91M	0.68M	0.77M	1.53M	1.35M	2.07M	3.06M	1.11M	0.52M

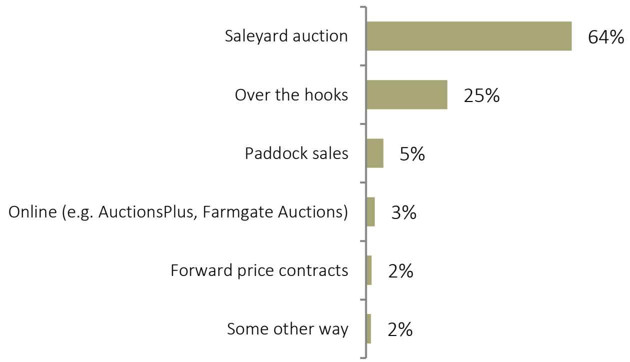
Lamb flock – expected sales channels through Jan-Jun 2026

Q5. Of the sales (actual and expected) to be made in the first half of 2026 [ANSWER FROM Q4], what proportion will be made through the following sales channels?
Base: All respondents with lambs sold or expected to sell in 2026, n = 631

Oct-25 Result (2025 channels)*

1.2
Mean number of channels used by each producer

1.3

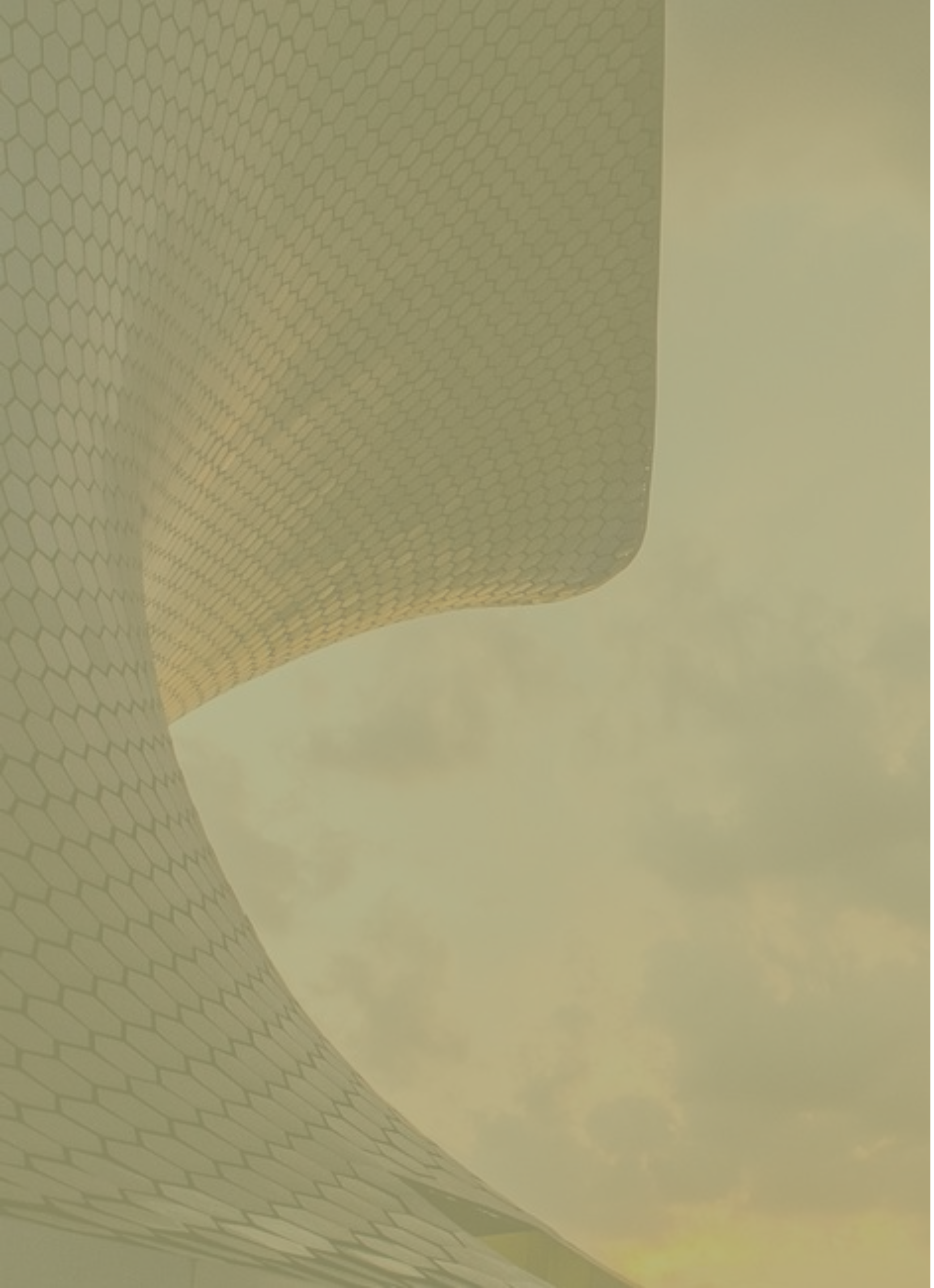


57%
26%
7%
5%
3%
2%

Producers responding to both the October 2025 survey and the February 2026 survey indicated minimal change between the number of channels used and also the preferred channels, with at most a 7% difference between channels for expected sales in 2025 and in 2026.

	State						Total Flock Size (sheep and lambs)							
	NSW	QLD	SA	TAS	VIC	WA	Less than 500	500 – < 1,000	1,000 – < 2,000	2,000 – < 3,000	3,000 – < 5,000	5,000 – < 10,000	10,000 – < 20,000	20,000 or more
Base:	*183*	*15*	*120*	*24*	*184*	*104*	*150*	*93*	*120*	*55*	*94*	*72*	*36*	*11*
Mean number of channels used	1.2	1.1	1.3	1.3	1.2	1.3	1.1	1.2	1.3	1.3	1.4	1.6	1.6	2.2
Saleyard auction	75%	92%	42%	37%	70%	30%	82%	64%	58%	52%	45%	26%	25%	15%
Over the hooks	16%	1%	40%	38%	22%	53%	11%	26%	30%	41%	43%	43%	46%	36%
Paddock sales	3%	4%	9%	12%	4%	13%	5%	4%	6%	2%	5%	8%	15%	27%
Online	4%	2%	4%	0%	2%	0%	0%	3%	3%	2%	5%	13%	8%	1%
