



Omnibus – Federal Voting Intentions Report

February 2026



EMRS Federal Voting Intentions Poll – February 2026

REPORT VERSION: 1

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The survey was conducted from the 16th to the 19th of February 2026.

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.

Enterprise Marketing and Research Services (EMRS). | ABN 29 009 546 561

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The research complies with the EMRS Quality System, certified to ISO 20252:2019, the international standard for Social and Market Research, certificate number 888027.

METHODOLOGY

- EMRS adopted a quantitative survey methodology utilising Computer Assisted Telephone Interviewing (CATI), Computer Assisted Web Interviewing (CAWI), and a small supplementary component of face-to-face interviewing (CAPI).
- The survey was conducted from **16-19 February 2026** utilising EMRS' in-house call centre (44%), and online panels (56%), ensuring high levels of quality control and that the target sample sizes, and their distribution regionally, were achieved or closely achieved with low and statistically acceptable weightings.
- 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=1,000** completed the survey, yielding overall results accurate to within **±3.10** percentage points at the **95%** confidence level.
- The sample is robust and reliable. Cross-tab analysis was carried out to ensure the robustness of the findings.
- In order to gain a sample representative of the Tasmanian adult population, quotas were put in place for **gender, age, and region.**
- Where the quotas were not achieved, **weighting** was applied to ensure results were accurate in reflecting the demographic profile of the population. Results in this report are weighted by age, gender, electorate, and highest achieved education level.
- This survey was conducted to the market and social research ISO20252:2019 standard.

RESEARCH SAMPLE PROFILE (1)

Table 1 – Sample size and weightings*

Region	%	Number
South	51%	511
North	28%	277
North-West	21%	212

Employment Status	%	Number
Employed full-time or self-employed	42%	419
Employed on a part-time/ casual basis	16%	156
Engaged in home duties	5%	49
Retired or on a pension	32%	321
Unemployed	3%	31
A student	2%	19
Declined to answer	1%	5

Electorate	%	Number
Bass	19%	189
Braddon	20%	201
Clark	23%	231
Franklin	19%	185
Lyons	19%	194

Gender	%	Number
Male	49%	494
Female	50%	502

Age	%	Number
18 to 34 years	12%	123
35 to 54 years	37%	371
55 to 69 years	31%	305
70+ years	20%	201

*The percentage figures tabled here are unweighted.
*Percentages may not sum to 100 due to rounding.

RESEARCH SAMPLE PROFILE (2)

Table 2 – Sample size and weightings*

Household Situation	%	Number
Single, never married	12%	123
A couple with no children	13%	127
Family, no children over 16	15%	153
Family, children over 16 at home	17%	168
Married, no children at home	26%	257
Widowed	6%	57
Sole parent	3%	28
Separated or divorced	8%	76
Declined to answer	1%	11

Education	%	Number
No qualifications	3%	28
Apprenticeship	4%	42
Secondary school	23%	233
Diploma or workplace qualification	32%	318
Undergraduate or postgraduate university degree	38%	379
Other	0%	0

Household Income	%	Number
Under \$20,000	4%	41
\$20,000 and under \$40,000	10%	104
\$40,000 and under \$60,000	11%	114
\$60,000 and under \$80,000	11%	114
\$80,000 and under \$100,000	9%	90
\$100,000 and under \$120,000	11%	113
\$120,000 and over	31%	308
Declined to answer	12%	116

*The percentage figures tabled here are unweighted.
 *Percentages may not sum to 100 due to rounding.

Federal election vote preference – Tasmania

Respondents indicated a significant preference for the Labor Party overall (30%), followed by One Nation (24%), and the Liberals (18%).

