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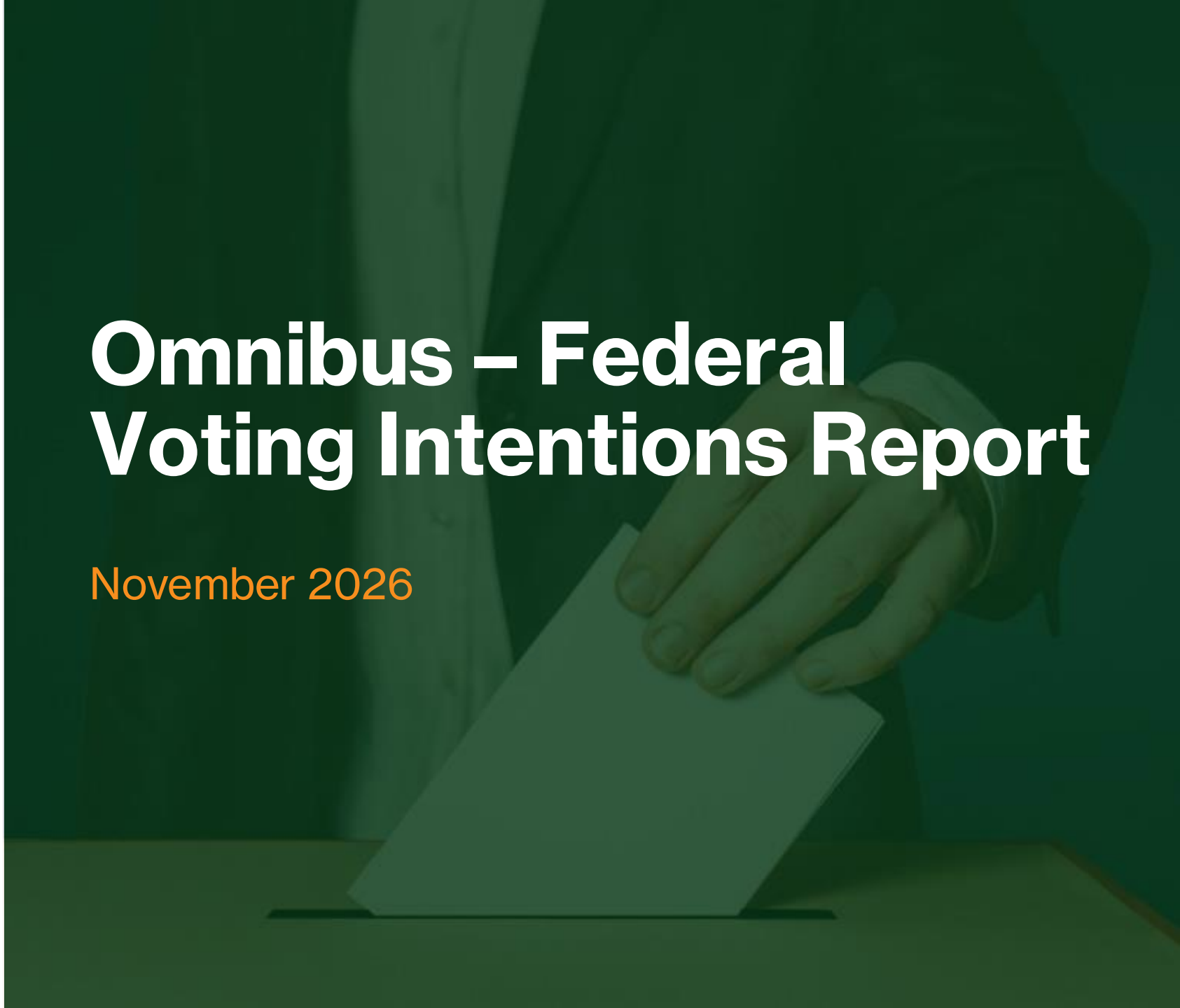
Omnibus – Federal Voting Intentions Report

November 2026



METHODOLOGY

- For the Omnibus surveys done by EMRS, 1,000 Tasmanians are polled each quarter via an interviewer led questionnaire conducted with Computer Assisted Telephone Interviewing (CATI) and online via Computer Assisted Web Interviewing (CAWI).
- 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 **445,067** 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.
- Weighting is then applied to the data based on age group, gender, federal electorate, highest education achieved and past vote (Tasmanian House of Assembly) to ensure that balance and provide the most accurate results possible.
- The most recent Omnibus survey was conducted from **11-12 November 2026** utilising EMRS' in-house call centre and online panel, 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 sample is robust and reliable. Cross-tab analysis was carried out to ensure the robustness of the findings.
- Statistically significant results are in bold and highlighted in a dark shade of green for results that are significantly higher or red for results that is significantly lower at the 95% confidence interval.

