

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	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	34	35	34	34	27	34	31	32	34	38	35	33	30
Coalition	42	37	41	42	42	42	43	43	43	41	41	54	42	46	44	43	35	37	44	52
Democrat	1	1	1	1	1	1	1	1	<0.5	1	1	1	1	1	<0.5	1	0	<0.5	1	1
Greens	8	13	10	9	12	13	15	14	18	13	13	13	17	12	15	15	20	18	15	10
Independent	2	4	3	2	3	3	4	4	3	7	5	2	3	6	5	4	4	4	4	5
Family First	2	2	2	1	1	2	2	1	1	3	4	1	2	2	2	1	1	3	1	1
Other	2	2	2	2	2	2	2	4	1	1	3	1	2	2	2	2	2	3	2	1
<i>Two Party Preferred (by how respondents said they would allocate preferences)</i>																				
Labor	53	56	54	53	51	50	47	47	50	48	49	37	49	45	46	48	55	52	48	40
Coalition	47	44	46	47	49	50	53	53	50	52	51	63	51	55	54	52	45	48	52	60
<i>Two Party Preferred (by how preferences flowed in 2007 election)</i>																				
Labor	53	56	53	52	51	51	48													
Coalition	47	44	47	48	49	49	52													
<i>Prime Minister's Performance</i>																				
Approve		66	60	57	59	45	41	41	39	44	44	36	41	43	40	42	49	51	40	31
Disapprove		29	33	37	36	49	52	53	52	50	47	58	51	53	54	50	41	42	54	64
Uncommitted		6	8	6	5	6	7	6	8	5	9	6	8	5	5	8	10	7	7	5
<i>Opposition Leader's Performance</i>																				
Approve		41	44	50	46	46	41	41	38	44	44	38	41	40	43	39	35	41	39	44
Disapprove		51	41	41	45	45	51	51	55	48	48	51	50	52	51	51	54	50	54	48
Uncommitted		9	14	9	9	10	8	8	7	9	8	12	9	7	6	10	10	9	7	8
<i>Preferred Prime Minister</i>																				
Rudd		67	58	57	59	53	49	51	48	49	49	42	49	49	48	50	63	54	49	40
Turnbull / Abbott		21	31	35	34	38	39	38	37	38	40	45	36	42	41	37	28	35	38	47
Uncommitted		12	11	8	7	9	13	10	16	13	11	14	15	9	12	13	9	11	14	14

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 3-5 June 2010 with 1,400 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%.