ENTERPRISE MARKETING AND RESEARCH SERVICES

EMRS State Voting Intentions Poll – Report

November 2026



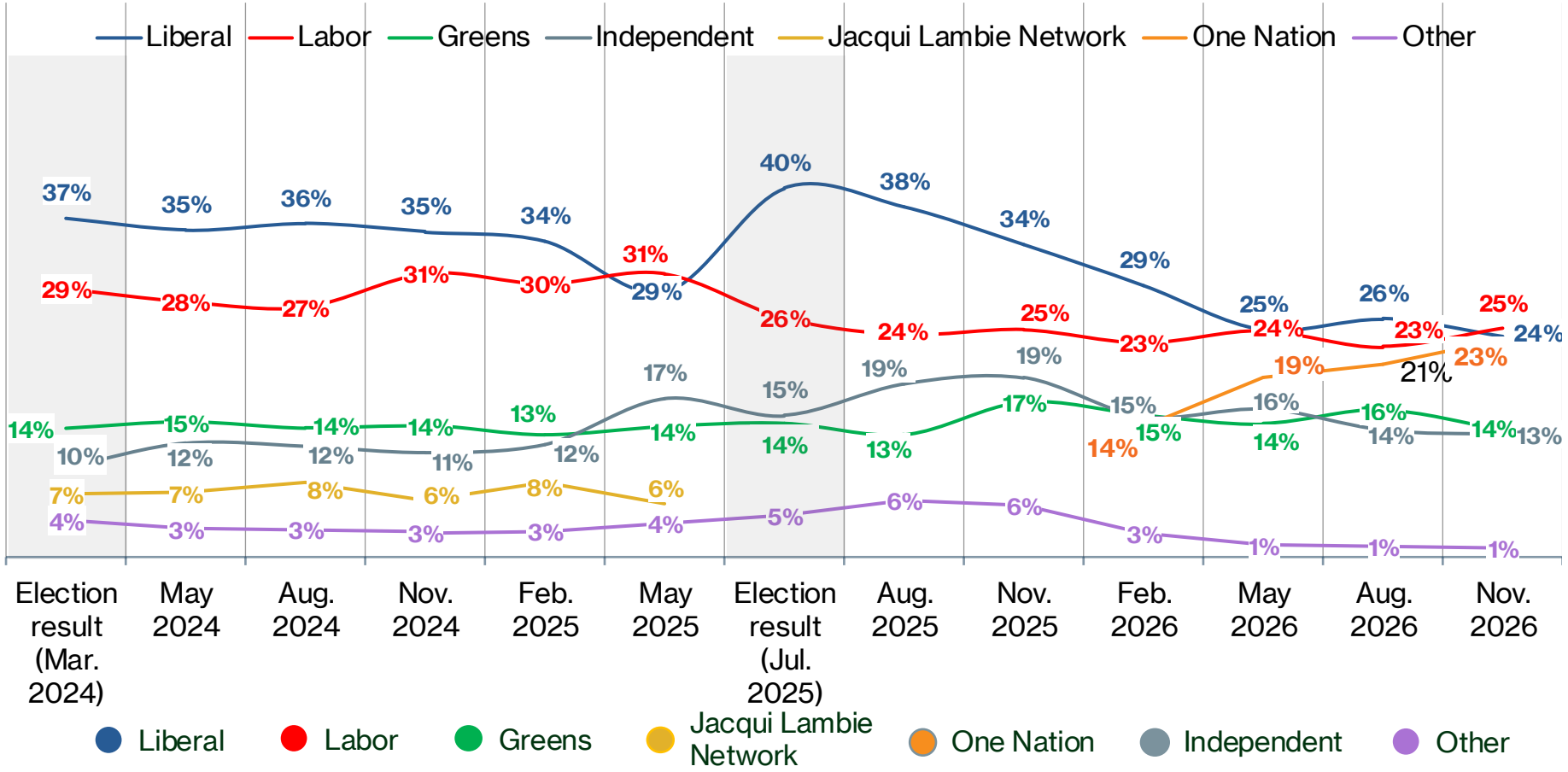
METHODOLOGY

- 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, 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 **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 are 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