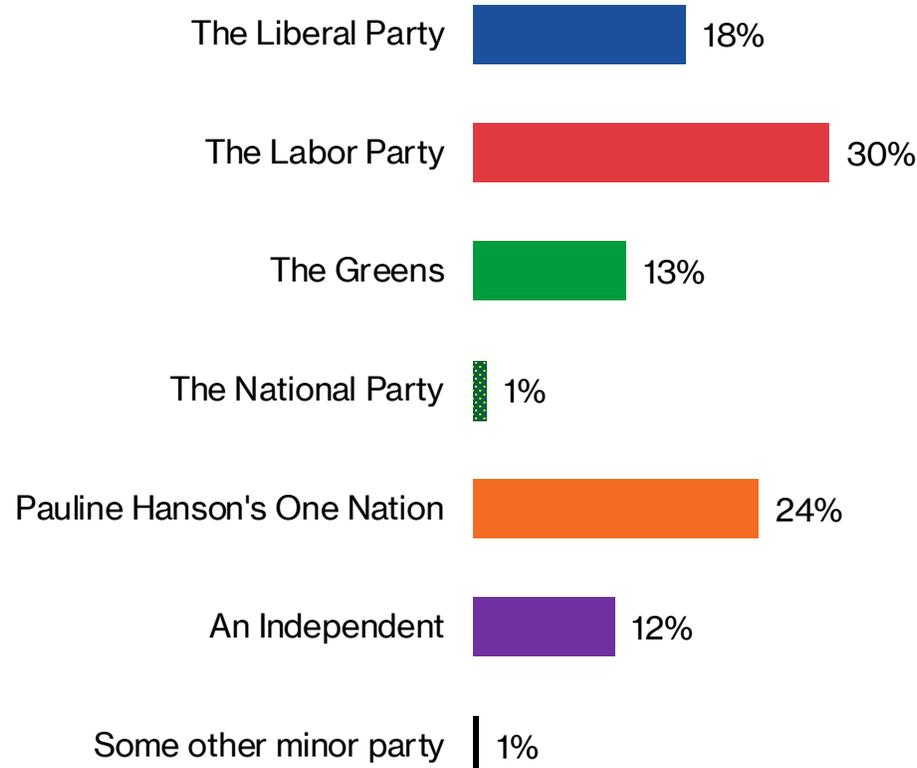
Females (17%) were *more likely* to indicate a preference for the Greens, while males (30%) were *more likely* to indicate a preference for One Nation.

Respondents aged 18 to 34 (24%) were *more likely* to indicate a preference for the Greens, those aged 35 to 54 (32%) were *more likely* to indicate a preference for One Nation, and those aged 70 or older (20%) were *more likely* to indicate they would vote for an independent.

Tasmanian residents in the west and northwest (33%) were *more likely* to indicate a preference for One Nation.

Residents in the electorate of Clark (25%) were *more likely* to vote for an independent.

Respondents who were single and never married (29%) or had a university degree (23%) were *more likely* to indicate they would vote for the Greens.

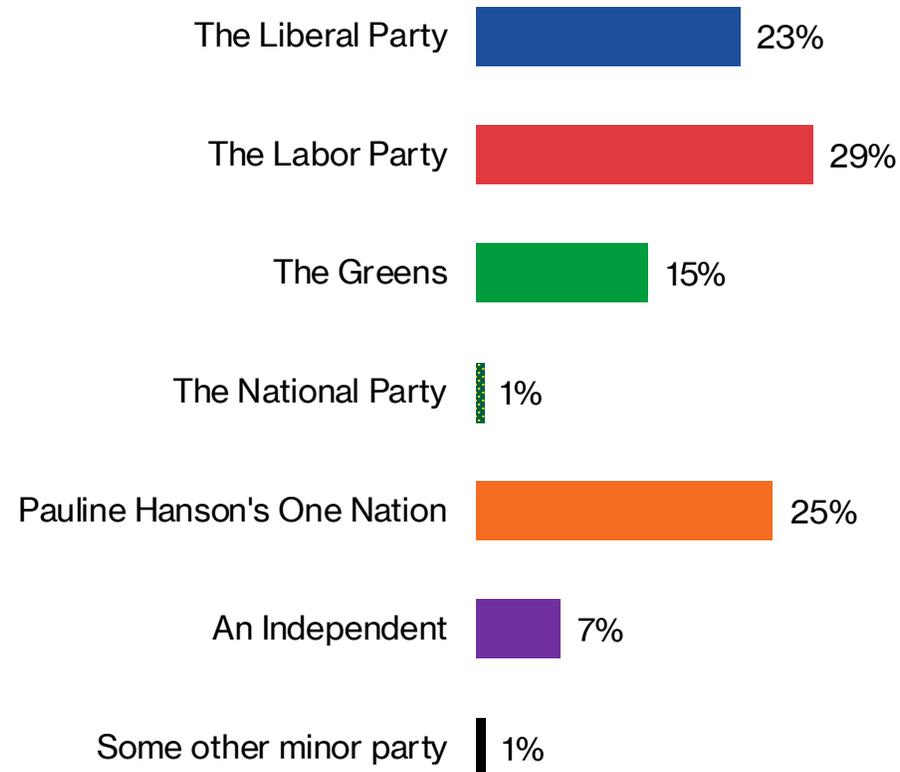


If a federal election were being held today, who would you vote for? Would it be...
Base: All respondents who gave a vote preference (n=953)

Respondents in Bass were *more likely* to indicate a preference for the Labor party (29%), One Nation (25%), or the Liberals (23%).

