

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																							Nielsen
PARTY	ELECTION November 2007	25-27 Mar 2009	14-16 May 2009	25-27 Jun 2009	13-15 Aug 2009	10-12 Sep 2009	8-10 Oct 2009	5-7 Nov 2009	27-28 Nov 2009	4-6 Feb 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	47	44	46	46	44	46	45	42	42	39	45	44	47	42	45	38	40	44	43	44	38	44
Coalition	42	37	43	37	38	40	37	38	37	41	45	38	39	34	41	38	44	42	39	33	39	41	45
Democrat	1	1	1	1	1	1	1	1	1	1	<0.5	<0.5	<0.5	2	1	<0.5	1	<0.5	1	1	1	1	<0.5
Greens	8	10	8	10	8	8	10	9	13	10	9	10	11	9	12	11	9	10	11	16	12	12	5
Independent	2	2	2	3	3	4	3	2	4	3	3	2	3	4	1	2	3	3	2	2	2	3	3
Family First	2	1	1	2	2	2	1	2	2	2	1	4	1	1	0	1	2	2	1	3	1	3	1
Other	2	2	1	1	2	2	2	2	2	2	3	1	2	3	2	2	2	3	1	3	2	2	2
<i>Two Party Preferred (by how respondents said they would allocate preferences)</i>																							
Labor	53	58	53	58	56	55	57	56	56	54	50	57	56	57	52	56	50	52	55	58	57	53	50
Coalition	47	42	47	42	44	45	43	44	44	46	50	43	44	43	48	44	50	48	45	42	43	47	50
<i>Two Party Preferred (by how preferences flowed in 2007 election)</i>																							
Labor	53	57	52	57	56	54	57	56	56	53													
Coalition	47	43	48	43	44	46	43	44	44	47													
<i>Prime Minister's Performance</i>																							
Approve		74	64	67	68	70	71	68	66	60	56	62	58	70	63	62	56	56	64	68	64	58	54
Disapprove		22	32	29	27	25	23	28	29	33	38	29	32	25	31	30	36	37	28	24	28	34	38
Uncommitted		4	4	4	4	5	5	5	6	8	6	9	9	5	5	7	8	7	8	8	8	7	7
<i>Opposition Leader's Performance</i>																							
Approve		43	43	32	31	35	35	37	41	44	46	40	47	43	46	44	45	46	43	42	45	44	45
Disapprove		47	47	60	60	55	53	53	51	41	40	46	38	42	39	41	42	41	41	42	38	45	41
Uncommitted		10	10	8	9	10	11	10	9	14	14	14	15	15	15	15	14	13	15	16	17	11	14
<i>Preferred Prime Minister</i>																							
Rudd		69	64	66	67	69	69	68	67	58	55	61	59	61	58	61	52	54	61	68	62	56	52
Nelson / Turnbull		24	28	25	24	23	23	24	21	31	36	28	29	25	33	29	34	35	28	27	27	33	36
Uncommitted		6	8	9	9	8	8	8	12	11	9	11	12	13	10	9	13	11	11	5	12	11	12

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 4-6 February 2010 with 1,400 respondents.

The maximum margin of sampling error to apply to this sample is +/- 2.8%. 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%.