

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	18-20 Sep 2008	16-18 Oct 2008	13-15 Nov 2008	25-27 Mar 2009	14-16 May 2009	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	41	46	45	47	44	45	41	46	44	37	44	44	46	42	43	48	48	37
Coalition	42	38	38	40	39	42	39	39	37	43	43	46	40	40	50	42	43	41	44	35	37	40	53
Democrat	1	1	1	1	1	1	1	1	1	1	1	1	<0.5	2	1	1	1	1	1	1	1	1	1
Greens	8	8	10	10	9	9	9	10	10	8	6	7	8	6	11	9	6	7	8	15	9	8	4
Independent	2	2	3	3	4	3	3	2	2	2	2	2	2	7	1	2	3	2	2	2	2	3	2
Family First	2	2	2	2	2	2	1	1	1	1	1	1	2	1	0	1	1	<0.5	2	3	1	<0.5	1
Other	2	2	2	1	2	1	2	2	2	1	1	2	2	1	1	1	2	2	1	2	2	1	1
<i>Two Party Preferred (by how respondents said they would allocate preferences)</i>																							
Labor	53	57	56	54	55	52	56	55	58	53	53	50	55	55	46	53	53	55	51	61	58	56	42
Coalition	47	43	44	46	45	48	44	45	42	47	47	50	45	45	54	47	47	45	49	39	42	44	58
<i>Two Party Preferred (by how preferences flowed in 2007 election)</i>																							
Labor	53	56	55	54	54	51	55	55	57	52													
Coalition	47	44	45	46	46	49	45	45	43	48													
<i>Prime Minister's Performance</i>																							
Approve		69	67	66	60	61	71	70	74	64	64	64	62	66	65	66	61	64	65	75	73	64	52
Disapprove		22	27	27	31	31	20	22	22	32	33	32	33	31	30	30	36	33	31	21	24	32	44
Uncommitted		8	7	7	9	7	9	7	4	4	3	4	5	2	5	4	3	4	4	4	4	4	4
<i>Opposition Leader's Performance</i>																							
Approve		34	38	36	31	45	55	51	43	43	42	40	46	45	52	41	47	44	43	43	42	42	46
Disapprove		48	47	46	53	26	30	35	47	47	49	49	44	44	37	47	46	49	44	41	47	49	46
Uncommitted		18	14	18	16	29	15	15	10	10	9	11	11	11	11	12	7	7	13	16	11	9	8
<i>Preferred Prime Minister</i>																							
Rudd		70	68	65	65	56	64	65	69	64	63	63	63	68	63	66	60	64	63	74	71	65	52
Nelson / Turnbull		17	20	20	19	33	26	27	24	28	29	28	29	25	30	26	32	29	28	23	21	28	36
Uncommitted		13	12	15	16	11	9	8	6	8	9	8	9	6	7	8	8	7	9	3	8	7	12

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 14-16 May 2009 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%.