

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	25-27 Mar 2009	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	44	51	48	38	48	49	42	45	48	50	46	49	43
Coalition	42	38	38	40	39	42	39	39	37	38	31	41	39	44	35	41	39	35	28	35	34	45
Democrat	1	1	1	1	1	1	1	1	1	1	1	<0.5	2	0	1	1	1	1	2	1	1	<0.5
Greens	8	8	10	10	9	9	9	10	10	11	10	7	7	8	10	9	10	10	14	12	11	5
Independent	2	2	3	3	4	3	3	2	2	2	2	2	9	0	2	3	3	2	3	2	2	3
Family First	2	2	2	2	2	2	1	1	1	1	3	1	3	1	1	2	1	2	2	2	2	1
Other	2	2	2	1	2	1	2	2	2	2	2	1	3	0	2	2	2	1	2	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	58	56	64	57	52	52	60	54	56	60	63	61	61	51
Coalition	47	43	44	46	45	48	44	45	42	44	36	43	48	48	40	46	44	40	37	39	39	49
<i>Two Party Preferred (by how preferences flowed in 2007 election)</i>																						
Labor	53	56	55	54	54	51	55	55	57													
Coalition	47	44	45	46	46	49	45	45	43													
<i>Prime Minister's Performance</i>																						
Approve		69	67	66	60	61	71	70	74	74	76	73	70	76	77	71	72	76	81	76	76	70
Disapprove		22	27	27	31	31	20	22	22	23	20	22	25	22	19	26	25	19	16	20	20	27
Uncommitted		8	7	7	9	7	9	7	4	3	4	5	4	2	4	3	3	5	3	3	5	3
<i>Opposition Leader's Performance</i>																						
Approve		34	38	36	31	45	55	51	43	50	38	42	34	44	41	46	44	42	43	47	36	45
Disapprove		48	47	46	53	26	30	35	47	43	49	48	55	44	48	46	48	46	41	43	52	49
Uncommitted		18	14	18	16	29	15	15	10	7	13	10	12	11	8	8	12	16	10	11	6	
<i>Preferred Prime Minister</i>																						
Rudd		70	68	65	65	56	64	65	69	69	72	68	69	65	72	66	67	71	81	72	70	62
Nelson / Turnbull		17	20	20	19	33	26	27	24	25	21	24	23	32	22	28	27	22	14	22	23	32
Uncommitted		13	12	15	16	11	9	8	6	6	8	8	8	3	6	6	5	7	5	6	7	7

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 25-27 March 2009 with 1,400 respondents.

The maximum margin of error to apply to this sample is +/- 2.6%. 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 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%.