

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																		Nielsen
PARTY	ELECTION November 2007	8-10 Jul 2010	20-22 Jul 2010	27-29 Jul 2010	Three poll average	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	39	42	36	39	40	41	35	41	35	40	37	37	41	42	40	40	36
Coalition	42	42	41	45	43	42	41	44	41	49	41	45	44	41	30	39	40	51
Democrat	1	1	<0.5	<0.5	1	1	<0.5	1	1	<0.5	<0.5	1	1	1	0	<0.5	1	<0.5
Greens	8	13	12	12	12	11	14	12	10	12	13	12	12	13	21	14	12	8
Independent	2	3	3	3	3	3	1	4	4	1	2	4	3	2	3	2	4	3
Family First	2	1	1	1	1	1	1	2	3	1	1	2	1	2	2	2	2	1
Other	2	1	1	2	1	2	1	2	1	2	2	1	2	1	2	2	1	1
Two Party Preferred (by how respondents said they would allocate preferences)																		
Labor	53	52	54	48	51	51	55	47	52	46	53	48	48	54	62	54	53	44
Coalition	47	48	46	52	49	49	45	53	48	54	47	52	52	46	38	46	47	56
Two Party Preferred (by how preferences flowed in 2007 election)																		
Labor	53	52	54	48	51													
Coalition	47	48	46	52	49													
Prime Minister's Performance																		
Approve		54	56	51	54	53	57	47	61	51	56	51	50	57	62	56	55	47
Disapprove		32	33	39	35	36	29	41	32	37	33	38	38	31	26	31	33	42
Uncommitted		14	11	10	12	11	14	11	7	13	11	11	12	11	12	12	12	11
Opposition Leader's Performance																		
Approve		43	43	49	45	44	44	47	44	49	44	46	47	43	40	43	44	49
Disapprove		51	51	45	49	50	50	46	49	45	49	48	47	50	52	49	50	47
Uncommitted		6	7	6	6	6	6	7	6	6	6	6	5	7	8	7	6	5
Preferred Prime Minister																		
Rudd / Gillard		56	55	49	53	54	57	48	57	47	55	50	51	56	66	57	54	46
Abbott		35	34	41	37	36	34	40	36	43	35	39	40	33	28	34	35	44
Uncommitted		9	11	9	10	9	9	12	8	10	9	11	9	11	6	9	11	10

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 8-12, 20-22 and 27-29 July 2010 with 4,156 respondents.

The maximum margin of sampling error to apply to each individual poll sample is +/- 2.6%. Uncommitted voters were redistributed. SA also includes the NT. Figures may not add to 100% due to rounding.

