



# EMRS State Voting Intentions Poll

November 2024



## EMRS State Voting Intentions Poll – November 2024

REPORT VERSION: FINAL

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The survey was conducted from the 5<sup>th</sup> to the 14<sup>th</sup> of November 2024.

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.

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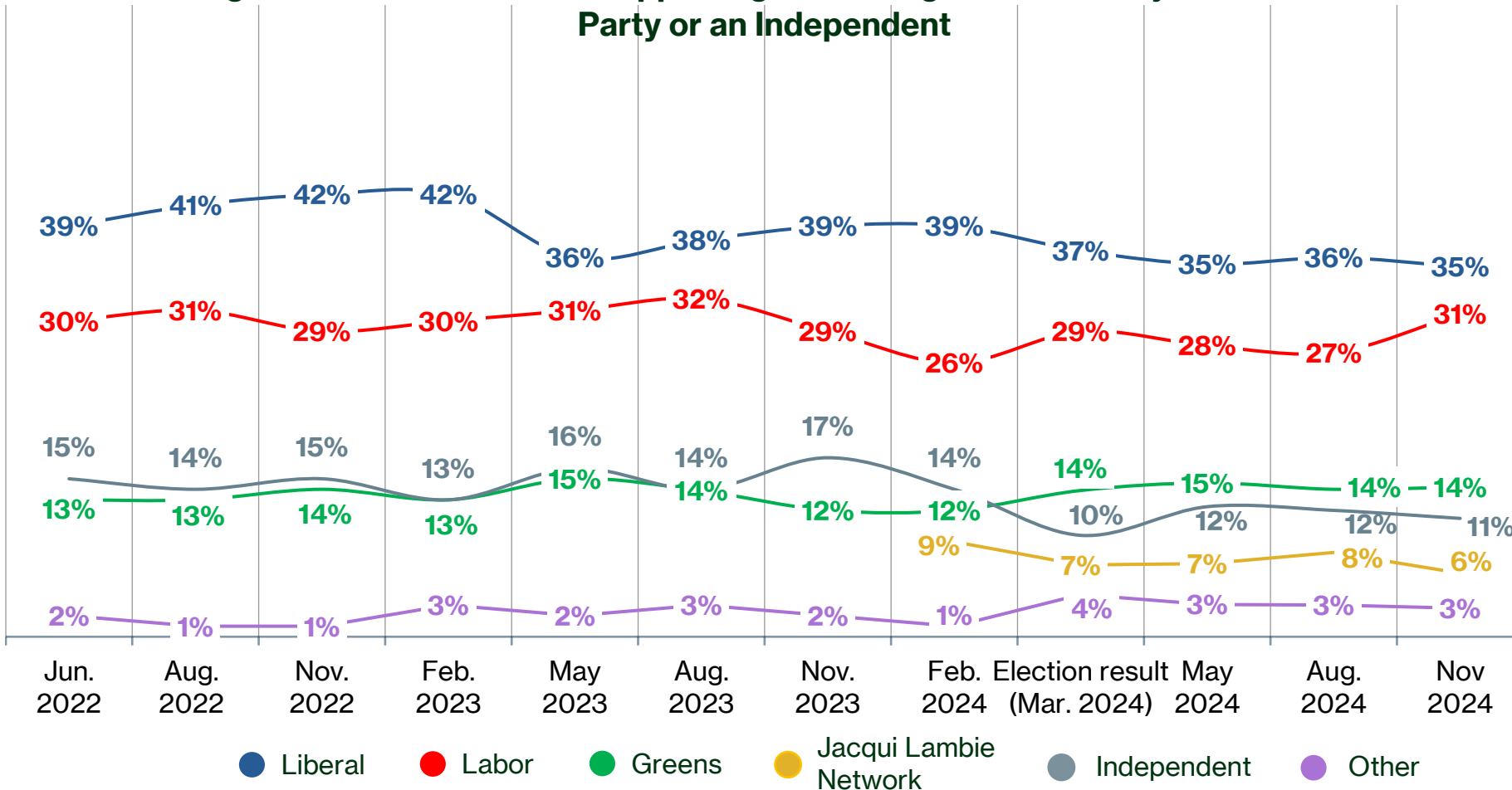
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# TASMANIAN STATE VOTING INTENTIONS

