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# **EMRS State Voting Intentions Poll**

**November 2013**

**Prepared by**



**3<sup>rd</sup> December 2013**

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**EMRS State and Regional Omnibus Survey  
November 2013  
State Voting Intentions**

Polling was undertaken between the 26<sup>th</sup> November and 1<sup>st</sup> December 2013. **1,000 adult Tasmanian residents were interviewed and responses weighted to reflect the Tasmanian adult voting population.** A sample of this size provides a margin of error of +/- 3.1 percentage points at the 95% confidence level.

They were asked the following question:

*If the Tasmanian State Election was held today, who would receive your vote?*

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 November 2012 (n=854)	% Support in September 2013 (n=871)	% Support in November 2013 (n=907)	Change since November 2012 (% points)	Change since September 2013 (% points)
Labor	27	28	22	-5	-6
Liberal	55	52	49	-6	-3
Greens	15	15	19	+4	+4
Independent	3	5	4	+1	-1
PUP	-	1	5	+5	+4
Others	0	0	1	+1	+1

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

After excluding the undecided voters, support for the Liberal Party remains highest at 49% even with a decrease in support of 3 percentage points since September 2013.

Support for the Labor Party has decreased by 6 percentage points since September 2013 to 22% while the Greens' support has increased by 4 percentage points in the same period (19%, compared to 15% in September 2013).

The Palmer United Party has also seen an increase in support up 4 percentage points from September 2013 to 5%.

**Table 2 – Vote Including Undecided from November 2012 to November 2013  
(Percentage of entire sample)\***

Party	Nov. 2012 (n=1,000)	Feb. 2013 (n=1,000)	May 2013 (n=1,000)	Sept. 2013 (n=1,000)	Nov. 2013 (n=1,000)	Change since Nov. 2012 (% points)	Change since Sept. 2013 (% points)
Labor	20	17	19	23	18	-2	-5
Liberal	43	46	40	44	41	-2	-3
Greens	12	15	9	12	16	+4	+4
Independent	2	3	2	3	3	+1	=
PUP	-	-	-	0	4	+4	+4
Undecided	24	20	30	17	17	-7	=

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

The figures above show respondents' initial voting intention including 17% who were unable to nominate a party when first asked.

**Table 3 – Percentage of Respondents Supporting and Leaning Towards a Party  
in November 2013 Including Undecided (Percentage of entire sample)\***

Party	% Support	% Leaning Towards a Party	% Support + % Leaning
Labor	18	2	20
Liberal	41	3	44
Greens	16	1	17
Independent	3	0	4
PUP	4	0	5
Undecided	17	10	10

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

Once asked which way they may lean, 10% of all respondents were still "undecided" with the Liberal Party receiving the highest level of support at 44%.

## PREFERRED PREMIER

The 1,000 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	Nov. 2012 (n=1,000)	Feb. 2013 (n=1,000)	May 2013 (n=1,000)	Sept. 2013 (n=1,000)	Nov. 2013 (n=1,000)	Change since Nov. 2012 (% points)	Change since Sept. 2013 (% points)
Lara Giddings	25	24	25	18	22	-3	+4
Will Hodgman	47	46	46	48	47	=	-1
Nick McKim	11	13	10	12	12	+1	=
None of the above**	16	17	20	21	19	+3	-2

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

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

The results of the latest poll on the preferred Premier of Tasmania saw an increase in the level of preference for Premier Lara Giddings when given the choice of the three current party leaders.

Support for Premier Lara Giddings is at 22%, an increase of 4 percentage points from the result in September 2013 and the only leader to receive an increase of support in the most recent poll.

Will Hodgman continues to have the highest level of support as preferred Premier, with 47% of all respondents nominating him as their preferred candidate.

Support for Nick McKim as Premier stands at 12%, remaining steady since the last poll in September 2013.

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