



# EMRS State Voting Intentions Poll – Report

August 2025



## EMRS State Voting Intentions Poll – Omnibus August 2025

REPORT VERSION: 1

This report has been prepared by  
Enterprise Marketing and Research Services  
60 Main Road, Moonah TAS 7009

All enquiries should be addressed to:

**Phone: (03) 6211 1222**

**Fax: (03) 6211 1219**

**E-mail: [enquiries@emrs.com.au](mailto:enquiries@emrs.com.au)**

**Post: PO Box 402, Moonah TAS 7009**



The current survey was conducted from the 25<sup>th</sup> to the 28<sup>th</sup> of August 2025.

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 +/- 3.02 percentage points at the 95% confidence level.

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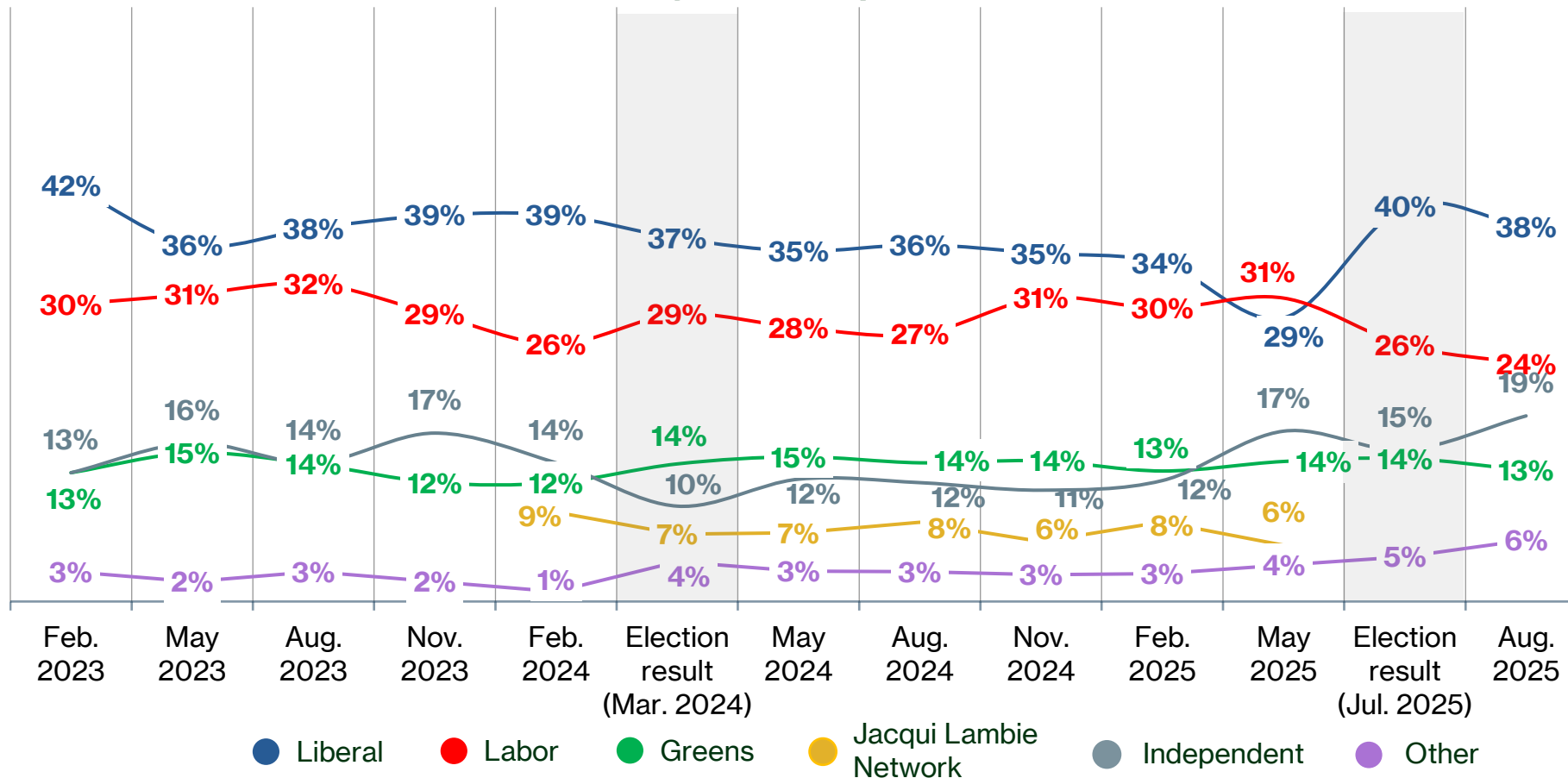
# METHODOLOGY

