

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																							Nielsen
PARTY	ELECTION November 2007	4-6 Feb 2010	4-6 Mar 2010	15-17 Apr 2010	6-8 May 2010	3-5 Jun 2010	24-25 Jun 2010	8-10 Jul 2010	20-22 Jul 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	39	37	33	47	39	42	46	44	33	46	34	43	40	39	44	52	44	40	38	
Coalition	42	41	42	42	42	43	42	42	41	36	40	47	38	51	40	42	42	39	22	37	42	49	
Democrat	1	1	1	1	1	1	<0.5	1	<0.5	<0.5	0	<0.5	0	0	0	1	<0.5	<0.5	0	<0.5	<0.5	<0.5	
Greens	8	10	9	12	13	15	8	13	12	13	13	11	9	11	13	11	12	13	21	14	11	8	
Independent	2	3	2	3	3	4	2	3	3	3	1	4	3	1	2	3	3	2	2	2	3	3	
Family First	2	2	1	1	2	2	1	1	1	1	1	2	3	0	1	2	1	1	1	1	2	1	
Other	2	2	2	2	2	2	1	1	1	1	0	2	1	3	1	1	2	1	2	2	1	<0.5	
Two Party Preferred (by how respondents said they would allocate preferences)																							
Labor	53	54	53	51	50	47	55	52	54	59	56	46	55	46	56	51	50	58	74	57	52	46	
Coalition	47	46	47	49	50	53	45	48	46	41	44	54	45	54	44	49	50	42	26	43	48	54	
Two Party Preferred (by how preferences flowed in 2007 election)																							
Labor	53	53	52	51	51	48	54	52	54														
Coalition	47	47	48	49	49	52	46	48	46														
Prime Minister's Performance																							
Approve		60	57	59	45	41	-	54	56	57	59	49	65	48	58	53	53	59	69	61	51	50	
Disapprove		33	37	36	49	52	-	32	33	33	27	41	28	38	31	37	37	29	21	28	36	40	
Uncommitted		8	6	5	6	7	-	14	11	9	14	10	7	14	11	10	10	12	10	11	12	10	
Opposition Leader's Performance																							
Approve		44	50	46	46	41	40	43	43	41	40	46	43	49	42	44	45	41	31	41	43	48	
Disapprove		41	41	45	45	51	46	51	51	53	53	49	51	42	51	51	50	51	61	51	51	47	
Uncommitted		14	9	9	10	8	14	6	7	7	7	5	6	9	7	6	5	8	9	7	7	5	
Preferred Prime Minister																							
Rudd / Gillard		58	57	59	53	49	55	56	55	59	56	49	63	43	57	52	52	58	70	59	53	48	
Abbott		31	35	34	38	39	34	35	34	31	34	39	30	44	33	36	38	30	22	30	34	43	
Uncommitted		11	8	7	9	13	11	9	11	10	10	12	8	12	10	12	10	12	8	10	13	10	
The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 20-22 July 2010 with 1400 respondents.																							
The maximum margin of sampling error to apply to this sample is +/- 2.6%. Uncommitted voters (6%) were redistributed. SA also includes the NT. Figures may not add to 100% due to rounding.																							

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 20-22 July 2010 with 1400 respondents.

The maximum margin of sampling error to apply to this sample is +/- 2.6%. Uncommitted voters (6%) 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%.