



EMRS State and Federal Voting Intentions Poll – Report

August 2026



EMRS State and Federal Voting Intentions Poll – Omnibus August 2026

REPORT VERSION: 1

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The current survey was conducted from the 17th to the 18th 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 +/- 3.10 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 **17-18 August 2026** 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.

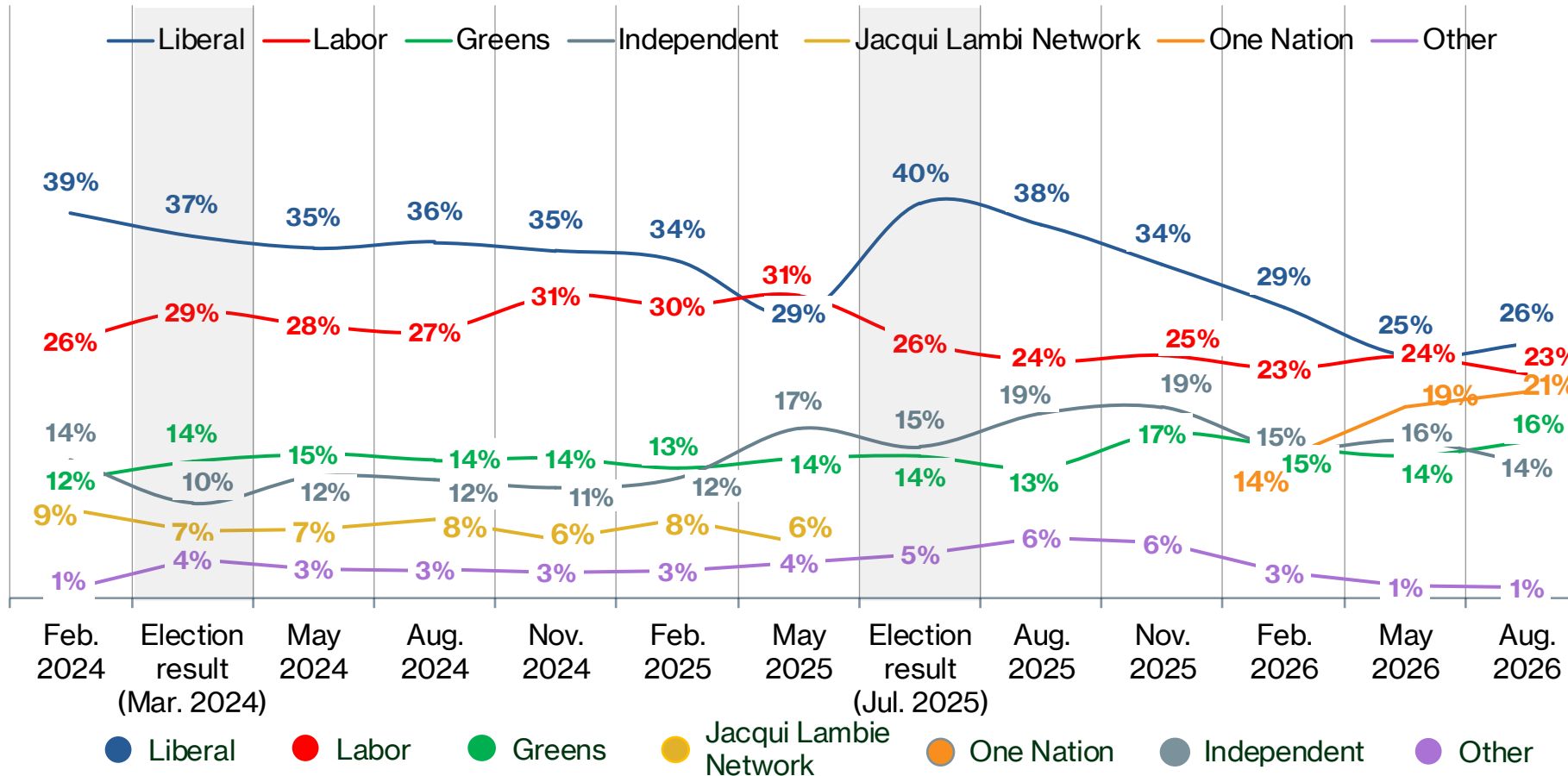


SECTION 1

State Voting Intentions

TASMANIAN STATE VOTING INTENTIONS

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



Summary:

