
EMRS State Voting Intentions Poll

August 2011

Prepared by



**EMRS State and Regional Omnibus Survey
August 2011
State Voting Intentions**

Polling was undertaken between the 22nd and 25th of August 2011. **1000 adult Tasmanian residents were interviewed.**

They were asked the following question:

If a State Election was held tomorrow, which political party would you vote for?

**Table 1 – Respondents’ Likely Voting Patterns from August 2010 to August 2011
(Percentage of entire sample)***

Party	August 2010	Nov. 2010	Feb. 2011	May 2011	August 2011	% Change since August 2010	% Change since May 2011
Labor	29	23	20	19	16	-13	-3
Liberal	30	35	36	38	44	+14	+6
Greens	23	20	20	17	14	-9	-3
Independent	3	3	2	4	4	+1	=
Undecided	14	19	23	22	22	+8	=

*Percentages may not sum to 100% due to rounding.

The highest level of support remains with the Liberal Party (44%), where there has been an increase of 6% when compared to May 2011 results.

Support for the Labor Party has decreased by 3% since May 2011, while Greens support has also decreased by 3% since the last poll conducted in May 2011.

Support for an Independent has remained steady at 4%, as has the percentage of respondents who are undecided, remaining at 22% from the May 2011 poll.

The "undecided" respondents were then asked which party they were "leaning towards".

Table 2 – Percentage of Respondents Supporting and Leaning Towards a Party in August 2011 (Percentage of entire sample)

Party	% Support	% Leaning Towards a Party	% Support + % Leaning
Labor	16	3	18
Liberal	44	3	47
Greens	14	1	15
Independent	4	1	4
Undecided	22	15	15

After excluding the undecided voters, support for the Liberal Party increased by 7% since May 2011 while support for the Labor Party has decreased by 3% during this time. The Greens' support has decreased by 4%, while Independent support has remained steady at 5%.

Table 3 – Percentage of Respondents Supporting or Leaning Towards a Party after Excluding Undecided Voters (Percentage of decided voters)

Party	% Support in May 2011 (n=854)	% Support in August 2011 (n=852)	% Change since May 2011
Labor	25	22	-3
Liberal	48	55	+7
Greens	22	18	-4
Independent	5	5	=
Others	0	0	=

**Table 4 – Breakdown of Results by Electoral Division
Percentage Supporting or Leaning Towards Each Party after Excluding Undecided Voters
(Percentage of respondents in each electoral division)***

Voting Intention	Bass	Braddon	Denison	Franklin	Lyons
Labor	21	25	21	22	19
Liberal	57	63	43	56	58
The Greens	19	7	28	20	16
Independent	3	5	8	2	7
Other	0	0	0	1	0

*Percentages may not sum to 100% due to rounding.

The Liberal Party had the highest support in all five Tasmanian electorates. Its support was highest in Braddon and Lyons, whilst lowest in Denison. The Labor Party recorded its highest level of support in Braddon (25%) while The Greens were supported more heavily in Denison (28%) than any other electorate.

It is important to note that the numbers in each electoral division are too small from which to draw definitive conclusions.

PREFERRED PREMIER

The 1000 respondents were also asked,

Who would you prefer to be the Premier of Tasmania: Lara Giddings, Will Hodgman or Nick McKim?

**Table 5 – Preferred Premier of Tasmania
(Percentage of entire sample)***

Preferred Premier	August 2010	Nov. 2010	February 2011	May 2011	August 2011	% Change since August 2010	% Change since May 2011
Lara Giddings	n/a	n/a	27	22	19	n/a	-3
Will Hodgman	34	39	38	42	52	+18	+10
Nick McKim	22	21	16	18	13	-9	-5
None of the above**	17	17	19	19	16	-1	-3

*Percentages may not sum to 100% due to rounding.

** "None of the above" includes uncertain respondents.

Will Hodgman continues to have the highest level of support as preferred premier, with his support increasing by 10% when compared to May 2011 results, while support for Premier Lara Giddings is at 19%, showing a 3% decrease from the result in May 2011.

Support for Nick McKim as premier now stands at 13%, having decreased by 5% since May 2011.

16% of respondents preferred none of the three potential premiers (Lara Giddings, Will Hodgman or Nick McKim).

**Table 6 – Preferred Premier of Tasmania – Breakdown of Results by Electoral Division
(Percentage of respondents in each electoral division)***

Preferred Premier	Bass	Braddon	Denison	Franklin	Lyons
Lara Giddings	22	17	23	23	12
Will Hodgman	56	51	46	51	55
Nick McKim	15	9	17	13	14
None of the above**	8	22	15	13	20

*Percentages may not sum to 100% due to rounding.

** “None of the above” includes uncertain respondents.

Will Hodgman received the highest level of support in all Tasmanian electorates. Lara Giddings received her highest level of support in Denison and Franklin (23% in each electorate) and Nick McKim received his highest level of support in Denison (17%).

Again, it is important to note that the numbers in each electoral division are too small to draw definitive conclusions, particularly given the possible cross party leakage and effects of competition between personalities within parties.

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