FINAL RESULTS

uComms conducted a survey of 1174 residents across Tasmania on behalf of The Australia Institute during the evening of 04 - 05 March 24 using self-completed automated voice and SMS polling methodologies.

Question:
At the upcoming Tasmanian State election on the 23rd of March, which of the following would receive your first preference vote in the House of Assembly (lower house)?

	Total	Male	Female	18 – 34	35 – 50	51 – 65	60+
Labor	23.0%	22.9%	23.6%	26.2%	20.5%	21.2%	23.9%
Liberal	37.1%	40.0%	34.4%	26.2%	33.3%	40.2%	37.7%
Greens	13.7%	12.4%	14.8%	14.8%	16.2%	13.3%	13.2%
Jacqui Lambie Network	8.5%	7.3%	9.2%	14.8%	6.8%	9.1%	7.9%
An Independent	12.8%	12.4%	13.2%	13.1%	12.8%	11.2%	13.5%
Other	5.0%	5.0%	4.8%	4.9%	10.3%	5.0%	3.8%

Question:

Do you think Tasmania is generally heading in the right or wrong direction?

	Total	Male	Female	18 – 34	35 – 50	51 – 65	60+
The right direction	36.0%	41.1%	31.6%	25.9%	37.1%	42.3%	34.1%
The wrong direction	46.0%	43.2%	48.1%	50.0%	46.6%	42.7%	47.0%
Don't know/Unsure	18.0%	15.7%	20.3%	24.1%	16.4%	15.1%	19.0%

	Total	LAB	LIB	GRE	JLN	IND	OTH
The right direction	36.0%	17.4%	75.1%	6.9%	7.5%	13.8%	13.0%
The wrong direction	46.0%	63.0%	9.5%	77.9%	77.5%	67.5%	45.7%
Don't know/Unsure	18.0%	19.6%	15.4%	15.3%	15.0%	18.7%	41.3%

Question:

Which do you think is the most likely outcome from the upcoming Tasmanian state election?

	Total	Male	Female	18 – 34	35 – 50	51 – 65	60+
A Liberal majority government	21.0%	23.3%	18.7%	27.6%	21.6%	21.8%	19.8%
A Labor majority government	10.9%	8.5%	13.2%	10.3%	7.8%	8.4%	12.7%
A hung parliament where the government must work with other parties and independents to pass legislation	58.4%	62.4%	54.5%	46.6%	59.5%	60.9%	58.4%
Don't know / Not sure	9.7%	5.8%	13.6%	15.5%	11.2%	8.8%	9.1%

	Total	LAB	LIB	GRE	JLN	IND	OTH
A Liberal majority government	21.0%	4.6%	49.0%	1.5%	5.1%	3.3%	13.3%
A Labor majority government	10.9%	35.9%	0.8%	6.1%	6.3%	5.7%	4.4%
A hung parliament where the government must work with other parties and independents to pass legislation	58.4%	52.5%	41.1%	80.9%	78.5%	86.2%	46.7%
Don't know / Not sure	9.7%	6.9%	9.1%	11.5%	10.1%	4.9%	35.6%

Question:

If there is a hung parliament where no one party has a majority, which senior Liberal parliamentarian do you believe would negotiate with the crossbench most effectively?

	Total	Male	Female	18 – 34	35 – 50	51 – 65	60+
Jeremy Rockliff	39.4%	42.7%	36.4%	36.4%	45.2%	43.0%	36.8%
Michael Ferguson	7.3%	6.5%	8.0%	5.5%	4.3%	8.9%	7.4%
Eric Abetz	11.1%	11.5%	10.4%	5.5%	11.3%	9.7%	12.2%
Don't know / Not sure	42.3%	39.3%	45.1%	52.7%	39.1%	38.4%	43.6%

	Total	LAB	LIB	GRE	JLN	IND	OTH
Jeremy Rockliff	39.4%	24.9%	62.6%	25.2%	14.1%	34.7%	27.3%
Michael Ferguson	7.3%	8.5%	7.5%	3.8%	10.3%	8.3%	2.3%
Eric Abetz	11.1%	6.6%	12.5%	5.3%	17.9%	15.7%	13.6%
Don't know / Not sure	42.3%	60.1%	17.4%	65.6%	57.7%	41.3%	56.8%

Question:

If there is a hung parliament where no one party has a majority, which senior Labor parliamentarian do you believe would negotiate with the crossbench most effectively?

	Total	Male	Female	18 – 34	35 – 50	51 – 65	60+
Rebecca White	*31.2%*	*31.8%*	*31.0%*	*29.6%*	*30.4%*	*33.5%*	*30.5%*
Anita Dow	*7.6%*	*6.5%*	*8.4%*	*9.3%*	*11.3%*	*5.1%*	*7.7%*
Dean Winter	*19.4%*	*22.2%*	*16.5%*	*16.7%*	*17.4%*	*19.1%*	*20.3%*
Don't know / Not sure	*41.8%*	*39.4%*	*44.2%*	*44.4%*	*40.9%*	*42.4%*	*41.5%*

	Total	LAB	LIB	GRE	JLN	IND	OTH
Rebecca White	*31.2%*	*58.8%*	*11.7%*	*42.3%*	*40.3%*	*27.5%*	*11.4%*
Anita Dow	*7.6%*	*8.5%*	*6.5%*	*7.7%*	*6.5%*	*10.8%*	*4.5%*
Dean Winter	*19.4%*	*16.1%*	*21.7%*	*19.2%*	*14.3%*	*25.8%*	*9.1%*
Don't know / Not sure	*41.8%*	*16.6%*	*60.1%*	*30.8%*	*39.0%*	*35.8%*	*75.0%*

Methodology Disclosure Statement - *Short*

Short Methodology Statement	
Research conducted by	*uCommunications Pty Ltd – T/A uComms*
Commissioned by	*The Australia Institute*
End client	*The Australia Institute*
Fieldwork dates	*04 - 05 March 2024*
Mode of data collection	*Automated SMS and telephone poll*
Target population	*Australian eligible voters*
Sample size	*1174*
Australian Polling Council (APC) Compliant	*Yes*
URL of Long Methodology Disclosure Statement	*www.ucommsapc.info*
Voter intention published	*Yes*

Methodology Disclosure Statement - *Long*

Long Methodology Statement	
Effective sample size after weighting applied	*1022*
Margin of Error associated with effective sample size	*+/- 3.85%*
Variables used in weighting	*TAS population distribution (Age & Gender)*
Weighting method used	*Ranked weighting*
Full question text, responses categories and randomisation	*See within attached*
Proportion of landline/mobile completed samples	*79% Mobile 21% Landline*
Source of Sample	*Households selected at random across Tasmania*
Positioning of voter intention questions within survey	*First question after call intro*
Undecided voter handling	*-*
2pp calculation method	*Respondent allocated preferences*