

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	13-15 Aug 2009	10-12 Sep 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	46	44	43	48	45	45	34	44	45	46	43	40	46	47	43		
Coalition	42	38	38	40	39	42	39	39	37	43	37	38	40	42	33	41	38	48	40	40	39	40	40	32	38	48		
Democrat	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	<0.5	1	<0.5	1	0	1	<0.5	1		
Greens	8	8	10	10	9	9	9	10	10	8	10	8	8	7	11	6	5	11	9	7	7	9	12	12	8	4		
Independent	2	2	3	3	4	3	3	2	2	2	3	3	4	3	3	4	7	2	4	3	4	3	4	4	3	3		
Family First	2	2	2	2	2	2	1	1	1	1	2	2	2	1	2	1	4	2	2	1	2	1	4	2	1	1		
Other	2	2	2	1	2	1	2	2	2	1	1	2	2	2	2	2	0	2	1	3	2	2	1	3	2	1		
<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	56	55	53	61	54	56	43	55	54	56	54	56	61	57	48		
Coalition	47	43	44	46	45	48	44	45	42	47	42	44	45	47	39	46	44	57	45	46	44	46	44	39	43	52		
<i>Two Party Preferred (by how preferences flowed in 2007 election)</i>																												
Labor	53	56	55	54	54	51	55	55	57	52	57	56	54															
Coalition	47	44	45	46	46	49	45	45	43	48	43	44	46															
<i>Prime Minister's Performance</i>																												
Approve	69	67	66	60	61	71	70	74	64	67	68	70	68	73	67	75	68	71	68	69	71	70	75	71	65			
Disapprove	22	27	27	31	31	20	22	22	32	29	27	25	29	22	26	21	27	25	26	25	25	24	20	25	31			
Uncommitted	8	7	7	9	9	9	7	4	4	4	4	5	3	6	6	5	5	4	5	5	4	6	5	5	4			
<i>Opposition Leader's Performance</i>																												
Approve	34	38	36	31	45	55	51	43	43	32	31	35	37	31	33	34	44	35	35	34	36	43	34	31	37			
Disapprove	48	47	46	53	26	30	35	47	47	60	60	55	54	58	60	53	46	54	58	59	51	42	54	62	56			
Uncommitted	18	14	18	16	29	15	15	10	10	8	9	10	9	11	7	13	10	11	8	7	12	15	12	8	7			
<i>Preferred Prime Minister</i>																												
Rudd	70	68	65	65	56	64	65	69	64	66	67	69	69	69	71	70	62	67	71	70	67	73	78	67	60			
Nelson / Turnbull	17	20	20	19	33	26	27	24	28	25	24	23	25	22	21	24	30	25	21	23	24	22	18	24	28			
Uncommitted	13	12	15	16	11	9	8	6	8	9	9	8	6	10	9	6	9	8	9	7	9	5	4	9	11			

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 10-12 September 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%.