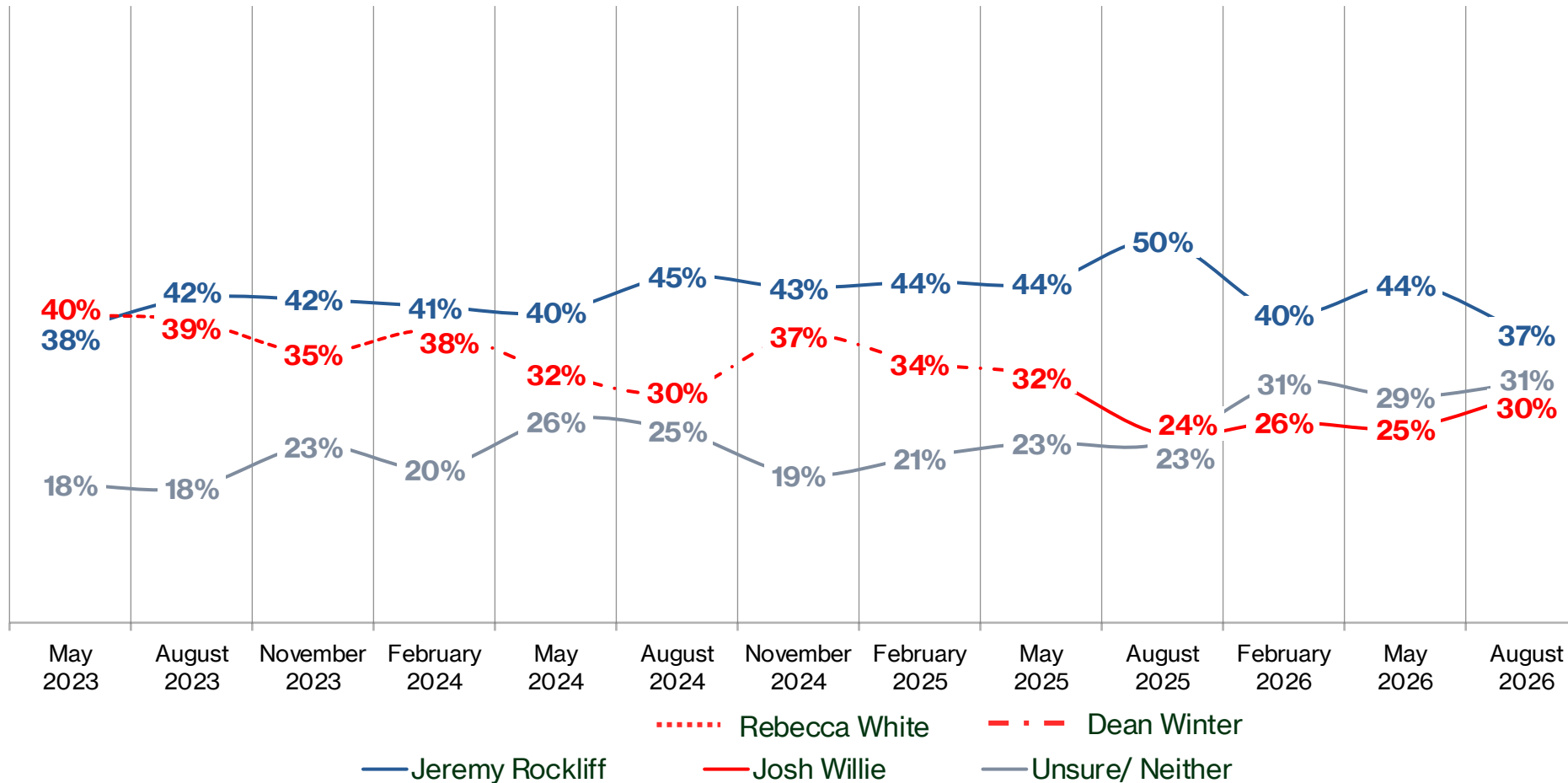
After excluding undecided voters:

- Support for the Liberal State Government has climbed to 26 per cent, up 1 point since May 2026.
- Support for Labor decreased by 1 point to 23 per cent, since May 2026.
- Support for One Nation has increased by 2 points to 21% since May 2026.
- The Greens currently stand at 16 per cent, up 2 points since May 2026.
- Support for an independent is currently at 14 per cent, down by 2 points since May 2026.

