

Willie with work to do

Media Release 29th August 2025

New Labor Leader Josh Willie has a job ahead of him, according to today's quarterly Enterprise Marketing and Research Services state voting intentions survey.

While the survey shows voting intentions largely unchanged from the July 19 state election (38 per cent Liberal, 24 per cent Labor, 13 per cent Green, 19 per cent Independent), Premier Jeremy Rockliff has increased his Preferred Premier rating to a personal high of 50 per cent, versus just 24 per cent for new Labor Leader Josh Willie.

Premier Rockliff has also improved his personal net favourability rating to plus 18, while Mr Willie sit at plus four in his first outing as Leader, with an unsurprisingly large at this early stage 21 per cent "never heard of" and 17 per cent "unsure".

EMRS has also added a new series of "who is best able to manage" questions to our quarterly survey, with the Liberal Party holding significant leads in every category, except for the environment and climate change, where the Greens are well ahead.

WHO IS BEST ABLE TO MANAGE...	LIBERAL %	LABOR %	GREENS %
The Tasmanian economy	41	26	11
The State budget	37	28	9
Cost of living	35	26	12
Health	36	28	13
Education	39	29	12
Housing	36	30	12
The environment/climate change	28	16	37

"Since the state election, Premier Jeremy Rockliff and the Liberals have consolidated their position", Mary Massina, EMRS Managing Director, said.

"It is notable the Liberals lead in every category bar one, including the traditional Labor strengths of health, housing and education.

"In contrast, new Labor Leader Josh Willie has work to do in order to make himself and Labor competitive."

The survey was conducted from 25-28th August, and saw 1047 Tasmanians participate. For the first time we have updated our methodology to be 50 per cent CATI, and 50 per cent online (the methodology used during the recent election campaign). The margin of error for this survey is +/- 3.02 per cent at the 95 per cent confidence level.

ENDS For further information: Mary Massina 0408 594 312