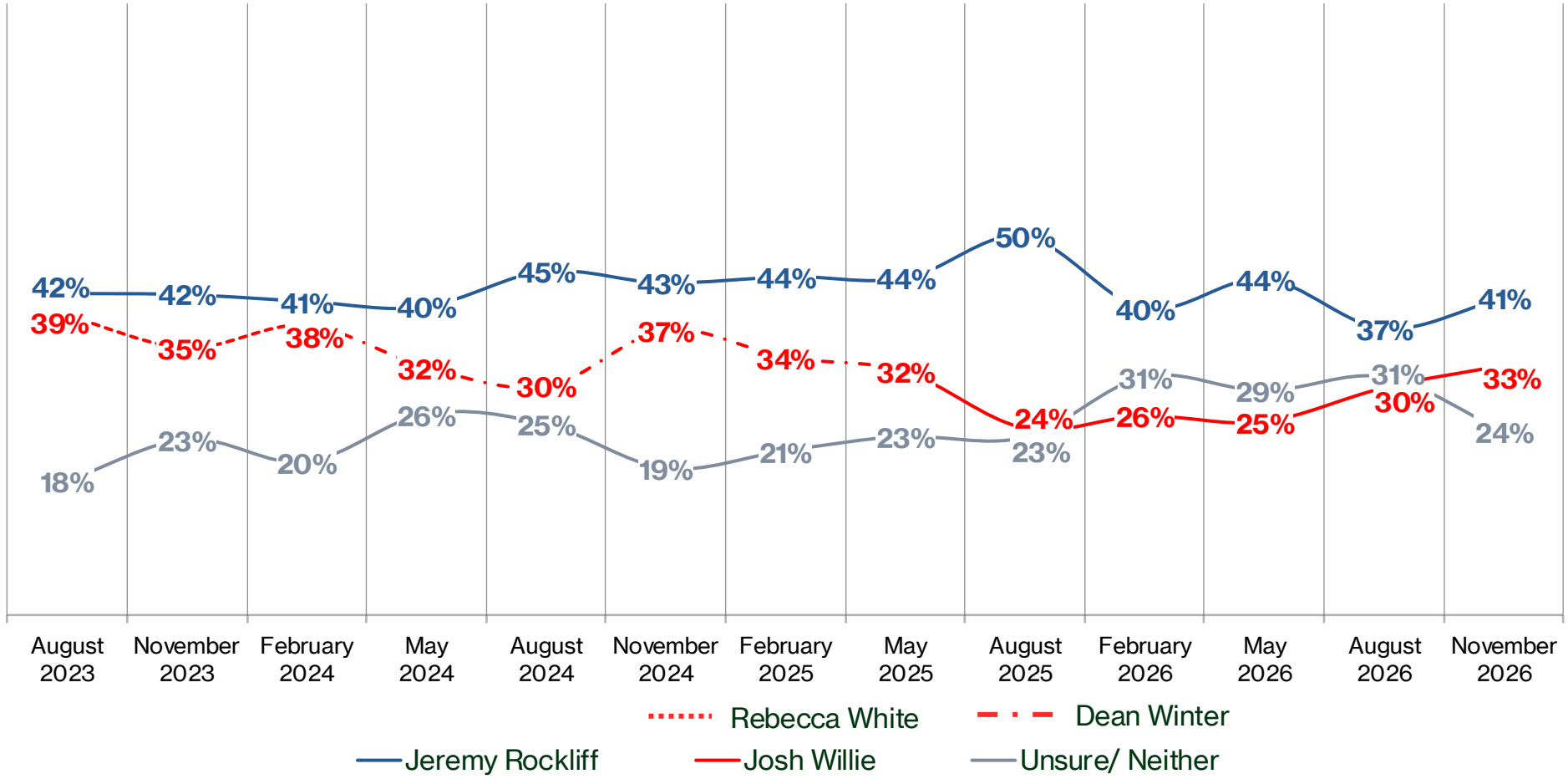
Summary:
After excluding undecided voters:

- Support for the Liberal State Government has declined to 24 per cent, down 2 points since August 2026.
- Support for Labor increased by 2 points to 25 per cent since August 2026.
- Support for One Nation has increased by 2 points to 23 per cent since August 2026.
- The Greens currently stand at 14 per cent, down 2 points since August 2026.
- Support for an independent is currently at 13 per cent, down by 1 point since August 2026.

