



Tasmanian state vote intention and public opinion

16 to 28 February, 2024

Contents

Executive summary	2
Methodology	3
Vote intention	4
Are Tasmanians more likely to vote for a party or a candidate?	11
How Tasmanians intend to use their vote	16

Executive summary

- The Liberal Party is estimated to be on a primary vote of 33 per cent during the period this survey was conducted, a loss of support of 16 percentage points since the last state election. However, this appears to be only generating small swings towards Labor and the Greens. Rather, the Jacqui Lambie Network appears to be the major beneficiary, with a first preference vote of 10 per cent.
- This translates into approximately 12 seats in the House of Assembly for the Liberal Party, 11 for Labor, 6 Greens, 3 Jacqui Lambie Network candidates, and 3 Independents or other minor party candidates.
- A plurality of Tasmanians say they will vote for a party, not a particular candidate, with 46 per cent say they will vote for a party, while 37 per cent say they will vote for a candidate.
- The most frequent reported use of a voters ballot at the state election was to 'vote for a particular major party', which was selected by 36 per cent of Tasmanians. This was particularly popular with Liberal and Labor voters. The next most popular option was voting 'on the election policies', which was selected by 35 per cent of voters, followed by supporting 'a particular individual candidate' (chosen by 20 per cent of voters).
- Negative voting in general was not frequently selected by Tasmanians as a way they would use their vote at the state election, but sending a message to the major parties was nominated by more than a third of supporters of the Greens, Jacqui Lambie Network and other parties and candidates.

Methodology

The fieldwork was conducted between 16 and 28 February, 2024, with the sample of N = 753 Australian citizens aged 18 and older who were enrolled to vote. All respondents were recruited over online panel to fill quotas based on age, gender, location (AEC region), education and vote at the 2022 federal election. Rim weighting was used to apply interlocking weights for age, gender, education, religion and location. The efficiency for these weights was 86 per cent, providing an effective sample size of 651.

Based on this effective sample size, the margin of error (95 per cent confidence interval) for a 50 per cent result on the full sample is ± 3.8 per cent.

This is larger for subsets of the data, such as age or home ownership, and results based on these and similar breakdowns should be interpreted conservatively.

Vote intention questions were located immediately after demographic items and other questions used for screening and quotas.

Undecided respondents were asked a leaner question. Those who refused to or were unable to provide a vote intention in both the initial question and leaner made up six per cent of the sample, and were excluded from published vote intention figures.

Detailed findings and question wording are contained in the following sections.

Vote intention

Question text

Now thinking about state politics.

A Tasmanian state election for the House of Assembly will be held on 23 March this year.

If this election was held today, which of the following would you give your first preference vote to?

Single select; randomised

1. The Australian Labor Party
2. Liberal Party
3. Tasmanian Greens
4. Other parties and candidates options shown in relevant divisions
5. Will not vote
6. Undecided

If answered 'Undecided' above

If you had to pick, which of these are you leaning towards?

Single select; randomised

1. The Australian Labor Party
2. Liberal Party
3. Tasmanian Greens
4. Other parties and candidates options shown in relevant divisions
5. Will not vote
6. Undecided
7. Will not vote
8. Undecided

Thirty-three per cent of Tasmanians are estimated to be currently intending to give their first preference vote to the Liberal Party, a swing away from the incumbent governing party of 16 percentage points. However, the next two largest parties have not been the primary beneficiaries of this loss of government support. The Labor Party primary vote is estimated to be 29 per cent, a swing of approximately one percentage point. Likewise, the Greens vote share was estimated to only be increasing by two points, to 14 per cent. Rather, the major beneficiaries are minor parties and independents. Support for all other parties besides these three is currently up 13 percentage points from the last election (from 10.7 to 24 per cent). Much of this currently appears to be going to the Jacqui Lambie Network — which did not contest the last election — which is estimated to be the first preference of approximately 10 per cent of Tasmanian voters.