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

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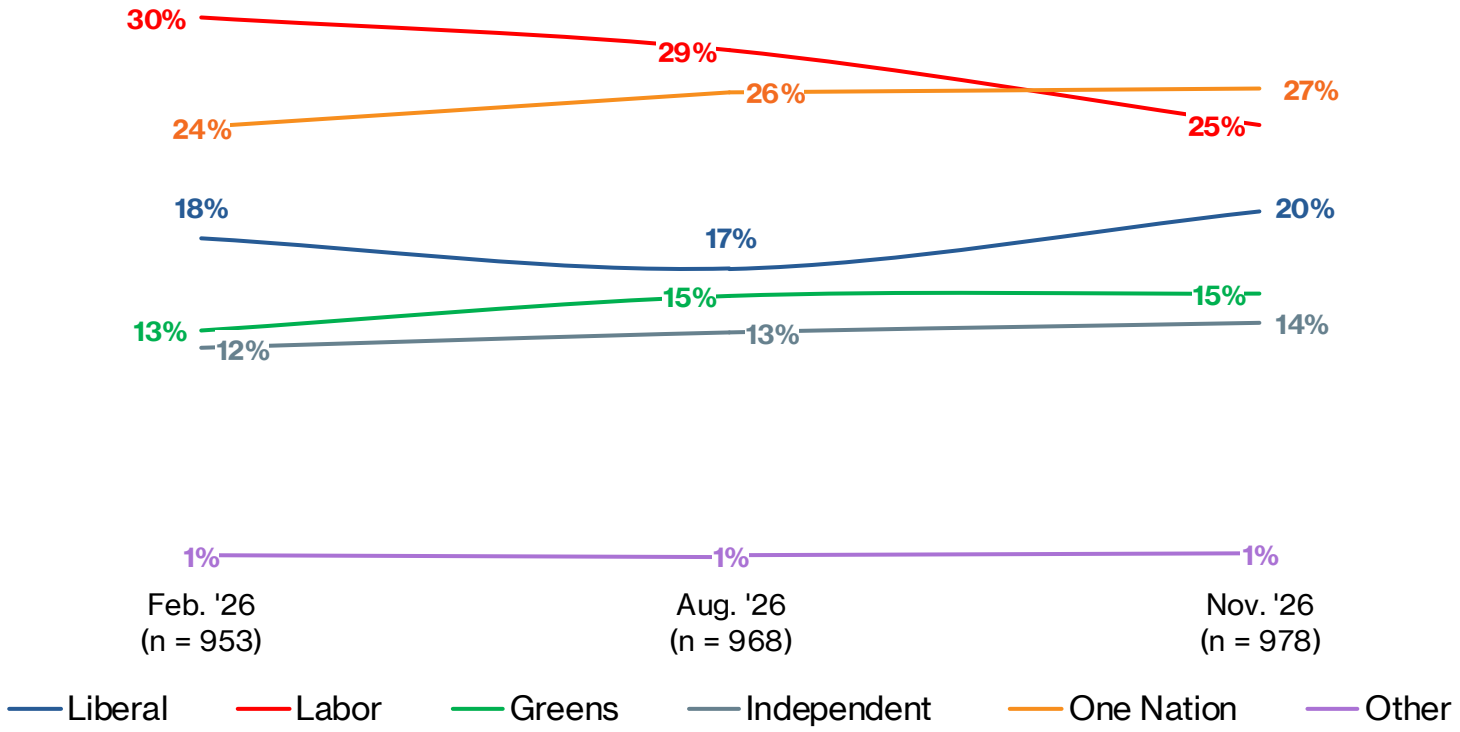
Federal election vote preference

With a one point increase to 27 per cent, One Nation is now the most preferred political party in Tasmania at a Federal level. Its support is highest among men (32%), 45–54 year olds (38%) and voters in Lyons (41%), and its voters are the most likely to name cost of living (46%) and immigration (27%) as their top issue.

