

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																		Nielsen
Sample size: Max margin of error:	ELECTION Sep 2013*	21-23	13-15	13-15	10-12	By State					By Area		By Gender		By Age			
		Nov 2013	Feb 2014	Mar 2014	Apr 2014	NSW	VIC	QLD	SA/NT	WA	Capitals	Other	Male	Female	18-24	25-39	40-54	55+
		n=1400	n=1400	n=1400	n=1400	n=448	n=348	n=279	n=118	n=154	n=888	n=512	n=695	n=705	n=143	n=269	n=402	n=586
		+/- 2.6%	+/- 2.6%	+/- 2.6%	+/- 2.6%	+/- 4.6%	+/- 5.3%	+/- 5.9%	+/- 9.0%	+/- 7.9%	+/- 3.3%	+/- 4.3%	+/- 3.7%	+/- 3.7%	+/- 8.2%	+/- 6.0%	+/- 4.9%	+/- 4.0%
Labor	33	37	33	35	34	33	37	38	38	20	35	32	32	37	36	34	35	33
Coalition	46	41	44	44	40	43	40	38	39	37	39	42	41	39	32	33	39	49
Greens	9	11	12	12	17	15	19	11	12	27	17	16	17	16	26	23	15	10
Palmer United	5	na	na	4	4	3	2	9	3	11	4	5	5	4	2	5	7	4
Other	7	11	11	6	5	6	3	5	9	5	4	5	5	4	4	6	5	4
Two Party Preferred (by how respondents said they would allocate preferences)																		
Labor	46.5	52	49	51	54.5	51	56	57	56	52	56	52	53	56	65	61	55	44
Coalition	53.5	48	51	49	45.5	49	44	43	44	48	44	48	47	44	35	39	45	56
Two Party Preferred (by how preferences flowed nationally and by state in 2013 election)																		
Labor	46.5	52	48	49	52	49	55	53	53	48								
Coalition	53.5	48	52	51	48	51	45	47	47	52								
Prime Minister's Performance																		
Approve		47	45	45	43	46	42	43	39	47	43	45	46	41	37	35	42	54
Disapprove		46	47	49	50	47	54	50	51	46	51	49	50	51	55	58	50	41
Uncommitted		8	8	6	7	7	4	7	10	7	7	7	5	9	8	7	7	5
Opposition Leader's Performance																		
Approve		51	40	42	43	44	47	40	47	38	44	41	41	45	55	45	42	37
Disapprove		30	40	42	41	40	41	42	37	42	40	42	45	37	23	33	41	54
Uncommitted		19	20	15	16	17	12	18	16	19	16	17	14	19	22	21	17	9
Preferred Prime Minister																		
Abbott		49	49	48	45	48	41	41	46	53	44	47	48	41	41	37	42	54
Shorten		41	39	43	44	40	49	43	43	37	45	41	43	44	50	50	45	36
Uncommitted		10	12	9	11	12	9	15	11	10	11	12	8	14	9	13	12	10

The Nielsen Poll is done on landline telephones nationwide. Interviews were conducted 10-12 April 2014 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 are subject to greater sampling variation than the national estimates and **should be treated with caution.** The maximum margin of error for the national estimates is approximately +/-2.6%.