

**EMRS STATE VOTING  
INTENTIONS POLL  
MAY 2009**

*Prepared by*

**Enterprise Marketing & Research Services Pty Ltd.**

**60 Main Road  
Moonah Tas 7009  
May 2009**



**EMRS State and Regional Omnibus Survey  
May 2009  
State Voting Intentions**

Polling was undertaken between the 4<sup>th</sup> and 7<sup>th</sup> May 2009. **1000 adult Tasmanian residents were interviewed.**

They were asked the following question:

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

**Table 1 – Respondents' Likely Voting Patterns from May 2008 to May 2009 (Percentage of entire sample) \***

Party	May 2008	August 2008	Nov. 2008	Feb. 2009	May 2009	% Change Since May 2008	% Change since Feb. 2009
Labor	25	30	30	34	33	+8	-1
Liberal	33	30	26	29	27	-6	-2
Greens	18	16	18	15	13	-5	-2
Independent	2	1	1	2	3	+1	+1
Undecided	22	23	23	20	24	+2	+4

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

Support for the Labor party has decreased by 1% since February 2009, while support for the Liberals has decreased by 2%. This leaves a gap of 6% between the two parties, with a third of respondents saying they would vote Labor, and 27% supporting the Liberal Party. Support for the Greens has decreased by 2% since February, while the percentage of undecided voters has increased by 4%.

Support for Independent has increased to 3%, the highest it has been since February 2007.

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

**Table 2 – Percentage of Respondents Supporting and Leaning Towards a Party in May 2009 (Percentage of entire sample)**

Party	% Support	% Leaning Towards a Party	% Support + % Leaning
Labor	33	3	36
Liberal	27	3	30
Greens	13	1	14
Independent	3	1	4
Undecided	0	15	15
Don't support a party	0	0	0

**Table 3 – Percentage of Respondents Supporting a Party after Excluding Undecided Voters**

Party	% Support in Feb. 2009 (N=846)	% Support in May 2009 (N=847)	% Change Since February 2009
Labor	42	43	+1
Liberal	36	36	=
Greens	19	17	-2
Independent	2	4	+2
Others	0	0	=

After excluding the undecided voters, support for the Labor Party has increased by 1% since February 2009 and support for the Liberal Party has remained the same. The Greens' support has decreased by 2% and Independents' support has increased by 2%.

**Table 4 – Breakdown of Results by Electoral Division  
Percentage after Excluding Undecided Voters  
(Percentage of respondents in each electoral division)\***

Voting Intention	Bass N=206	Braddon N=159	Denison N=168	Franklin N=181	Lyons N=133
Labor	39	44	45	41	45
Liberal	38	43	28	35	35
The Greens	17	8	25	20	15
Independent	6	5	2	3	5
Others	0	0	1	0	0

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

Labor has the highest support in all electoral divisions, with equal highest in Denison and Lyons.

In Denison, respondents were significantly more likely to support Labor than Liberal (45% cited Labour and 28% Liberal). The Greens also had their highest support in Denison.

No political party held the majority of support for any of the 5 electoral divisions.

## PREFERRED PREMIER

The 1000 respondents were also asked,

*Who would you prefer to be the Premier of Tasmania: David Bartlett, Will Hodgman or Nick McKim?*

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

Preferred Premier	February 2009	May 2009	% Change Since February 2009
David Bartlett	41	39	-2
Will Hodgman	29	31	+2
Nick McKim	12	13	+1
None of the above**	17	16	-1

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

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

Support for David Bartlett has decreased by 2% since February 2009. However, support for Will Hodgman has increased by 2%, with 31% of respondents regarding him as their preferred premier (compared to David Bartlett's 39%).

Support for Nick McKim as premier has increased to 13%, while 16% of respondents preferred neither David Bartlett, Will Hodgman nor Nick McKim, or were undecided.

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

Voting Intention	Bass N=236	Braddon N=188	Denison N=203	Franklin N=215	Lyons N=158
David Bartlett	37	44	36	37	45
Will Hodgman	33	32	32	33	24
Nick McKim	13	6	19	14	14
None of the above**	17	18	14	16	17

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

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

Support for David Bartlett remains highest in Lyons, while Will Hodgman's support was again highest amongst residents in Franklin and in this round equal highest in Bass. Support for Nick McKim was highest in Denison.

11<sup>th</sup> May 2009

Enquiries: Tony Hocking  
(03) 62 111 222  
thocking@emrs.com.au