

# Nielsen Poll

VIC STATE VOTING INTENTION & LEADERSHIP APPROVAL												Nielsen
PARTY	Election 2006*	Feb 15-20 2008	Nov 10-14 2008	By Area		By Gender		By Age				
				Melbourne	Rest of VIC	Male	Female	18-24	25-39	40-54	55+	
Labor	43	48	44	44	42	46	42	47	42	48	41	
Liberal-National	40	37	39	38	43	39	40	39	32	36	49	
Greens	10	10	11	11	8	9	12	11	15	9	8	
Other	7	4	6	7	7	6	6	3	11	7	2	
<b>Two Party Preferred</b>												
Labor	54.5	59	55	57	51	56	55	56	61	58	48	
Liberal-National	45.5	41	45	43	49	44	45	44	39	42	52	
<b>Premier's Performance</b>												
Approve		45	45	46	41	43	47	40	46	47	44	
Disapprove		32	36	34	41	39	33	26	30	38	42	
Uncommitted		23	19	20	18	18	20	33	23	15	14	
<b>Opposition Leader Performance</b>												
Approve		37	37	37	36	39	35	33	33	34	45	
Disapprove		38	35	35	37	35	35	26	33	41	36	
Uncommitted		25	28	28	27	26	29	41	34	25	19	
<b>Preferred Premier</b>												
Brumby		53	52	53	48	51	52	57	54	55	45	
Baillieu		26	30	29	34	31	30	24	27	30	37	
Uncommitted		21	18	18	17	18	18	19	19	15	19	

The Age Nielsen poll is conducted on the telephone statewide. Interviews were conducted 10-14 November 2008 with 1,009 respondents.

The maximum margin of error to apply to this sample is approximately 3%. Uncommitted voters (8%) were redistributed. Figures may not add to 100% due to rounding.

\*2006 results: Victorian Electoral Commission (<http://www.vec.vic.gov.au/State2006resultbypartydistrict.html>; accessed 21/02/08) 2PP from Tim Colebatch (Jan 2007).



**IMPORTANT: The Nielsen Poll is designed to provide estimates of voting intention on a statewide basis.** This table includes cross-tabulations by area, sex and age. These breakdowns, e.g. 'Rest of Vic', are subject to greater sampling variation than the statewide estimates and should be treated with caution. Note that the figures for all subgroups are based on small sample sizes – for example 'Rest of Vic' is based on around 270 interviews (margin +/- 6%). The maximum margin of error for the statewide estimates is approximately +/-3%.