

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																			Nielsen
PARTY	ELECTION November 2007	15-17 May 2008	12-14 Jun 2008	17-19 Jul 2008	14-16 Aug 2008	By State					By Area		By Gender		By Age				
						NSW	VIC	QLD	SA/NT	WA	City (Caps)	Rural (X City)	Male	Female	18-24	25-39	40-54	55+	
Labor	43	46	44	43	43	42	46	45	37	45	48	37	43	44	51	46	44	37	
Coalition	42	38	38	40	39	41	36	37	43	42	38	41	40	38	32	35	36	48	
Democrat	1	1	1	1	1	1	1	<0.5	1	0	1	<0.5	1	1	1	<0.5	1	<0.5	
Greens	8	8	10	10	9	9	10	8	8	7	8	10	8	10	12	13	10	5	
Independent	2	2	3	3	4	5	2	5	7	5	3	6	5	4	1	3	6	5	
Family First	2	2	2	2	2	<0.5	3	3	1	1	1	2	1	2	2	1	2	2	
Other	2	2	2	1	2	2	2	1	3	1	1	4	2	2	1	2	2	3	
Two Party Preferred (by how respondents said they would allocate preferences)																			
Labor	53	57	56	54	55	53	60	57	50	53	58	51	54	57	62	60	58	46	
Coalition	47	43	44	46	45	47	40	43	50	47	42	49	46	43	38	40	42	54	
Two Party Preferred (by how preferences flowed in 2007 election)																			
Labor	53	56	55	54	54														
Coalition	47	44	45	46	46														
Prime Minister's Performance																			
Approve		69	67	66	60	58	62	63	55	60	61	58	61	59	68	66	60	51	
Disapprove		22	27	27	31	31	31	30	35	33	30	34	32	31	23	25	32	41	
Uncommitted		8	7	7	9	11	7	7	10	7	9	8	7	10	10	9	8	8	
Opposition Leader's Performance																			
Approve		34	38	36	31	32	25	35	33	30	29	34	29	32	30	32	25	33	
Disapprove		48	47	46	53	52	58	52	46	51	54	52	59	48	46	50	59	54	
Uncommitted		18	14	18	16	17	16	13	21	19	17	15	12	20	24	18	16	12	
Preferred Prime Minister																			
Rudd		70	68	65	65	66	66	69	56	63	67	63	66	64	75	70	69	54	
Nelson		17	20	20	19	20	15	19	24	24	19	21	18	21	14	18	15	26	
Uncommitted		13	12	15	16	14	19	12	20	13	14	16	16	15	11	12	16	20	

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 14-16 August 2008 with 1,400 respondents.

The maximum margin of error to apply to this sample is +/- 2.6%. Uncommitted voters (5%) were redistributed. SA also includes the NT. Figures may not add to 100% due to rounding.



IMPORTANT: The Nielsen Poll is designed to provide estimates of voting intention on a national basis. This table includes cross-tabulations by state, area, sex and age. These breakdowns, e.g. 'South Australia', are subject to greater sampling variation than the national estimates and should be treated with caution. Note that the figures for all states are based on small sample sizes – for example South Australia is based on around 110 interviews (margin of error of +/-9%), Western Australia is based on around 130 interviews each (margin of error of +/- 9%), Queensland is based on around 250 interviews (margin +/- 6%), Victoria is based on around 330 interviews (margin +/- 5.4%) and NSW on around 430 interviews (margin +/- 4.7%). Interviews were also conducted in Tasmania and the ACT (around 20 to 30 in each location, margin +/-20%) but are not shown separately in this table. South Australia data includes the Northern Territory. The maximum margin of error for the national estimates is approximately +/-2.6%.