- For the Omnibus surveys done by EMRS, 1000 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=1,047** completed the survey, yielding overall results accurate to within **±3.02** percentage points at the **95%** confidence level.
- Weighting is then applied to the data based on age group, gender, state region (ABS SA4 regions), 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 **25-28 August 2025** utilising EMRS' in-house call centre and online, 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.**

# TASMANIAN STATE VOTING INTENTIONS

**Figure 1 – Decided Voters Supporting or Leaning towards a Major or Minor Party or an Independent**



## Summary:

After excluding undecided voters:

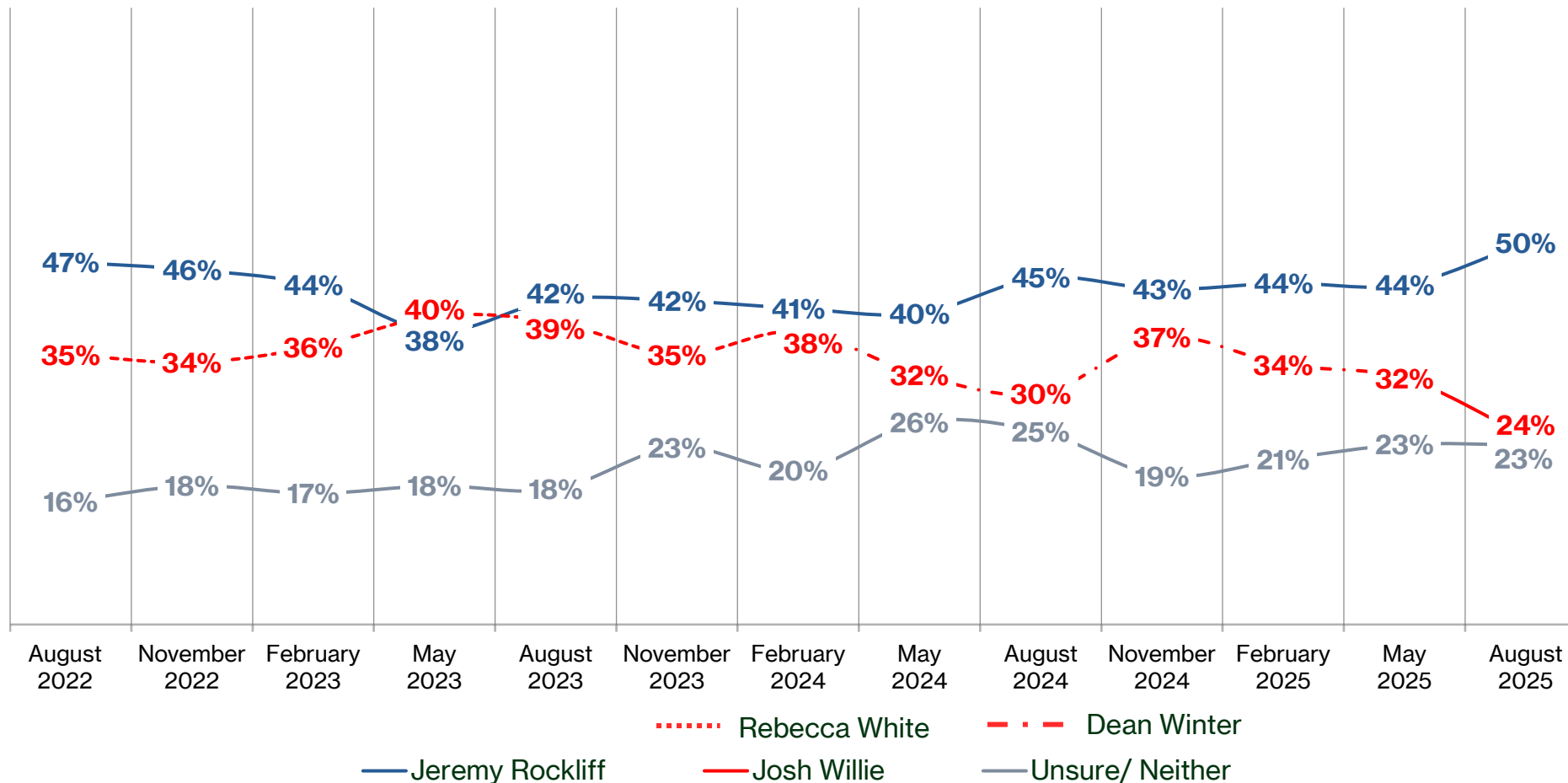
- Support for the Liberal State Government has dropped to 38% down 2 points since the election in July.
- Support for Labor dropped to 24 per cent, down 2 points since the election in July.
- The Greens currently stand at 13 per cent, down 1 point since the election in July.
- The Jacqui Lambie Network (JLN) is not running candidates in the Tasmania State election as of June 2025.
- Support for an independent has increased by 4 points since the election in July, currently standing at 19 per cent.

