

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

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 13-15 August 2009 with 1,400 respondents.

The maximum margin of 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%.