

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																				Nielsen	
PARTY	ELECTION November 2007	15-17 Apr 2010	6-8 May 2010	3-5 Jun 2010	24-25 Jun 2010	8-10 Jul 2010	20-22 Jul 2010	27-29 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	39	37	33	47	39	42	36	33	40	37	36	34	38	33	35	36	39	37	39	31
Coalition	42	42	42	43	42	42	41	45	50	40	41	48	55	43	49	46	45	29	42	41	57
Democrat	1	1	1	1	<0.5	1	<0.5	<0.5	<0.5	<0.5	1	0	0	<0.5	<0.5	<0.5	<0.5	0	<0.5	1	0
Greens	8	12	13	15	8	13	12	12	10	15	12	10	8	13	11	11	13	26	13	11	8
Independent	2	3	3	4	2	3	3	3	4	1	4	3	2	2	4	4	2	2	3	5	2
Family First	2	1	2	2	1	1	1	1	1	2	1	3	1	1	2	1	2	2	2	1	1
Other	2	2	2	2	1	1	1	2	3	2	3	0	0	2	1	2	1	1	3	2	1
<i>Two Party Preferred (by how respondents said they would allocate preferences)</i>																					
Labor	53	51	50	47	55	52	54	48	42	54	50	47	40	51	43	47	49	60	50	52	38
Coalition	47	49	50	53	45	48	46	52	58	46	50	53	60	49	57	53	51	40	50	48	62
<i>Two Party Preferred (by how preferences flowed in 2007 election)</i>																					
Labor	53	51	51	48	54	54	48	48													
Coalition	47	49	49	52	46	48	46	52													
<i>Prime Minister's Performance</i>																					
Approve	59	45	41	-	54	56	51	46	57	48	57	49	52	50	48	54	64	55	53	42	
Disapprove	36	49	52	-	32	33	39	44	33	40	36	42	38	41	42	36	30	34	35	49	
Uncommitted	5	6	7	-	14	11	10	10	10	10	12	7	9	10	9	10	7	10	12	9	
<i>Opposition Leader's Performance</i>																					
Approve	46	46	41	40	43	43	49	50	48	46	49	56	48	50	50	48	47	46	45	55	
Disapprove	45	45	51	46	51	51	45	44	47	45	43	39	45	45	44	45	49	46	48	41	
Uncommitted	9	10	8	14	6	7	6	5	5	9	8	5	7	5	6	6	4	8	7	5	
<i>Preferred Prime Minister</i>																					
Rudd / Gillard	59	53	49	55	56	55	49	45	55	50	50	41	51	46	49	50	63	54	51	40	
Abbott	34	38	39	34	35	34	41	45	38	36	43	50	40	44	44	39	34	40	37	49	
Uncommitted	7	9	13	11	9	11	9	10	6	13	7	9	9	10	8	10	4	7	11	11	

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 27-29 July 2010 with 1,356 respondents.

The maximum margin of sampling error to apply to this sample is +/- 2.6%. Uncommitted voters (6%) 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%.