

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL

Nielsen

PARTY	ELECTION November 2007	15-17 May 2008	12-14 Jun 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	45	43	46	40	41	45	42	44	43	46	46	44	40
Coalition	42	38	38	39	36	40	40	38	37	40	37	39	32	34	35	47
Democrat	1	1	1	<0.5	1	1	3	0	1	1	1	1	1	1	1	<0.5
Greens	8	8	10	11	14	5	8	10	11	10	11	10	11	13	12	6
Independent	2	2	3	2	3	3	5	5	3	3	3	3	5	1	4	3
Family First	2	2	2	1	2	2	3	4	2	2	1	2	3	2	2	1
Other	2	2	2	2	1	3	3	2	2	2	2	2	2	3	2	1
Two Party Preferred																
Labor	53	57	56	57	58	56	51	52	57	55	57	56	63	62	58	48
Coalition	47	43	44	43	42	44	49	48	43	45	43	44	37	38	42	52
Prime Minister's Performance																
Approve		69	67	71	64	61	67	62	68	65	65	68	68	73	68	59
Disapprove		22	27	23	28	32	25	33	26	29	27	27	22	19	27	36
Uncommitted		8	7	6	7	7	8	5	7	6	8	5	10	8	5	5
Opposition Leader's Performance																
Approve		34	38	39	36	41	42	37	38	39	36	40	39	33	33	48
Disapprove		48	47	47	50	43	44	47	47	47	52	43	45	48	53	42
Uncommitted		18	14	14	14	16	13	16	15	14	12	17	17	18	14	10
Preferred Prime Minister																
Rudd		70	68	73	67	65	63	62	69	66	69	67	75	75	67	60
Nelson		17	20	17	22	21	25	23	20	21	18	22	17	17	19	26
Uncommitted		13	12	10	11	14	12	15	11	13	13	11	8	8	14	14

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 12-14 June 2008 with 1,401 respondents.

The maximum margin of error to apply to this sample is +/- 2.2%. Uncommitted voters (4%) 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%.