

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	27-28 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	42	38	46	42	41	41	42	43	42	42	44	39	48	39
Coalition	42	37	43	37	38	40	37	38	37	40	32	42	39	37	36	39	36	38	35	35	31	45
Democrat	1	1	1	1	1	1	1	1	1	2	1	0	0	1	1	1	<0.5	1	1	1	1	0
Greens	8	10	8	10	8	8	10	9	13	14	12	9	13	13	13	12	13	12	14	17	14	7
Independent	2	2	2	3	3	4	3	2	4	5	4	4	4	4	4	4	4	4	3	3	3	6
Family First	2	1	1	2	2	2	1	2	2	2	4	<0.5	3	1	2	2	2	2	1	3	2	1
Other	2	2	1	1	2	2	2	2	2	1	2	2	0	2	2	1	2	1	1	2	1	2
<i>Two Party Preferred (by how respondents said they would allocate preferences)</i>																						
Labor	53	58	53	58	56	55	57	56	56	51	62	52	55	55	56	56	56	55	62	55	63	48
Coalition	47	42	47	42	44	45	43	44	44	49	38	48	45	45	44	44	44	45	38	45	37	52
<i>Two Party Preferred (by how preferences flowed in 2007 election)</i>																						
Labor	53	57	52	57	56	54	57	56	56													
Coalition	47	43	48	43	44	46	43	44	44													
<i>Prime Minister's Performance</i>																						
Approve		74	64	67	68	70	71	68	66	63	73	59	66	66	67	63	65	66	70	72	66	58
Disapprove		22	32	29	27	25	23	28	29	33	23	34	24	29	27	32	29	28	21	23	28	38
Uncommitted		4	4	4	4	5	5	5	6	4	5	7	10	5	6	5	6	5	9	5	7	4
<i>Opposition Leader's Performance</i>																						
Approve		43	43	32	31	35	35	37	41	41	40	41	43	42	40	42	43	39	47	36	39	43
Disapprove		47	47	60	60	55	53	53	51	52	50	49	50	50	51	51	51	50	41	53	52	51
Uncommitted		10	10	8	9	10	11	10	9	8	10	11	8	8	10	7	6	11	12	11	8	6
<i>Preferred Prime Minister</i>																						
Rudd		69	64	66	67	69	69	68	67	62	75	66	66	69	68	66	66	69	71	74	70	58
Nelson / Turnbull		24	28	25	24	23	23	24	21	23	18	22	23	20	21	21	22	20	25	16	18	25
Uncommitted		6	8	9	9	8	8	8	12	14	8	12	11	11	11	13	12	12	4	10	12	17

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 27-28 November 2009 with 1,200 respondents.

The maximum margin of sampling error to apply to this sample is +/- 2.8%. 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 +/-2.8%.