There were no notable differences within demographic sub-groups.

Federal election vote preference - Bass

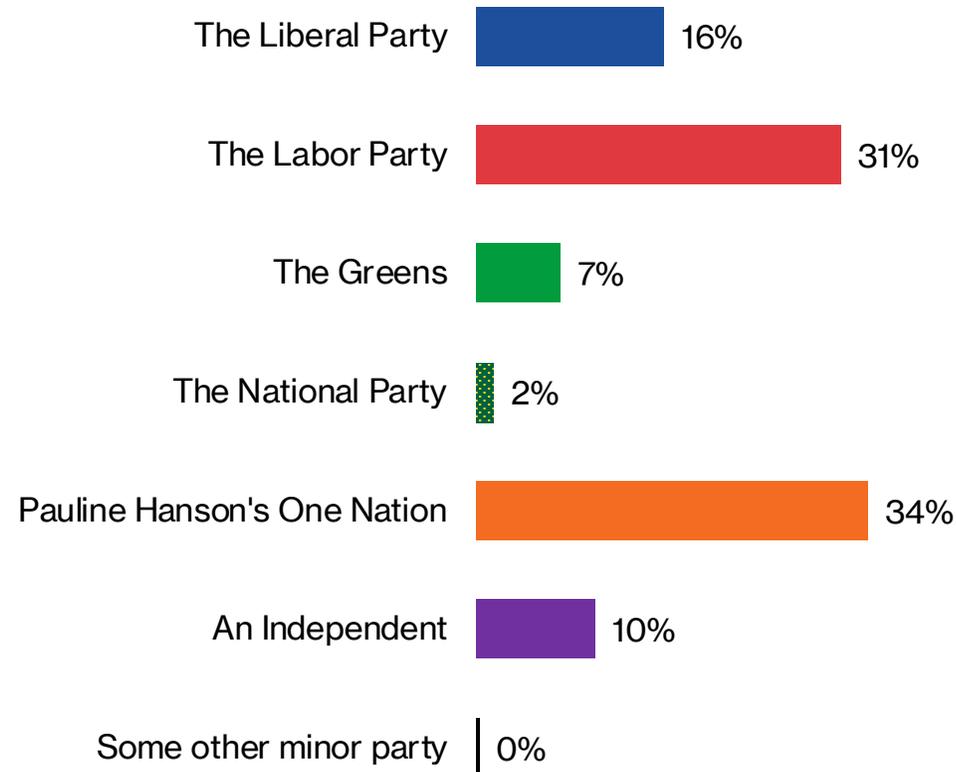


If a federal election were being held today, who would you vote for? Would it be...
Base: All respondents in Bass (n=182)

Respondents in Braddon were *more likely* to indicate a preference for One Nation (34%) or the Labor Party (31%).

There were no notable differences within demographic sub-groups.

Federal election vote preference - Braddon



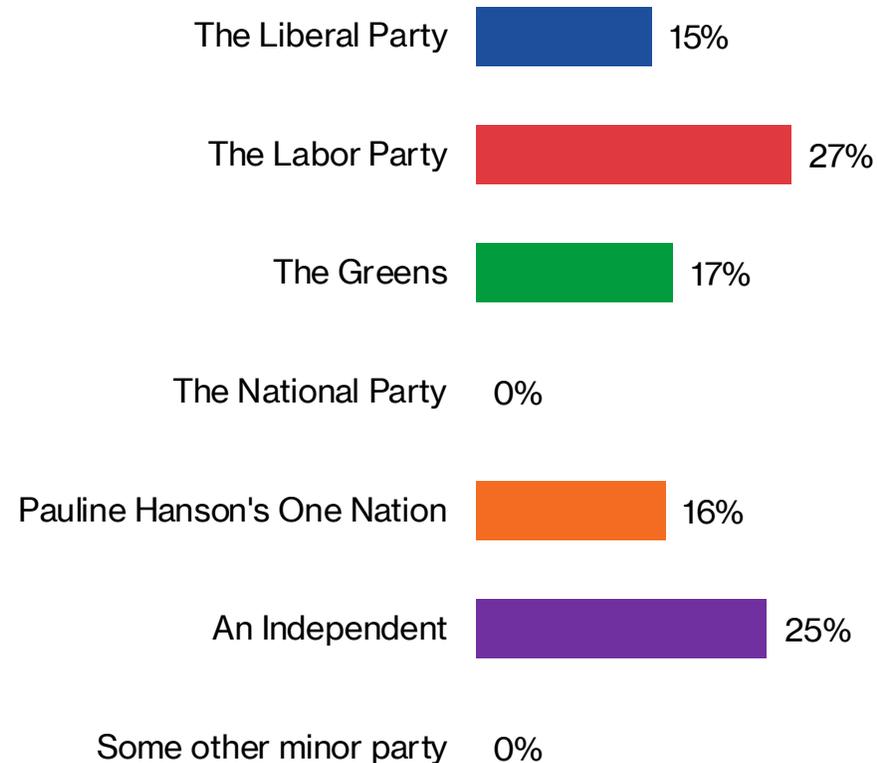
If a federal election were being held today, who would you vote for? Would it be...
Base: All respondents in Braddon (n=188)