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, 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 – August 2026: n=965

TASMANIAN STATE VOTING INTENTIONS

Figure 2 – Preferred Premier of Tasmania



The proportion of voters stating a preference for Jeremy Rockliff as Preferred Premier has decreased to 37%, down 7 points since May 2026. This is the lowest percentage for Jeremy Rockliff since he became Premier.

The proportion of voters nominating Josh Willie as Preferred Premier stands at 30 per cent, up 5 points from May 2026.

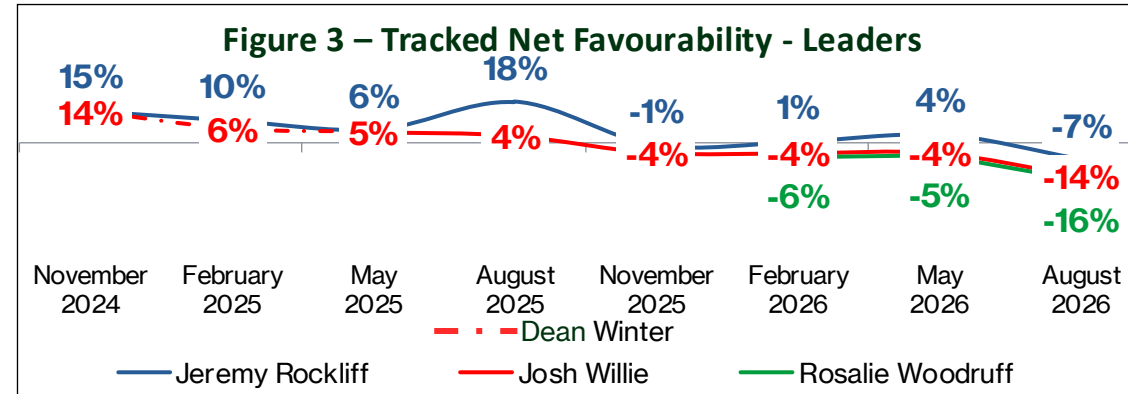
The proportion of voters indicating they were unsure increased to 31% , up 2 points since May 2026.

Favourability – Leaders

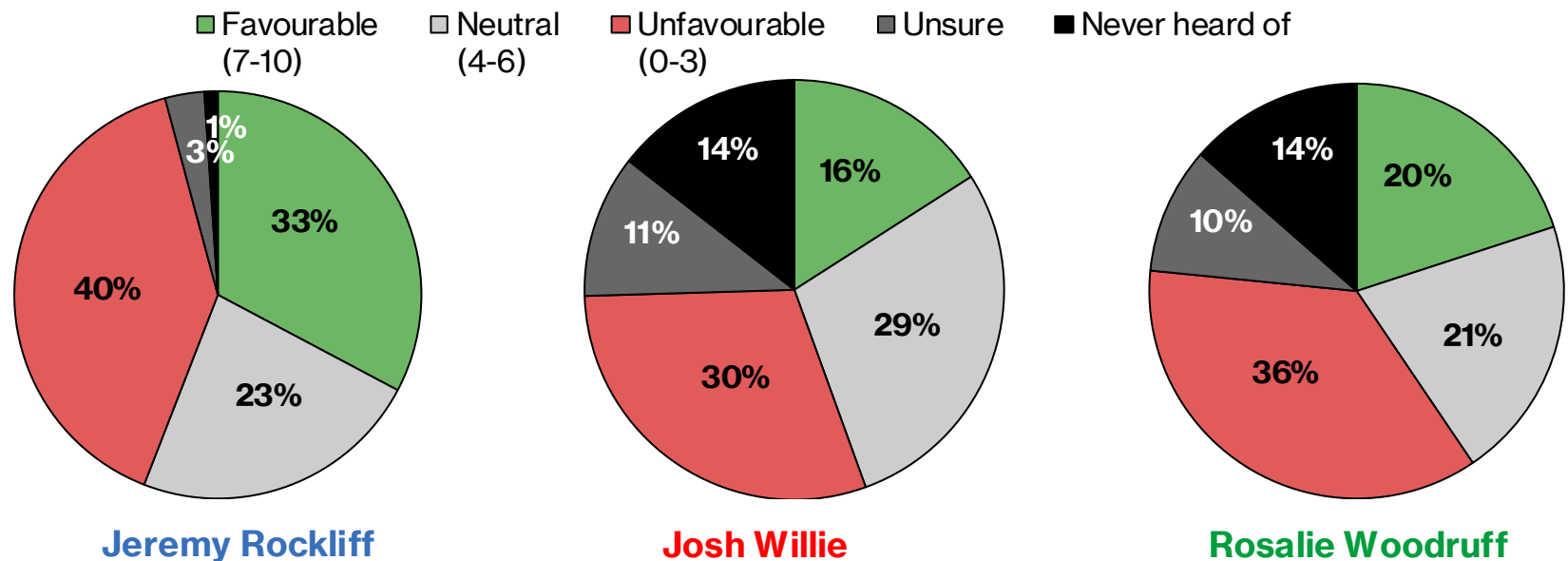
Respondents were asked how favourable they were of each person on a scale of 0 to 10 where 0 is very unfavourable and 10 is very favourable, respondents could also indicate if they were not aware of the name.

