

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	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	46	38	46	44	48	40	45	45	47	45	46	42
Coalition	42	38	38	40	39	42	39	39	38	39	45	39	40	36	43	37	41	32	37	37	45
Democrat	1	1	1	1	1	1	1	1	1	1	1	1	2	2	<0.5	1	1	2	1	1	1
Greens	8	8	10	10	9	9	9	10	8	10	10	6	10	10	9	11	9	14	11	9	8
Independent	2	2	3	3	4	3	3	2	3	2	2	4	2	2	3	3	1	3	2	3	3
Family First	2	2	2	2	2	2	1	1	1	1	2	4	0	1	2	1	2	2	2	2	<0.5
Other	2	2	2	1	2	1	2	2	2	1	3	0	2	1	2	2	1	1	2	2	2
<i>Two Party Preferred (by how respondents said they would allocate preferences)</i>																					
Labor	53	57	56	54	55	52	56	55	55	57	50	58	53	58	50	56	54	63	57	57	49
Coalition	47	43	44	46	45	48	44	45	45	43	50	42	47	42	50	44	46	37	43	43	51
<i>Two Party Preferred (by how preferences flowed in 2007 election)</i>																					
Labor	53	56	55	54	54	51	55	55													
Coalition	47	44	45	46	46	49	45	45													
<i>Prime Minister's Performance</i>																					
Approve		69	67	66	60	61	71	70	67	71	69	73	75	71	69	73	68	78	73	71	65
Disapprove		22	27	27	31	31	20	22	27	21	24	19	18	21	24	22	23	15	20	22	27
Uncommitted		8	7	7	9	7	9	7	6	8	7	8	7	7	7	6	9	7	6	8	8
<i>Opposition Leader's Performance</i>																					
Approve		34	38	36	31	45	55	51	56	46	54	47	46	49	54	54	48	46	50	49	55
Disapprove		48	47	46	53	26	30	35	32	39	31	40	35	36	32	34	35	32	34	35	36
Uncommitted		18	14	18	16	29	15	15	12	15	15	13	19	14	15	12	17	22	16	16	9
<i>Preferred Prime Minister</i>																					
Rudd		70	68	65	65	56	64	65	63	69	62	65	66	68	62	66	65	77	68	66	58
Nelson / Turnbull		17	20	20	19	33	26	27	31	22	30	26	24	26	28	27	27	16	25	24	35
Uncommitted		13	12	15	16	11	9	8	6	8	8	9	10	6	10	8	8	6	7	10	8

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 13-15 November 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%.