



Tasmania Post Election 2025

Report

July 2025

RESEARCH METHODOLOGY

- For this post-election survey, 601 Tasmanians were polled via an online survey conducted using Computer Assisted Web Interviewing (CAWI).
- This survey was conducted from the 28th to 31st July 2025.
- Quotas are used to balance the age, gender and location of respondents to roughly align with the ABS Census, currently based on the 2021 census data. The target population was based on **411,000** Tasmanian residents aged **18 years and over** (source: ABS Census, 2021). In total, a sample of **n=601** have completed the survey, accurate to within **±3.99** percentage points at the **95%** confidence level.
- Quotas and weighting were used in order for the sample to be representative by gender, age group, education, electorate and past vote*.

The survey was implemented according to ISO 20252:2019 standards, certificate number 888027.

*Current past vote counts for calculating the weights are based on the values available from the Tasmanian Electoral Commission: <https://www.tec.tas.gov.au/house-of-assembly/elections-2025/index.html>. These numbers will change very slightly as vote tallying is still ongoing. (31-07-2025 09:00am)

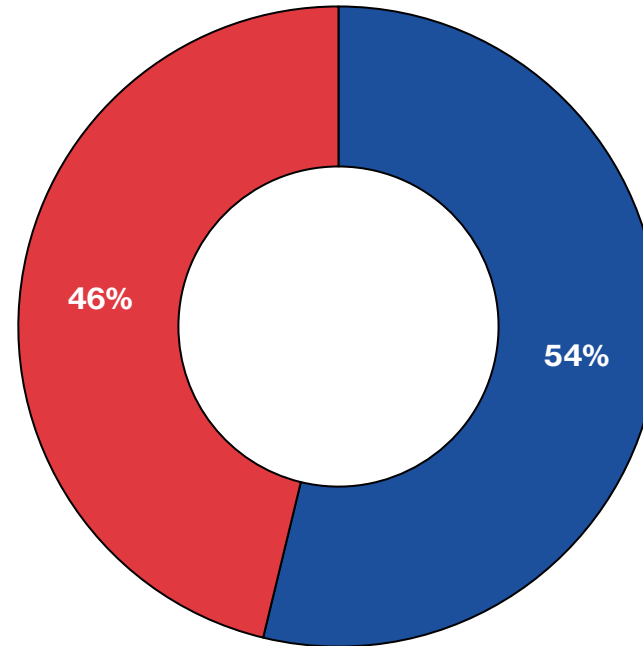


SECTION 1

Tasmanian 2025 Election Polling

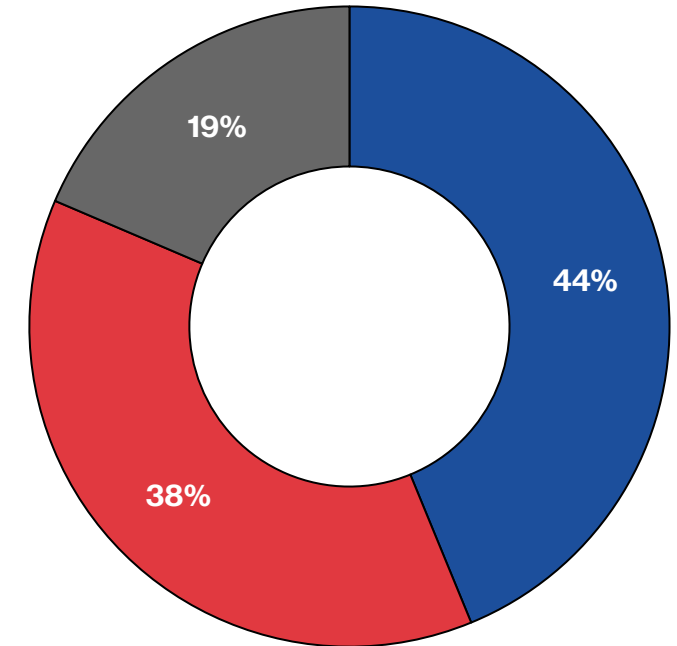
Government Formation Preference

Figure 1a - Government Formation Preference - Minority Plus Support



■ Minority Liberal government plus Independents
■ Minority Labor government plus Greens plus Independents

Figure 1b - Government Formation Preference - Minority Plus Support (including "unsure")



■ Minority Liberal government plus Independents
■ Minority Labor government plus Greens plus Independents
■ Unsure

Q. At the recent state election on the 19th of July, neither major party gained majority with 14 Liberals elected, 10 Labor, 5 Greens and 4 independents, with two seats still undecided.