Q. If the Tasmanian State Election for the House of Assembly were held today, who would you vote for? Would it be [ROTATE: the Liberal Party, the Labor Party], the Greens, an Independent, One Nation 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. One Nation was added in February 2026. Respondents who were not registered to vote were removed from analysis – November 2026: n=963

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 41 per cent, up 4 points since August 2026.

The proportion of voters nominating Josh Willie as Preferred Premier stands at 33 per cent, up 3 points from August 2026.

The proportion of voters indicating they were unsure decreased to 24 per cent, down 7 points since August 2026.

Q. Who would you prefer to be the Premier of Tasmania? Respondents were read two options: Josh Willie and Jeremy Rockliff
Respondents who were not registered to vote from November 2023 and onwards were removed from the analysis – November 2026: n=963

ENTERPRISE MARKETING AND RESEARCH SERVICES

Favourability – Leaders

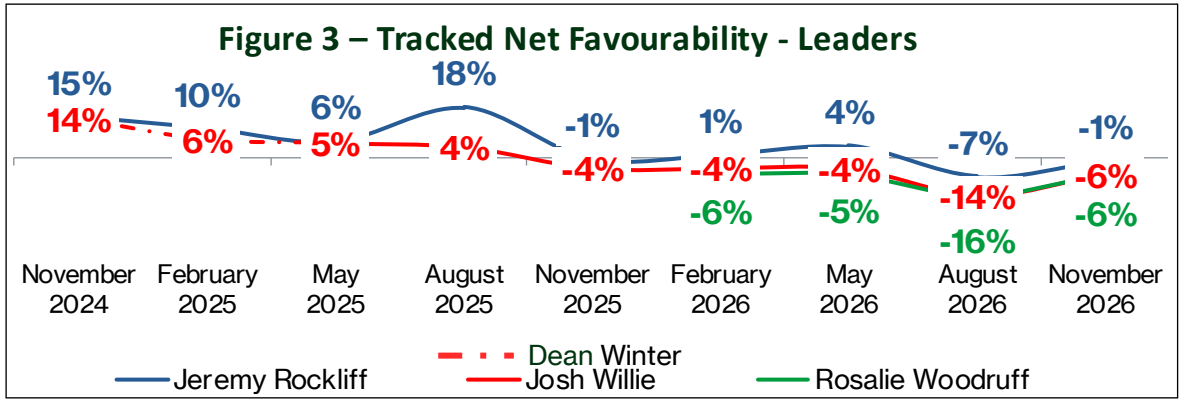
Respondents were asked how favourable they were of each person on a scale of 0 to 10 where 0 is very unfavourable and 10 is very favourable, respondents could also indicate if they were not aware of the name.

In February 2026, Rosalie Woodruff was added as the third state political party leader to the question.