Support for the Labor Party in Tasmania has declined significantly in the last three months, falling by four points to 25%. This mirrors national polling since the late-September interest rate rise. Cost of living is the top federal issue (37%), yet only 19% of these voters back Labor, compared with 32% for One Nation. Labor is now weakest among 45–54 year olds (16%), full-time workers (21%) and voters in Bass and Braddon (20% each).

The Liberal vote is showing green shoots, with a three point increase to 20 per cent. The Liberals poll best among voters aged 70 and over (33%) and lead among those most concerned about government spending (41%) and budget and debt (37%).

Decided Voters Supporting or Leaning towards a Major or Minor Party or an Independent (Overall)



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

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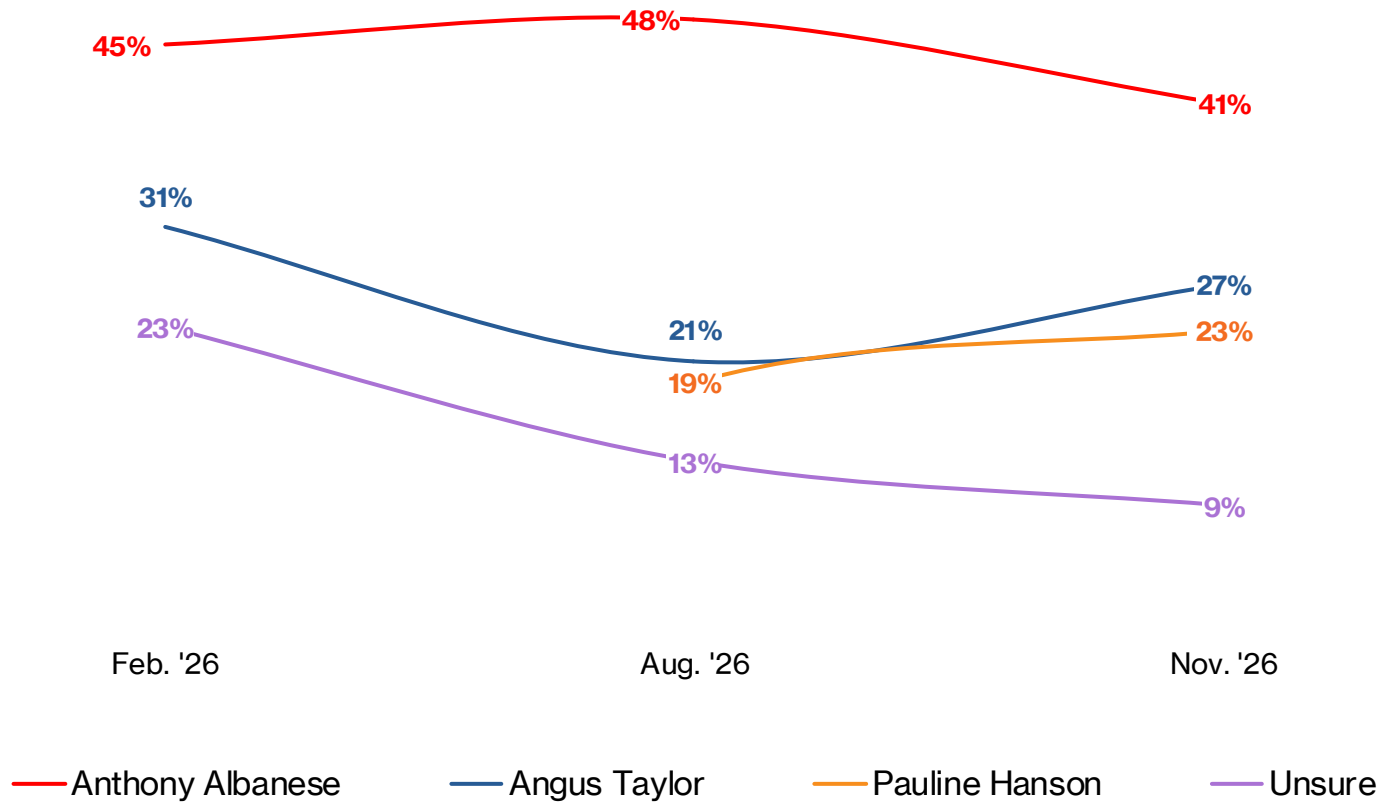
Preferred Prime Minister

There has been a significant change in preferred Prime Minister in the past quarter.

