

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	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	44	46	47	48	41	46	44	45	47	43	47	47	44
Coalition	42	38	38	40	39	42	39	43	38	36	36	45	39	39	40	38	30	34	38	47
Democrat	1	1	1	1	1	1	1	<0.5	1	1	0	1	1	<0.5	<0.5	1	2	1	<0.5	0
Greens	8	8	10	10	9	9	9	7	10	7	10	10	9	8	9	9	15	10	11	4
Independent	2	2	3	3	4	3	3	4	1	4	2	2	2	4	3	2	3	3	2	3
Family First	2	2	2	2	2	2	1	1	2	2	3	0	1	2	<0.5	2	2	3	1	1
Other	2	2	2	1	2	1	2	1	2	3	2	1	1	3	3	1	4	2	1	2
<b>Two Party Preferred (by how respondents said they would allocate preferences)</b>																				
Labor	53	57	56	54	55	52	56	53	58	57	60	48	57	54	55	57	62	59	58	49
Coalition	47	43	44	46	45	48	44	47	42	43	40	52	43	46	45	43	38	41	42	51
<b>Two Party Preferred (by how preferences flowed in 2007 election)</b>																				
Labor	53	56	55	54	54	51	55													
Coalition	47	44	45	46	46	49	45													
<b>Prime Minister's Performance</b>																				
Approve		69	67	66	60	61	71	73	70	70	72	68	74	68	71	72	75	75	72	67
Disapprove		22	27	27	31	31	20	20	22	19	18	22	18	24	21	20	17	19	18	24
Uncommitted		8	7	7	9	7	9	7	8	11	10	10	9	9	9	9	8	7	10	9
<b>Opposition Leader's Performance</b>																				
Approve		34	38	36	31	45	55	58	56	53	52	53	55	55	58	53	46	54	52	63
Disapprove		48	47	46	53	26	30	28	28	31	35	28	27	34	30	30	38	31	30	25
Uncommitted		18	14	18	16	29	15	14	16	17	13	19	18	11	13	18	17	15	17	13
<b>Preferred Prime Minister</b>																				
Rudd		70	68	65	65	56	64	64	63	63	71	60	65	63	63	66	75	70	64	56
Nelson / Turnbull		17	20	20	19	33	26	28	26	28	24	25	25	28	28	24	18	22	25	34
Uncommitted		13	12	15	16	11	9	8	10	10	5	15	10	9	9	9	7	8	11	10

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 16-18 October 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%.