Forward price contracts	1%	0%	4%	13%	0%	3%	0%	2%	2%	2%	2%	7%	5%	20%
Some other way	2%	0%	2%	0%	1%	2%	2%	2%	1%	2%	0%	4%	0%	0%

* Question asked in October 2025 survey: Q18. Of the expected lamb sales to be made in the second half of 2025, what proportion will be made through the following sales channels?



Attachments

Comparison of October 2025 and February 2026 sample

October 2025 Survey completes (count)

	ALL FLOCK SIZES	Less than 500	500 – < 1,000	1,000 – < 2,000	2,000 – < 3,000	3,000 – < 5,000	5,000 – < 10,000	10,000 – < 20,000	20,000 or more
AUSTRALIA	1,819	505	259	316	185	222	210	97	25
NSW	553	157	79	88	52	59	74	39	5
VIC	475	155	78	75	54	40	46	23	4
WA	347	79	31	58	38	57	54	22	8
SA	322	78	57	81	31	49	16	6	4
QLD	61	20	5	8	7	9	7	2	3
TAS	59	14	9	6	3	8	13	5	1
ACT	2	2	0	0	0	0	0	0	0
NT	0	0	0	0	0	0	0	0	0

October 2025 Survey completes (proportion of total)

	ALL FLOCK SIZES	Less than 500	500 – < 1,000	1,000 – < 2,000	2,000 – < 3,000	3,000 – < 5,000	5,000 – < 10,000	10,000 – < 20,000	20,000 or more
AUSTRALIA	100%	28%	14%	17%	10%	12%	12%	5%	1%
NSW	30%	9%	4%	5%	3%	3%	4%	2%	<1%
VIC	26%	9%	4%	4%	3%	2%	3%	1%	<1%
WA	19%	4%	2%	3%	2%	3%	3%	1%	<1%
SA	18%	4%	3%	4%	2%	3%	1%	<1%	<1%
QLD	3%	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
TAS	3%	1%	<1%	<1%	<1%	<1%	1%	<1%	<1%
ACT	<1%	<1%	0%	0%	0%	0%	0%	0%	0%
NT	0%	0%	0%	0%	0%	0%	0%	0%	0%

February 2026 Survey completes (count)

