

| ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL                          |                              |                      |                      |                      |                      |                      |                     |                    |                      |                    |                    |          |      |     |       |    |                |                   |           |        |        |       | Nielsen |     |
|--|------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------|--------------------|----------------------|--------------------|--------------------|----------|------|-----|-------|----|----------------|-------------------|-----------|--------|--------|-------|---------|-----|
| PARTY  | ELECTION<br>November<br>2007 | 25-27<br>Mar<br>2009 | 14-16<br>May<br>2009 | 25-27<br>Jun<br>2009 | 13-15<br>Aug<br>2009 | 10-12<br>Sep<br>2009 | 8-10<br>Oct<br>2009 | 5-7<br>Nov<br>2009 | 27-28<br>Nov<br>2009 | 4-6<br>Feb<br>2010 | 4-6<br>Mar<br>2010 | By State |      |     |       |    | By Area        |                   | By Gender |        | By Age |       |         |     |
|  |                              |                      |                      |                      |                      |                      |                     |                    |                      |                    |                    | NSW      | VIC  | QLD | SA/NT | WA | City<br>(Caps) | Rural<br>(X City) | Male      | Female | 18-24  | 25-39 | 40-54   | 55+ |
| Labor  | 43                           | 47                   | 44                   | 46                   | 46                   | 44                   | 46                  | 45                 | 42                   | 42                 | 42                 | 44       | 44   | 42  | 37    | 38 | 45             | 39                | 44        | 41     | 45     | 44    | 43      | 40  |
| Coalition  | 42                           | 37                   | 43                   | 37                   | 38                   | 40                   | 37                  | 38                 | 37                   | 41                 | 42                 | 43       | 37   | 44  | 45    | 47 | 41             | 44                | 41        | 43     | 32     | 40    | 40      | 49  |
| Democrat   | 1                            | 1                    | 1                    | 1                    | 1                    | 1                    | 1                   | 1                  | 1                    | 1                  | 1                  | <0.5     | 1    | 0   | 2     | 1  | 1              | <0.5              | <0.5      | 1      | 1      | 1     | 1       | 1   |
| Greens   | 8                            | 10                   | 8                    | 10                   | 8                    | 8                    | 10                  | 9                  | 13                   | 10                 | 9                  | 8        | 13   | 7   | 6     | 7  | 9              | 9                 | 8         | 9      | 16     | 10    | 9       | 6   |
| Independent  | 2                            | 2                    | 2                    | 3                    | 3                    | 4                    | 3                   | 2                  | 4                    | 3                  | 2                  | 2        | 2    | 2   | 4     | 1  | 2              | 3                 | 3         | 2      | 1      | 2     | 3       | 3   |
| Family First   | 2                            | 1                    | 1                    | 2                    | 2                    | 2                    | 1                   | 2                  | 2                    | 2                  | 1                  | <0.5     | <0.5 | 2   | 5     | 3  | 1              | 2                 | 1         | 2      | 2      | 2     | 1       | 1   |
| Other  | 2                            | 2                    | 1                    | 1                    | 2                    | 2                    | 2                   | 2                  | 2                    | 2                  | 2                  | 2        | 2    | 3   | 1     | 2  | 1              | 3                 | 2         | 2      | 3      | 2     | 3       | 1   |
| <i>Two Party Preferred (by how respondents said they would allocate preferences)</i> |                              |                      |                      |                      |                      |                      |                     |                    |                      |                    |                    |          |      |     |       |    |                |                   |           |        |        |       |         |     |
| Labor  | 53                           | 58                   | 53                   | 58                   | 56                   | 55                   | 57                  | 56                 | 56                   | 54                 | 53                 | 52       | 58   | 51  | 48    | 47 | 55             | 49                | 55        | 51     | 61     | 54    | 55      | 46  |
| Coalition  | 47                           | 42                   | 47                   | 42                   | 44                   | 45                   | 43                  | 44                 | 44                   | 46                 | 47                 | 48       | 42   | 49  | 52    | 53 | 45             | 51                | 45        | 49     | 39     | 46    | 45      | 54  |
| <i>Two Party Preferred (by how preferences flowed in 2007 election)</i>              |                              |                      |                      |                      |                      |                      |                     |                    |                      |                    |                    |          |      |     |       |    |                |                   |           |        |        |       |         |     |