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

All three leaders recorded significant falls in their net favourabilities this quarter.



Net Favourability†
May 2026
Jeremy Rockliff: -7%
Josh Willie: -14%
Rosalie Woodruff: -16%



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)

When respondents were asked what the most import issue was that would influence how they would vote in the next Tasmanian State election, in August 2026, one-fifth (20%) *indicated Healthcare* was their most important issue.

This was followed by the *cost-of-living* (19%), the economy (13%), housing (10%), and those who were against the Macquarie Point stadium build (9%).

Females (27%) and those who stated they would vote for the Labor party (33%) were *more likely* to indicate that healthcare was their most important issue.

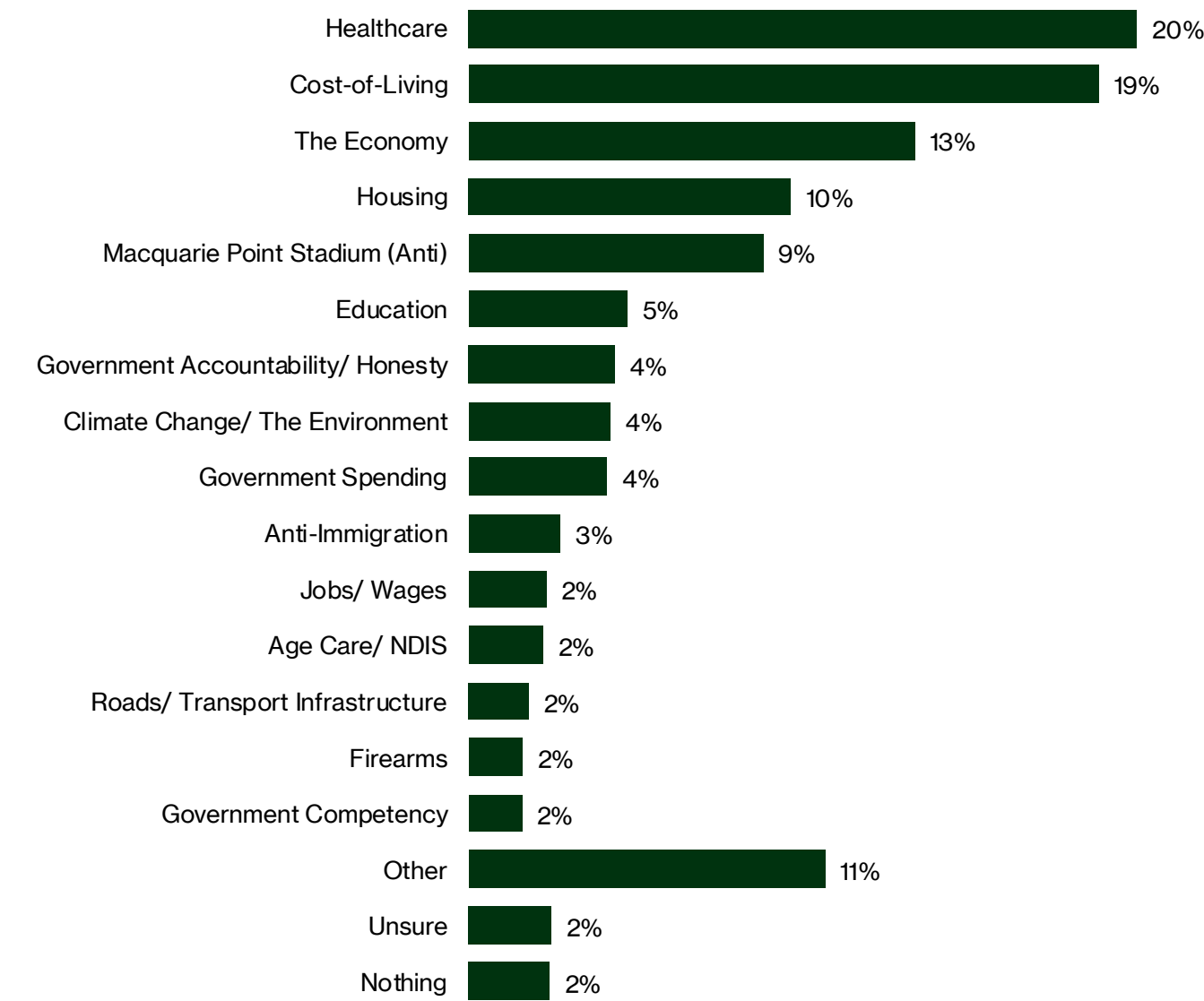
Respondents who stated they would vote for the Liberals (29%) were *more likely* to mention the economy.