Q. If the Tasmanian State Election for the House of Assembly was held today, who would you vote for? Would it be [ROTATE: the Liberal Party, the Labor Party], the Greens, an Independent, or some other minor party? If unsure, respondents were then asked a leaning question. The JLN was prompted for the first time in February 2024 in the electorates that had candidates standing at the 2024 Tasmanian state election. The JLN was prompted in all electorates in the subsequent polls until they stopped running candidates in June 2025.

Respondents who were not registered to vote were removed from analysis – August 2025: n=1,001

# TASMANIAN STATE VOTING INTENTIONS

Figure 2 – Preferred Premier of Tasmania



The proportion of voters stating a preference for Jeremy Rockliff as Preferred Premier has increased to 50% since the election in July 2025, an increase of 6 points.

After the July 2025 election, and subsequent re-commencement of parliament, the Labor party had a leadership change from Dean Winter to Josh Willie.

The proportion of voters nominating Josh Willie as Preferred Premier stands at 24 per cent, down 8pts from Dean Winter's last rating at 32 per cent in May 2025.

The proportion of voters indicating they were unsure remained at 23 per cent in August 2025, the same as in May.

A new question regarding the favourability of public figures was added in the November 2024 Omnibus and was asked again in successive quarters. This measured the favourability of the major party leaders, Jeremy Rockliff and Josh Willie (formerly Dean Winter).

Respondents were asked how favourable they were of each person on a scale of 0 to 10 where 0 is very unfavourable and 10 is very favourable, respondents could also indicate if they were not aware of the name.

Both leaders received positive net favourability ratings.

Respondents who were retired or on a pension were more likely to consider Jeremy Rockliff as very unfavourable (rated a "0" – 17%).

Those employed full-time were more likely to rate Jeremy Rockliff as favourable at some level (52%). Those with a Postgraduate degree (Masters / Doctors) Level were more likely to rate Jeremy Rockliff as neutral (43%).

Just over a fifth (21%) indicated that they had not heard of Josh Willie, and a further 17% indicated that while they had heard of Mr. Willie, they didn't feel they knew enough to give an accurate rating.

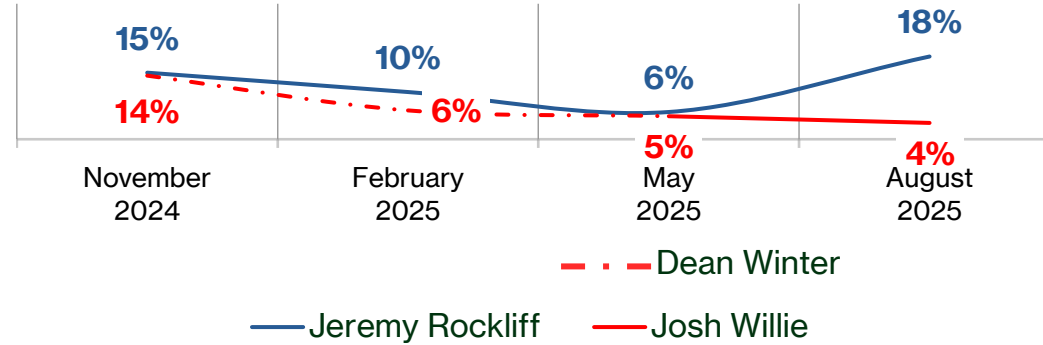
Females (27%) were more likely to indicate they had never heard of Josh Willie.

