

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	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	39	41	47	40	32	40	43	44	38	39	43	41	39
Coalition	42	38	38	40	39	42	43	43	40	43	50	42	43	41	43	39	36	40	51
Democrat	1	1	1	1	1	1	1	<0.5	2	3	1	1	1	1	1	1	2	1	1
Greens	8	8	10	10	9	9	9	10	5	6	11	10	9	8	11	14	12	11	4
Independent	2	2	3	3	4	3	5	1	3	5	2	3	4	3	3	2	3	3	4
Family First	2	2	2	2	2	2	2	4	1	2	1	3	1	2	3	4	3	2	<0.5
Other	2	2	2	1	2	1	1	1	2	1	3	1	1	1	1	1	2	1	1
Two Party Preferred (by how respondents said they would allocate preferences)																			
Labor	53	57	56	54	55	52	49	52	54	51	45	51	52	53	50	52	58	54	44
Coalition	47	43	44	46	45	48	51	48	46	49	55	49	48	47	50	48	42	46	56
Two Party Preferred (by how preferences flowed in 2007 election)																			
Labor	53	56	55	54	54	51													
Coalition	47	44	45	46	46	49													
Prime Minister's Performance																			
Approve		69	67	66	60	61	61	60	61	65	55	63	59	63	59	74	67	61	52
Disapprove		22	27	27	31	31	31	33	30	32	34	30	34	32	31	19	24	32	42
Uncommitted		8	7	7	9	7	8	7	9	3	12	7	8	5	10	7	10	8	5
Opposition Leader's Performance																			
Approve		34	38	36	31	45	48	47	42	42	42	46	43	48	42	47	40	46	49
Disapprove		48	47	46	53	26	25	23	29	29	23	25	28	25	27	27	29	26	23
Uncommitted		18	14	18	16	29	28	29	28	29	35	29	29	26	31	26	31	28	28
Preferred Prime Minister																			
Rudd		70	68	65	65	56	55	54	58	61	47	56	56	57	55	66	66	56	44
Nelson / Turnbull		17	20	20	19	33	34	35	30	29	40	33	32	33	33	26	27	31	42
Uncommitted		13	12	15	16	11	11	11	12	10	13	11	12	10	12	8	7	13	15

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 18-20 September 2008 with 1,400 respondents. The maximum margin of error to apply to this sample is +/- 2.6%. Uncommitted voters (3%) 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%.