

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	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	27	31	25	28	23	27	28	25	29	25	28	26	29
Coalition	44	46	45	47	47	49	51	48	48	50	45	50	48	50	46	50	49	47	43	44	44	56
Greens	12	12	12	12	10	12	11	12	13	11	16	10	9	18	14	10	11	14	19	15	15	7
Independent	3	4	5	6	6	4	6	6	6	8	2	8	8	4	6	7	8	5	6	7	7	5
Family First	2	2	2	2	2	3	2	2	2	2	3	3	2	2	3	2	2	3	3	3	2	2
Other	2	3	3	3	5	5	5	3	4	3	3	5	6	3	4	3	5	3	5	3	6	2
Two Party Preferred (by how respondents said they would allocate preferences)																						
Labor	50	47	48	44	44	41	39	44	43	41	48	40	40	37	44	41	42	44	44	46	45	38
Coalition	50	53	52	56	56	59	61	56	57	59	52	60	60	63	56	59	58	56	56	54	55	62
Two Party Preferred (by how preferences flowed nationally and by state in 2010 election)																						
Labor	50	46	46	44	44	41	39	42	42	41	48	38	42	41								
Coalition	50	54	54	56	56	59	61	58	58	59	52	62	58	59								
Prime Minister's Performance																						
Approve		52	47	45	43	37	34	38	32	34	35	24	36	31	34	30	29	36	34	32	36	29
Disapprove		43	47	50	52	59	62	57	62	60	57	72	60	64	60	67	67	58	57	61	61	67
Uncommitted		5	6	6	5	4	3	5	5	5	7	4	4	6	7	3	5	6	9	7	3	4
Opposition Leader's Performance																						
Approve		46	43	42	45	46	47	43	43	44	39	47	43	43	42	44	45	41	40	39	41	49
Disapprove		49	52	51	50	50	48	52	52	51	56	49	50	47	52	52	50	54	51	53	57	48
Uncommitted		5	5	6	6	4	4	5	5	5	5	5	7	9	6	4	5	6	9	8	3	3
Preferred Prime Minister																						
Gillard		51	51	50	47	46	40	44	40	40	44	34	39	41	41	39	38	42	43	41	44	35
Abbott		41	42	42	44	46	51	47	48	49	42	54	49	50	46	51	48	47	50	45	43	53
Uncommitted		8	7	8	10	8	9	10	12	11	14	12	13	8	13	10	13	11	8	14	13	11

The Nielsen poll is conducted on the telephone nationwide. Interviews were conducted 8-10 September 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%.