Respondents residing in the electorate of Clark (30%), the Legislative Council electorate of Elwick (41%) or a Bachelor degree level of education (30%) were more likely to rate Josh Willie as favourable at some level.

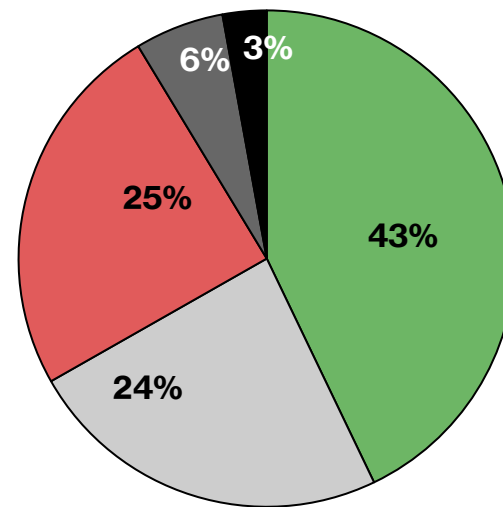
Respondents aged 45 to 54 (24%) were more likely to rate Josh Willie as unfavourable at some level.

# Favourability – Leaders

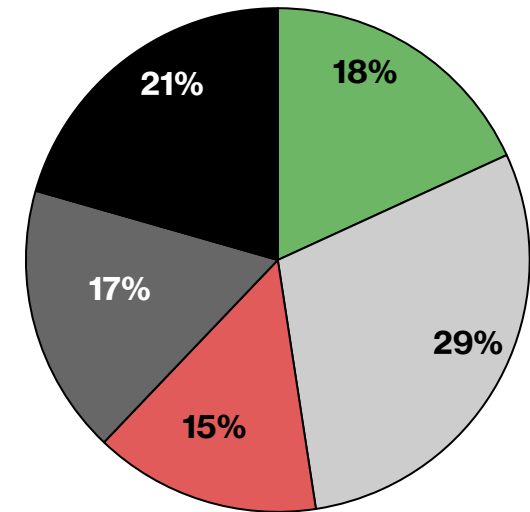
**Figure 3 – Tracked Net Favourability - Leaders**



**Net Favourability†**  
**August 2025**  
**Jeremy Rockliff: 18%**  
**Josh Willie: 4%**



**Jeremy Rockliff**



**Josh Willie**

*Q. I am now going to read out the names of some people who are active in public life. For each person, could you please tell me how favourable you are of them on a scale from 0 to 10 where 0 is very unfavourable and 10 is very favourable. If you do not know the name, please let me know.*

†The net favourability score was arrived at by subtracting the total percentage of those who stated unfavourable from the total percentage of those who stated favourable.  
Base: All respondents (n=1,047)

# Best Manager (1)

A new question regarding who respondents thought was the best able to manage various aspects of Tasmanian governance was added in the August 2025 Omnibus.

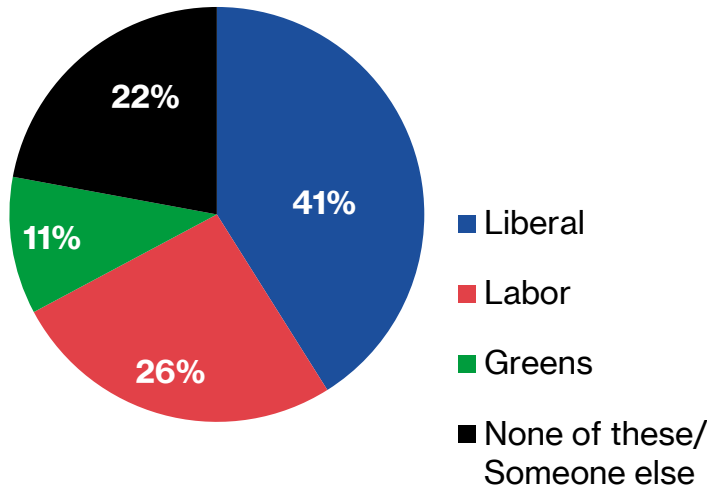
When asked about who could best manage the **Tasmanian economy**, respondents were more likely to mention the Liberal Party (41%). This was particularly true of males (50%) compared to females (33%). Respondents aged 18 to 34 (19%) were more likely to mention the Greens.

