

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	14-16 May 2009	25-27 Jun 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	46	47	46	47	45	40	47	45	46	46	47	47	49	42
Coalition	42	38	38	40	39	42	39	39	37	43	37	35	39	35	37	41	36	37	36	37	29	32	35	45
Democrat	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	2	1	1	0	1	1	2
Greens	8	8	10	10	9	9	9	10	10	8	10	11	8	10	8	10	10	9	10	10	15	12	11	5
Independent	2	2	3	3	4	3	3	2	2	2	3	4	3	3	1	1	2	4	4	2	1	3	2	4
Family First	2	2	2	2	2	2	1	1	1	1	2	1	3	2	6	2	2	3	1	3	5	2	2	1
Other	2	2	2	1	2	2	2	2	2	1	1	1	1	1	2	4	2	1	2	1	3	3	1	>0.5
<i>Two Party Preferred (by how respondents said they would allocate preferences)</i>																								
Labor	53	57	56	54	55	52	56	55	58	53	58	60	56	60	56	52	59	58	58	58	64	62	61	51
Coalition	47	43	44	46	45	48	44	45	42	47	42	40	44	40	44	48	41	42	42	42	36	38	39	49
<i>Two Party Preferred (by how preferences flowed in 2007 election)</i>																								
Labor	53	56	55	54	54	51	55	55	57	52	57													
Coalition	47	44	45	46	46	49	45	45	43	48	43													
<i>Prime Minister's Performance</i>																								
Approve	69	67	66	60	61	71	70	74	64	67	67	67	65	66	73	69	69	64	65	69	72	71	69	60
Disapprove	22	27	27	31	31	20	22	22	32	29	27	27	33	29	23	26	27	31	31	26	23	25	27	36
Uncommitted	8	7	7	9	9	7	9	7	4	4	4	6	2	5	4	5	4	4	4	5	5	5	4	4
<i>Opposition Leader's Performance</i>																								
Approve	34	38	36	31	45	55	51	43	43	32	30	30	30	32	37	38	31	34	32	32	37	35	29	31
Disapprove	48	47	46	53	26	30	35	47	47	60	61	60	61	52	54	61	58	62	57	50	54	64	65	
Uncommitted	18	14	18	16	29	15	15	10	10	8	8	10	7	11	7	8	8	6	10	13	11	7	4	
<i>Preferred Prime Minister</i>																								
Rudd	70	68	65	65	56	64	65	69	64	66	67	63	68	67	65	67	64	66	66	76	71	66	58	
Nelson / Turnbull	17	20	20	19	33	26	27	24	28	25	25	26	24	27	25	23	28	25	25	18	21	25	31	
Uncommitted	13	12	15	16	11	9	8	6	8	9	8	11	8	6	10	10	8	9	9	7	8	9	11	

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 25-27 June 2009 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%.