



EMRS State Voting Intentions Poll – Report

November 2025



EMRS State Voting Intentions Poll – Omnibus November 2025

REPORT VERSION: 1

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The current survey was conducted from the 17th to the 21st of November 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 +/- 3.10 percentage points at the 95% confidence level.

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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.

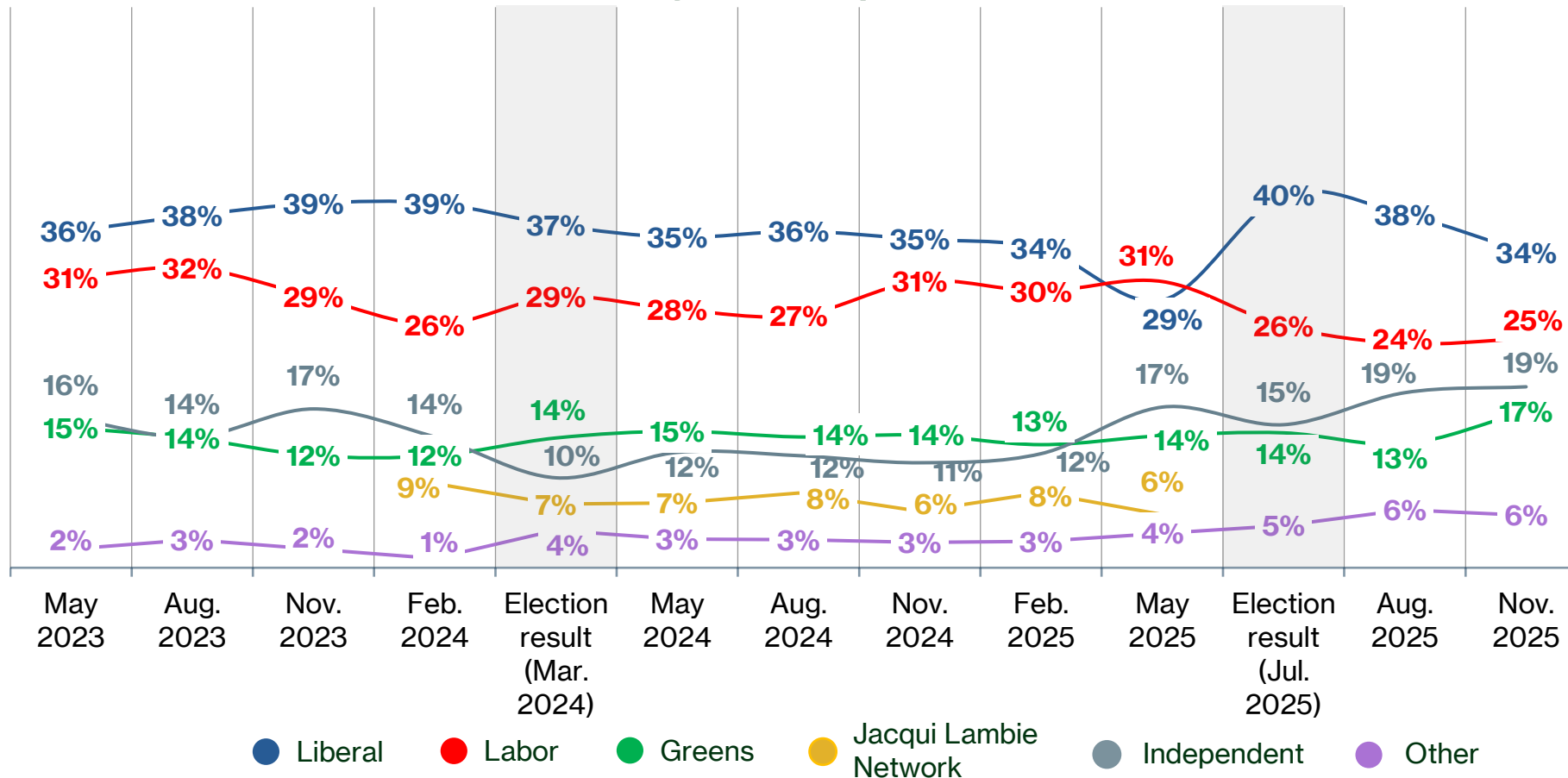
METHODOLOGY

- 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=1,000** 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, 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 **17-21 November 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 34% down 4 points since August 2025.
- Support for Labor increased to 25 per cent, up 1 point since August 2025.
- The Greens currently stand at 17 per cent, up 4 points since August 2025.
- Support for an independent has remained at 19 per cent since August 2025.

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 – November 2025: n=951

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.

In November 2025, both leaders received negative net favourability ratings.

Respondents aged 55 or older (44%) were more likely to view Jeremy Rockcliff as unfavourable at some level.

