

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL: THREE POLL WEIGHTED AVERAGE																		Nielsen
PARTY	ELECTION November 2007	20-22 Jul 2010	27-29 Jul 2010	3-5 Aug 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	42	36	36	38	39	41	33	41	33	40	35	36	40	42	39	39	35
Coalition	42	41	45	44	43	43	40	45	40	55	42	45	45	41	30	41	41	52
Democrat	1	<0.5	<0.5	1	<0.5	<0.5	<0.5	1	<0.5	1	<0.5	<0.5	<0.5	1	0	<0.5	1	<0.5
Greens	8	12	12	13	13	11	15	12	12	9	13	12	12	13	22	14	13	8
Independent	2	3	3	2	3	3	1	5	3	1	2	4	3	2	2	2	4	2
Family First	2	1	1	1	1	1	1	2	3	<0.5	1	2	1	2	2	1	2	1
Other	2	1	2	2	2	2	1	2	1	1	2	2	2	1	3	2	1	1
Two Party Preferred (by how respondents said they would allocate preferences)																		
Labor	53	54	48	49	51	51	54	46	52	42	53	47	48	53	63	54	52	43
Coalition	47	46	52	51	49	49	46	54	48	58	47	53	52	47	37	46	48	57
Two Party Preferred (by how preferences flowed in 2007 election)																		
Labor	53	54	48	49	50													
Coalition	47	46	52	51	50													
Prime Minister's Performance																		
Approve		56	51	52	53	53	57	46	58	50	54	52	49	57	62	58	53	46
Disapprove		33	39	38	37	37	31	43	32	41	35	39	41	33	29	31	36	45
Uncommitted		11	10	10	10	9	12	10	10	10	10	9	10	10	9	11	11	8
Opposition Leader's Performance																		
Approve		43	49	50	47	46	46	48	47	53	46	49	49	45	42	46	45	52
Disapprove		51	45	43	46	48	47	45	45	40	47	46	45	48	50	46	48	43
Uncommitted		7	6	7	6	6	7	7	8	7	7	5	6	7	8	7	7	5
Preferred Prime Minister																		
Gillard		55	49	49	52	52	55	47	55	43	54	48	49	54	61	56	53	44
Abbott		34	41	41	39	39	36	41	35	48	37	41	42	35	32	36	36	46
Uncommitted		11	9	10	10	9	9	12	10	9	9	11	9	11	8	8	12	10

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 20-22, 27-29 July and 3-5 August 2010 with 4,073 respondents. **NB Averages will be most useful when there is no trend up or down over the period.**
The maximum margin of sampling error to apply to each individual poll sample is +/- 2.7%. Uncommitted voters (6%) were redistributed. SA also includes the NT. Figures may not add to 100% due to rounding.