First preference vote share

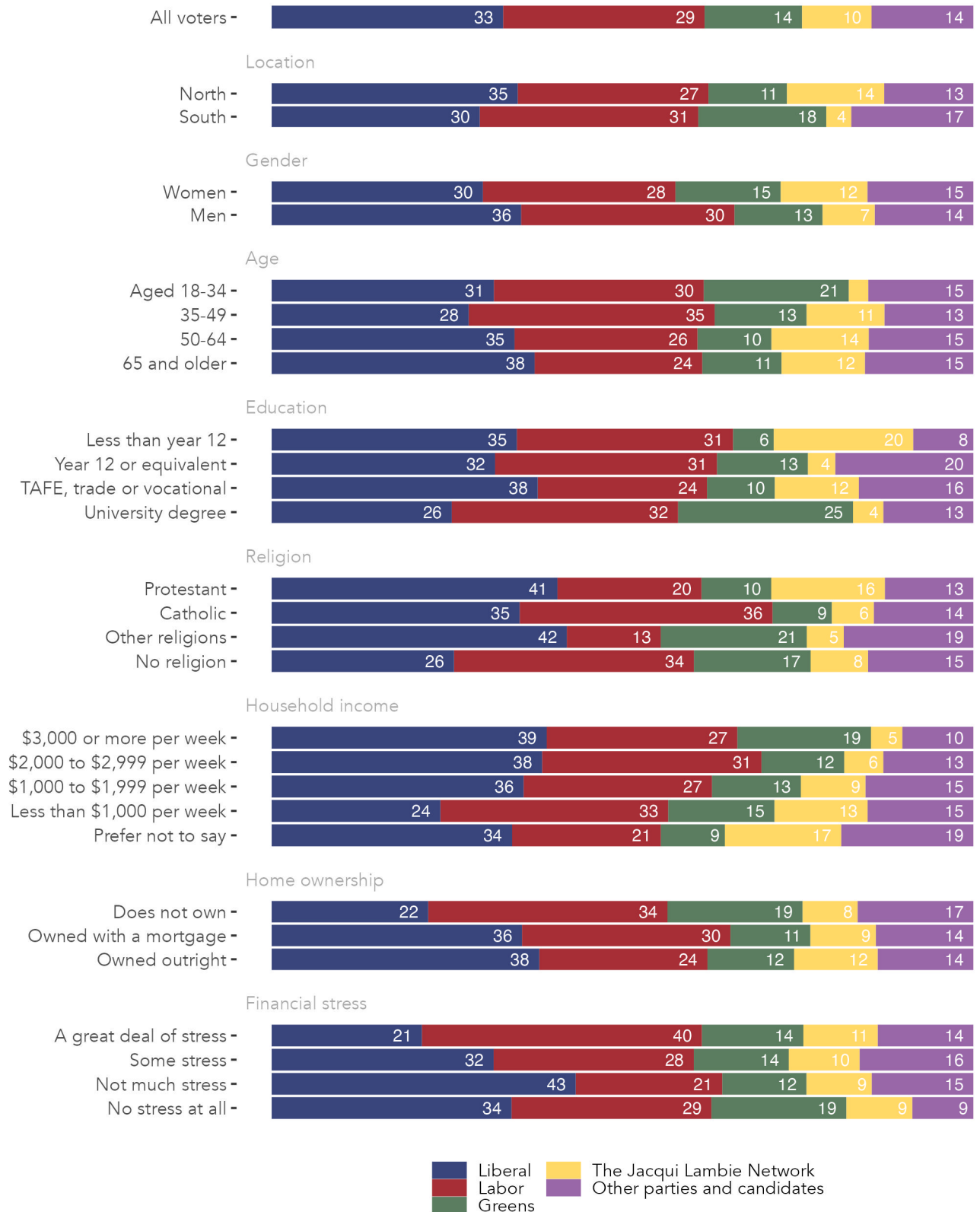


Figure 1: Vote intention for the Tasmanian House of Assembly.

Table 1: Vote intention for the Tasmanian House of Assembly.

	Liberal	Labor	Greens	The Jacqui Lambie Network	Other parties and candidates
All voters	33	29	14	10	14
Location					
North	35	27	11	14	13
South	30	31	18	4	17
Gender					
Women	30	28	15	12	15
Men	36	30	13	7	14
Age					
Aged 18-34	31	30	21	3	15
35-49	28	35	13	11	13
50-64	35	26	10	14	15
65 and older	38	24	11	12	15
Education					
Less than year 12	35	31	6	20	8
Year 12 or equivalent	32	31	13	4	20
TAFE, trade or vocational	38	24	10	12	16
University degree	26	32	25	4	13
Religion					
Protestant	41	20	10	16	13
Catholic	35	36	9	6	14
Other religions	42	13	21	5	19
No religion	26	34	17	8	15
Household income					
\$3,000 or more per week	39	27	19	5	10
\$2,000 to \$2,999 per week	38	31	12	6	13
\$1,000 to \$1,999 per week	36	27	13	9	15
Less than \$1,000 per week	24	33	15	13	15
Prefer not to say	34	21	9	17	19
Home ownership					
Does not own	22	34	19	8	17
Owned with a mortgage	36	30	11	9	14
Owned outright	38	24	12	12	14
Financial stress					
A great deal of stress	21	40	14	11	14
Some stress	32	28	14	10	16
Not much stress	43	21	12	9	15
No stress at all	34	29	19	9	9