Those who indicated they would vote for an independent (25%) were *more likely* to mention that they were against the Macquarie Point stadium build.

Responses of less than 2% include:
Crime/ Policing, Salmon Industry/ Waterways, Tas Government Stability, Tasmanian Infrastructure, Social Issues (Conservative), Support Aus Business, Homelessness, and Mac Point Stadium (Pro) (1% each).

*Charts will not equal 100 percent due to responses of 1% or less not being included.

State Voting Issues





SECTION 2

Federal Voting Intentions

Federal election vote preference

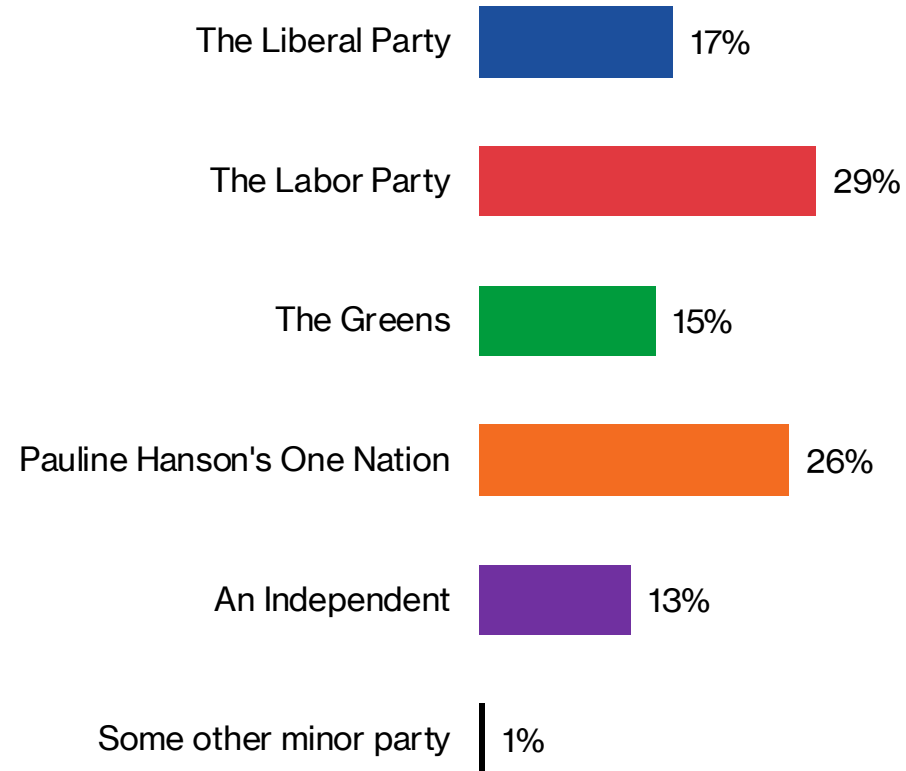
Respondents indicated a significant preference for the Labor Party overall (29%), followed by One Nation (26%), and the Liberals (17%).