Federal election vote preference - Clark

Respondents in the electorate of Clark were *more likely* to indicate they would vote for the Labor Party (27%), and significantly *more likely* to vote for an independent (25%).

None (0%) of the respondents in Clark indicated they would vote for the National Party.

There were no further notable differences within demographic sub-groups.

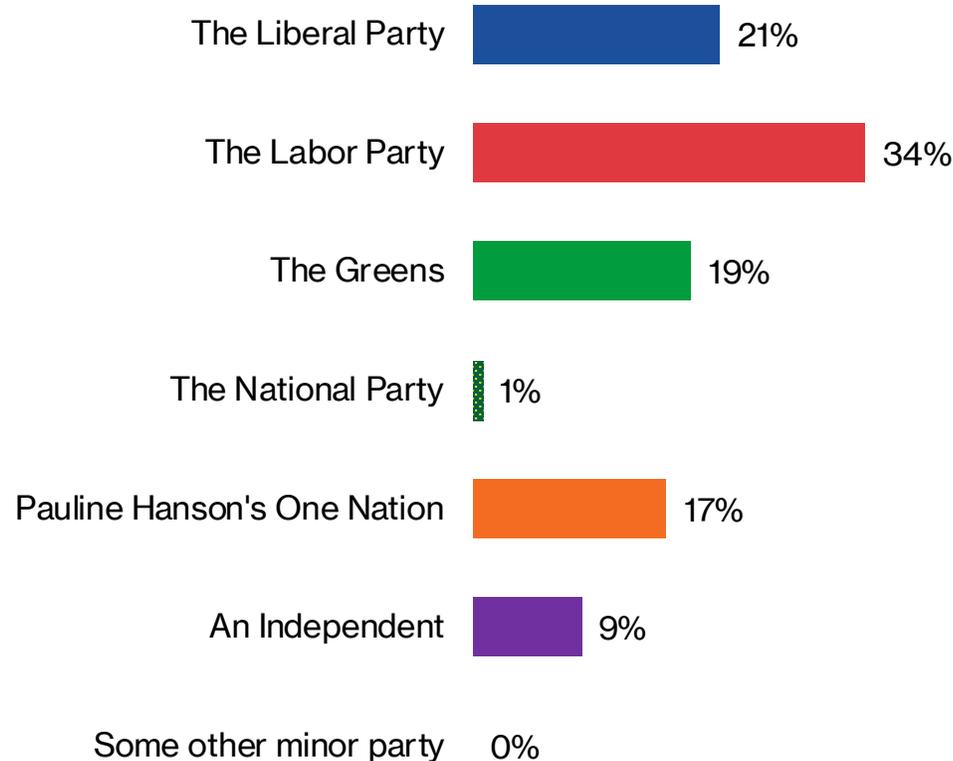


If a federal election were being held today, who would you vote for? Would it be...
Base: All respondents in Clark (n=223)

One-third (34%) of respondents in Franklin were *more likely* to indicate a vote preference for the Labor Party.

There were no notable differences within demographic sub-groups.