In November 2026, 41% (a decrease from a high of 48% in August) of respondents indicated that they would prefer Anthony Albanese as Prime Minister compared to 27% (up from 21% in August, but still down from 31% in February) who chose Angus Taylor, and 23% (up from 19% in August) who chose Pauline Hanson.

Mr Albanese's seven point fall is larger than Labor's drop in the vote, pointing to the Prime Minister's personal standing as cost-of-living pressure and the September rate rise bite. One in eight Labor voters (12%) now prefer Mr Taylor. Mr Albanese is weakest in Braddon (30%) and among 45–54 year olds (32%).

Mr Taylor polls best among voters aged 70 and over (37%) and a third (33%) of independent voters, while Ms Hanson is strongest among 45–54 year olds (36%) and in Lyons (37%).



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

*Charts may not equal 100 percent due to rounding.

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Primary and Two Party Preferred by Electorate

One Nation leads the primary vote in Lyons (41%), Braddon (29%) and Bass (29%), but is weakest in Clark (10%). Since February, Labor's primary vote has fallen by nine to eleven points in Bass, Braddon and Lyons, while the Liberals have lifted from 16% to 27% in Braddon.

Overall, just over half (53%) of respondents were *more likely* to preference Labor over Liberal (47%). The Liberals lead in Bass (57%) and Braddon (60%), both of which favoured Labor in February.

Against One Nation, Labor leads overall (59% to 41%), but the contest is even in Lyons (50%), Bass (51%) and Braddon (52%).

One Nation voters put the Liberals ahead of Labor 83% to 17% (81% to 19% in August), but Liberal voters favour One Nation over Labor by only 57% to 43% (53% to 47% in August). Liberal preferences keep Labor ahead of One Nation: if they flowed as strongly as One Nation's do, Labor's lead would narrow to about 54–46.

*NOTE: These are the current boundaries.

Electorate samples (n=165 to 227) carry a margin of error of around ±7 points and should be treated only as broadly indicative.

Primary Vote	Bass	Braddon	Clark	Franklin	Lyons	Overall
One Nation	29%	29%	10%	22%	41%	**27%**
Labor	20%	20%	24%	36%	23%	**25%**
Liberals	25%	27%	18%	15%	13%	**20%**
Greens	12%	10%	24%	15%	15%	**15%**
Independent	12%	13%	24%	12%	7%	**14%**
Other party	2%	1%	0%	1%	0%	**1%**

TPP – Labor v. Liberal	Bass	Braddon	Clark	Franklin	Lyons	Overall
Labor	43%	40%	61%	67%	53%	**53%**
Liberal	57%	60%	39%	33%	47%	**47%**

TPP – Labor v. One Nation	Bass	Braddon	Clark	Franklin	Lyons	Overall
Labor	51%	52%	75%	69%	50%	**59%**
One Nation	49%	48%	25%	31%	50%	**41%**

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 (Primary vote n = 978; TPP Labor v. Liberal n = 926; TPP Labor v. One Nation n = 966)

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Federal Senator Name Recognition

Respondents were asked to name up to four Tasmanian Senators. It was apparent from the major differences between CATI and online responses that some online respondents had "cheated" by searching on the internet before responding, so only CATI responses (n=509) are presented here.

