

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																Nielsen
PARTY	ELECTION November 2007	15-17 May 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	46	49	45	41	40	46	45	46	46	44	49	47	43	
Coalition	42	38	40	34	43	40	38	37	40	39	38	38	32	36	46	
Democrat	1	1	1	1	1	2	1	1	1	1	1	1	2	1	<0.5	
Greens	8	8	7	10	6	11	11	9	8	8	9	10	11	9	6	
Independent	2	2	2	1	3	2	5	2	3	3	2	2	2	4	2	
Family First	2	2	1	2	2	3	3	2	2	2	2	2	2	2	2	
Other	2	2	2	2	1	2	2	2	1	2	2	2	2	3	1	
Two Party Preferred																
Labor	53	57	55	61	53	56	56	58	56	57	57	56	63	59	50	
Coalition	47	43	45	39	47	44	44	42	44	43	43	44	37	41	50	
Prime Minister's Performance																
Approve		69	68	73	69	70	63	70	68	69	70	77	74	67	65	
Disapprove		22	24	20	23	19	29	22	23	22	23	15	17	24	28	
Uncommitted		8	9	8	8	11	8	8	9	9	8	8	9	8	8	
Opposition Leader's Performance																
Approve		34	36	31	31	37	33	32	36	34	33	29	29	35	38	
Disapprove		48	46	51	50	46	47	51	44	52	45	48	46	49	49	
Uncommitted		18	18	18	19	17	20	17	20	14	22	23	24	16	13	
Preferred Prime Minister																
Rudd		70	68	73	71	68	69	70	70	69	71	78	74	69	65	
Nelson		17	15	16	19	18	18	16	18	18	16	15	15	15	21	
Uncommitted		13	17	11	10	14	13	14	12	13	13	7	11	16	14	

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 15-17 May 2008 with 1,400 respondents.

The maximum margin of error to apply to this sample is +/- 2.2%. 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 Western Australia & South Australia are based on around 125 interviews each (margin of error of +/- 9%), Queensland is based on around 260 interviews (margin +/- 6%), Victoria is based on around 340 interviews (margin +/- 5%) and NSW on around 480 interviews (margin +/- 4.5%). Interviews were also conducted in Tasmania and the ACT (around 30 in each location, margin +/-18%) 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%.