Federal election vote preference - Franklin

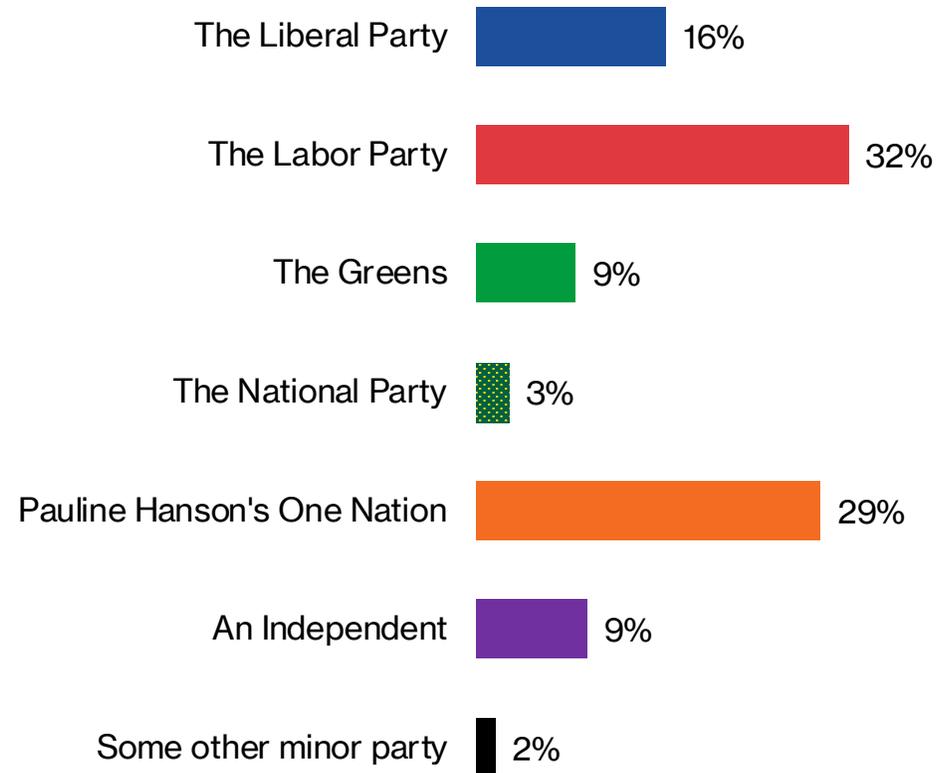


If a federal election were being held today, who would you vote for? Would it be...
Base: All respondents in Franklin (n=174)

Respondents in Lyons were *more likely* to indicate a preference for the Labor Party (32%) or One Nation (29%).

There were no notable differences within demographic sub-groups.

Federal election vote preference - Lyons



If a federal election were being held today, who would you vote for? Would it be...
Base: All respondents in Lyons (n=186)

Preferred Prime Minister

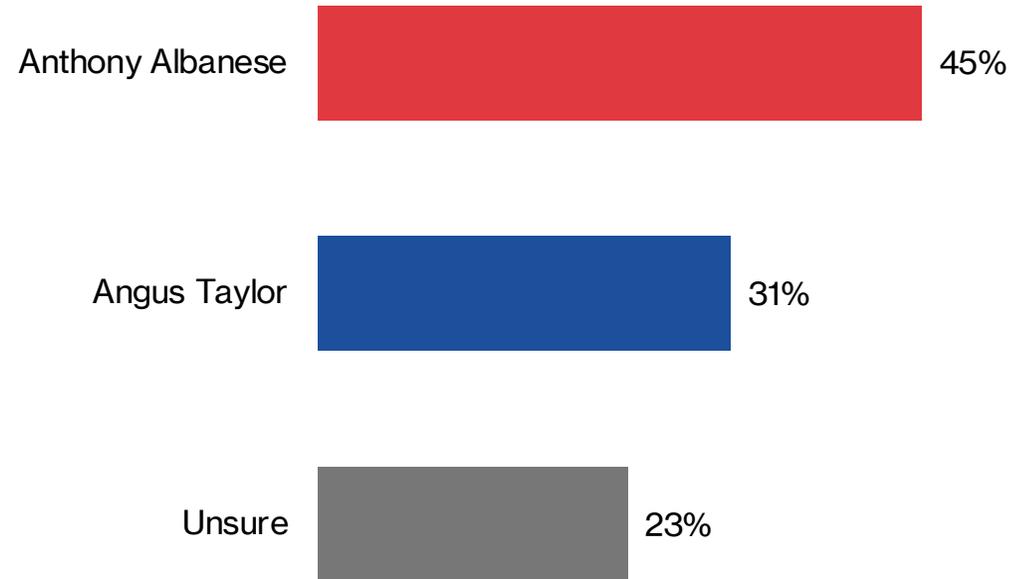
Nearly half of respondents (45%) indicated that they would prefer Anthony Albanese as Prime Minister compared to 31% who chose Angus Taylor, while almost one-quarter (23%) were unsure.

Males (37%) were *more likely* to indicate a preference for Angus Taylor.

