
EMRS State Voting Intentions Poll

February 2014

Prepared by



13th February 2014

**EMRS State and Regional Omnibus Survey
February 2014
State Voting Intentions**

Polling was undertaken between the 5th and 8th of February 2014. **1,000 adult Tasmanian residents were interviewed and responses weighted to reflect the Tasmanian adult voting population.** A sample of this size provides a margin of error of +/- 3.1 percentage points at the 95% confidence level.

They were asked the following question:

If the Tasmanian State Election was held today, who would receive your vote?

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

Table 1 – Percentage of Respondents Supporting or Leaning Towards a Party after Excluding Undecided Voters (Percentage of decided voters)

Party	% Support in February 2013 (n=866)	% Support in November 2013 (n=907)	% Support in February 2014 (n=884)	Change since February 2013 (% points)	Change since November 2013 (% points)
Labor	23	22	23	=	+1
Liberal	55	49	50	-5	+1
Greens	18	19	17	-1	-2
Independent	4	4	4	=	=
PUP	-	5	5	+5	=
Others	0	1	0	=	-1

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

After excluding the undecided voters, support for the Liberal Party remains highest at 50% although this is down 5 points from the level of support achieved in the February 2013 poll.

Support for the Labor Party has increased by 1 point since November 2013 to 23% while the Greens' support has decreased by 2 points in the same period (17%, compared to 19% in November 2013).

The Palmer United Party has remained steady since November 2013 at 5% support after excluding undecided voters while those supporting an Independent remain at 4 percentage points.

**Table 2 – Vote Including Undecided from February 2013 to February 2014
(Percentage of entire sample)***

Party	Feb. 2013 (n=1,000)	May 2013 (n=1,000)	Sept. 2013 (n=1,000)	Nov. 2013 (n=1,000)	Feb. 2014 (n=1,000)	Change since Feb. 2013 (% points)	Change since Nov. 2013 (% points)
Labor	17	19	23	18	16	-1	-2
Liberal	46	40	44	41	39	-7	-2
Greens	15	9	12	16	14	-1	-2
Independent	3	2	3	3	3	=	=
PUP	-	-	0	4	5	+5	+1
Undecided	20	30	17	17	23	+3	+6

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

The figures above show respondents' initial voting intention including 23% who were unable to nominate a party when first asked.

Table 3 – Percentage of Respondents Supporting and Leaning Towards a Party in February 2014 Including Undecided (Percentage of entire sample)*

Party	% Support	% Leaning Towards a Party	% Support + % Leaning
Labor	16	4	20
Liberal	39	5	44
Greens	14	1	15
Independent	3	0	3
PUP	5	0	5
Undecided	23	13	13

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

Once asked which way they may lean, 13% of all respondents were still "undecided" with the Liberal Party receiving the highest level of support at 44%.

PREFERRED PREMIER

The 1,000 respondents were also asked:

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

**Table 4 – Preferred Premier of Tasmania
(Percentage of entire sample)***

Preferred Premier	Feb. 2013 (n=1,000)	May 2013 (n=1,000)	Sept. 2013 (n=1,000)	Nov. 2013 (n=1,000)	Feb. 2014 (n=1,000)	Change since Feb. 2013 (% points)	Change since Nov. 2013 (% points)
Lara Giddings	24	25	18	22	21	-3	-1
Will Hodgman	46	46	48	47	48	+2	+1
Nick McKim	13	10	12	12	13	=	+1
None of the above**	17	20	21	19	18	+1	-1

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

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

The results of the latest poll on the preferred Premier of Tasmania saw very little change from November 2013 results when given the choice of the three current party leaders.

Support for Premier Lara Giddings is at 21% while Will Hodgman continues to have the highest level of support as preferred Premier, with 48% of all respondents nominating him as their preferred candidate.

Support for Nick McKim as Premier stands at 13%, up 1 point from the last poll in November 2013.

In the latest poll, 18% of respondents preferred none of the three potential Premiers (Lara Giddings, Will Hodgman or Nick McKim).