

ESTIMATES OF FEDERAL VOTING INTENTION & LEADERSHIP APPROVAL																							Nielsen	
PARTY	ELECTION August 2010*	10-12 Feb 2011	10-12 Mar 2011	14-16 Apr 2011	12-14 May 2011	14-16 Jun 2011	14-16 Jul 2011	11-13 Aug 2011	8-10 Sep 2011	13-15 Oct 2011	10-12 Nov 2011	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	32	33	31	31	27	26	28	27	30	30	29	29	31	37	26	30	29	28	31	35	25	31	31
Coalition	44	46	45	47	47	49	51	48	48	48	45	45	44	48	37	48	45	45	45	46	29	44	46	52
Greens	12	12	12	12	10	12	11	12	13	12	14	14	16	8	11	16	16	10	13	14	27	16	10	10
Independent	3	4	5	6	6	4	6	6	6	5	6	6	4	6	8	6	4	8	8	3	3	7	6	5
Family First	2	2	2	2	2	3	2	2	2	1	2	1	1	2	5	2	1	2	1	2	1	3	2	1
Other	2	3	3	3	5	5	5	3	4	4	4	4	6	6	2	2	3	5	5	4	7	6	4	2
<b>Two Party Preferred (by how respondents said they would allocate preferences)</b>																								
Labor	50	47	48	44	44	41	39	44	43	44	46	46	49	43	51	42	47	44	45	47	57	47	45	41
Coalition	50	53	52	56	56	59	61	56	57	56	54	54	51	57	49	58	53	56	55	53	43	53	55	59
<b>Two Party Preferred (by how preferences flowed nationally and by state in 2010 election)</b>																								
Labor	50	46	46	44	44	41	39	42	42	43	45	46	47	42	53	43								
Coalition	50	54	54	56	56	59	61	58	58	57	55	54	53	58	47	57								
<b>Prime Minister's Performance</b>																								
Approve		52	47	45	43	37	34	38	32	33	39	39	41	36	40	35	39	39	37	41	48	38	38	37
Disapprove		43	47	50	52	59	62	57	62	62	57	56	54	61	56	60	56	58	60	53	45	56	57	61
Uncommitted		5	6	6	5	4	3	5	5	5	4	6	5	3	3	5	5	3	3	6	7	6	4	3
<b>Opposition Leader's Performance</b>																								
Approve		46	43	42	45	46	47	43	43	41	41	43	34	46	36	46	41	42	44	38	37	42	39	43
Disapprove		49	52	51	50	50	48	52	52	54	54	52	59	50	61	48	54	54	53	55	54	50	59	54
Uncommitted		5	5	6	6	4	4	5	5	5	5	5	6	4	3	6	5	5	3	7	9	8	3	3
<b>Preferred Prime Minister</b>																								
Gillard		51	51	50	47	46	40	44	40	44	45	45	49	39	51	35	45	44	43	47	55	44	47	40
Abbott		41	42	42	44	46	51	47	48	48	45	45	40	52	40	49	44	46	47	43	40	43	45	48
Uncommitted		8	7	8	10	8	9	10	12	8	10	10	11	9	9	15	11	10	11	5	13	8	12	

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 10-12 November 2011 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 on 12 October 2010. NB Primary figures do 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%.