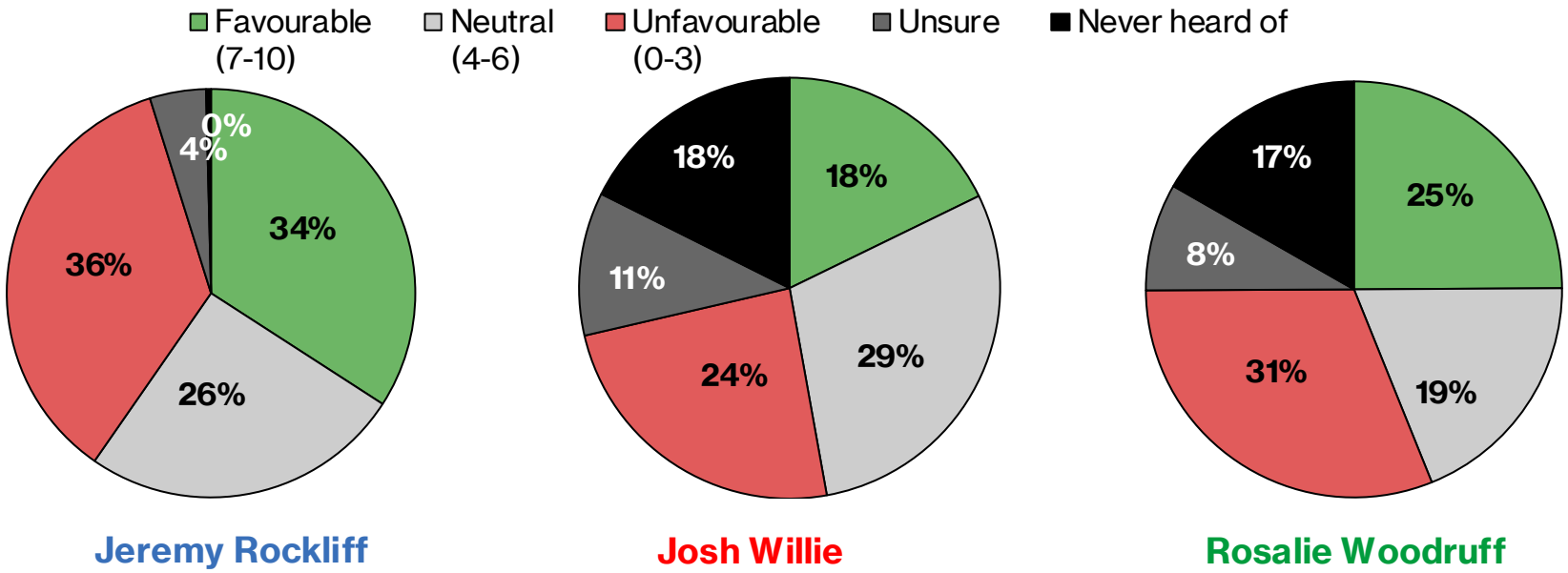
Josh Willie and Rosalie Woodruff recorded significant improvements in their net favourabilities this quarter; Jeremy Rockliff also improved.

*Charts may not equal 100 percent due to rounding.

Figure 3 – Tracked Net Favourability - Leaders



Net Favourability†
November 2026
Jeremy Rockliff: -1%
Josh Willie: -6%
Rosalie Woodruff: -6%



Jeremy Rockliff | **Josh Willie** | **Rosalie Woodruff**

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)

ENTERPRISE MARKETING AND RESEARCH SERVICES

State Voting Issues

In November 2026, Cost of Living and Healthcare dominate the state political issues environment.

Just under one-quarter (24%) indicated that *cost-of-living* was their most important issue.

This was followed closely by *healthcare* (22%).

Those who would vote for One Nation (45%) were *more likely* to mention the *cost-of-living* crisis.

