

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																			Nielsen	
PARTY	ELECTION November 2007	5-7 Nov 2009	27-28 Nov 2009	4-6 Feb 2010	4-6 Mar 2010	15-17 Apr 2010	6-8 May 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	45	42	42	42	39	37	41	39	37	33	25	38	36	38	37	49	35	40	33
Coalition	42	38	37	41	42	42	42	42	40	40	39	57	42	43	41	44	29	41	39	51
Democrat	1	1	1	1	1	1	1	<0.5	1	2	2	1	1	1	1	1	0	0	2	1
Greens	8	9	13	10	9	12	13	11	14	11	17	12	14	11	14	11	17	17	12	8
Independent	2	2	4	3	2	3	3	3	2	5	5	2	3	4	3	3	2	2	4	3
Family First	2	2	2	2	1	1	2	<0.5	3	2	3	1	1	3	1	2	1	2	3	1
Other	2	2	2	2	2	2	2	3	1	3	2	2	2	2	2	2	1	4	1	2
Two Party Preferred (by how respondents said they would allocate preferences)																				
Labor	53	56	56	54	53	51	50	53	53	50	50	37	53	47	51	49	66	51	52	42
Coalition	47	44	44	46	47	49	50	47	47	50	50	63	47	53	49	51	34	49	48	58
Two Party Preferred (by how preferences flowed in 2007 election)																				
Labor	53	56	56	53	52	51	51													
Coalition	47	44	44	47	48	49	49													
Prime Minister's Performance																				
Approve		68	66	60	57	59	45	46	45	47	41	40	47	42	44	46	64	51	45	33
Disapprove		28	29	33	37	36	49	45	51	48	52	54	48	50	49	48	31	40	49	62
Uncommitted		5	6	8	6	5	6	9	5	5	8	6	5	8	6	7	5	9	6	5
Opposition Leader's Performance																				
Approve		37	41	44	50	46	46	44	46	43	44	57	46	45	45	46	42	45	45	48
Disapprove		53	51	41	41	45	45	47	44	50	44	30	45	44	46	44	45	43	47	44
Uncommitted		10	9	14	9	9	10	10	10	7	12	13	9	10	9	11	13	13	8	7
Preferred Prime Minister																				
Rudd		68	67	58	57	59	53	54	56	54	50	37	55	49	54	52	67	57	52	44
Turnbull / Abbott		24	21	31	35	34	38	38	36	35	39	53	38	38	39	38	25	34	39	47
Uncommitted		8	12	11	8	7	9	8	8	11	11	10	7	12	7	10	8	10	9	9

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 6-8 May 2010 with 1,400 respondents.

The maximum margin of sampling error to apply to this sample is +/- 2.6%. 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%.