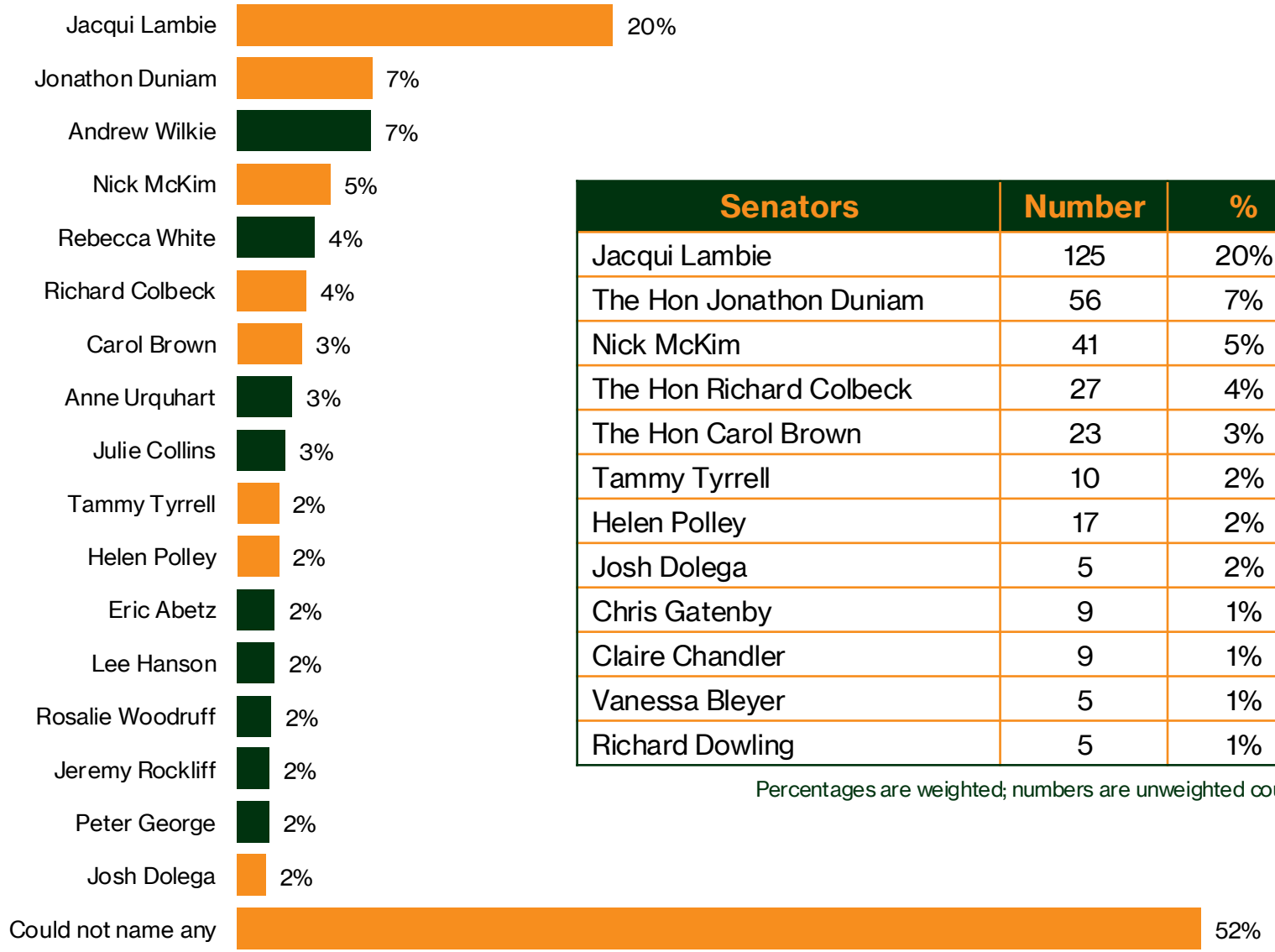
Over half (52%) of those completing the survey by CATI said they could not name any Tasmanian Senators.

Of those individuals named, the most recalled unprompted name was Jacqui Lambie (20%) followed by Jonathon Duniam (7%), Nick McKim (5%) and Richard Colbeck (4%).

A number of non-Senators were commonly identified as Senators including Andrew Wilkie (7%), Rebecca White (4%), Anne Urquhart and Julie Collins (3%) each.