Respondents aged 35 to 54 (29%) were *more likely* to be unsure who they preferred as Prime Minister.

Respondents who indicated they would vote for the Labor Party (84%) or the Greens (69%) were *more likely* to prefer Anthony Albanese as Prime Minister, while those who indicated they would vote for the Liberals (62%) or One Nation (also 62%), were *more likely* to indicate a preference for Angus Taylor.

Respondents with a tertiary degree (66%) were *more likely* to prefer Anthony Albanese as Prime Minister.

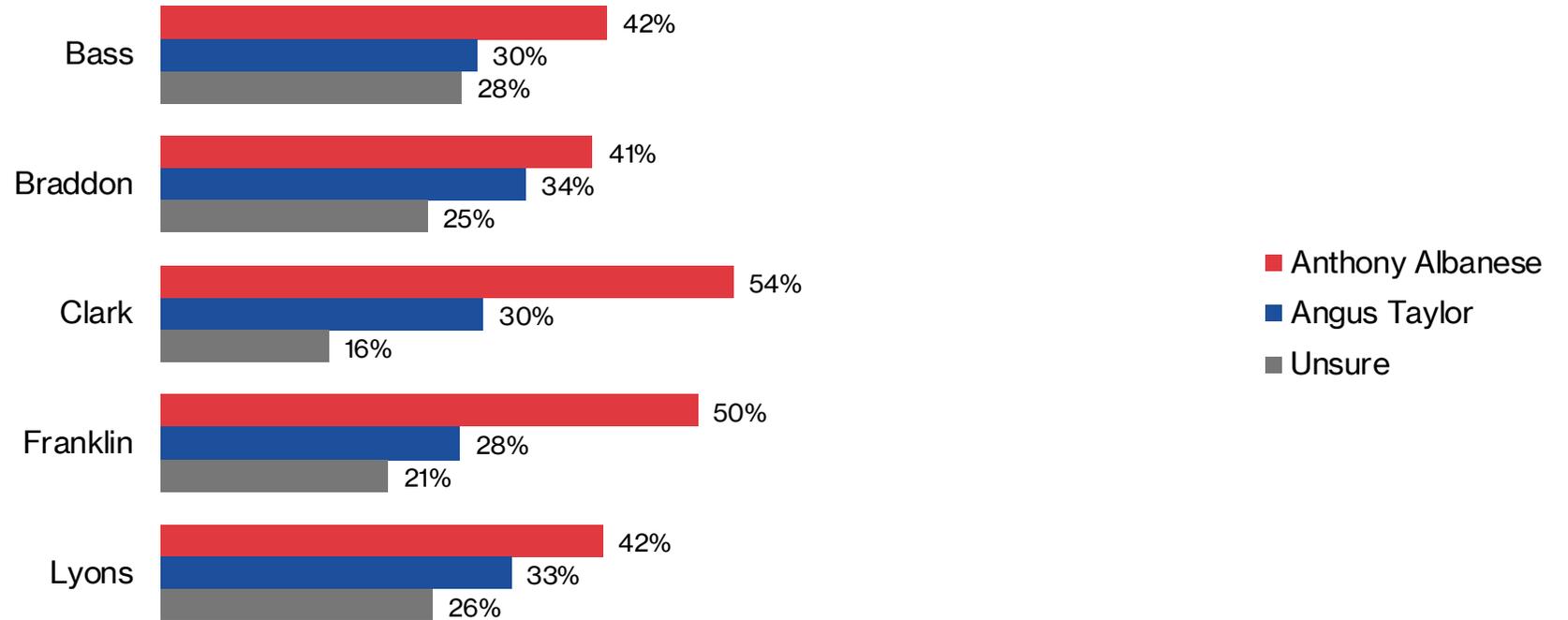


In your opinion who do you think would make a better Prime Minister?
Base: All respondents (n=1,000)

Prime Minister preference by electorate

All five electoral areas indicated a preference for Anthony Albanese as Prime Minister.

Residents in Bass (30%) and Braddon (34%) were the only electorates to have Angus Taylor come close, while the rest of the electorates showed a significant preference for Anthony Albanese as Prime Minister.



In your opinion who do you think would make a better Prime Minister?
Base: All respondents (n=1,000)

Two Party Preferred – Labor v Liberal

60% of respondents indicated they would preference Labor over Liberal (40%) under the preferential voting system.

Females (65%) were *more likely* to place Labor first over Liberal, while males (46%) were *more likely* to place the Liberals ahead.