As result, the major parties are currently negotiating to see who is able to form government.

Which of these outcomes do you most prefer?

Figure 1a: Respondents who were "unsure" were removed from this chart – July 2025: n=530

Figure 1b: Base: All respondents n=601

Respondents were more likely to slightly prefer a minority Liberal government working with independents (54% excluding those who said "unsure", 44% with those "unsure" results included) compared to a Labor minority government working with the Greens and independents (46% without "unsure", 38% with).

Those who preferred the option of a minority Liberal government working with independents included: respondents who had voted for the Liberals (98% without, 94% with), had an education level of Certificate III & IV Level (65% without, 53% with) or no university (58% without, 47% with).

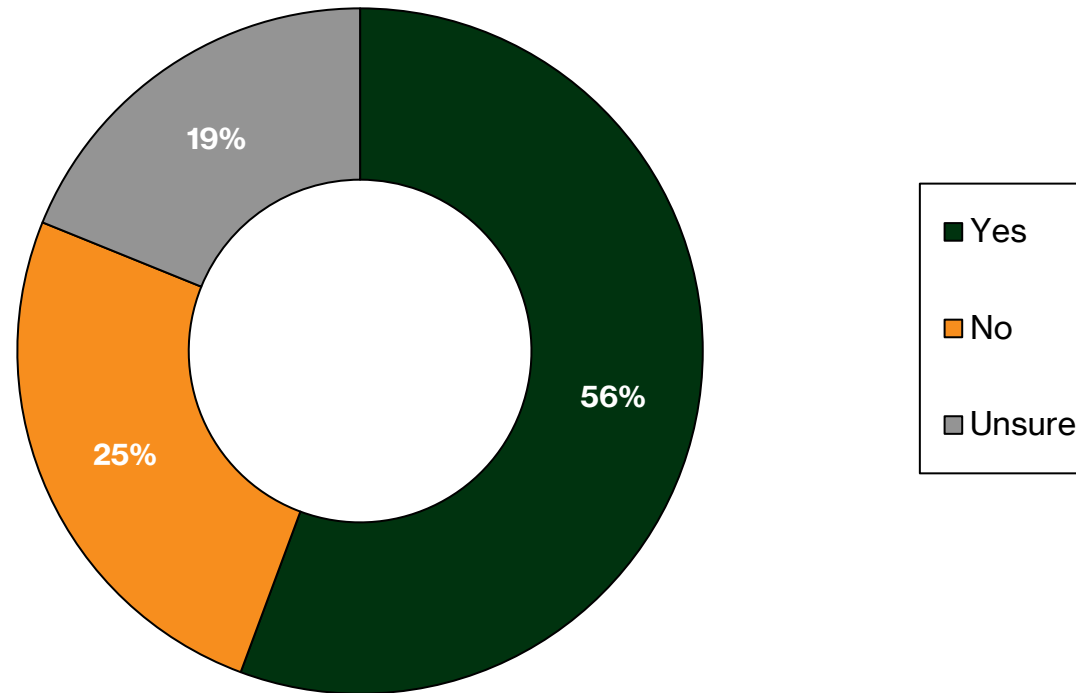
Respondents who preferred the Labor party working with the Greens and independents included those who had voted for the Greens (90% without, 84% with), Labor (79% without, 74% with) or independents (65% without, 54% with), had postgraduate degree (Masters / Doctors) level (65% without, 55% with), or university at some level (60% without, 51% with).

When respondents were asked if they regarded the Labor party forming a government by working with the Greens, more than half indicated they considered this a “deal” (56%).

Over seven-tenths of respondents who had previously voted for the Liberals regarded this idea as a “deal”.