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



**Summary:**

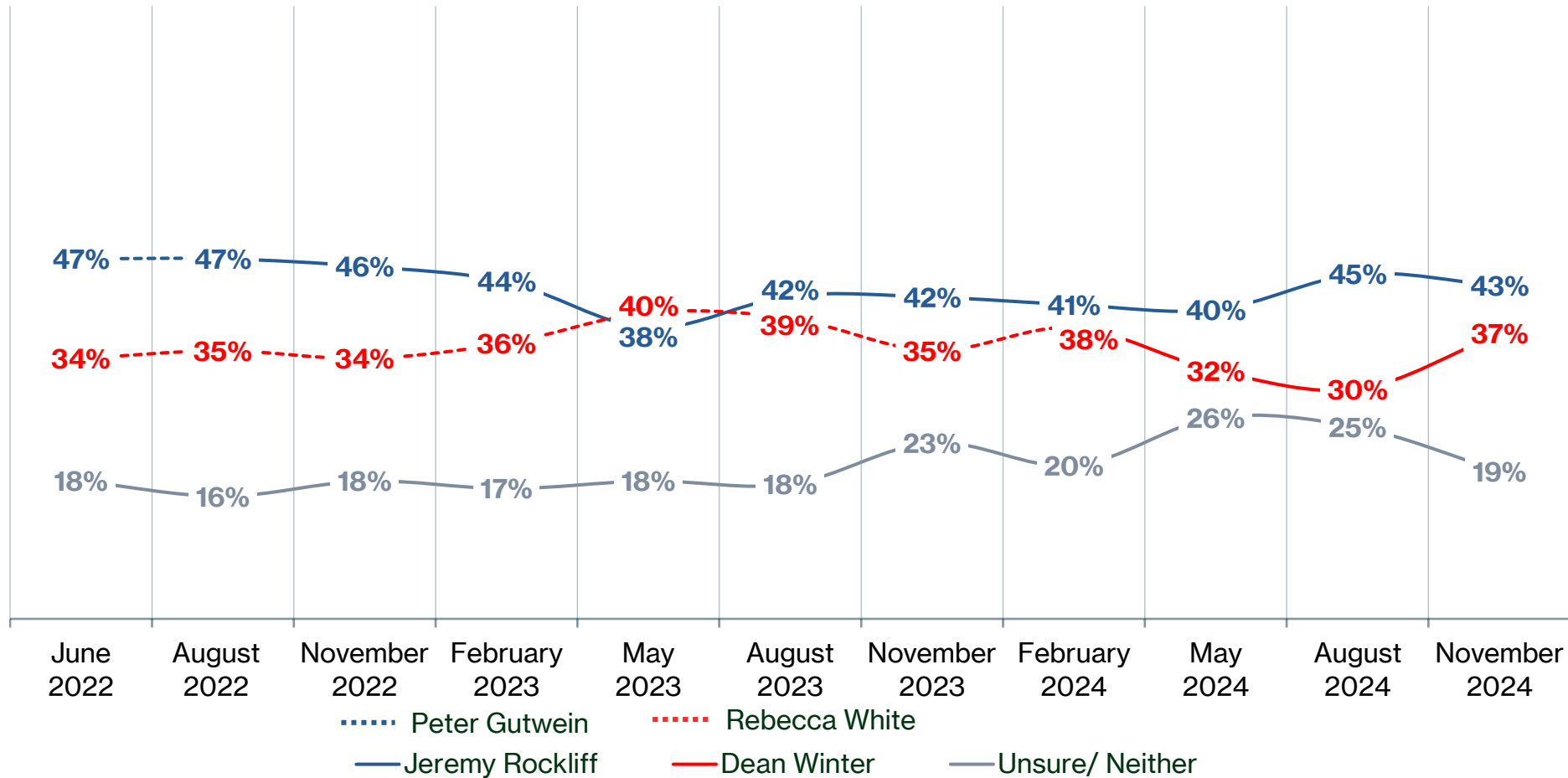
After excluding undecided voters:

- Support for the Liberal State Government stands at 35 per cent, down 1 point since the previous poll in August 2024.
- Support for Labor stands at 31 per cent, representing a 4-point increase since the previous poll in August 2024.
- The Greens currently stand at 14 per cent, remaining the same as August 2024.
- Support for the Jacqui Lambie Network (JLN) decreased by 2 points since August 2024, currently standing at 6 per cent.
- Support for an independent has decreased by 1 point since August 2024, currently standing at 11 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 undecided or not registered to vote were removed from analysis – November 2024: n=929

# TASMANIAN STATE VOTING INTENTIONS

Figure 2 – Preferred Premier of Tasmania



The proportion of voters stating a preference for Jeremy Rockliff as Preferred Premier has declined by 2pts to 43 per cent in November 2024.