Respondents aged 18 to 34 (69%) were *more likely* to place Labor first, while those aged 70 or older (51%) were *more likely* to place the Liberals ahead.

Respondents who would vote the Greens (90%), or an independent (80%), were *more likely* to place the Labor Party ahead of the Liberals.

Those who would vote for One Nation (74%) were *more likely* to place the Liberals ahead.

Respondents who were single and never married (77%) were *more likely* to place the Labor Party ahead of the Liberals. Those who were married with no children at home (50%) were *more likely* to place the Liberals ahead of Labor.

Respondents with a tertiary degree (73%) were *more likely* to place the Labor Party ahead of the Liberals, while those with just a secondary school education (49%) were *more likely* to place the Liberals ahead of Labor.



Under the preferential voting system, you may ultimately assign a preference to either the Liberal Party or the Labor Party. Regardless of WHERE you would place them on your preference list, would you put LABOR AHEAD OF LIBERAL or LIBERAL AHEAD OF LABOR?
Base: All respondents who were NOT undecided (n=902)

Two Party Preferred – Labor v One Nation

Again, looking at the two-party preferred, but this time with Labor compared to One Nation, the results are similar, with respondents placing Labor (60%) ahead of One Nation (40%).

Females (67%) were *more likely* to place Labor first over One Nation, while males (47%) were *more likely* to place One Nation ahead.

Respondents aged 18 to 34 (71%) were *more likely* to place Labor ahead of One Nation.

Respondents in the south and southeast (67%) were *more likely* to place Labor first, while those in the west and northwest and in the federal electorate of Braddon were *more likely* to be equally divided (50% each) between the two parties.

Residents in the federal electorates of Clark and Franklin (70% each) were *more likely* to place Labor first.

Respondents who would vote the Greens (93%), an independent (80%) or were unsure who they would vote for (82%) were *more likely* to place the Labor Party first.

Those who would vote for the Liberals (62%) were *more likely* to place One Nation ahead of Labor.

Respondents with a tertiary degree (79%) were *more likely* to place the Labor Party ahead of One Nation, while those with just a secondary school education (47%) were *more likely* to place One Nation ahead of Labor.



Under the preferential voting system, you may ultimately assign a preference to either One Nation or the Labor Party. Regardless of WHERE you would place them on your preference list, would you put LABOR AHEAD OF ONE NATION or ONE NATION AHEAD OF LABOR?
Base: All respondents who were NOT undecided (n=940)

Two Party Preferred by Electorate - Tasmania

Looking at the two-party preferred by electorate, all five federal electorates put the Labor Party ahead of the Liberal Party, with the closest seats on 2PP being Braddon 54-46, followed by Bass 56-44.

Comparing the Labor Party to One Nation, Labor were further ahead in the electorates of Clark* in both and Franklin 70%-30%.

Significantly, respondents in Braddon were evenly split (50% each).

**Note the Clark survey did not name the incumbent member Mr Wilkie.*

Electorate	Labor	Liberal
Overall	60%	40%
Bass	56%	44%
Braddon	54%	46%
Clark	67%	33%
Franklin	62%	38%
Lyons	59%	41%

Electorate	Labor	One Nation
Overall	60%	40%
Bass	57%	43%
Braddon	50%	50%
Clark	70%	30%
Franklin	70%	30%
Lyons	56%	44%