Respondents aged 18 to 34 (26%) were more likely to indicate a preference for the Greens, and those aged 70 or older (29%) were more likely to indicate they would vote for the Liberals.

Those with a university degree (11%) were less likely to indicate they would vote for Pauline Hanson's One Nation party.

Respondents residing in the South (19%) were more likely to vote for an independent and were less likely to indicate they would vote for Pauline Hanson's One Nation party (19%).

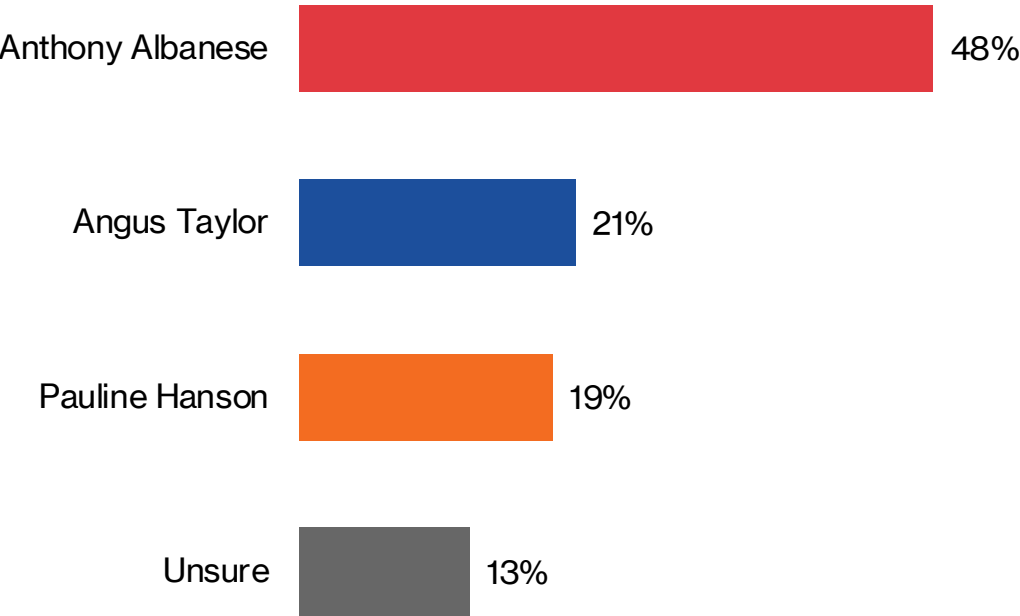
Residents in the electorate of Clark (28%) or the Legislative Council electorate of Nelson (31%) were more likely to vote for an independent.



Nearly half of respondents (48%) indicated that they would prefer Anthony Albanese as Prime Minister compared to 21% who chose Angus Taylor, and 19% who chose Pauline Hanson.

Respondents aged 35 to 54 (27%) were *more likely* to choose Pauline Hanson as Prime Minister.

Prime Minister Preference



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.

Just under three-fifths (57%) of respondents indicated they would preference Labor over Liberal (43%) under the preferential voting system.

Respondents who would vote for the Greens (85%), or an independent (72%), were *more likely* to place the Labor Party ahead of the Liberals.

Those who indicated a vote for One Nation were *more likely* to place the Liberals ahead (81%).

Two Party Preferred Order – Labor and Liberal



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 (n=907)

Again, looking at the two-party preferred, but this time with Labor compared to One Nation, the results are similar, with respondents placing Labor (63%) ahead of One Nation (37%).

Respondents who would vote for the Greens (96%), or for an independent (88%) were *more likely* to place the Labor Party first.

Notably, only 53% of Liberal voters indicated that they would place One Nation ahead of Labor.