Respondents who were retired or on a pension were more likely to consider Jeremy Rockcliff as unfavourable at some level (46%) and as very unfavourable (rated a "0" – 25%).

Respondents who were employed part-time (42%) were more likely to view Jeremy Rockcliff as neutral.

Full-time employees (45%) were more likely to view Jeremy Rockcliff as favourable at some level.

Respondents with a family and children over the age of 16 at home (48%) were more likely to view Jeremy Rockcliff as favourable at some level.

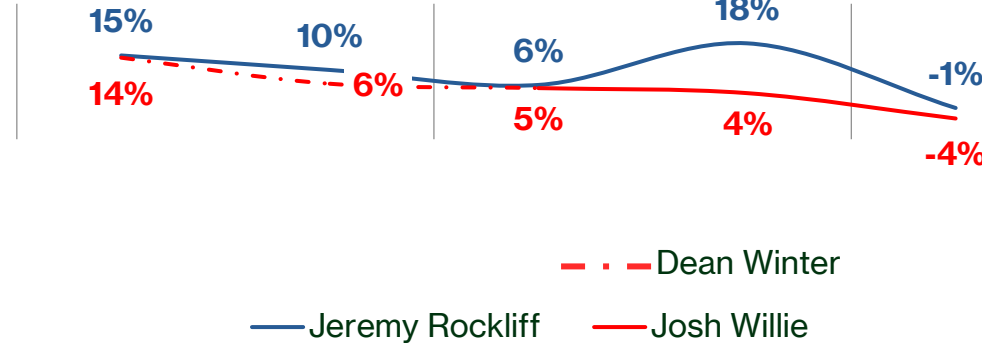
Just under a fifth (19%) indicated that they had not heard of Josh Willie, and a further 11% indicated that while they had heard of Mr. Willie, they didn't feel they knew enough to give an accurate rating.

Respondents aged 55 or older (29%) were more likely to view Josh Willie as unfavourable at some level.

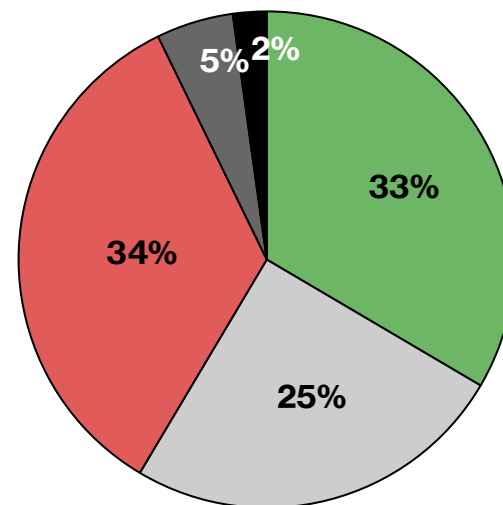
Residents in the North of Tasmania (32%) were more likely to have not heard of Josh Willie, while those in the electorate of Clark (30%) or the Legislative Council Area of Hobart (31%) were more likely to view him as favourable on some level.

Favourability – Leaders

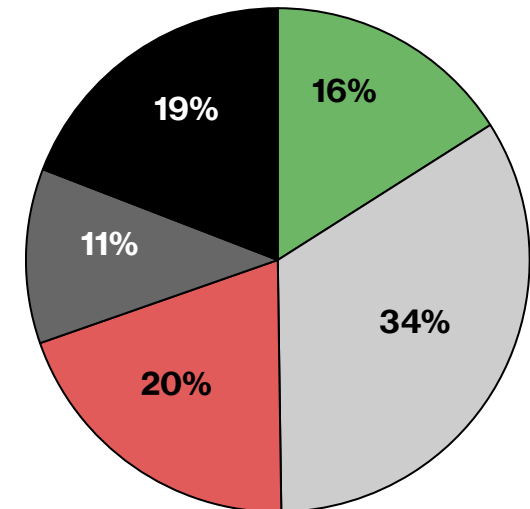
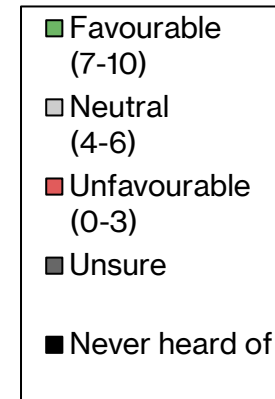
Figure 3 – Tracked Net Favourability - Leaders



Net Favourability†
August 2025
Jeremy Rockcliff: -1%
Josh Willie: -4%



Jeremy Rockcliff



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=1,000)

Best Manager (1)

When asked about who could best manage the **Tasmanian economy**, respondents were *more likely* to mention the Liberal Party (37%).

Those with household incomes of \$120,00 or more (48%) were more likely to mention the Liberals.

Respondents with a Certificate III or IV level education (17%) were *more likely* to mention the Greens.