How does this support translate into seats? Tasmania uses a different electoral system to other Australian states to elect its lower house of parliament (although this is the same system used by the ACT for its Assembly). Five electoral divisions are represented in the Tasmanian House of Assembly. These are the federal electorates representing Tasmania in the Commonwealth House of Representatives, each covering a different geographic region of the state. Every division elects seven seats in the Assembly, for a total of 35, with these decided using the Hare-Clark electoral system (see the [Tasmanian Electoral Commission](#) for more information on how this works).

Figure 2 provides a breakdown of how many seats each party (or minor parties and independent candidates) are estimated to win in each division. As can be seen, The Liberal Party is favoured in the northern divisions of Bass and Braddon, and the Labor Party and Greens better in the southern divisions of Clark and Franklin, which cover most of the area around Hobart. The Jacqui Lambie Network appears best placed to win seats in the north and centre of the state (Bass, Braddon and Lyons).

However, it should be noted that these are estimated, and the sample size in each individual division is small. There is uncertainty around each of these estimates (represented by the margin of error). This means there is a range of possible electoral outcomes represented by these results, and these can and should be taken into account.

To estimate this range of possible outcomes, 1,000 simulations are run over the data from this survey. These predict the likelihood of different parties vote shares in each seat, and the likely number of seats this indicates they would win overall. The more often a result occurs in these simulations, the higher its probability of occurring.

Figure 3 shows the distribution of the predicted probabilities produced by these simulations, displaying the distribution in the estimated number of seats the Liberal Party, Labor Party, Greens, the Jacqui Lambie Network and all other parties and candidates would win in the House of Assembly. The greater the density of the distribution of predictions, the more often an outcome occurred in the simulated scenarios, and the more likely that result is expected to happen, according to these survey data.

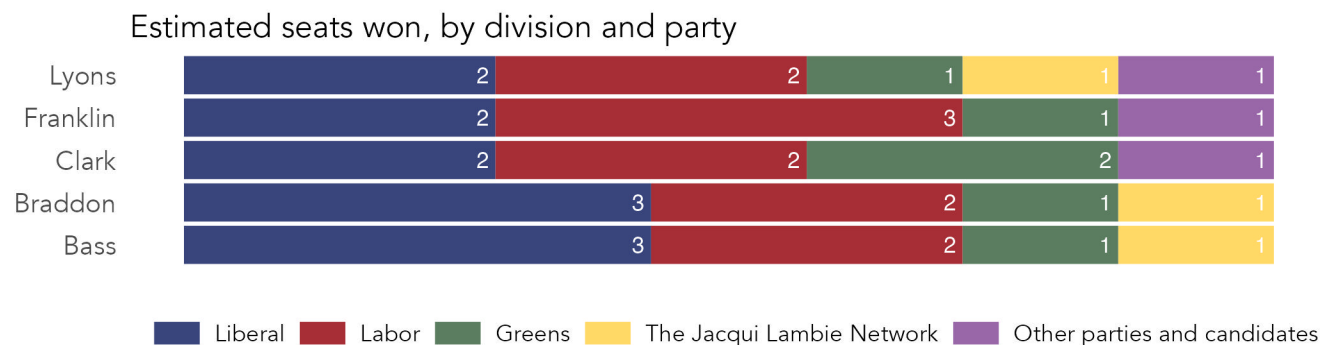


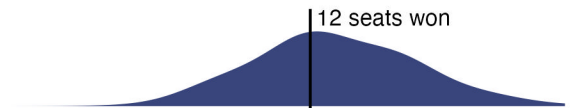
Figure 2: Most likely outcomes in terms of the estimated number of seats won by each party in each electoral division in the Tasmanian House of Assembly, if a state election were held between 16 and 28 February. There are a total of seven seats up for election in each division, with these decided using the Hare-Clark electoral system.