The proportion of voters nominating Dean Winter as preferred premier stands at 37 per cent, up from 30 per cent in August 2024.

The increase in preference for Dean Winter comes primarily from undecided votes, with a decrease in the proportion of voters unable to make a choice between the two leaders to 19%, a 6-point decrease from August 2024.

Q. Who would you prefer to be the Premier of Tasmania? Respondents were read two options: Dean Winter and Jeremy Rockliff  
 Respondents who were not registered to vote from November 2023 and onwards were removed from the analysis – November 2024: n=929

# Favourability – Leaders

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

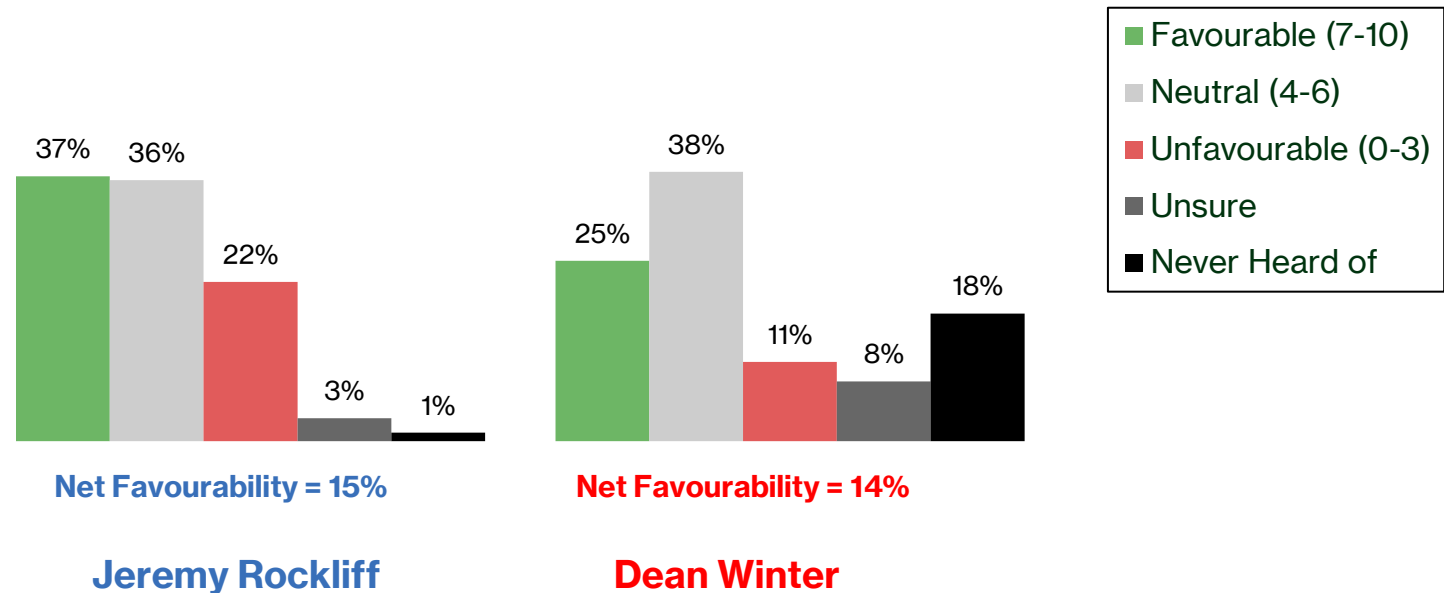
Respondents were asked how favourable they were of each person on a scale of 0 to 10 where 0 is very unfavourable and 10 is very favourable, respondents could also indicate if they were not aware of the name.

Both leaders received very similar net favourability ratings.

18% indicated that they had not heard of Dean Winter, and a further 8% indicated that while they had heard of Mr. Winter, they didn't feel they knew enough to give an accurate rating.

It is intended that this question will be a permanent fixture of the State Voting Intentions Poll moving forward.

**Net Favourability<sup>†</sup>**  
**Jeremy Rockliff: 15%**  
**Dean Winter: 14%**



*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.*

<sup>†</sup>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=982)



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