Those aged 70 or older (39%) were *more likely* to indicate none of these or someone else.

Similarly, when asked about the **state budget**, again, the Liberal Party (34%) was *more likely* to be mentioned by respondents in general, and particularly by those employed full-time (45%) and those with household incomes of \$120,00 or more (49%).

Those aged 70 or older (41%) were *more likely* to indicate none of these or someone else.

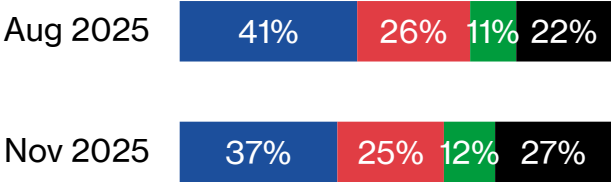
When asked about who could best manage the **cost of living**, just under a third were *more likely* to mention the Liberal Party (32%).

Respondents with a Certificate III or IV level education (23%) were *more likely* to mention the Greens.

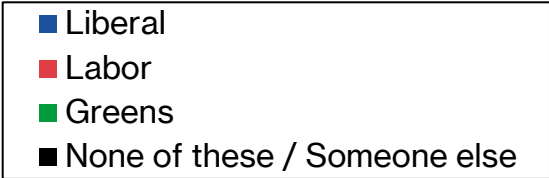
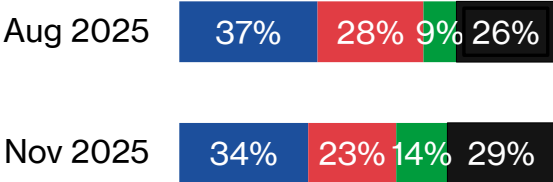
When asked about who could best manage **health**, just under a third were *more likely* to mention the Liberal Party (32%), particularly those employed full-time (40%).

Respondents with a Certificate III or IV level education (24%) were *more likely* to mention the Greens.

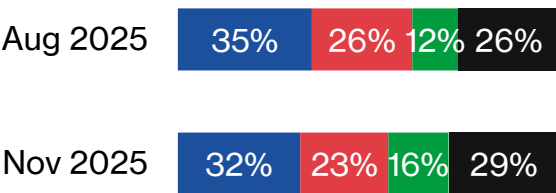
The Tasmanian economy



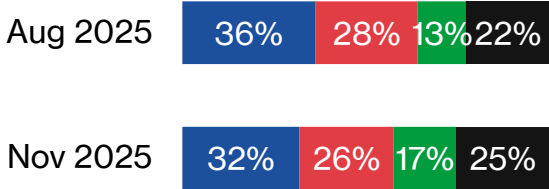
The state budget



Cost of living



Health



*Charts may not equal 100 percent due to rounding.

Best Manager (2)

When asked about **education**, respondents were *more likely* to equally mention the Liberal and Labor Parties (31% each).

Respondents employed full-time were *more likely* to mention the Liberal party (40%).

Residents in the electorate of Clark (23%) or who had a Certificate III or IV level education (20%) were *more likely* to mention the Greens.

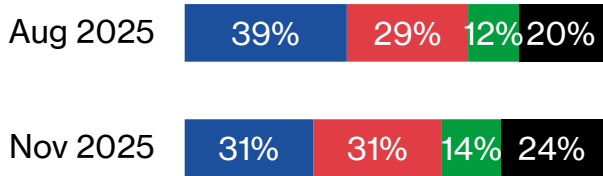
Regarding **housing**, respondents were *more likely* to mention the Liberal Party (30%), particularly those with full-time employment (39%) or a household income of \$120,000 or more (41%).

Respondents with a Certificate III or IV level education (26%) were *more likely* to mention the Greens.

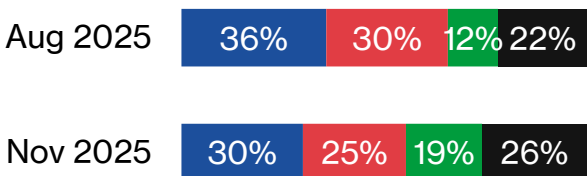
When asked about the **environment and climate change**, respondents were *more likely* to mention the Greens (39%), particularly those with a Certificate III or IV level education (49%).

Respondents employed full-time (31%) were *more likely* to mention the Liberals.

Education

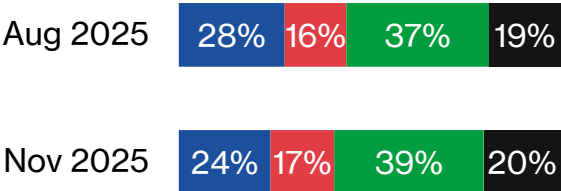


Housing



- The Liberal Party
- The Labor Party
- The Greens
- None of these/ Someone else

The environment/ Climate change



*Charts may not equal 100 percent due to rounding.



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