According to these predictions, if an was held **while this survey was in the field**, neither the Liberal Party nor the Labor Party had a realistic chance of forming a majority on the House of Assembly. The likely range of seats won by the **Liberal Party**, according to these data, was between 11 and 14, with the most likely outcome being 12 seats. For the **Labor Party**, the range of likely seats won was 9 and 13, with the most likely result estimated to be 11 seats in the House of Assembly. Conversely, for the **Greens**, the predicted outcomes were 4 and 7, with a point estimate of 6 seats. The range of likely seats for the **Jacqui Lambie Network**, on the other hand, was between a low of 2 and a high of 5, with the most likely outcome estimated to be 3. For **all other parties and independent candidates**, the range of likely seats was 1 and 5, with the most likely result estimated to be 3.

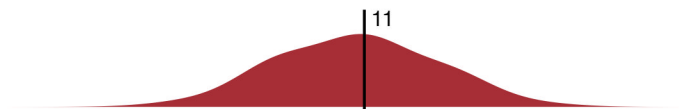
These results indicate that the Labor Party alone, and with the Greens, are unlikely to have a majority in the House of Assembly, and they would also likely need the support of either the Jacqui Lambie Network, or a combination of them and the independents. However, based on these results it also looks like the Liberal Party would not be able to govern with a majority of its own, either, Unless it performs at the upper end of these estimates, it would need both the Jacqui Lambie Network and most or all of the elected independents to form a majority in the Assembly.

Range of predicted seats won

Liberal



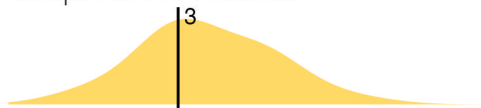
Labor



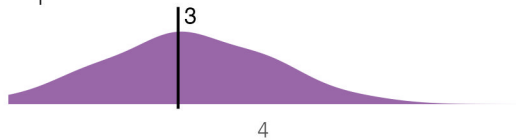
Greens



The Jacqui Lambie Network



Other parties and candidates



4

8

12

Number of seats won

Figure 3: Distribution of outcomes in terms of seats won by each party in the Tasmanian House of Assembly, if a state election were held between 16 and 28 February. A higher density in the distribution showing outcomes that appeared more often from 1,000 simulations produced from the survey data. The vertical black line for each party shows the outcome predicted to be most likely, with the number next to this at the top of each plot the predicted seat share in that scenario.

Are Tasmanians more likely to vote for a party or a candidate?

Question text

Are you more likely to vote for the political party of your preference or to vote for an individual candidate, whether or not they are a member of a particular party?

Single select; random reverse 1-2

1. Political party
2. Individual candidate
3. Not sure

A plurality of Tasmanians say they will vote for a party, not a particular candidate. As can be seen in figure 5, 46 per cent say they will vote for a party, while 37 per cent say they will vote for the candidate.

As might be expected, supporters of the major parties — the Liberal Party and Labor Party — are more likely to vote for the party (63 and 59 per cent, respectively) and less likely to be voting for a specific candidate (27 and 22 per cent each). Jacqui Lambie Network voters were considerable more likely to vote for a candidate than a party, with 61 per cent saying they are voting for the former and 23 per cent the latter. Similarly, just 17 per cent of other voters are making their decision who to support based on party, with 66 per cent voting for a particular candidate (most supporting independents). Those who intend to vote Greens are somewhere in the middle, with 43 per cent saying they are making their decision based on party, and 37 per cent on candidates.