Similarly, when asked about the **state budget**, again, the Liberal Party (37%) was more likely to be mentioned by respondents in general, and particularly by males (44%) compared to females (30%). Residents in the South (34%) were more likely to mention the Labor Party.

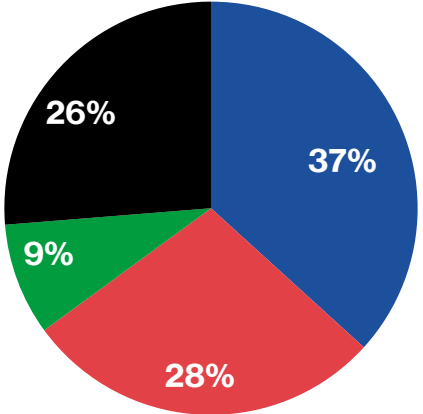
When asked about who could best manage the **cost of living**, just over a third were more likely to mention the Liberal Party (35%), again, with males (41%) more likely to mention them compared to females (29%). Residents in the South (32%) were more likely to mention the Labor Party.

When asked about who could best manage **health**, just over a third were more likely to mention the Liberal Party (36%), though respondents aged 18 to 34 were more likely to mention the Greens (21%).

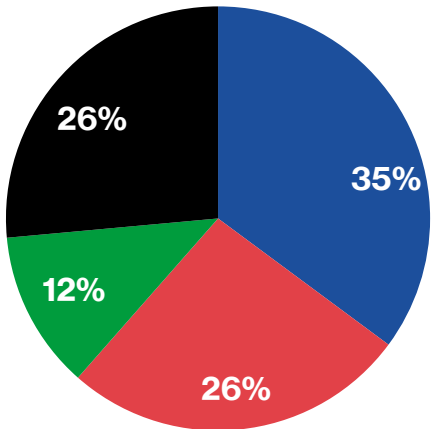
**The Tasmanian economy**



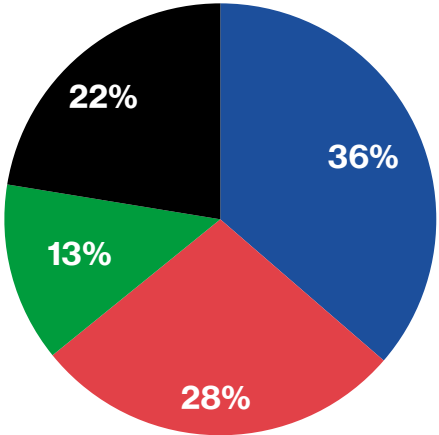
**The state budget**



**Cost of living**



**Health**



Between the Liberal Party, the Labor Party and the Greens who do you think is best able to manage...  
Base: All respondents (n=1,047)

