
EMRS State Voting Intentions Poll

November 2011

Prepared by



**EMRS State and Regional Omnibus Survey
November 2011
State Voting Intentions**

Polling was undertaken between the 16th and 20th of November 2011. **1000 adult Tasmanian residents were interviewed.**

They were asked the following question:

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

**Table 1 – Respondents’ Likely Voting Patterns from November 2010 to November 2011
(Percentage of entire sample)***

Party	Nov. 2010	Feb. 2011	May 2011	August 2011	Nov. 2011	% Change since Nov. 2010	% Change since August 2011
Labor	23	20	19	16	17	-6	+1
Liberal	35	36	38	44	42	+7	-2
Greens	20	20	17	14	15	-5	+1
Independent	3	2	4	4	2	-1	-2
Undecided	19	23	22	22	24	+5	+2

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

The highest level of support remains with the Liberal Party (42%), however there has been a slight decrease of 2% when compared to August 2011 results.

Support for the Labor Party has increased by 1% since August 2011, while Greens support has also increased by 1% since the last poll conducted in August 2011.

Support for an Independent has decreased to 2%, while the percentage of respondents who are undecided, increased slightly to 24% from the August 2011 poll.

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

Table 2 – Percentage of Respondents Supporting and Leaning Towards a Party in November 2011 (Percentage of entire sample)

Party	% Support	% Leaning Towards a Party	% Support + % Leaning
Labor	17	3	20
Liberal	42	3	46
Greens	15	2	17
Independent	2	1	3
Undecided	24	-	15

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

After asking respondents which party they were "leaning towards", only 15% of all those surveyed were undecided on who they would vote for. Support remained highest for the Liberal Party with 46%, the Labor Party received 20% support and The Greens were preferred by 17% of all respondents.

Table 3 – Percentage of Respondents Supporting or Leaning Towards a Party after Excluding Undecided Voters (Percentage of decided voters)

Party	% Support in November 2010 (n=883)	% Support in August 2011 (n=852)	% Support in November 2011 (n=857)	% Change since November 2010	% Change since August 2011
Labor	30	22	23	-7	+1
Liberal	42	55	54	+12	-1
Greens	24	18	20	-4	+2
Independent	4	5	3	-1	-2

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

After excluding the undecided voters, support for the Liberal Party decreased by 1% since August 2011, but when compared to the November 2010 results, there has been an increase of 12% since this time last year.

Support for the Labor Party has increased by 1% in the last three months but has suffered a decrease of 7% since November 2010, while the Greens' support has also increased since the last quarter (20% compared to 18% in August 2011), but has decreased by 4% since November 2010.

**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)***

Voting Intention	Bass	Braddon	Denison	Franklin	Lyons
Labor	22	21	22	29	22
Liberal	59	61	44	51	55
The Greens	20	17	26	18	19
Independent	-	1	8	3	4

*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, whilst lowest in Denison. The Labor Party recorded its highest level of support in Franklin (29%) while The Greens were supported more heavily in Denison (26%) 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	Nov. 2010	February 2011	May 2011	August 2011	Nov. 2011	% Change since Nov. 2010	% Change since August 2011
Lara Giddings	n/a	27	22	19	19	n/a	=
Will Hodgman	39	38	42	52	48	+9	-4
Nick McKim	21	16	18	13	14	-7	+1
None of the above**	17	19	19	16	19	+2	+3

*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, however his support decreased by 4% when compared to August 2011 results. Support for Premier Lara Giddings is at 19%, remaining steady from the result in August 2011.

Support for Nick McKim as premier now stands at 14%, having increased by 1% since August 2011.

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	Braddon	Denison	Franklin	Lyons
Lara Giddings	17	14	22	24	16
Will Hodgman	48	50	44	48	51
Nick McKim	16	15	15	14	12
None of the above**	20	22	19	14	22

*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 Franklin (24%) and Nick McKim received his highest level of support in Bass (16%).

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.

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