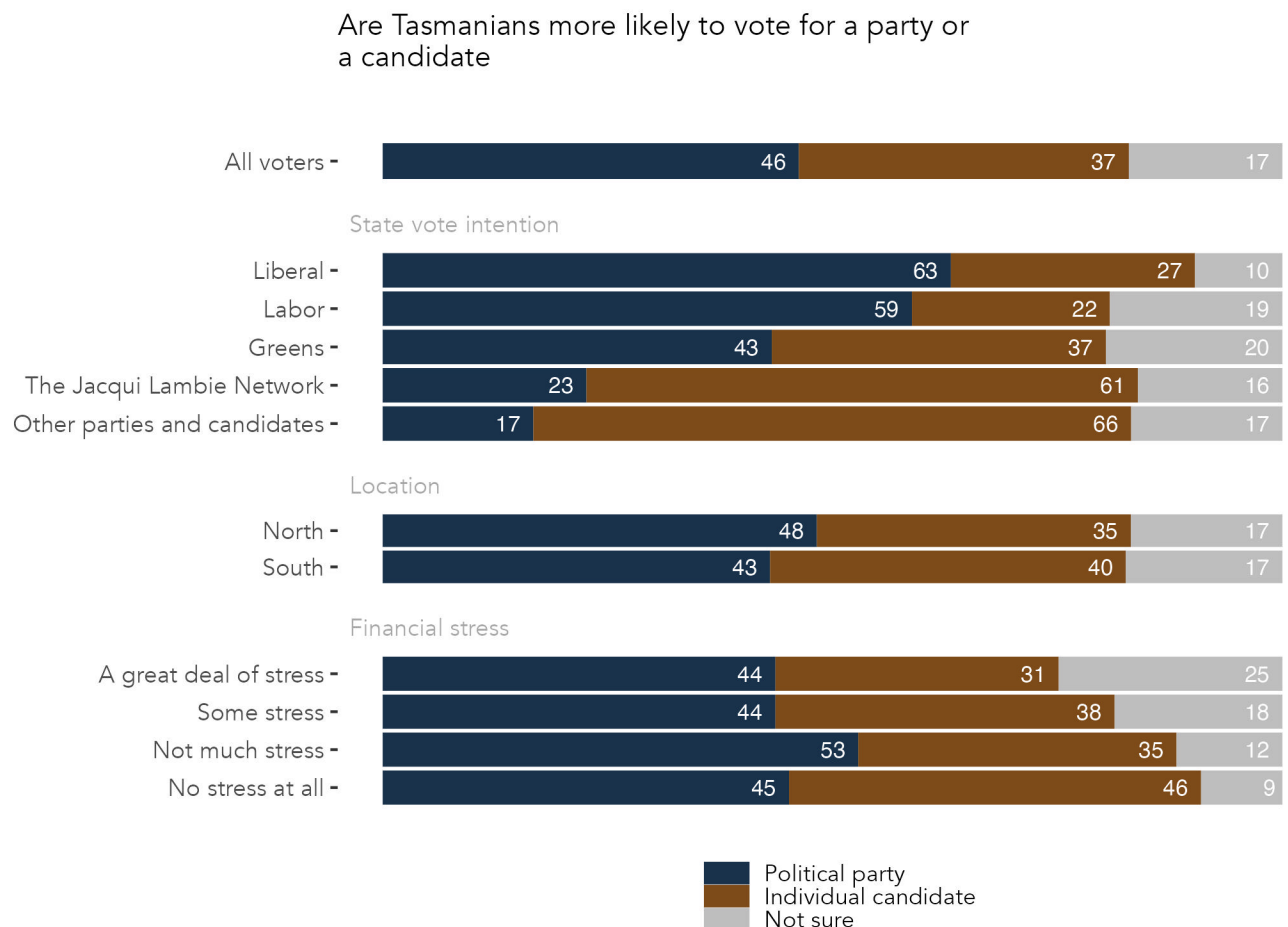


Figure 4: Are Tasmanians more likely to vote for a party or a candidate, by vote intention, location and financial stress.

Table 2: Are Tasmanians more likely to vote for a party or a candidate, by vote intention, location and financial stress.

	Political party	Individual candidate	Not sure
All voters	46	37	17
State vote intention			
Liberal	63	27	10
Labor	59	22	19
Greens	43	37	20
The Jacqui Lambie Network	23	61	16
Other parties and candidates	17	66	17
Location			
North	48	35	17
South	43	40	17
Financial stress			
A great deal of stress	44	31	25
Some stress	44	38	18
Not much stress	53	35	12
No stress at all	45	46	9