Other names mentioned < 2%:
Bridget Archer, Chris Gatenby, Josh Willie, Jess Teesdale, Meg Webb, Claire Chandler, David OByrne, Vanessa Bleyer, Peter Whish-Wilson, Richard Dowling, Shane Broad (1% each); Craig Garland, Kay Denman, Sarah Hanson-Young, Gavin Pearce, Felix Ellis, Jen Butler, Jason Clare, Tanya Plibersek, Cassy O'Connor, Tania Rattray, Jo Palmer, Brian Mitchell, Sarah (surname unknown), Catryna Bilyk, David Shoebridge, Roger Jaensch, Kerry Vincent, Guy Barnett, Richard Bailey, David Bushby.

*Charts do not equal 100 percent due to multiple responses and names with less than 2% of responses not included.



Senators	Number	%
Jacqui Lambie	125	20%
The Hon Jonathon Duniam	56	7%
Nick McKim	41	5%
The Hon Richard Colbeck	27	4%
The Hon Carol Brown	23	3%
Tammy Tyrrell	10	2%
Helen Polley	17	2%
Josh Dolega	5	2%
Chris Gatenby	9	1%
Claire Chandler	9	1%
Vanessa Bleyer	5	1%
Richard Dowling	5	1%

Percentages are weighted; numbers are unweighted counts.

Still thinking about federal politics, can you name any of the senators that currently represent Tasmania?
Base: All respondents who completed the survey by phone (n=509)
*Senators in orange, non-senators in green.

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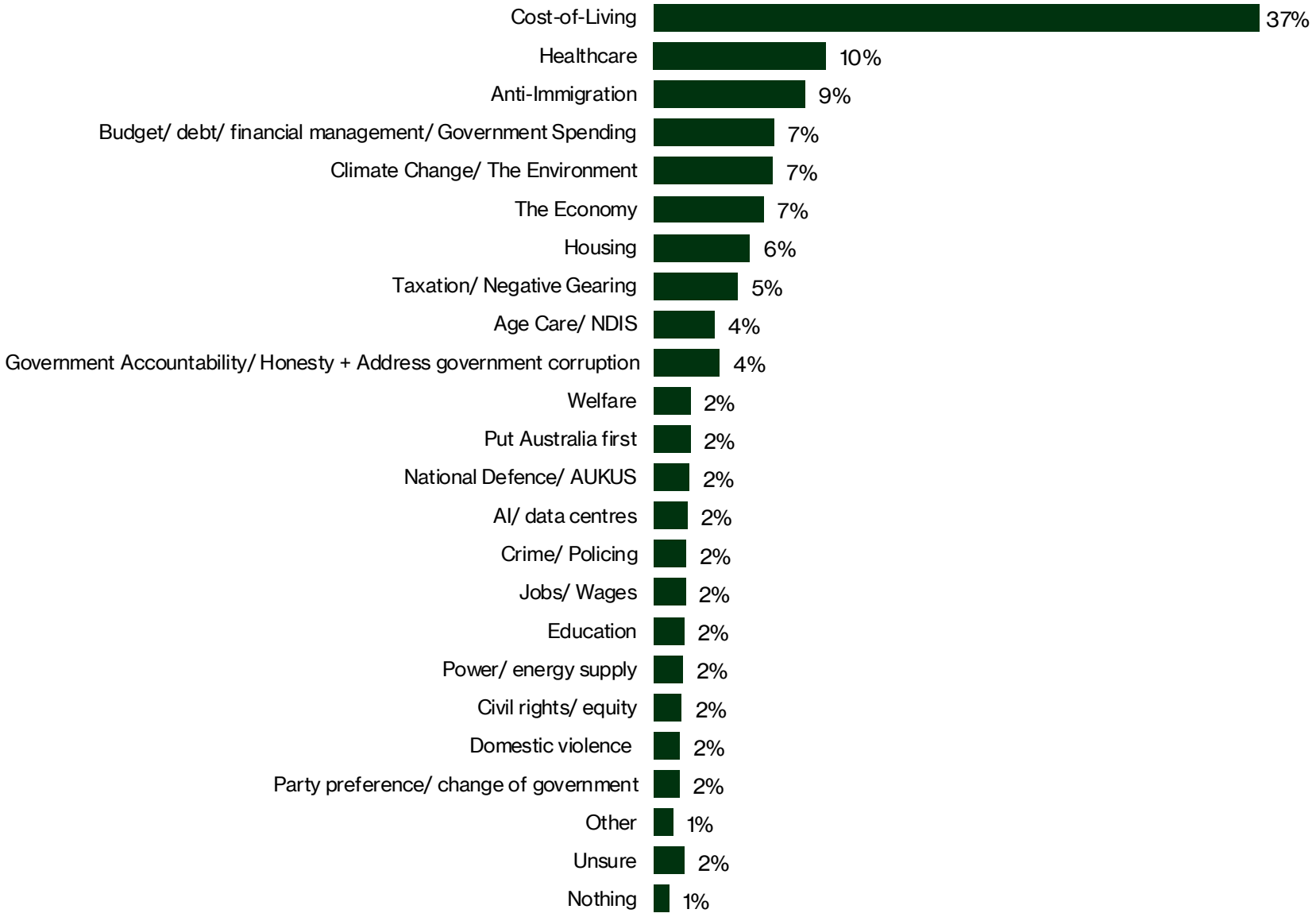
Top Federal Issues

