

MEDIA RELEASE

22 August 2026



One Nation continues to build support in Tasmania, Rockliff drops to personal low as preferred Premier

One Nation continues to build their level of support at both State and Federal level in Tasmania, according to the latest political polling from Enterprise Marketing and Research Services. At the same time, Premier Jeremy Rockliff dropped to a personal low in the “preferred Premier” stakes.

The poll of 1,000 Tasmanian shows that at a State level, One Nation’s support rose two points to a record-high EMRS number of 21 percent, while at a Federal level, they also rose two points to new high of 26 per cent.

TASMANIA - STATE

26% (+1) LIBERAL	23% (-1) LABOR	21% (+2) ONE NATION	14% (-2) INDEPENDENT	16% (+2) GREENS
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TASMANIA - FEDERAL

17% (-1) LIBERAL	29% (-1) LABOR	26% (+2) ONE NATION	13% (+1) INDEPENDENT	15% (+1) GREENS
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Tasmanian state primary vote, after excluding undecided voters — EMRS Statewide Omnibus, August 2026

AT A STATE LEVEL: Overall, after excluding undecided voters, the Liberal Government sits at 26 per cent, a one point improvement since May. Labor is on 23 per cent (down one), One Nation 21 per cent (up 2), Independents 14 per cent (down 2), and the Greens 16 per cent (up 1).

In terms of Preferred Premier, Jeremy Rockliff leads 37 per cent (-7) to Josh Willie 30 per cent (+5). This is Mr Rockliff’s lowest recorded “preferred Premier” rating since becoming Premier.

All leaders suffered significant hits to their net favourability, with Jeremy Rockliff -7 (-7), Josh Willie -14 (-10), and Rosalie Woodruff -16 (-11).

EMRS Managing Director Brad Stansfield said while the statewide voting numbers were largely unchanged since the May poll, there was something in the poll for everyone.

“Having lost two Ministers, the Liberal Government would be very pleased to have improved their overall position. Likewise Mr Willie, although a point further away

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from his “30 per cent by Christmas” pledge, would be happy to see the significant narrowing in the preferred Premier stakes”, Mr Stansfield said.

“While potentially an aberration in this poll, the sharp fall in net favourabilities of the three party leaders could also suggest a growing dissatisfaction with the current political status quo .”

AT A FEDERAL LEVEL The story is very different, with a further weakening of the Liberal vote, and One Nation continuing their march. Excluding undecided voters, statewide Labor leads with 29 per cent (down one), followed by One Nation 26 per cent (up two), the Liberal Party 17 per cent (down one), the Greens 15 per cent (up one) and Independents 13% (up one).

Anthony Albanese leads as preferred Prime Minister with 48 per cent, ahead of Angus Taylor 21 per cent and Pauline Hanson 19 per cent.

On a two-party-preferred basis, Labor leads the Liberal Party 57-43, and leads One Nation 63-37 statewide, although smaller subsamples show (subject to exclusion order) that One Nation is neck and neck with Labor in Braddon, and the Liberals are neck-and-neck with Labor in both Bass and Braddon.

These apparently contradictory results are driven by strong (self-nominated) preference flows from One Nation to the Liberals (81 per cent), while only 53 per cent of Liberal voters are preferencing One Nation ahead of Labor.

“If these numbers translate to the Tasmanian Senate vote, they would likely see the election of two One Nation Senators, and just one Liberal Senator,” Mr Stansfield said.

“It is striking that while over 80 per cent of One Nation voters preference the Liberals over Labor, only 53 per cent of Liberal voters are returning the favour. This gap should worry the Liberals as it points to real doubts among their own voters about One Nation, and raises the question of who actually benefits from doing deals with them.”

The survey was conducted from 17-18 August 2026 and saw 1,000 Tasmanians participate with a combination of CATI and CAWI surveying. The margin of error for this survey is ± 3.10 per cent at the 95 per cent confidence level. The survey was implemented according to ISO 20252:2019 standards, certificate number 888027.

ENDS | For further information: **Brad Stansfield** 0439 017 699