Are Tasmanians more likely to vote for a party or a candidate

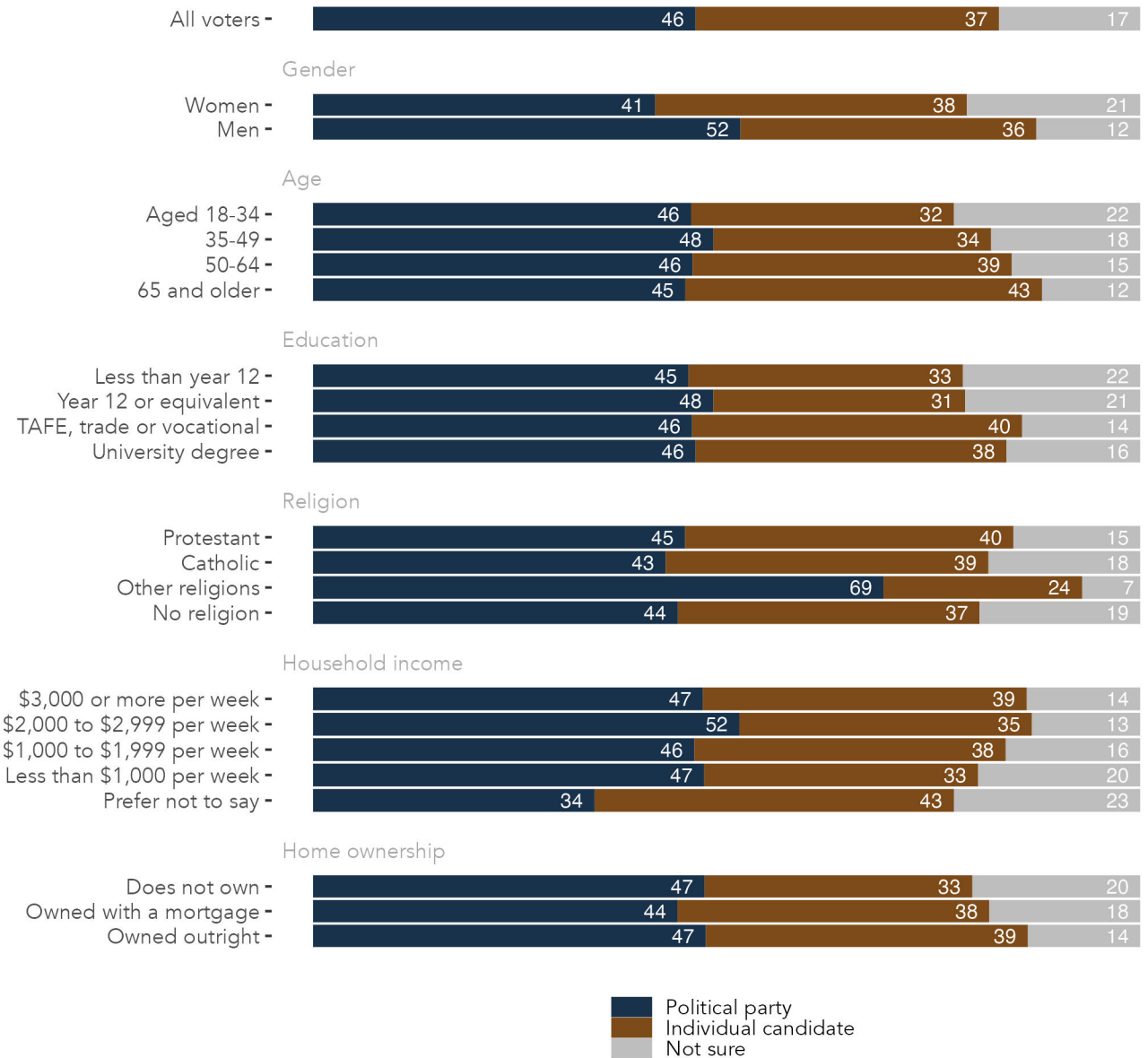


Figure 5: Are Tasmanians more likely to vote for a party or a candidate, by individual characteristics.

Table 3: Are Tasmanians more likely to vote for a party or a candidate, by individual characteristics.

	Political party	Individual candidate	Not sure
All voters	46	37	17
Gender			
Women	41	38	21
Men	52	36	12
Age			
Aged 18-34	46	32	22
35-49	48	34	18
50-64	46	39	15
65 and older	45	43	12
Education			
Less than year 12	45	33	22
Year 12 or equivalent	48	31	21
TAFE, trade or vocational	46	40	14
University degree	46	38	16
Religion			
Protestant	45	40	15
Catholic	43	39	18
Other religions	69	24	7
No religion	44	37	19
Household income			
\$3,000 or more per week	47	39	14
\$2,000 to \$2,999 per week	52	35	13
\$1,000 to \$1,999 per week	46	38	16
Less than \$1,000 per week	47	33	20
Prefer not to say	34	43	23
Home ownership			
Does not own	47	33	20
Owned with a mortgage	44	38	18
Owned outright	47	39	14

How Tasmanians intend to use their vote

Question text

Which of the following statements best describes how you think you will use your vote at the next Tasmanian state election?

Asked only of those who planned to vote; multiple select; randomise 1-6

1. I will use my vote for a particular major party
2. I will use my vote against a particular major party
3. I will use my vote for a minor party or independent candidate to send a message to the major parties
4. I will use my vote for a particular individual candidate
5. I will use my vote against a particular individual candidate
6. I will vote on the election policies
7. Something else Fixed; exclusive
8. None of these Fixed; exclusive

Respondents were also asked how they would use their vote at the State election. They could select multiple options at once (up to all six offered, or ‘something else’ or ‘none of these’, which were exclusive).

