

3 News TNS Poll

Embargoed until 6pm, 22nd August 2005



**Opinion Poll
Results**

18th – 21st August 2005

“TNS used to be called NFO/CM Research, and is still
New Zealand’s leading consultative market research
and intelligence company”

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Press Release: 3 News TNS Opinion Poll Results

18th – 21st August 2005

Projected number of seats in the House
on the basis of the latest poll results

	Number of seats*
Labour	52
National	46
NZ First	9
Green Party	8
Maori Party	2
United Future	3
Progressive	1
ACT	-
Total seats	121

* These figures are based on Progressive, United Future and the Maori Party winning one electorate seat each

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Research Methodology

Date poll was conducted	Interviews were conducted over the period 18 th to 21 st August 2005
Sample Size	905 voter eligible New Zealanders aged 18+
Sampling Technique	Telephone Interviews. Random generation of telephone numbers with quota sampling to ensure representative cross section by age, sex and geography.
Sample Coverage	National including rural, secondary urban and main urban areas
Sample Error	Maximum of 3.3% expressed at a 95% confidence level

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Preferred Prime Minister

If you were able to vote for any politician in New Zealand to be Prime Minister, for whom would you vote?

	2003						2004						2005					
	10-16 Feb	7-13 Apr	9-16 Jun	4-10 Aug	25 Sep -4 Oct	21-27 Nov	29 Jan - 4 Feb	27-29 Feb	25-31 Mar	27 May -3 Jun	22-28 July	30 Sep - 6 Oct	25 Nov - 1 Dec	26 Jan - 2 Feb	7-13 April	9-15 June	21-28 July	18-21 Aug
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Helen Clark	47	44	44	40	37	35	35	35	36	35	36	41	35	36	36	33	37	37
Don Brash	-	8	3	2	3	10	14	27	27	26	25	18	16	21	15	16	20	21
Winston Peters	8	9	13	14	16	12	14	11	7	9	8	10	11	10	12	15	14	11
Bill English	6	8	7	7	5	2	1	1	*	1	1	1	*	1	1	1	1	1
Peter Dunne	1	1	1	1	1	1	1	*	1	1	1	2	1	1	1	1	*	2
Jim Anderton	1	1	1	2	1	1	1	*	1	*	*	1	1	1	*	1	*	1
Rodney Hide														*	1	*		*
Phil Goff	*	1	1	1	*	*	*	1	*	*	*	1	*	1	*	1	1	1
Michael Cullen																1	*	*
Jeanette Fitzsimmons	*	*	1	*	1	1	*	1	*	*	1	-	1	1	*	1	1	1
Tariana Turia	-	-	-	-	-	-	-	-	-	-	-	1	*	*	*	1	1	1
None	11	7	7	7	8	8	6	5	6	4	6	5	8	6	8	7	5	5
Don't know	17	15	16	18	18	17	19	14	14	16	17	16	18	17	16	16	14	14
Base:	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	905

* Less than 0.5%

How is Don Brash Performing?

And now thinking about Don Brash, the leader of the National Party in opposition. How would you rate his performance. Overall would you say he is performing well or poorly? Is that Very ... or Fairly ...?

	Don Brash – National Voters										
	2004						2005				
	29 Jan – 4 Feb	25-31 Mar	27 May -3 June	22-28 July	30 Sep - 6 Oct	25 Nov - 1 Dec	26 Jan – 2 Feb	7-13 April	9-15 June	21-28 July	18-21 August
	%	%	%	%	%	%	%	%	%	%	
Very Well	14	43	36	32	18	13	17	11	13	17	15
Fairly Well	51	44	47	47	47	44	47	45	43	52	53
Total – Performed Well	65	87	83	79	65	57	64	56	56	69	68
Neither Well nor Poorly	18	8	9	14	16	22	20	16	24	18	15
Fairly Poorly	7	3	4	4	13	12	7	20	14	9	10
Very Poorly	2	*	2	1	3	5	3	4	3	2	3
Total – Performed Poorly	9	3	6	5	16	17	10	24	16	11	13
Don't know	9	3	3	3	4	3	5	4	3	1	4
Base	264	370	340	330	281	261	328	279	302	329	294