	ALL FLOCK SIZES	Less than 500	500 – < 1,000	1,000 – < 2,000	2,000 – < 3,000	3,000 – < 5,000	5,000 – < 10,000	10,000 – < 20,000	20,000 or more
AUSTRALIA	800	217	125	146	75	105	80	41	11
NSW	236	78	31	31	24	23	28	18	3
VIC	223	71	39	38	17	24	23	10	1
WA	136	25	16	27	17	24	17	7	3
SA	152	25	33	44	13	27	5	3	2
QLD	24	8	1	3	3	4	2	2	1
TAS	27	8	5	3	1	3	5	1	1
ACT	2	2	0	0	0	0	0	0	0
NT	0	0	0	0	0	0	0	0	0

February 2026 Survey completes (proportion of total)

	ALL FLOCK SIZES	Less than 500	500 – < 1,000	1,000 – < 2,000	2,000 – < 3,000	3,000 – < 5,000	5,000 – < 10,000	10,000 – < 20,000	20,000 or more
AUSTRALIA	100%	27%	16%	18%	9%	13%	10%	5%	1%
NSW	30%	10%	4%	4%	3%	3%	4%	2%	<1%
VIC	28%	9%	5%	5%	2%	3%	3%	1%	<1%
WA	17%	3%	2%	3%	2%	3%	2%	1%	<1%
SA	19%	3%	4%	6%	2%	3%	1%	<1%	<1%
QLD	3%	1%	<1%	<1%	<1%	1%	<1%	<1%	<1%
TAS	3%	1%	1%	<1%	<1%	<1%	1%	<1%	<1%
ACT	<1%	<1%	0%	0%	0%	0%	0%	0%	0%
NT	0%	0%	0%	0%	0%	0%	0%	0%	0%

Research design

Survey Program

The Sheep Producers Intentions Survey, undertaken by MLA and AWI, is used to help industry determine wool and lamb production forecasts, and to understand the breed composition of the Australian flock on a national, state and regional basis. The results are used by processors for budgeting purposes and allows import markets to ascertain short-term supply estimates.

Methodology

The February 2026 survey utilised a wholly online methodology of producers who responded to the October 2025 survey. Producers were contacted up to four times via email invitation to complete the February 2026 PULSE survey.

Sample lists

The list of producers was originally provided for the October 2025 survey, where approval was sought and received to use the MLA Levy Payer Register as the sample. This data was cleaned for any duplicates by email and phone number before use in the research.

Questionnaire

A 5-minute questionnaire was used to collected the required information. The survey questionnaire covered the following topic areas:

- What was the actual reported sales through spring and the period up to 31 December 2025, and was this different to their expectation;
  - If different, what was the reason (or reasons) behind selling more or less lambs than they expected;
- What do they now expect to sell in the first half of 2026 (January to June), and is this different to their expectation back in October 2025; and
- Which sales channels do they expect to use during the first half of 2026 (January to June) and is this different to the channels they expected to use for their 2025 sales back in October 2025.

Sample size

A total of n = 800 responses were provided by producers, representing a 44% response rate of the n = 1,819 producers who completed the October 2025 survey. The survey respondent breakdown via State was as follows:

	Overall	ACT	NSW	NT	QLD	SA	TAS	VIC	WA
# of surveys	**n = 800**	n = 2	n = 236	n = 0	n = 24	n = 152	n = 27	n = 223	n = 136

Timing

The interviewing was undertaken between the 2nd – 22nd February 2026.

Weighting

The survey results were weighted. A description of the weighting process used for the February 2026 Sheep Producers Intentions Survey follows next.

Weighting of survey data

Survey data is often weighted to ensure estimates provide a representative match of the population being estimated and the estimates deliver statistical reliable measures.

For the Sheep Producers Intentions Survey, data has been weighted to ensure the sample provides a strong representation of the population of producers as possible. For this survey, it was considered important to weight the survey data to ensure we have:

- Coverage across the various regions as producers will have different operating conditions. For our purposes, a region is a state – so we need to weight so that our final sample is representative of the distribution of producers across states.
- Coverage across farm businesses of different sizes – obviously, the larger businesses have larger flocks so ensuring we have an appropriate mix of small, medium, large and very large producers is vital for the estimation process.

There may be other variables that help describe the possible differences across producers, but these two variables (state and flock size) will more than likely account for the likely differences that exist in the population of all producers.

For the October 2025 survey, an updated weighting approach was utilised using the most recent available information. The weighting approach involved two factors:

- **State:** the estimate of the total number of agricultural businesses with sheep and lambs in each state from the Levy Payer Register for the most recent financial year (2024-25), totalling around 42.7k producers.
- **Total Flock Size**: With no recent data available to adjust or inform this factor, the proportional breakdown of the total flock size categories across each state from the previous weighting matrix was used (based on the most recent ABS Ag Census data available, 2020-21).