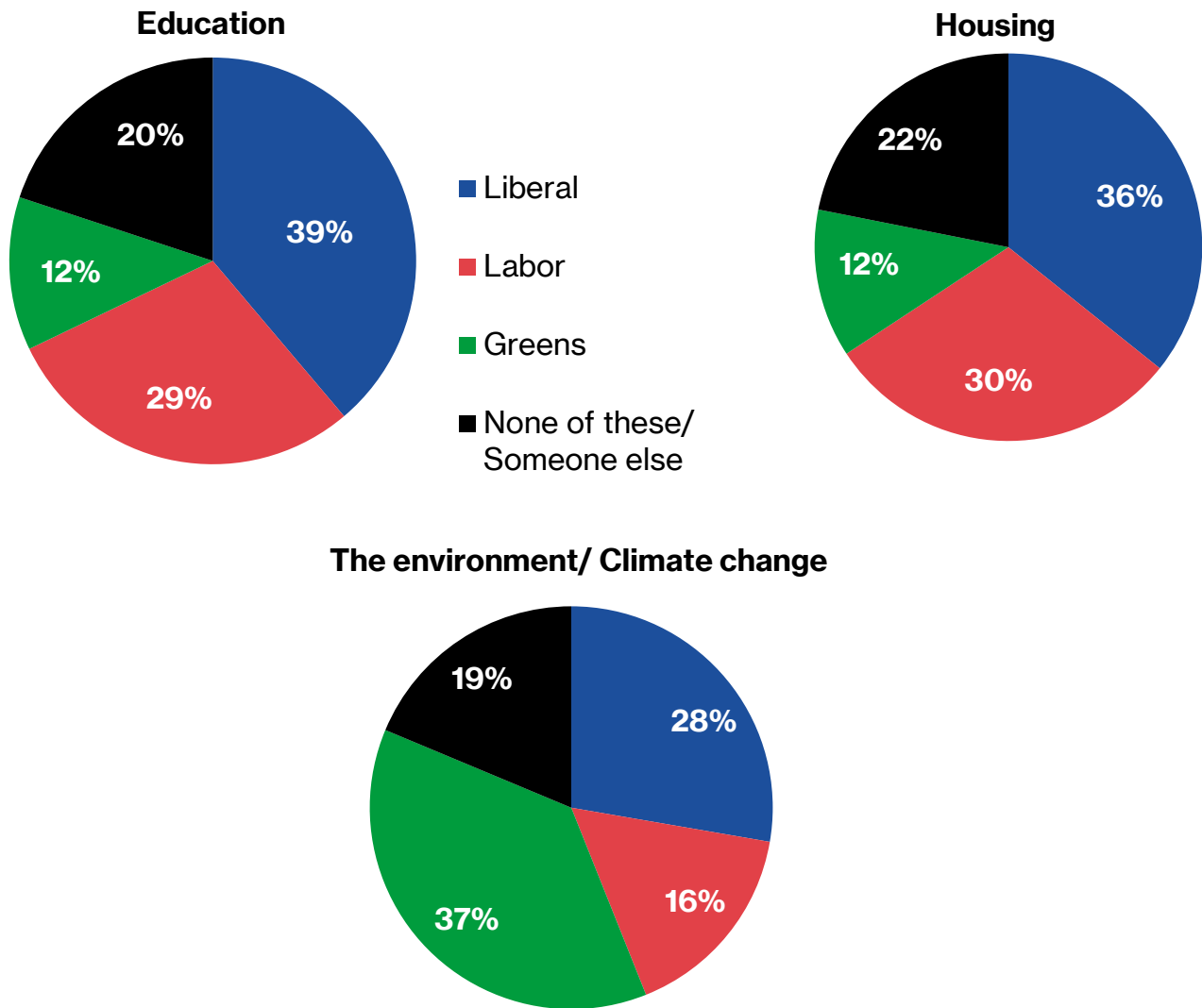


# Best Manager (2)

When asked about **education**, respondents were more likely to mention the Liberal Party (39%) and the Labor Party (29%). Respondents aged 18 to 34 (20%) and those who were single and never married (24%) were more likely to mention the Greens.

Regarding **housing**, respondents were more likely to mention the Liberal Party (36%) and the Labor Party (30%). In particular, males (43%) were more likely than females (29%) to mention the Liberal Party; residents in the South (37%) were more likely to mention the Labor Party; and respondents with a postgraduate degree (Masters / Doctors) level (30%) were more likely to mention the Greens.

When asked about the **environment and climate change**, respondents were more likely to mention the Greens (37%). This was particularly true for females (43%) compared to males (31%), and those with postgraduate (65%) or Bachelor (54%) degree. Residents in the North West and in the electorate of Braddon (39% each) were more likely to mention the Liberals, while those in Lyons (26%) were more likely to mention Labor.



Between the Liberal Party, the Labor Party and the Greens who do you think is best able to manage...  
Base: All respondents (n=1,047)





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