

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL Nielsen

PARTY	ELECTION August 2010*	18-20 Nov 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	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	35	32	33	31	31	27	26	28	25	35	25	26	31	29	26	30	26	29	29	29	
Coalition	44	43	46	45	47	47	49	51	48	47	40	55	52	54	44	54	50	46	42	44	49	52
Greens	12	13	12	12	12	10	12	11	12	15	14	8	8	5	14	8	10	13	21	14	9	8
Independent	3	4	4	5	6	6	4	6	6	7	5	7	8	4	5	8	8	5	2	7	7	7
Family First	2	1	2	2	2	2	3	2	2	2	3	2	3	3	3	2	2	2	4	3	2	1
Other	2	3	3	3	3	5	5	5	3	5	3	3	3	3	4	3	4	3	4	4	5	2
Two Party Preferred (by how respondents said they would allocate preferences)																						
Labor	50	49	47	48	44	44	41	39	44	43	54	36	39	38	47	37	41	46	49	45	44	40
Coalition	50	51	53	52	56	56	59	61	56	57	46	64	61	62	53	63	59	54	51	55	56	60
Two Party Preferred (by how preferences flowed nationally and by state in 2010 election)																						
Labor	50	49	46	46	44	44	41	39	42	42	52	35	39	39								
Coalition	50	51	54	54	56	56	59	61	58	58	48	65	61	61								
Prime Minister's Performance																						
Approve		54	52	47	45	43	37	34	38	40	43	33	38	34	39	37	34	42	43	38	39	36
Disapprove		39	43	47	50	52	59	62	57	55	52	64	58	63	56	59	62	53	52	55	58	61
Uncommitted		6	5	6	6	5	4	3	5	5	6	4	4	4	5	3	4	5	5	7	4	3
Opposition Leader's Performance																						
Approve		47	46	43	42	45	46	47	43	41	41	47	46	49	41	46	46	40	48	43	43	43
Disapprove		48	49	52	51	50	50	48	52	56	53	49	49	45	54	49	49	54	47	50	53	54
Uncommitted		5	5	5	6	6	4	4	5	4	6	4	5	6	5	5	4	5	5	7	4	3
Preferred Prime Minister																						
Gillard		53	51	51	50	47	46	40	44	46	51	36	41	33	45	42	41	46	49	45	42	42
Abbott		40	41	42	42	44	46	51	47	43	40	55	48	57	45	48	49	45	47	46	47	47
Uncommitted		7	8	7	8	10	8	9	10	10	8	9	11	10	9	10	10	9	4	9	11	11

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 11-13 August 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%.