A further step was undertaken to take into account the proportion of producers who answered the survey and stated they no longer have a flock – these producers were contacted as they paid a levy in the 2024-25 financial year, but are clearly no longer sheep producers. This reduction of around 4% resulted in a final estimate of total number of agricultural businesses with sheep and lambs of 40.5k (down from the estimate in October 2024 of just under 42k, a 3.4% decline). This final weighting matrix was then used to weight the October 2025 Sheep Producers Intentions survey data. The same weighting matrix was also used to weight the February 2026 Sheep Producers Intentions survey data to ensure consistency across the time periods.

Estimated total number of agricultural businesses with sheep and lambs

	ALL FLOCK SIZES	Less than 500	500 – < 1,000	1,000 – < 2,000	2,000 – < 3,000	3,000 – < 5,000	5,000 – < 10,000	10,000 – < 20,000	20,000 or more
AUSTRALIA	**40,549**	**18,371**	**4,962**	**6,283**	**3,917**	**3,597**	**2,545**	**713**	**162**
NSW	**15,826**	6,964	2,045	2,563	1,582	1,411	928	265	68
VIC	**11,541**	5,845	1,456	1,638	1,038	826	568	137	33
SA	**5,888**	2,216	807	1,185	637	565	351	103	24
WA	**4,235**	1,308	421	662	522	635	526	143	18
QLD	**1,609**	1,139	83	110	75	85	85	25	6
TAS	**1,318**	803	133	121	63	68	81	36	13
ACT	**129**	92	17	5	0	6	6	4	0
NT	**4**	4	0	0	0	0	0	0	0

Confidence intervals for survey estimates

Reliability of the Estimates

The estimates in this report are based on information obtained from a sample survey. Any data collection may encounter factors, known as non-sampling error, which can impact on the reliability of the resulting statistics. In addition, the reliability of estimates based on sample surveys are also subject to sampling variability. That is, the estimates may differ from those that would have been produced had all persons in the population been included in the survey.

Non-sampling error

Non-sampling error may occur in any collection, whether it is based on a sample or a full count such as a census. Sources of non-sampling error include non-response, errors in reporting by respondents or recording of answers by interviewers and errors in coding and processing data. Every effort is made to reduce non-sampling error by careful design of survey questionnaires and quality control procedures at all stages of data processing.

Sampling error

One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of persons was included. There are about two chances in three (67%) that a sample estimate will differ by less than one SE from the number that would have been obtained if all persons had been surveyed, and about 19 chances in 20 (95%) that the difference will be less than two SEs.

Calculation of Confidence Interval

If 50% of all the people in a population of 20,000 people drink coffee in the morning, and if you were repeat the survey of 377 people ("Did you drink coffee this morning?") many times, then 95% of the time, your survey would find that between 45% and 55% of the people in your sample answered "Yes".

The remaining 5% of the time, or for 1 in 20 survey questions, you would expect the survey response to more than the margin of error away from the true answer.

When you survey a sample of the population, you don't know that you've found the correct answer, but you do know that there's a 95% chance that you're within the margin of error of the correct answer.

In terms of the numbers selected above, the margin of error *MoE* is given by:

$$MoE = z * \sqrt{\frac{\hat{p}(1-\hat{p})}{n}}$$

where n is the sample size, $\hat{p}$ is the fraction of responses that you are interested in, and z is the critical value for the 95% confidence level (in this case, 1.96).

This calculation is based on the Normal distribution and assumes you have more than about 30 samples.

Margin of Error for a given sample size and survey estimate		Sample Sizes by State								
		Australia	NSW	VIC	SA	WA	QLD	TAS	ACT	NT
		n = 800	n = 236	n = 223	n = 152	n = 136	n = 24	n = 27	n = 2	n = 0
Survey Estimate	50%	**± 3.46%**	± 6.38%	± 6.56%	± 7.95%	± 8.40%	± 20.00%	± 18.86%	n/a	n/a

Note. Margin of Errors are provided at the 95% confidence level on the assumption of a normal distribution and the finite population correction is applied where applicable (n/N > 5%).
Results labelled "n/a" are due to the assumption of the normal distribution not being upheld ($n\hat{p} < 10$ or $n(1-\hat{p}) < 10$).

Sheep Producers Intentions Survey
PULSE – FEBRUARY 2026

Sheep Producers Intentions Survey
PULSE – February 2026

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