

| 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.

