

NOT FINAL: INCLUDES FIRST 3 POLLS OF 2007 CAMPAIGN (UP TO 14 NOV 07)

Nielsen Poll 1996 to 2007

Campaign poll averages, demographics and Federal Election results

	1996		1998		2001		2004		2007	
Primary vote										
	Poll Avg	AEC	Poll Avg	AEC	Poll Avg	AEC	Poll Avg	AEC	Poll Avg	AEC
Labor	38.6	38.8	41.2	40.1	37.3	37.8	38.4	37.6	47.7	
Coalition	47.7	47.2	42.2	39.5	46.5	43.0	48.2	46.7	42.0	
Democrat	6.4	6.8	4.2	5.1	6.3	5.4	1.2	1.2	1.0	
Green	3.3	2.9	1.8	2.1	3.5	5.0	8.0	7.2	6.3	
Other	3.9	4.3	10.7	13.1	6.5	8.8	4.2	7.3	3.0	
Two Party Preferred										
	Poll Avg	AEC	Poll Avg	AEC	Poll Avg	AEC	Poll Avg	AEC	Poll Avg	AEC
Labor	46.2	46.4	50.7	51.0	47.5	49.1	47.8	47.3	54.3	
Coalition	53.8	53.6	49.3	49.0	52.5	51.0	52.2	52.7	45.7	
		Swing	4.3	4.6	-3.5	-1.9	-1.3	-1.8	7.1	
Sources:										
AEC figures from Australian Electoral Commission website and publications; all swings calculated from AEC result at previous election										
Nielsen poll figures are simple averages of all polls taken between the announcement of the election date and election day.										

	1996	1998	18-24 2001	2004	2007
ALP	41	46	39	43	56
LNP	40	33	41	41	33
DEM	5	5	10	0	1
GRN	9	5	6	11	8
OTH	6	12	5	4	3
ALP	52.3	59.7	52.5	54.6	63.0
LNP	47.7	40.3	47.5	45.4	37.0
SWING		7.3	-7.2	2.1	8.4

	1996	1998	25-39 2001	2004	2007
ALP	43	43	40	41	49
LNP	41	41	43	45	38
DEM	6	5	8	2	1
GRN	5	3	4	9	8
OTH	5	9	5	3	4
ALP	51.7	53.0	51.0	51.6	56.7
LNP	48.3	47.0	49.0	48.4	43.3
SWING		1.3	-2.0	0.6	5.1

	1996	1998	Male 2001	2004	2007
ALP	40	40	37	38	48
LNP	47	42	46	48	42
DEM	5	4	6	1	1
GRN	4	2	3	8	6
OTH	5	13	8	5	3
ALP	47.3	50.3	47.8	47.8	55.0
LNP	52.7	49.7	52.3	52.2	45.0
SWING		3.0	-2.6	0.0	7.2

	1996	1998	Cap City 2001	2004	2007
ALP	40	43	38	40	49
LNP	45	41	46	47	40
DEM	6	5	7	1	1
GRN	4	2	4	8	7
OTH	5	9	5	4	3
ALP	48.1	52.2	48.5	49.2	56.3
LNP	51.9	47.8	51.5	50.8	43.7
SWING		4.0	-3.7	0.7	7.1

	1996	1998	40-54 2001	2004	2007
ALP	37	41	39	37	51
LNP	50	44	45	46	39
DEM	7	4	6	2	1
GRN	3	1	4	9	7
OTH	4	11	7	6	3
ALP	43.8	49.2	49.3	48.6	58.0
LNP	56.2	50.8	50.8	51.4	42.0
SWING		5.3	0.1	-0.6	9.4

	1996	1998	Female 2001	2004	2007
ALP	37	42	37	39	48
LNP	49	42	47	48	42
DEM	6	4	7	1	1
GRN	4	2	4	7	7
OTH	4	9	5	4	3
ALP	44.3	50.8	46.8	47.6	54.3
LNP	55.7	49.2	53.3	52.4	45.7
SWING		6.5	-4.1	0.9	6.7

	1996	1998	Ex Cap City 2001	2004	2007
ALP	35	38	36	36	45
LNP	52	43	47	50	44
DEM	5	3	5	2	1
GRN	4	2	3	7	6
OTH	4	14	9	5	4
ALP	41.6	48.0	45.8	45.4	52.3
LNP	58.4	52.0	54.3	54.6	47.7
SWING		6.4	-2.3	-0.4	6.9

	1996	1998	55+ 2001	2004	2007
ALP	32	37	32	34	42
LNP	58	47	55	55	50
DEM	5	3	4	1	0
GRN	1	1	2	5	4
OTH	4	12	8	4	4
ALP	36.0	45.3	39.8	40.6	47.3
LNP	64.0	54.7	60.3	59.4	52.7
SWING		9.3	-5.6	0.9	6.7

Sources for demographic averages:

1996 to 2004: simple averages from Nielsen polls taken during the campaign period

2007: simple averages from Nielsen polls taken during the 2007 election campaign

Swings: calculated from previous election's poll average. This may lead to minor inconsistencies with national swings.

NOTE ON AGE GROUP "SWINGS": As people move into older age groups each election, it is wrong to talk of voters in particular age groups changing their vote or 'swinging', e.g. voters aged 18-24 in 1996 are not the same people as voters aged 18-24 in 2007.