Labor Government Working with Greens Regarded as a “Deal”

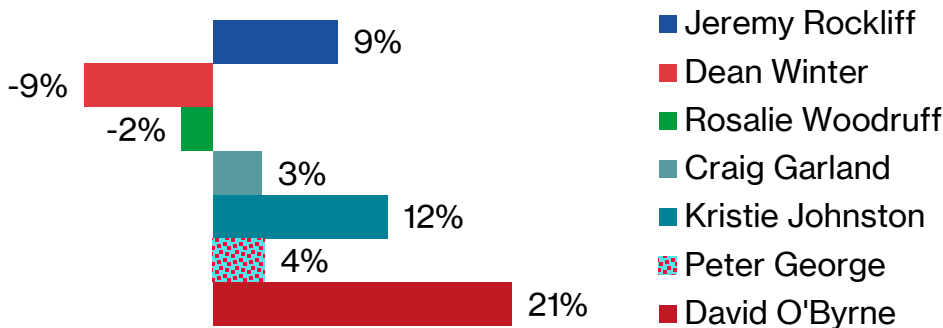
Figure 2 - Regard a Labor Government Working with the Greens as a “Deal”



Q. During the election campaign Mr. Winter repeatedly ruled out doing a "deal" with the Greens to form government. Would you regard Labor forming Government with support of the Greens as a "deal"?
Base: All respondents Overall: n=601

Favourability – Public Figures

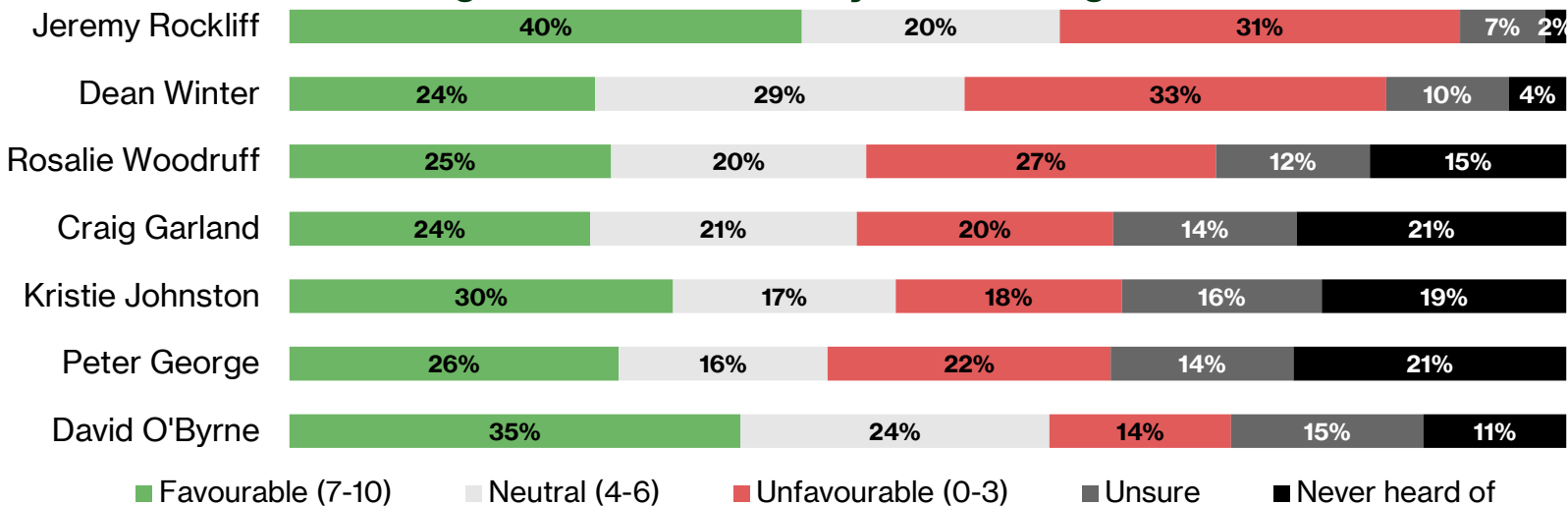
Figure 3a - Public Figure Net Favourability



Net Favourability†

Jeremy Rockliff: 9%
Dean Winter: -9%
Rosalie Woodruff: -2%
Craig Garland: 3%
Kristie Johnston: 12%
Peter George: 4%
David O'Byrne: 21%

Figure 3b – Favourability of Public Figures



Q. I am now going to read out the names of some people who are active in public life. For each person, Could you please tell me how favourable you are of them on a scale from 0 to 10 where 0 is very unfavourable and 10 is very favourable. If you do not know the name, please let me know.

