

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																								Nielsen	
PARTY	ELECTION August 2010*	10-12 Feb 2011	10-12 Mar 2011	14-16 Apr 2011	12-14 May 2011	14-16 Jun 2011	14-16 Jul 2011	11-13 Aug 2011	8-10 Sep 2011	13-15 Oct 2011	10-12 Nov 2011	8-10 Dec 2011	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	38	32	33	31	31	27	26	28	27	30	30	29	28	32	31	29	25	31	26	28	31	30	30	28	
Coalition	44	46	45	47	47	49	51	48	48	48	45	49	49	44	49	47	55	48	49	51	46	40	43	47	58
Greens	12	12	12	12	10	12	11	12	13	12	14	11	11	14	7	9	9	11	9	9	12	16	13	12	5
Independent	3	4	5	6	6	4	6	6	6	5	6	5	6	4	6	8	5	3	8	6	5	3	7	6	5
Family First	2	2	2	2	2	3	2	2	2	1	2	2	1	3	2	3	1	2	2	3	1	3	2	3	<0.5
Other	2	3	3	3	5	5	5	3	4	4	4	4	5	3	5	4	4	4	5	4	5	6	5	3	3
<b>Two Party Preferred (by how respondents said they would allocate preferences)</b>																									
Labor	50	47	48	44	44	41	39	44	43	44	46	43	44	47	40	44	36	44	41	40	46	50	44	45	37
Coalition	50	53	52	56	56	59	61	56	57	56	54	57	56	53	60	56	64	56	59	60	54	50	56	55	63
<b>Two Party Preferred (by how preferences flowed nationally and by state in 2010 election)</b>																									
Labor	50	46	46	44	44	41	39	42	42	43	45	43	42	48	41	43	37								
Coalition	50	54	54	56	56	59	61	58	58	57	55	57	58	52	59	57	63								
<b>Prime Minister's Performance</b>																									
Approve		52	47	45	43	37	34	38	32	33	39	35	37	40	28	34	34	37	32	32	39	38	39	34	32
Disapprove		43	47	50	52	59	62	57	62	62	57	58	60	53	63	58	57	61	62	55	55	54	58	64	
Uncommitted		5	6	6	5	4	3	5	5	5	4	6	3	8	8	3	8	6	7	5	7	7	8	8	3
<b>Opposition Leader's Performance</b>																									
Approve		46	43	42	45	46	47	43	43	41	41	41	43	36	46	44	40	41	41	43	39	44	39	39	43
Disapprove		49	52	51	50	50	48	52	52	54	54	53	53	58	47	50	53	53	52	50	56	50	54	54	52
Uncommitted		5	5	6	6	4	4	5	5	5	5	6	4	6	7	6	8	5	7	7	6	6	7	6	5
<b>Preferred Prime Minister</b>																									
Gillard		51	51	50	47	46	40	44	40	44	45	42	42	51	36	43	36	44	40	39	46	42	46	45	37
Abbott		41	42	42	44	46	51	47	48	48	45	46	46	41	51	48	53	46	46	50	43	53	42	41	51
Uncommitted		8	7	8	10	8	9	10	12	8	10	11	12	9	13	9	11	9	15	11	11	5	12	14	12

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 8-10 December 2011 with 1,400 respondents.

The maximum margin of sampling error to apply to this sample is +/- 2.6%. Uncommitted voters (3%) were redistributed. SA also includes the NT. Figures may not add to 100% due to rounding.

\* Results from AEC website on 12 October 2010. NB Primary figures do 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%.