



EMRS State Voting Intentions Poll

May 2025



EMRS State Voting Intentions Poll – Omnibus May 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

Post: PO Box 402, Moonah TAS 7009



The survey was conducted from the 13th to the 17th of May 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 +/- 3.1 percentage points at the 95% confidence level.

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

Confidential/ Disclaimer

Notice: The information contained herein is confidential and has been supplied under a confidentiality agreement. If you are not authorised to view or to be in possession of this document you are hereby notified that any dissemination, distribution or duplication of this document is expressly prohibited. If you receive this document in error, please notify Enterprise Marketing and Research Services (EMRS) immediately on +61 3 6211 1222.

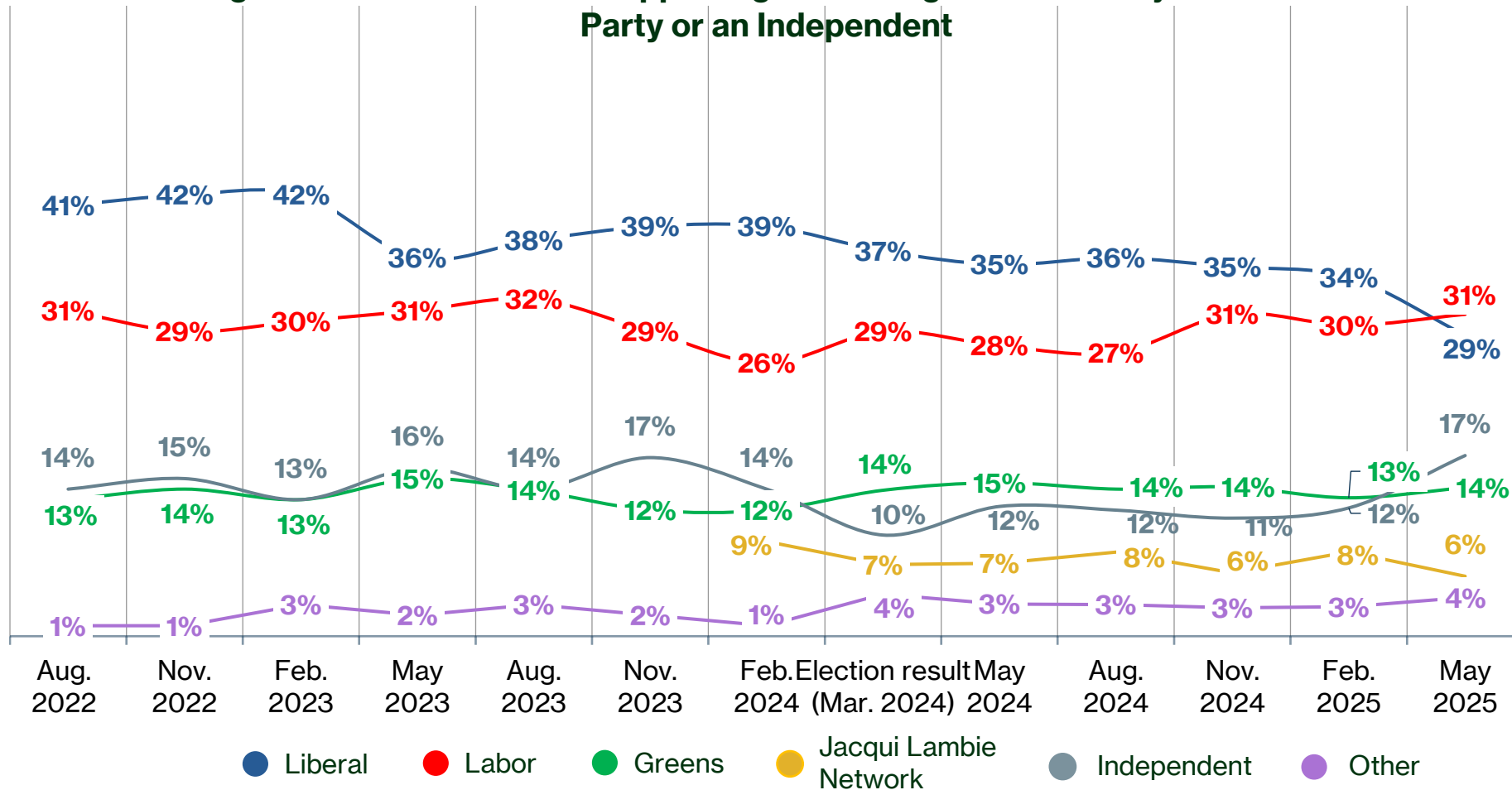
Limitations/ Liability

While all care and diligence has been exercised in the preparation of this report, EMRS does not warrant the accuracy of the information contained within and accepts no liability for any loss or damage that may be suffered as a result of reliance on this information, whether or not there has been any error, omission or negligence on the part of EMRS or its employees.