†The net favourability score was arrived at by subtracting the total percentage of those who stated unfavourable from the total percentage of those who stated favourable.
 Base: All respondents (Overall: n=601)

Jeremy Rockliff was viewed *very favourably* by those with household income of \$120,000 and over (28%). He was viewed *favourably* by those who previously voted Liberal (80%), rated as *neutral* by past Labor voters (32%), and viewed *unfavourably* by those who had previously voted for the Greens (66%) and independents (57%).

Dean Winter was viewed *favourably* by those who had previously voted Labor (55%) and *unfavourably* by those who had previously voted Liberal (54%).

Rosalie Woodruff was viewed *favourably* from respondents with some level of university degree (45%), retired or on a pension (40%), those aged 70 or older (43%), and those who had previously voted for the Greens (57%), and independent (49%), or for Labor (37%). She was viewed *unfavourably* from respondents who were married, with no children at home (42%), those aged 55 to 69 (47%) or had previously voted for the Liberals (49%).

Craig Garland was viewed *favourably* from respondents aged 70 or older (37%), and by those who had previously voted for an independent (55%) or the Greens (41%). He was viewed *unfavourably* from respondents aged 55 to 69 (33%) or had voted for the Liberals previously (34%).

Kristie Johnston was viewed *favourably* from those with some level of university degree (48%), retired or on a pension (48%), those aged 70 or older (53%), or those who had previously voted for an independent (52%). She was rated *neutral* from respondents who were employed on a part-time/ casual basis (33%). Respondents who had previously voted for the Liberals (31%) viewed her as unfavourable. Those with no university education (22%) were likely to say they had *never heard* of her.

Peter George was viewed *favourably* from respondents with a Postgraduate degree (Masters / Doctors) Level (55%) and some level of university degree (41%), retired or on a pension (39%), or residing in Braddon (39%). Respondents who were aged 35-54 (33%) indicated they had *never heard* of him.

David O'Byrne was rated *favourably* from respondents residing in Franklin (53%), while those with no university education (13%) were more likely to say they had *never heard* of him.

Preferred Premier

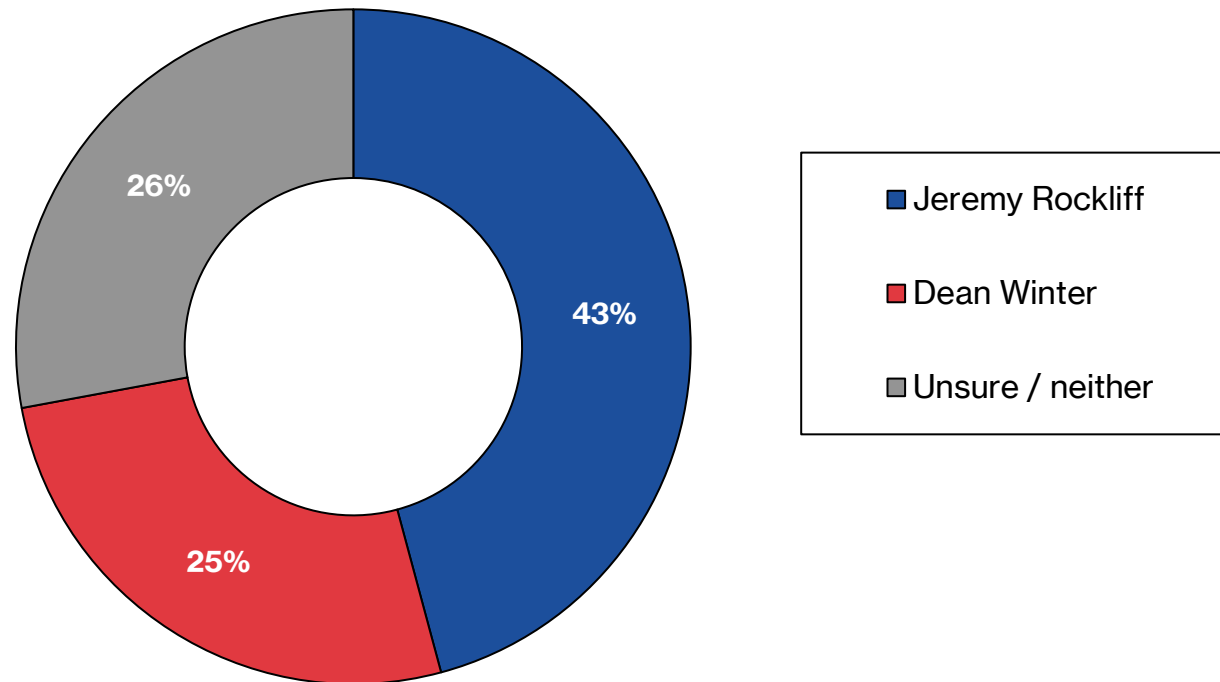
The proportion of voters stating a preference for Jeremy Rockliff as Preferred Premier sits at 43%.