Of the six responses offered, the most frequently chosen was the ‘vote for a particular major party’, which was selected by 36 per cent of voters (shown in figure 6). As might be expected, this option was particularly popular with Liberal and Labor voters, with 61 and 46 per cent of these selecting this response, respectively (see figure 7).

The next most popular option was voting ‘on the election policies’, which was selected by 35 per cent of voters. While also popular with the supporters of the major parties, this was the most common option selected by Greens voters (at 49 per cent), those who planned to vote for the Jacqui Lambie Network (40 per cent) and those intending to provide their first preference to other parties and candidates (38 per cent).

The third most frequently selected response was supporting ‘a particular individual candidate’, which was less commonly selected by Labor and Liberal voters and most likely to be chosen by those planning to support a minor party or independent candidate (33 per cent).

Negative voting — against a particular candidate or party, or to send a message to the major parties — was not frequently selected by Tasmanians as a way they would use their vote at the state election. However, among certain groups a protest vote was a part of their logic for how they were planning to cast their ballot. Sending a message to the major parties was nominated as a use of their vote by more than a third of supporters of the Greens, Jacqui Lambie Network and other parties and candidates.

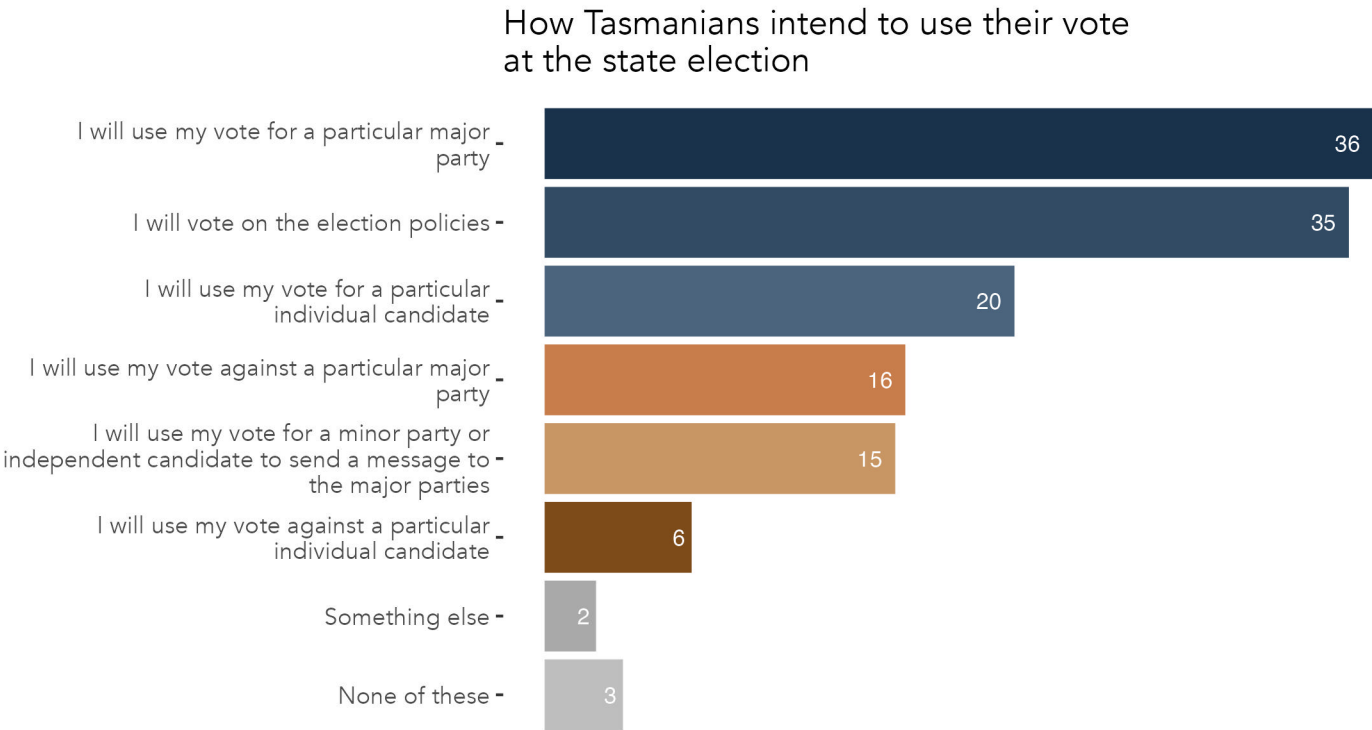


Figure 6: The ways in which Tasmanians intend to use their vote. The values shown in this plot sum to more than 100, as a respondent could select more than one of these answers, except ‘something else’ and ‘none of these’, which were exclusive.