| Labor  | 53                           | 57                   | 52                   | 57                   | 56                   | 54                   | 57                  | 56                 | 56                   | 53                 | 52                 |          |      |     |       |    |                |                   |           |        |        |       |         |     |
| Coalition  | 47                           | 43                   | 48                   | 43                   | 44                   | 46                   | 43                  | 44                 | 44                   | 47                 | 48                 |          |      |     |       |    |                |                   |           |        |        |       |         |     |
| <i>Prime Minister's Performance</i>  |                              |                      |                      |                      |                      |                      |                     |                    |                      |                    |                    |          |      |     |       |    |                |                   |           |        |        |       |         |     |
| Approve  |                              | 74                   | 64                   | 67                   | 68                   | 70                   | 71                  | 68                 | 66                   | 60                 | 57                 | 57       | 57   | 54  | 59    | 59 | 58             | 55                | 58        | 56     | 68     | 61    | 58      | 49  |
| Disapprove   |                              | 22                   | 32                   | 29                   | 27                   | 25                   | 23                  | 28                 | 29                   | 33                 | 37                 | 37       | 38   | 41  | 36    | 34 | 36             | 39                | 38        | 36     | 25     | 31    | 37      | 47  |
| Uncommitted  |                              | 4                    | 4                    | 4                    | 4                    | 5                    | 5                   | 5                  | 6                    | 8                  | 6                  | 6        | 5    | 5   | 5     | 7  | 5              | 7                 | 4         | 7      | 7      | 8     | 5       | 4   |
| <i>Opposition Leader's Performance</i>   |                              |                      |                      |                      |                      |                      |                     |                    |                      |                    |                    |          |      |     |       |    |                |                   |           |        |        |       |         |     |
| Approve  |                              | 43                   | 43                   | 32                   | 31                   | 35                   | 35                  | 37                 | 41                   | 44                 | 50                 | 50       | 50   | 51  | 54    | 50 | 50             | 51                | 49        | 51     | 42     | 45    | 50      | 58  |
| Disapprove   |                              | 47                   | 47                   | 60                   | 60                   | 55                   | 53                  | 53                 | 51                   | 41                 | 41                 | 40       | 44   | 41  | 33    | 39 | 40             | 41                | 42        | 39     | 45     | 42    | 44      | 35  |
| Uncommitted  |                              | 10                   | 10                   | 8                    | 9                    | 10                   | 11                  | 10                 | 9                    | 14                 | 9                  | 10       | 6    | 8   | 13    | 12 | 10             | 8                 | 8         | 11     | 14     | 13    | 7       | 7   |
| <i>Preferred Prime Minister</i>  |                              |                      |                      |                      |                      |                      |                     |                    |                      |                    |                    |          |      |     |       |    |                |                   |           |        |        |       |         |     |
| Rudd   |                              | 69                   | 64                   | 66                   | 67                   | 69                   | 69                  | 68                 | 67                   | 58                 | 57                 | 57       | 61   | 55  | 57    | 54 | 58             | 56                | 58        | 56     | 66     | 60    | 60      | 49  |
| Nelson / Turnbull  |                              | 24                   | 28                   | 25                   | 24                   | 23                   | 23                  | 24                 | 21                   | 31                 | 35                 | 35       | 32   | 37  | 38    | 35 | 34             | 36                | 34        | 35     | 29     | 28    | 34      | 43  |
| Uncommitted  |                              | 6                    | 8                    | 9                    | 9                    | 8                    | 8                   | 8                  | 12                   | 11                 | 8                  | 8        | 7    | 9   | 5     | 10 | 8              | 8                 | 7         | 9      | 5      | 12    | 6       | 8   |

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 4-6 March 2010 with 1,400 respondents.

The maximum margin of sampling error to apply to this sample is +/- 2.6%. Uncommitted voters (6%) 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%.