
EMRS State Voting Intentions Poll

September 2013

Prepared by



19th September 2013

**EMRS State and Regional Omnibus Survey
September 2013
State Voting Intentions**

Polling was undertaken between the 14th and 18th of September 2013. **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 a State Election was held tomorrow, which political party would you vote for?

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 August 2012 (n=853)	% Support in May 2013 (n=821)	% Support in September 2013 (n=871)	Change since August 2012 (% points)	Change since May 2013 (% points)
Labor	27	28	28	+1	=
Liberal	49	54	52	+3	-2
Greens	22	14	15	-7	+1
Independent	3	4	5	+2	+1
Others	0	0	1	+1	+1

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

After excluding the undecided voters, support for the Liberal Party remains highest at 52% having decreased by 2 percentage points since May 2013.

Support for the Labor Party has remained steady since May 2013 at 28% while the Greens' support has increased by 1 percentage point in the same period (15%, compared to 14% in May 2013).

**Table 2 – Vote Including Undecided from August 2012 to September 2013
(Percentage of entire sample)***

Party	August 2012 (n=1,000)	Nov. 2012 (n=1,000)	Feb. 2013 (n=1,000)	May 2013 (n=1,000)	Sept. 2013 (n=1,000)	Change since Aug. 2012 (% points)	Change since May 2013 (% points)
Labor	18	20	17	19	23	+5	+4
Liberal	38	43	46	40	44	+6	+4
Greens	17	12	15	9	12	-5	+3
Independent	2	2	3	2	3	+1	+1
Undecided	25	24	20	30	17	-8	-13

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

The figures above show respondents' initial voting intention including 17% who were unable to nominate a party when first asked.

Table 3 – Percentage of Respondents Supporting and Leaning Towards a Party in September 2013 Including Undecided (Percentage of entire sample)*

Party	% Support	% Leaning Towards a Party	% Support + % Leaning
Labor	23	2	25
Liberal	44	2	46
Greens	12	0	13
Independent	3	1	4
Undecided	17	12	12

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

Once asked which way they may lean, 12% of all respondents were still "undecided" with the others most likely to nominate the Labor Party or the Liberal Party (2% each).

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	August 2012 (n=1,000)	Nov. 2012 (n=1,000)	Feb. 2013 (n=1,000)	May 2013 (n=1,000)	Sept. 2013 (n=1,000)	Change since August 2012 (% points)	Change since May 2013 (% points)
Lara Giddings	22	25	24	25	18	-4	-7
Will Hodgman	45	47	46	46	48	+3	+2
Nick McKim	15	11	13	10	12	-3	+2
None of the above**	17	16	17	20	21	+4	+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 recorded a decrease in the level of preference for Premier Lara Giddings when given the choice of the three current party leaders.

Support for Premier Lara Giddings is at 18%, a decrease of 7 percentage points from the result in May 2013, however this result in isolation should be treated with some caution given the steady level of support as preferred Premier in the preceding twelve month period.

Will Hodgman continues to have the highest level of support as preferred Premier, with 48% of all respondents nominating him as their preferred candidate. This result is an increase of 2 points since the May 2013 poll.

Support for Nick McKim as Premier now stands at 12%, having increased by 2 percentage points since May 2013.

In the latest poll, 21% of respondents preferred none of the three potential Premiers (Lara Giddings, Will Hodgman or Nick McKim).