How Tasmanians will use their vote, by the party or candidate they intend to vote for

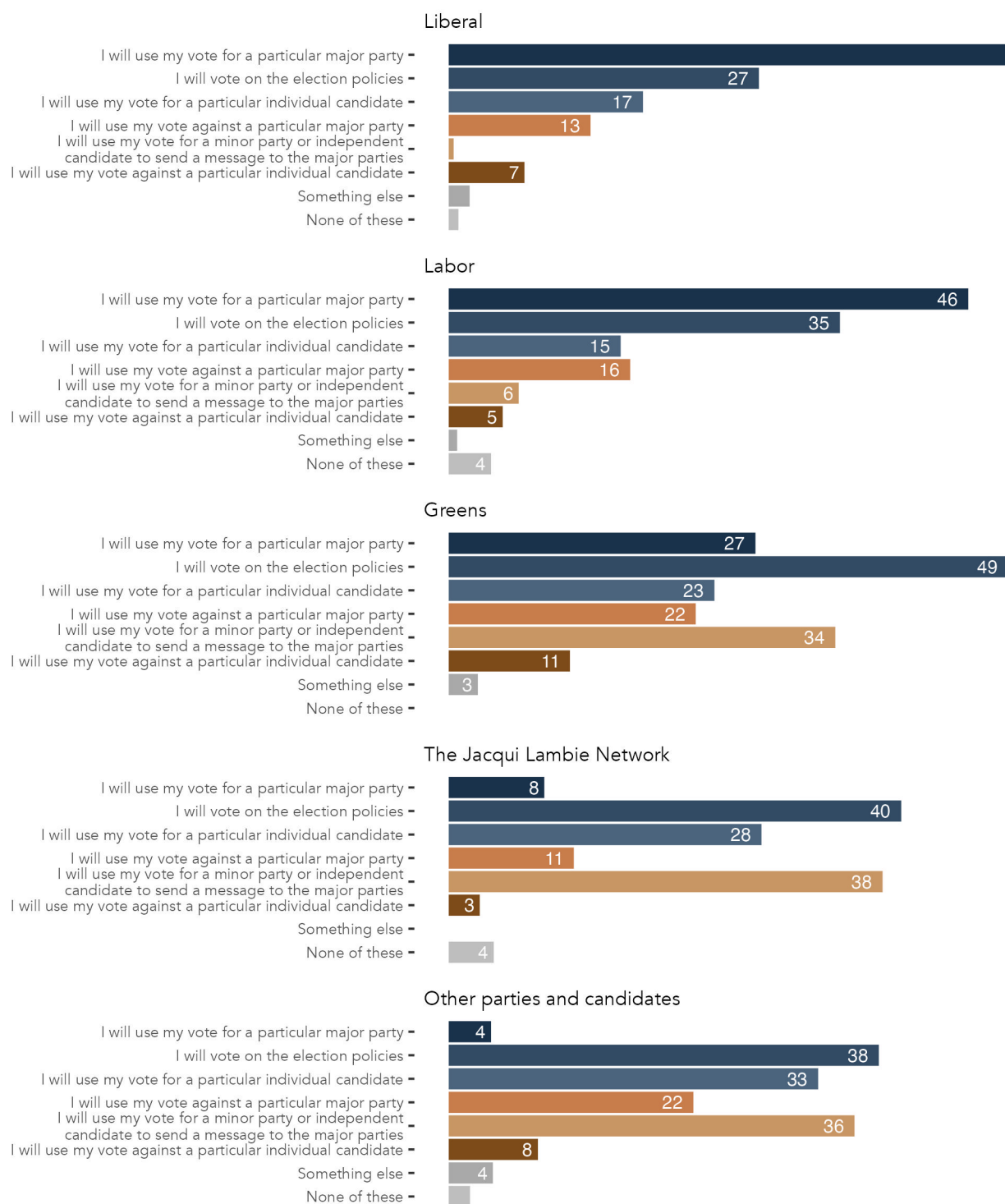


Figure 7: The ways in which Tasmanians plan to use their vote, by the party or candidate they intend to vote for at the state election. Responses were not exclusive so results can sum to more than 100.



INFLUENCE WITH INTEGRITY