

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																					Nielsen
PARTY	ELECTION November 2007	4-6 Feb 2010	4-6 Mar 2010	15-17 Apr 2010	6-8 May 2010	3-5 Jun 2010	24-25 Jun 2010	8-10 Jul 2010	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	42	42	39	37	33	47	39	42	40	35	41	37	40	38	36	42	36	40	40	39
Coalition	42	41	42	42	42	43	42	42	41	42	45	37	42	41	43	44	39	38	39	38	48
Democrat	1	1	1	1	1	1	<0.5	1	1	1	<0.5	2	1	1	1	1	1	0	<0.5	1	1
Greens	8	10	9	12	13	15	8	13	9	14	13	11	16	13	13	12	16	14	14	9	
Independent	2	3	2	3	3	4	2	3	3	2	3	6	1	2	4	3	3	4	2	3	3
Family First	2	2	1	1	2	2	1	1	1	1	3	2	1	2	1	1	2	2	2	2	0
Other	2	2	2	2	2	2	1	1	2	<0.5	1	1	2	2	1	2	1	3	2	1	<0.5
<i>Two Party Preferred (by how respondents said they would allocate preferences)</i>																					
Labor	53	54	53	51	50	47	55	52	53	54	45	55	52	53	49	48	56	53	54	55	47
Coalition	47	46	47	49	50	53	45	48	47	46	55	45	48	47	51	52	44	47	46	45	53
<i>Two Party Preferred (by how preferences flowed in 2007 election)</i>																					
Labor	53	53	52	51	51	48	54	52													
Coalition	47	47	48	49	49	52	46	48													
<i>Prime Minister's Performance</i>																					
Approve		60	57	59	45	41	-	54	55	56	45	60	55	57	50	49	58	54	53	60	50
Disapprove		33	37	36	49	52	-	32	32	27	43	31	30	30	35	35	29	28	31	29	36
Uncommitted		8	6	5	6	7	-	14	14	17	12	8	15	13	15	15	13	18	16	11	13
<i>Opposition Leader's Performance</i>																					
Approve		44	50	46	46	41	40	43	40	45	50	41	43	43	44	46	40	41	43	45	43
Disapprove		41	41	45	45	51	46	51	54	49	43	54	53	52	49	48	53	46	51	51	53
Uncommitted		14	9	9	10	8	14	6	6	6	7	5	4	5	7	5	7	12	7	4	4
<i>Preferred Prime Minister</i>																					
Rudd / Gillard		58	57	59	53	49	55	56	59	59	45	57	56	58	52	53	59	66	57	57	50
Abbott		31	35	34	38	39	34	35	33	31	45	35	35	33	37	39	31	28	33	34	39
Uncommitted		11	8	7	9	13	11	9	8	10	11	8	9	8	10	9	10	7	10	8	10

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 8-10 July 2010 with 1400 respondents.
The maximum margin of sampling error to apply to this sample is +/- 2.6%. Uncommitted voters (5%) were redistributed. SA also includes the NT. Figures may 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%.