Cost of living remains the dominant federal issue, named by 37% of Tasmanians – almost four times the next issue, healthcare (10%).

It is highest among families with children 16 or under (49%), workers (39–40%) and voters in Lyons (44%), and lowest among those aged 70 and over (27%). One Nation attracts around a third (32%) of cost-of-living voters, ahead of Labor (19%), the Liberals (18%) and the Greens (18%).

Beyond cost of living, each party's voters have a distinct priority: healthcare for Labor (19%), immigration for One Nation (27%), climate change for the Greens (28%), and government spending and the economy for the Liberals (10% each). One Nation voters account for three in four mentions of immigration.

Women (15%) and those aged 70 and over (17%) were *more likely* to name healthcare. Climate change is concentrated in Hobart: 42% in the Hobart Legislative Council division and 16% in Clark, against 4–6% in the other four electorates.



What is the most important national issue that would influence the way you vote?
Base: All respondents (n=1,000)
*Chart sum does not equal 100 percent due to multiple responses and those responses of 1% or less not included in the chart.

RESEARCH SAMPLE PROFILE (1)

Table 1 – November 2026 - Sample size and weightings*

Region	%	Number
South	52%	522
North	24%	238
North-West	24%	240

Employment Status	%	Number
Employed full-time or self-employed	41%	374
Employed on a part-time/ casual basis	22%	167
Engaged in home duties	3%	27
Retired or on a pension	26%	407
Unemployed	1%	10
A student	6%	10
Declined to answer	0%	5

Electorate	%	Number
Bass	17%	165
Braddon	23%	227
Clark	21%	210
Franklin	21%	212
Lyons	19%	186

Gender	%	Number
Male	51%	511
Female	49%	489

Age	%	Number
18 to 34 years	6%	61
35 to 54 years	28%	276
55 and older	66%	663

*Employment Status percentages are weighted; all other percentages are unweighted. Numbers are unweighted counts.
*Percentages may not sum to 100 due to rounding.

RESEARCH SAMPLE PROFILE (2)

Table 2 – November 2026 - Sample size and weightings*

Household Situation	%	Number
Single, never married	14%	92
A couple with no children	19%	112
Family, no children over 16	17%	136
Family, children over 16 at home	13%	134
Married, no children at home	20%	296
Widowed	5%	79
Sole parent	3%	22
Separated or divorced	9%	117
Declined to answer	1%	12

Household Income	%	Number
Under $20,000	4%	34
$20,000 and under $40,000	13%	142
$40,000 and under $60,000	9%	122
$60,000 and under $80,000	12%	106
$80,000 and under $100,000	10%	100
$100,000 and under $120,000	9%	93
$120,000 and over	35%	318
Declined to answer	7%	85

Education	%	Number
No qualifications	1%	14
Apprenticeship	4%	38
Secondary school	22%	224
Diploma or workplace qualification	32%	316
Undergraduate or postgraduate university degree	41%	408
Other	0%	0

*Household Situation and Household Income percentages are weighted; Education percentages are unweighted. Numbers are unweighted counts.
*Percentages may not sum to 100 due to rounding.

EMRS Federal Voting Intentions Poll – Omnibus November 2026
REPORT VERSION: 1
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The current survey was conducted from the 11th to the 12th of November 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 +/- 3.10 percentage points at the 95% confidence level.

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