



LAST UPDATED: December 2006

Standard Poll Questions

- Q.1a If a Federal Election for the House of Representatives were held today, which party would receive your first preference vote - Labor, Liberal, National, Democrats, Greens, Independent, Family First, Other?
- Q.1b [IF UNDECIDED] Which party do you have a leaning towards at present?
- Q.1c [IF MINOR PARTY IN 1a OR 1b] At a Federal Election you will be required to vote for all candidates in your electorate in order of preference. Given this, will you give a higher preference to the Labor Party candidate or the Liberal/National Party candidate?
- Q.2a How strongly do you approve or disapprove of the performance of Mr Howard as Prime Minister? Do you strongly approve, approve, disapprove or strongly disapprove of his performance?
- Q.2b How strongly do you approve or disapprove of the performance of Mr Rudd as Leader of the Opposition? Do you strongly approve, approve, disapprove or strongly disapprove of his performance?
- Q.3 Who is your preferred Prime Minister?

About the Nielsen Poll

- Published : Monthly in *The Sydney Morning Herald* and *The Age*
- Target sample size : 1,400 respondents
- Margin of error : For results based on the total sample, one can say with 95% confidence that the error due to sampling is plus or minus 2.6 percentage points.
- In addition to sampling error, it is important to note that there are also non-sampling sources of error or bias that can affect the results of opinion polls, for example question wording.
- Sample Spread : Nationwide, aged 18+
- Method : Respondents are interviewed by telephone. Telephone numbers are selected at random. The data is weighted to reflect the population distribution.
- Timing : Interviewing for the regular monthly poll is done on Thursday night, Friday night and Saturday (daytime).