

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																	Nielsen
PARTY	ELECTION August 2010*	10-12 Nov 2011	8-10 Dec 2011	2-4 Feb 2012	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	38.0	30	29	33	33	37	27	34	31	34	31	32	34	37	29	35	33
Coalition	43.6	45	49	45	46	39	50	44	50	44	46	45	45	40	39	46	50
Greens	11.8	14	11	13	11	18	12	12	11	14	12	13	13	19	19	10	9
Independent	2.5	6	5	5	8	3	6	3	3	4	7	5	5	2	6	5	6
Family First	2.3	2	2	1	1	1	2	1	3	2	1	1	1	1	2	1	1
Other	1.9	4	4	3	2	2	3	6	3	2	3	3	2	1	4	3	1
Two Party Preferred (by how respondents said they would allocate preferences)																	
Labor	50.1	46	43	48	46	56	41	47	47	50	46	48	49	54	51	48	44
Coalition	49.9	54	57	52	54	44	59	53	53	50	54	52	51	46	49	52	56
Two Party Preferred (by how preferences flowed nationally and by state in 2010 election)																	
Labor	50.1	45	43	47	46	55	40	48	43								
Coalition	49.9	55	57	53	54	45	60	52	57								
Prime Minister's Performance																	
Approve		39	35	40	42	43	34	40	34	41	39	37	43	48	44	40	33
Disapprove		57	58	55	55	52	60	55	60	55	55	59	51	46	52	54	62
Uncommitted		4	6	5	3	5	5	6	6	4	6	3	6	6	4	5	4
Opposition Leader's Performance																	
Approve		41	41	41	44	33	47	40	40	41	41	42	40	48	40	40	40
Disapprove		54	53	54	53	61	48	54	55	55	53	54	54	49	55	55	55
Uncommitted		5	6	5	4	6	5	6	5	5	5	4	6	3	6	5	5
Preferred Prime Minister																	
Gillard		45	42	48	47	52	43	46	45	49	46	47	48	45	53	46	45
Abbott		45	46	46	50	37	50	45	50	45	46	47	45	52	41	45	47
Uncommitted		10	11	7	4	10	8	9	5	6	8	6	7	3	6	8	8

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 2-4 February 2012 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 Updated: 29/09/2010 4:50:00 PM.



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%.