
EMRS State Voting Intentions Poll

August 2012

Prepared by



8 August 2012

**EMRS State and Regional Omnibus Survey
August 2012
State Voting Intentions**

Polling was undertaken between the 3rd and 6th of August 2012. **1000 adult Tasmanian residents were interviewed and responses weighted to reflect the Tasmanian population.** A sample of this size provides a margin of error of 3% at the 95% confidence level.

They were asked the following question:

If a State Election was held tomorrow, which political party would you vote for?

The "undecided" respondents were then asked which party they were "leaning towards".

**Table 1 – Percentage of Respondents Supporting or Leaning Towards a Party after
Excluding Undecided Voters (Percentage of decided voters)**

Party	% Support in August 2011 (n=852)	% Support in May 2012 (n=840)	% Support in August 2012 (n=853)	Change since August 2011 (% points)	Change since May 2012 (% points)
Labor	22	23	27	+5	+4
Liberal	55	49	49	-6	=
Greens	18	23	22	+4	-1
Independent	5	6	3	-2	-3
Others	0	-	0	=	=

*Percentages may not sum to 100% due to rounding.

After excluding the undecided voters, support for the Liberal Party has remained steady since May 2012, at 49%. When compared to the August 2011 results, there has been a decrease in support by 6 percentage points since this time last year.

Support for the Labor Party has increased by 4 percentage points in the last three months and has also seen an increase of 5 percentage points in the twelve months since the August 2011 poll. The Greens' support has decreased slightly since the last quarter (22%, compared to 23% in May 2012), but has increased by 4 percentage points since August 2011.

Table 2 – Respondents’ Likely Voting Patterns from August 2011 to August 2012
(Percentage of entire sample)*

Party	August 2011 (n=1,000)	Nov. 2011 (n=1,000)	Feb. 2012 (n=1,000)	May 2012 (n=1,000)	August 2012 (n=1,000)	Change since August 2011 (% points)	Change since May 2012 (% points)
Labor	16	17	19	17	18	+2	+1
Liberal	44	42	39	38	38	-6	=
Greens	14	15	14	17	17	+3	=
Independent	4	2	3	4	2	-2	-2
Undecided	22	24	25	25	25	+3	=

*Percentages may not sum to 100% due to rounding.

The highest level of support remains with the Liberal Party (at 38%) and is on a par with the May 2012 result. However, there has been a decrease of 6 percentage points when compared to the result in August 2011.

Support for the Labor Party has increased by 1 percentage point in the three months since May 2012, and by 2 points in the past 12 months.

Greens support has remained steady since the last poll in May 2012, and increased by 3 percentage points since August 2011.

Support for an Independent has decreased to 2%, while the percentage of respondents who are undecided remained steady at 25% from the May 2012 poll.

Table 3 – Percentage of Respondents Supporting and Leaning Towards a Party in August 2012 (Percentage of entire sample)*

Party	% Support	% Leaning Towards a Party	% Support + % Leaning
Labor	18	4	23
Liberal	38	3	41
Greens	17	1	19
Independent	2	0	2
Undecided	25	15	15

*Percentages may not sum to 100% due to rounding.

After asking respondents which party they were “leaning towards”, 15% of all those surveyed were still undecided on who they would vote for. Support remained highest for the Liberal Party with 41%, whilst the Labor Party and the Greens were preferred, respectively, by 23% and 19% of all respondents. Support for an Independent was at 2%.

PREFERRED PREMIER

The 1000 respondents were also asked:

Who would you prefer to be the Premier of Tasmania: Lara Giddings, Will Hodgman or Nick McKim?

**Table 4 – Preferred Premier of Tasmania
(Percentage of entire sample)***

Preferred Premier	August 2011 (n=1,000)	Nov. 2011 (n=1,000)	February 2012 (n=1,000)	May 2012 (n=1,000)	August 2012 (n=1,000)	Change since August 2011 (% points)	Change since May 2012 (% points)
Lara Giddings	19	19	24	21	22	+3	+1
Will Hodgman	52	48	44	43	45	-7	+2
Nick McKim	13	14	15	17	15	+2	-2
None of the above**	16	19	18	19	17	+1	-2

*Percentages may not sum to 100% due to rounding.

** "None of the above" includes uncertain respondents.

Will Hodgman continues to have the highest level of support as preferred Premier, with 45% of all respondents nominating him as their preferred Premier. This result shows an increase of 2 percentage points since May 2012, but a decrease of 7 points since the August 2011 poll. Support for Premier Lara Giddings is at 22%, a slight increase of 1 percentage point from the result in May 2012.

Support for Nick McKim as Premier now stands at 15%, having decreased by 2 percentage points since May 2012.

In the latest poll, 17% of respondents preferred none of the three potential Premiers (Lara Giddings, Will Hodgman or Nick McKim).