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# **EMRS State Voting Intentions Poll**

May 2012

**Prepared by**



**15 May 2012**

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

Polling was undertaken between the 9<sup>th</sup> and 13<sup>th</sup> of May 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 May 2011 (n=854)	% Support in February 2012 (n=862)	% Support in May 2012 (n=840)	% Change since May 2011	% Change since February 2012
Labor	25	27	23	-2	-4
Liberal	48	52	49	+1	-3
Greens	22	18	23	+1	+5
Independent	5	3	6	+1	+3
Others	0	0	-	=	=

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

After excluding the undecided voters, support for the Liberal Party decreased by 3% since February 2012, but when compared to the May 2011 results, there has been an increase of 1% since this time last year.

Support for the Labor Party has decreased by 4% in the last three months but has seen a smaller decrease of just 2% in the past twelve months since the May 2011 poll. The Greens' support has increased significantly since the last quarter (23% compared to 18% in February 2012), but has only increased by 1% since May 2011.

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

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

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

The highest level of support remains with the Liberal Party (38%), however there has been a slight decrease of 1% when compared to February 2012 results.

Support for the Labor Party has decreased by 2% since February 2012, while Greens support has increased by 3% since the last poll conducted in February 2012.

Support for an Independent has increased to 4%, while the percentage of respondents who are undecided remained steady at 25% from the February 2012 poll.

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

Party	% Support	% Leaning Towards a Party	% Support + % Leaning
Labor	17	3	19
Liberal	38	2	40
Greens	17	2	19
Independent	4	1	5
Undecided	25	-	17

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

After asking respondents which party they were “leaning towards”, 17% of all those surveyed were still undecided on who they would vote for. Support remained highest for the Liberal Party with 40%, whilst the Labor Party and the Greens were each preferred by 19% of all respondents. Support for an independent was at 5%.

**Table 4 – Breakdown of Results by Electoral Division  
Percentage Supporting or Leaning Towards Each Party after Excluding Undecided Voters  
(Percentage of respondents in each electoral division)\***

<b>Voting Intention</b>	<b>Bass (n=159)</b>	<b>Braddon (n=162)</b>	<b>Denison (n=170)</b>	<b>Franklin (n=190)</b>	<b>Lyons (n=159)</b>
Labor	19	27	27	23	21
Liberal	54	54	41	45	51
The Greens	22	15	22	30	22
Independent	6	4	11	2	6

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

The Liberal Party had the highest support in all five Tasmanian electorates. Its support was highest in Braddon and Bass (54%), whilst lowest in Denison. The Labor Party recorded its highest level of support in Braddon and Denison (27%), while the Greens were supported more heavily in Franklin (30%) than any other electorate.

**It is important to note that the numbers in each electoral division are too small from which to draw definitive conclusions.**

## 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 5 – Preferred Premier of Tasmania  
(Percentage of entire sample)\***

Preferred Premier	May 2011 (n=1,000)	August 2011 (n=1,000)	Nov. 2011 (n=1,000)	February 2012 (n=1,000)	May 2012 (n=1,000)	% Change since May 2011	% Change since Feb. 2012
Lara Giddings	22	19	19	24	21	-1	-3
Will Hodgman	42	52	48	44	43	+1	-1
Nick McKim	18	13	14	15	17	-1	+2
None of the above**	19	16	19	18	19	=	+1

\*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 43% of all respondents nominating him as their preferred Premier. Support for Premier Lara Giddings is at 21%, a decrease of 3% from the result in February 2012.

Support for Nick McKim as Premier now stands at 17%, having increased by 2% since February 2012.

19% of respondents preferred none of the three potential Premiers (Lara Giddings, Will Hodgman or Nick McKim).

**Table 6 – Preferred Premier of Tasmania – Breakdown of Results by Electoral Division  
(Percentage of respondents in each electoral division)\***

Preferred Premier	Bass (n=193)	Braddon (n=201)	Denison (n=204)	Franklin (n=218)	Lyons (n=184)
Lara Giddings	16	18	28	22	20
Will Hodgman	47	49	35	40	45
Nick McKim	20	11	19	22	15
None of the above**	17	22	18	16	21

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

\*\* “None of the above” includes uncertain respondents.

Will Hodgman received the highest level of support in all Tasmanian electorates. Lara Giddings received her highest level of support in Denison (28%), while Nick McKim received his highest level of support in Franklin (22%).

**Again, it is important to note that the numbers in each electoral division are too small to draw definitive conclusions, particularly given the possible cross-party leakage and effects of competition between personalities within parties.**