Top Federal Issues

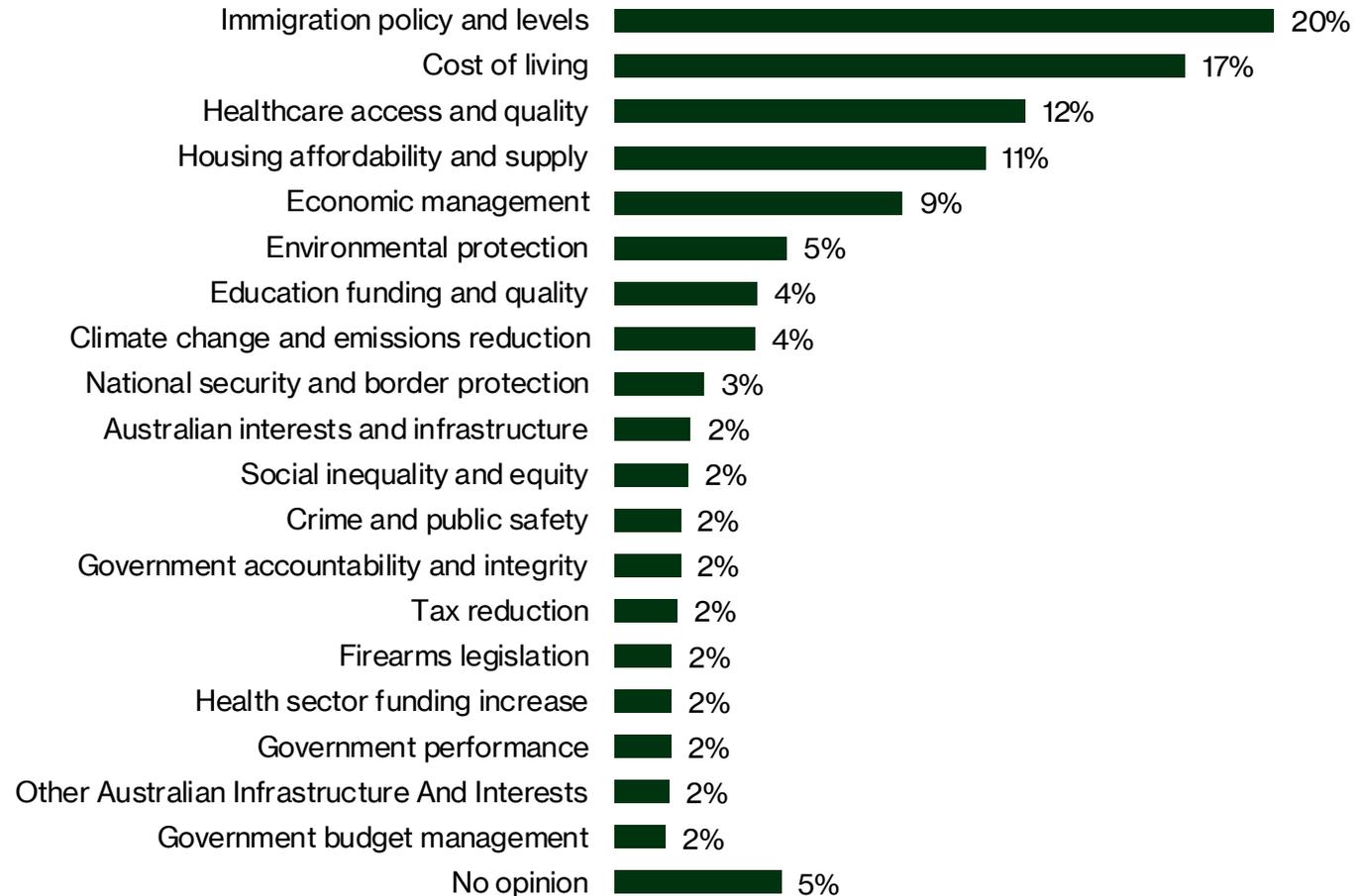
The top nominated national issues that would influence the way respondents would vote were:

- Immigration policy and levels (20%)
- Cost of living (17%)
- Healthcare access and quality (12%)
- Housing affordability and supply (11%)
- Economic management (9%)
- Environmental protection (5%)
- Education funding and quality (4%)
- Climate change and emissions reduction (4%)

Females (17%) were *more likely* to mention healthcare access and quality.

Respondents who indicated they would vote for the Greens were *more likely* to mention environmental protection (17%)[†] and climate change and emissions reduction (15%)[†].

Those with a tertiary education were *more likely* to mention environmental protection (10%) and climate change and emissions reduction (8%).



What is the most important national issue that would influence the way you vote?
Base: All respondents (n=1,000)

[†]Results must be regarded as indicative only due to the small sample size.

*Charts do not equal 100 percent due to multiple responses.

Reasons for Voting for One Nation

The top four reasons for voting for One Nation were: *party policy agreement (23%), immigration policy stance (20%), major party distrust/ general dissatisfaction (14%), and Pauline Hanson leadership appeal (13%).*

Respondents aged 35 to 54 were *more likely* to indicate their reason for voting for One Nation was their interest in political change and reform (16%)[†].

When looking at the overall type of respondents that indicated they would vote for One Nation, they were *more likely* to be male (60%), aged 35 to 54 (40%), residing in the federal electorate of Braddon (27%) or Lyons (26%) or the south and southeast (39%), married with no children at home (25%), employed full-time or self-employed (48%), have a diploma or workplace qualification (44%), and have a household income of \$120,000 and over (33%).



Base: All respondents who would vote for One Nation (n=205)

[†]Results must be regarded as indicative only due to the small sample size.

*Charts do not equal 100 percent due to multiple responses.



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