Two Party Preferred Order – Labor and One Nation

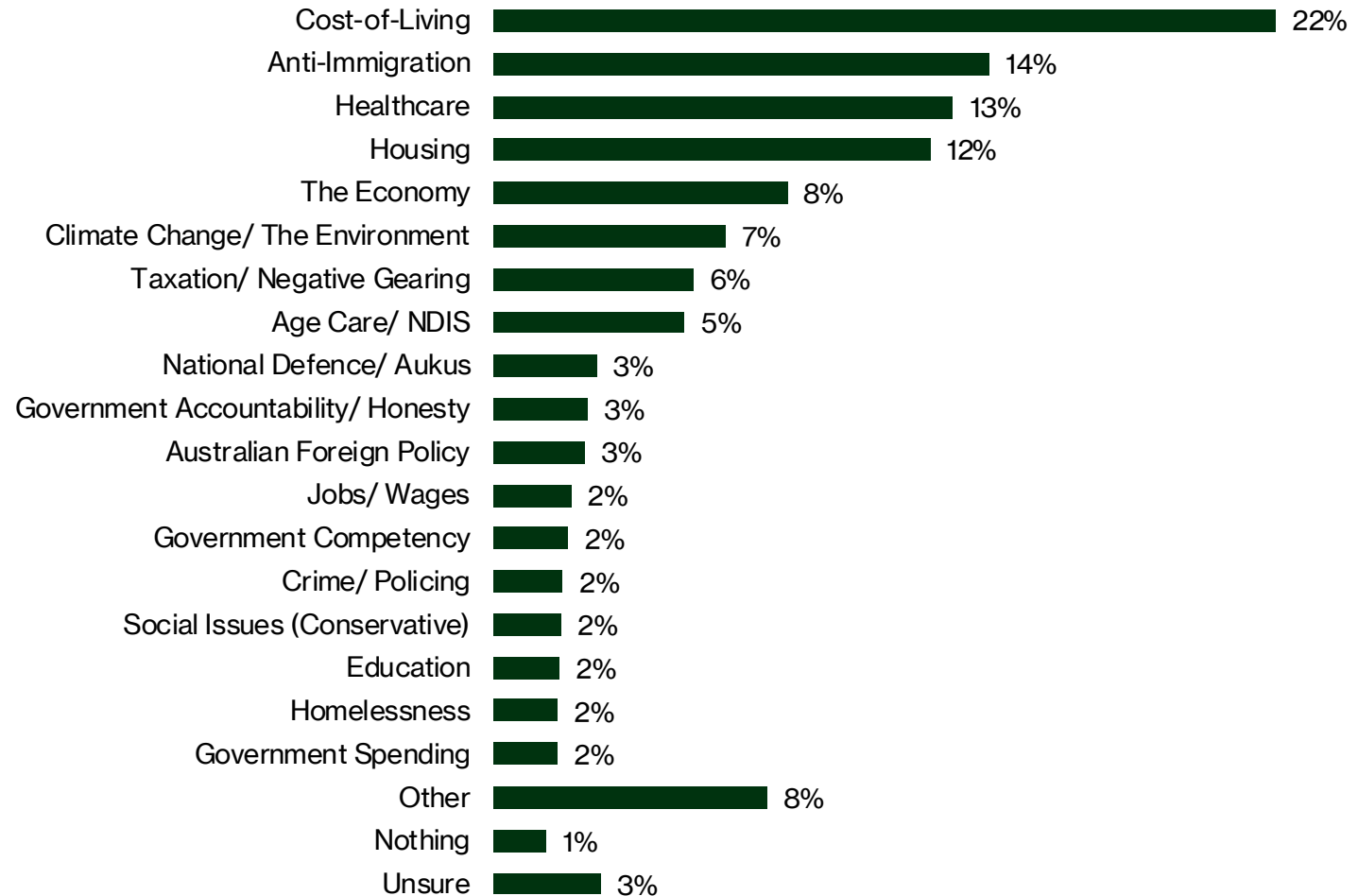


Top Federal Issues

The top five national issues that would influence the way respondents would vote were:

- Cost-of-living (22%)
- Anti-immigration views (14%)
- Healthcare (13%)
- Housing (12%)
- The economy (8%)

Respondents who indicated they would vote for Pauline Hanson's One Nation party (39%) were *more likely* to mention anti-immigration views.



[†]Results must be regarded as indicative only due to the small sample size.

^{*}Charts do not equal 100 percent due to multiple responses.



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