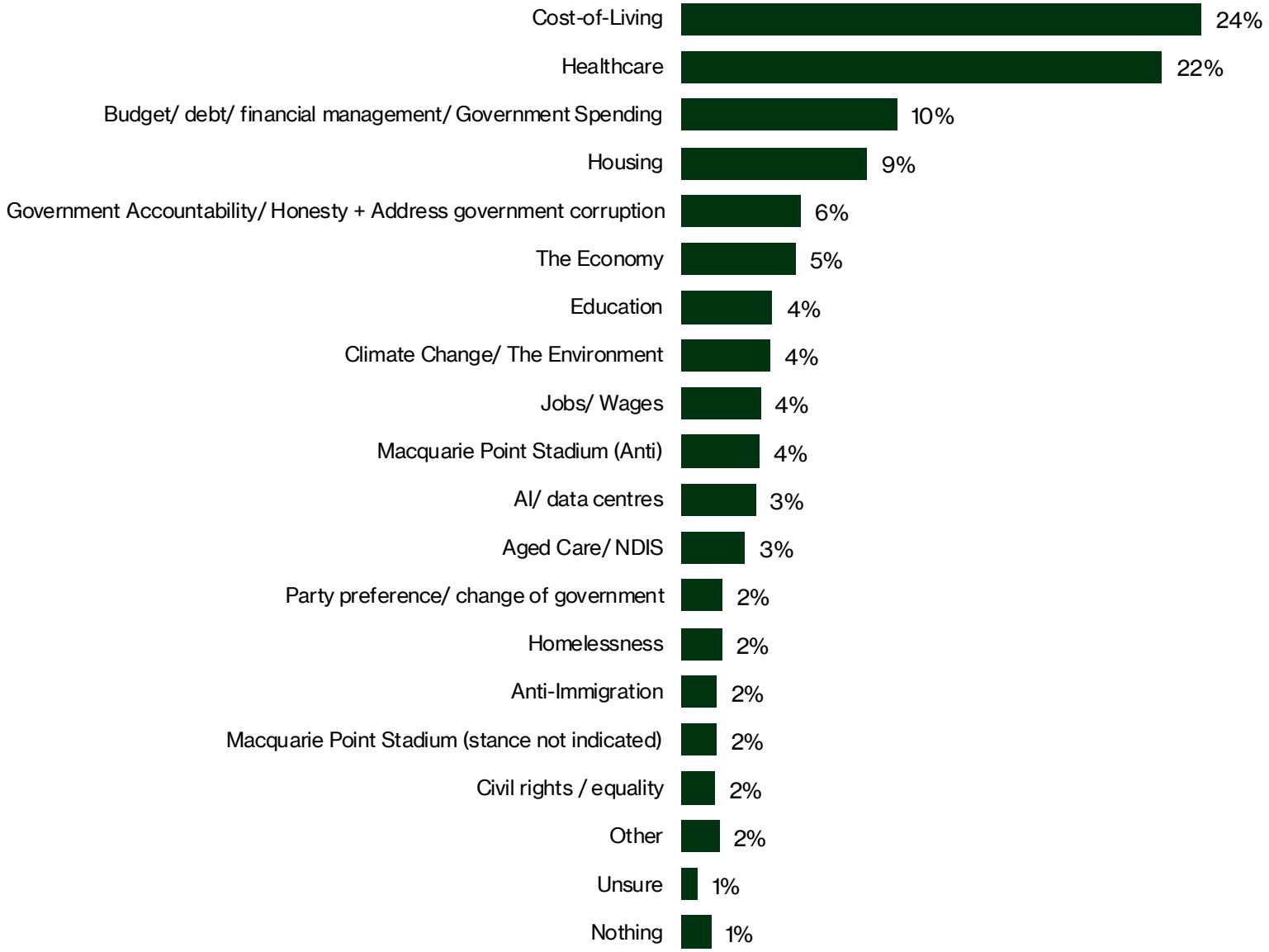
Those who would vote for Labor (35%) were *more likely* to mention *healthcare.*

Males (14%) and those aged 55 or older (15%) were *more likely* to state that *budget/ debt/ financial management and government spending* was their most important issue.

Respondents who would vote for the Liberals (14%) were *more likely* to mention the *economy*.

Those who indicated they would vote for an independent (14%) were *more likely* to mention *government accountability/ honesty and a need to address government corruption*.

Responses of less than 2% include:
Support Aus business, Government competency, State services, Welfare, Crime/ policing, Domestic violence, Taxation/ negative gearing, Tas Government stability, Roads/ Transport Infrastructure, Politicians pay/perks, Reduce red tape/ bureaucracy, Greyhound racing, Macquarie Point Stadium (pro), Salmon industry/ waterways, Social issues (conservative), Put Australia first (1% each); Increasing industry and production, Electoral reform, Forestry, Water management/ supply, Firearms, Mono-culture, Power/ energy supply, Spirit of Tas Berths, Reduce coal and gas, Tasmanian infrastructure, Cable car, Marinus link, Gambling, Factory closures, Anti net zero (<1% each).



If the Tasmanian State Election for the House of Assembly were held today, what is the most important issue to you that would influence the way you vote?
Base: All respondents (n=1,000)

*Charts will not equal 100 percent as some respondents named more than one issue and smaller responses are listed separately.

EMRS State Voting Intentions Poll – Omnibus November 2026
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
E-mail: enquiries@emrs.com.au
Post: PO Box 402, Moonah TAS 7009

The current survey was conducted from the 11th to the 12th of November 2026.

1,000 Tasmanians 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.

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.



emrs.com.au