The proportion of voters nominating Dean Winter as Preferred Premier sits at 25%.

The proportion of voters indicating they were unsure sits at 26%.

Respondents with a Bachelor's degree (40%) or university education at some level (36%) were more likely to state a preference for Dean Winter as premier.

Figure 4 – Preferred Premier of Tasmania*



RESEARCH SAMPLE PROFILE (1)

Table 1 – Sample size and weightings*

Region	Unweighted %	Number
South	60%	358
North	22%	133
North-West	18%	110

Highest Education	Unweighted %	Number
Postgraduate degree (Masters / Doctors) Level	13%	81
Graduate Diploma and Graduate Certificate Level	11%	69
Bachelor Degree Level	21%	128
Advanced Diploma and Diploma Level	9%	55
Certificate III & IV Level	18%	110
Secondary Education - Years 10 and above	21%	126
Certificate I & II Level	3%	16
Secondary Education - Years 9 and below	2%	11
Other	1%	5

Electorate	Unweighted %	Number
Bass	16%	98
Braddon	17%	105
Clark	26%	156
Franklin	23%	140
Lyons	17%	102

Gender	Unweighted %	Number
Male	47%	285
Female	52%	311
Non-binary / Other	1%	5

Age	Unweighted %	Number
18 to 34 years	22%	132
35 to 54 years	31%	189
55 to 69 years	26%	154
70+ years	21%	126

NOTE: In accordance with the specifications of the research: The percentage figures tabled here are unweighted.

This survey was conducted to the market and social research ISO20252:2019 standard

* Percentages may not sum to 100 due to rounding.

RESEARCH SAMPLE PROFILE (2)

Table 2 – Sample size and weightings*

Household Income	Unweighted %	Number
Under \$20,000	3%	21
\$20,000 and under \$40,000	11%	68
\$40,000 and under \$60,000	11%	65
\$60,000 and under \$80,000	12%	71
\$80,000 and under \$100,000	15%	89
\$100,000 and under \$120,000	12%	75
\$120,000 and over	27%	161
Declined to answer	8%	51

Employment Status	Unweighted %	Number
Employed full-time or self-employed	41%	244
Employed on a part-time/ casual basis	19%	117
Engaged in home duties	3%	17
Retired or on a pension	30%	182
Unemployed	3%	19
A student	3%	16
Declined to answer	1%	6

Household Situation	Unweighted %	Number
Single, never married	16%	94
A couple with no children	19%	115
Family, no children over 16	16%	97
Family, children over 16 at home	14%	82
Married, no children at home	21%	128
Widowed	5%	30
Sole parent	2%	11
Separated or divorced	5%	32
Declined to answer	2%	12

NOTE: In accordance with the specifications of the research: The percentage figures tabled here are unweighted.

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