

ACNielsen Poll

FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																										ACNielsen	
PARTY	March 1996 Election	October 1998 Election	Feb-09 11-Feb 2001	Mar-09 11-Mar 2001	Apr-06 8-Apr 2001	May-04 6-May 2001	May-25 27-May 2001	Aug-10 12-Aug 2001	Aug-31 2-Sep 2001	Sep-21 23-Sep 2001	Oct-09 10-Oct 2001	Oct-18 21-Oct 2001	Oct-26 28-Oct 2001	Nov-07 8-Nov 2001	By State					By Area		By Gender		By Age			
	NSW	VIC	QLD	SA	WA	City (Caps)	Rural (X City)	Male	Female	18-24	25-39	40-54	55+														
Labor	39	40.1	43	45	46	41	43	40	40	33	34	39	38	38	39	40	35	30	35	38	36	39	36	38	40	40	33
Coalition	47	39.5	35	32	31	34	34	38	40	49	49	45	46	46	44	43	51	50	45	45	48	45	47	38	44	45	52
Democrat	7	5.1	6	5	7	9	8	7	7	6	6	6	7	6	5	6	3	12	6	6	5	4	7	13	7	5	3
Greens	2	2.1	4	5	4	4	4	4	4	3	3	3	3	5	5	6	2	4	4	5	4	5	5	7	4	5	4
Independent	4	1.8	4	5	4	4	4	5	4	4	3	3	3	2	2	2	4	1	4	2	3	2	2	2	2	2	3
PH One Nation	-	8.4	6	7	5	6	5	5	5	4	3	2	3	3	4	2	4	3	5	3	4	4	3	2	2	3	6
Other	2	2.9	2	2	3	1	2	2	1	2	1	1	1	1	1	1	<1	1	1	1	<1	1	1	1	1	1	0
Two Party Preferred																											
Labor	46	51	56	59	60	56	57	53	52	43	45	49	48	48	50	51	42	45	44	50	45	49	47	54	50	48	44
Coalition	54	49	44	41	40	44	43	47	48	57	55	51	52	52	50	49	58	55	56	50	55	51	53	46	50	52	56
Prime Minister Howard's Performance																											
Approve			43	37	35	39	44	46	57	65	66	62	60	61	63	57	65	60	60	59	64	61	61	59	60	61	62
Disapprove			51	55	56	53	49	45	35	28	28	31	33	34	34	36	28	35	32	36	30	34	33	32	33	35	34
Uncommitted			6	8	9	8	7	9	8	8	6	7	7	5	3	7	7	5	8	5	6	5	6	10	6	4	4
Opposition Leader Beazley's Performance																											
Approve			48	47	47	46	48	46	47	42	47	52	50	51	50	54	50	44	54	53	49	53	49	55	52	54	45
Disapprove			42	42	40	41	43	43	44	47	43	37	41	43	46	41	43	50	38	42	45	42	44	38	43	40	49
Uncommitted			10	11	13	13	8	11	10	11	10	10	8	6	4	6	7	7	9	6	6	5	7	7	5	6	6
Preferred Prime Minister																											
Howard			43	39	37	40	42	44	49	55	56	49	52	52	52	47	59	54	49	50	55	52	52	47	49	51	57
Beazley			42	46	44	43	44	42	39	31	34	37	38	40	41	42	35	40	41	43	36	42	38	45	43	40	35
Uncommitted			16	16	19	16	14	13	13	14	10	13	10	8	7	10	7	6	10	7	9	6	10	8	8	9	7

The ACNielsen poll is conducted on the telephone nationwide. Interviews were conducted 7-8 November 2001 with 2,024 respondents. The maximum margin of error to apply to this sample is 2%. Uncommitted voters (5%) were redistributed. SA also includes the NT. Figures may not add to 100% due to rounding.



IMPORTANT: The ACNielsen 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 Western Australia & South Australia are based on around 150-200 interviews each (margin of error of +/-7-8%), Queensland is based on around 300 interviews (margin +/- 6%), Victoria on around 450 interviews (margin +/-5%) and NSW on around 600 interviews (margin +/-4%). Interviews were also conducted in Tasmania and the ACT (around 50 in each location, margin +/-14%) but are not included in this table. South Australia data includes the Northern Territory. The maximum margin of error for the national estimates is approximately +/-2%.