

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																				Nielsen	
PARTY	ELECTION November 2007	27-28 Nov 2009	4-6 Feb 2010	4-6 Mar 2010	15-17 Apr 2010	6-8 May 2010	3-5 Jun 2010	24-25 Jun 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	42	39	37	33	47	43	59	40	41	42	48	44	47	47	50	47	47	45
Coalition	42	37	41	42	42	42	43	42	44	30	48	51	50	40	44	41	43	34	38	43	47
Democrat	1	1	1	1	1	1	1	<0.5	0	1	0	0	0	<0.5	0	<0.5	<0.5	1	0	0	<0.5
Greens	8	13	10	9	12	13	15	8	9	8	6	4	5	8	7	8	7	12	11	7	4
Independent	2	4	3	2	3	3	4	2	2	1	3	1	0	2	2	1	2	1	2	2	2
Family First	2	2	2	1	1	2	2	1	1	<0.5	2	0	2	1	1	1	1	2	2	<0.5	<0.5
Other	2	2	2	2	2	2	2	1	<0.5	1	1	2	1	1	1	2	0	0	1	1	1
<i>Two Party Preferred (by how respondents said they would allocate preferences)</i>																					
Labor	53	56	54	53	51	50	47	55	52	67	47	46	47	56	52	55	54	61	59	54	49
Coalition	47	44	46	47	49	50	53	45	48	33	53	54	53	44	48	45	46	39	41	46	51
<i>Two Party Preferred (by how preferences flowed in 2007 election)</i>																					
Labor	53	56	53	52	51	51	48	54													
Coalition	47	44	47	48	49	49	52	46													
<i>Prime Minister's Performance</i>																					
Approve		66	60	57	59	45	41														
Disapprove		29	33	37	36	49	52														
Uncommitted		6	8	6	5	6	7														
<i>Opposition Leader's Performance</i>																					
Approve		41	44	50	46	46	41	40	41	32	46	47	44	41	39	43	37	31	41	37	45
Disapprove		51	41	41	45	45	51	46	46	53	40	39	44	47	46	45	47	52	43	49	45
Uncommitted		9	14	9	9	10	8	14	13	16	13	14	12	13	15	12	15	16	16	15	10
<i>Preferred Prime Minister</i>																					
Rudd / Gillard		67	58	57	59	53	49	55	53	63	47	57	50	57	53	52	59	59	56	55	53
Turnbull / Abbott		21	31	35	34	38	39	34	35	27	42	31	39	33	35	35	32	31	32	33	37
Uncommitted		12	11	8	7	9	13	11	11	9	12	12	11	10	13	13	9	11	13	12	10

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 24-25 June 2010 with 993 respondents.
The maximum margin of sampling error to apply to this sample is +/- 3%. Uncommitted voters (8%) 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 85 interviews (margin of error of +/-11%). Western Australia is based on around 100 interviews each (margin of error of +/- 10%), Queensland is based on around 200 interviews (margin +/- 7%), Victoria is based on around 250 interviews (margin +/- 6%) and NSW on around 320 interviews (margin +/- 5%). 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 +/-3.1%.