

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																				Nielsen	
PARTY	ELECTION November 2007	25-27 Mar 2009	14-16 May 2009	25-27 Jun 2009	13-15 Aug 2009	10-12 Sep 2009	8-10 Oct 2009	5-7 Nov 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	47	44	46	46	44	46	45	45	44	50	38	44	46	43	44	46	48	48	45	42
Coalition	42	37	43	37	38	40	37	38	40	35	38	47	36	36	43	38	39	30	32	38	47
Democrat	1	1	1	1	1	1	1	1	1	1	1	2	2	2	1	1	1	1	3	1	1
Greens	8	10	8	10	8	8	10	9	9	12	5	8	11	11	7	10	8	13	11	11	6
Independent	2	2	2	3	3	4	3	2	3	3	3	3	2	2	3	4	1	2	3	2	2
Family First	2	1	1	2	2	2	1	2	1	3	2	2	2	2	2	1	2	5	2	1	1
Other	2	2	1	1	2	2	2	2	1	1	1	1	4	1	2	2	1	1	3	1	1
<i>Two Party Preferred (by how respondents said they would allocate preferences)</i>																					
Labor	53	58	53	58	56	55	57	56	55	58	58	48	56	59	51	56	55	62	61	57	49
Coalition	47	42	47	42	44	45	43	44	45	42	42	52	44	41	49	44	45	38	39	43	51
<i>Two Party Preferred (by how preferences flowed in 2007 election)</i>																					
Labor	53	57	52	57	56	54	57	56													
Coalition	47	43	48	43	44	46	43	44													
<i>Prime Minister's Performance</i>																					
Approve		74	64	67	68	70	71	68	67	67	66	69	69	69	67	66	69	75	72	69	61
Disapprove		22	32	29	27	25	23	28	28	28	29	26	28	27	29	30	25	20	22	27	36
Uncommitted		4	4	4	4	5	5	5	5	5	5	5	3	4	5	4	5	5	6	4	4
<i>Opposition Leader's Performance</i>																					
Approve		43	43	32	31	35	35	37	38	35	35	46	39	35	40	40	34	36	39	31	41
Disapprove		47	47	60	60	55	53	53	53	56	55	47	46	54	52	52	54	46	48	62	54
Uncommitted		10	10	8	9	10	11	10	10	9	11	6	15	11	8	7	12	19	13	7	6
<i>Preferred Prime Minister</i>																					
Rudd		69	64	66	67	69	69	68	67	68	71	63	67	68	67	66	70	79	72	70	59
Nelson / Turnbull		24	28	25	24	23	23	24	26	22	22	27	23	23	25	22	22	15	19	23	31
Uncommitted		6	8	9	9	8	8	8	7	10	7	10	10	9	8	9	8	6	8	7	10

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 5-7 November 2009 with 1,400 respondents.
The maximum margin of sampling 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%.