

Media Release, Monday 18 November 2024

Labor, Winter gain in latest State Voting Intentions Poll

Both the Labor Party and Labor Leader Dean Winter have gained ground in the November EMRS State Voting Intentions Poll.

The poll shows the Labor party gaining 4 percentage points to 31 per cent, while the Liberal Party declined one point to 35 percent.

This has resulted in the smallest gap between the two parties since Jeremy Rockliff became Premier in April 2022.

Dean Winter also recorded a significant 7 percentage point increase as Preferred Premier to 37 per cent, although he still trails Jeremy Rockliff on 43 per cent.

For the first time, we also measured the favourability of Mr Rockliff and Mr Winter.

Both leaders recorded similar net favourability (+15 for Mr Rockliff, and +14 for Mr Winter).

Net favourability is measured by subtracting total “unfavourable” from total “favourable”.

Eighteen per cent of respondents said that they had not heard of Mr Winter, and a further 8 per cent stated that they didn’t know enough about him to give an accurate favourability measure.

The poll was conducted from the 5th to the 14th 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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