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

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:

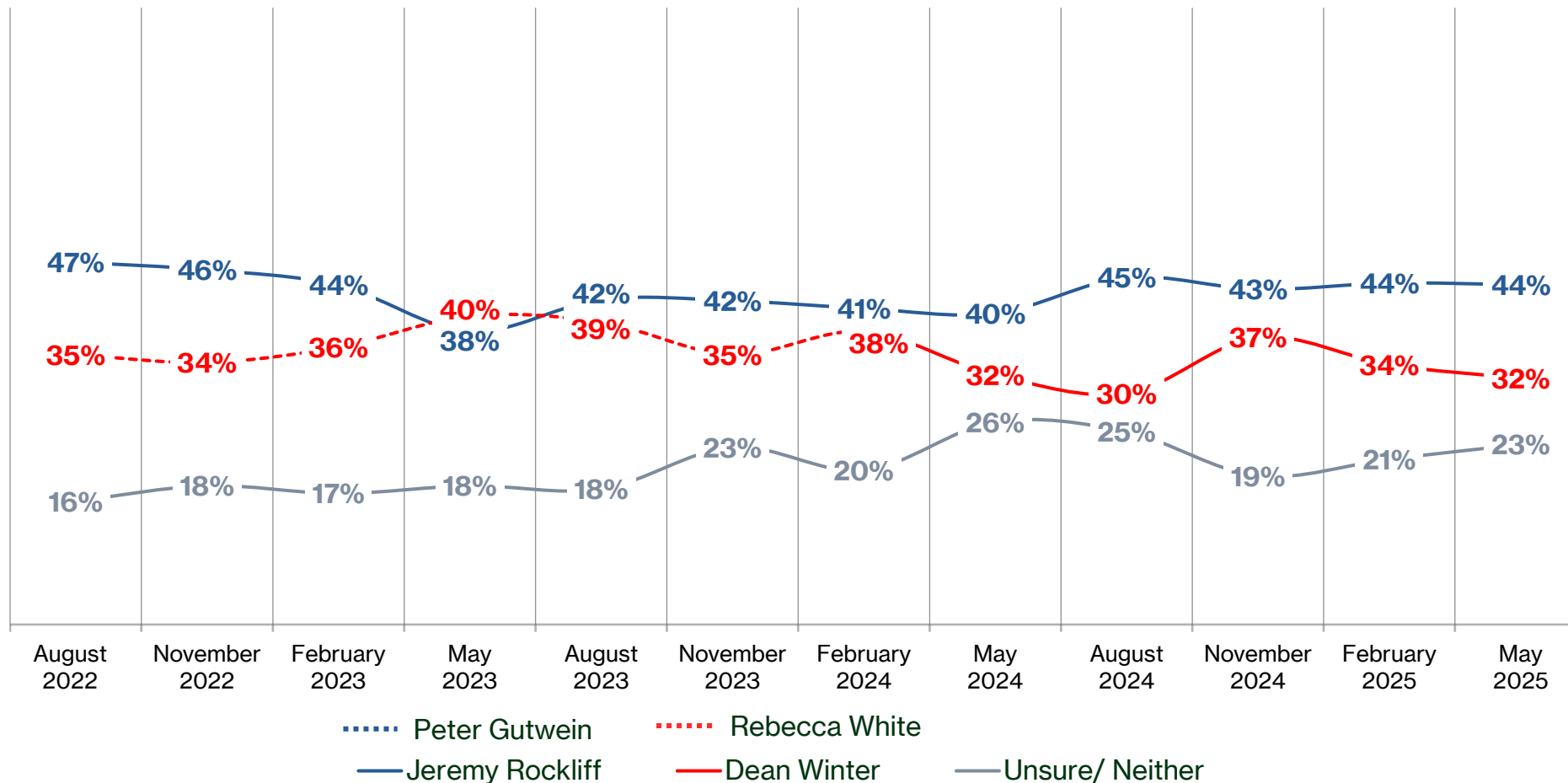
- Support for the Liberal State Government has dropped to 29% down 5 points since the previous poll in February 2025.
- Support for Labor rose to 31 per cent, up 1 point since the previous poll in February 2025.
- The Greens currently stand at 14 per cent, up 1 point since February 2025.
- Support for the Jacqui Lambie Network (JLN) decreased by 2 points since February 2025, currently standing at 6 per cent.
- Support for an independent has increased by 5 points since February 2025, currently standing at 17 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, the Jacqui Lambie Network (JLN), 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.

