



PARTIES TREAD WATER

Media Release
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Tasmania's political parties trod water over the past three months, according to the first Enterprise Marketing Research Service (EMRS) State Voting Intentions for 2025, which was released today.

The poll shows the Liberal, Labor and Green parties all decreasing by one point, with the gap between the two major parties remaining unchanged at 4 per cent.

There was a corresponding slight uptick in JLN and independent support.

In the Preferred Premier stakes, Labor Leader Dean Winter declined from 37 per cent to 34 per cent, while Premier Jeremy Rockliff increased from 43 per cent to 44 per cent.

Both major party leaders suffered falls in the net favourability to +10 for Jeremy Rockliff and +6 for Dean Winter.

Of note, Mr Winter continues to suffer from a name recognition issue, with 27 per cent of respondents saying they had not heard of him, and a further 10 per cent not knowing enough about him to give a favourability rating.

This is an increase from 18 per cent and 8 per cent respectively in the last survey.

Those in the combined north and north west were more likely to say they had never heard of Mr Winter (38 per cent).

The poll was conducted from the 11th to the 18th of February. 1,000 Tasmanian registered voters were interviewed, and responses weighted to reflect the Tasmanian adult voting population.

A sample of this size provides a maximum margin of error of +/- 3.1 percentage points at the 95% confidence level.

ENDS
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