Respondents who were not registered to vote were removed from analysis – May 2025: n=926

TASMANIAN STATE VOTING INTENTIONS

Figure 2 – Preferred Premier of Tasmania



The proportion of voters stating a preference for Jeremy Rockliff as Preferred Premier has remained the same at 44 per cent in May 2025.

The proportion of voters nominating Dean Winter as Preferred Premier stands at 32 per cent, down 2pts from 34 per cent in February 2025.

The proportion of voters indicating they were unsure rose by 2pts to 23 per cent in May 2025 from 21 per cent in February 2025.

Favourability – Leaders

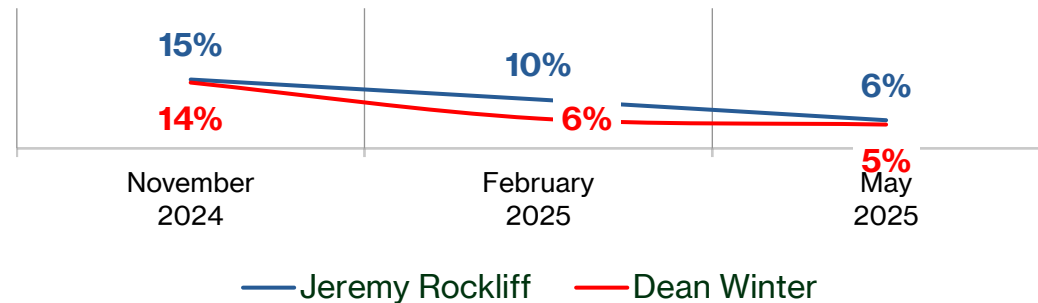
A new question regarding the favourability of public figures was added in the November 2024 Omnibus and was asked again in February and May 2025. This measured the favourability of the major party leaders, Jeremy Rockliff and Dean Winter.

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.

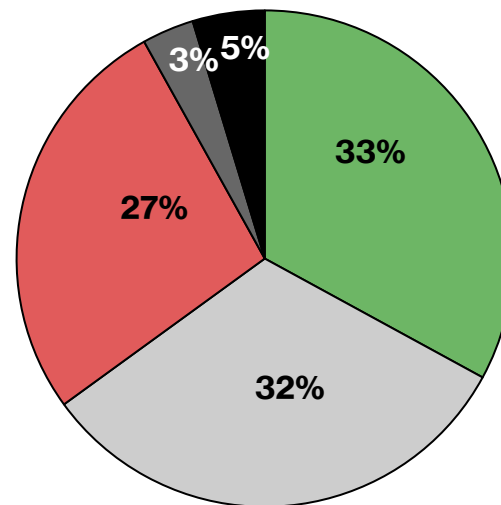
Both leaders received positive net favourability ratings.

Just under a quarter (24%) indicated that they had not heard of Dean Winter, and a further 9% indicated that while they had heard of Mr. Winter, they didn't feel they knew enough to give an accurate rating. This was most evident in the North (24%) and the North West (30%).

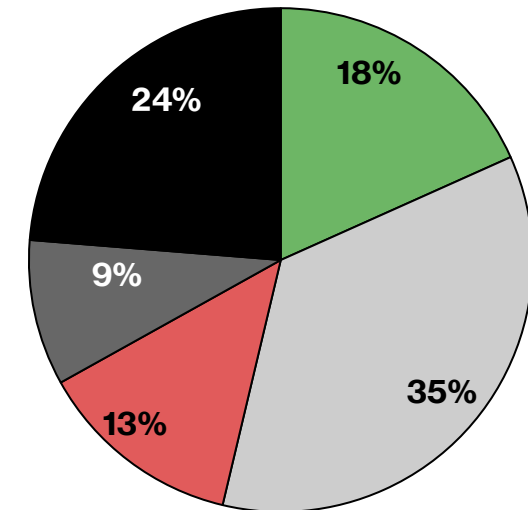
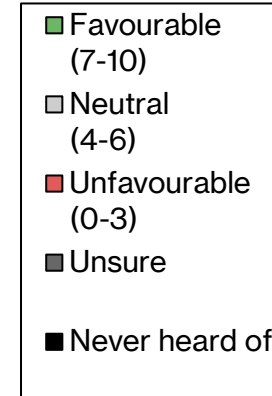
Figure 3 – Tracked Net Favourability - Leaders



Net Favourability†
May 2025
Jeremy Rockliff: 6%
Dean Winter: 5%



Jeremy Rockliff



Dean Winter

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=977)



emrs.com.au