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

MMP Voting : Party Vote

If a general election was held yesterday under MMP, which political party would you have voted for with your Party Vote? That is, for the political party you most want to be represented in parliament.

							%	of thos	e who	stated	a prefe	rence						
			20	003						2004						2005		
	10-16 Feb	7-13 Apr	9-16 June	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	56	53	52	52	46	49	43	39	42	43	44	45	46	46	45	40	39	41
National	21	26	24	23	24	23	32	42	42	40	39	33	32	38	34	36	39	37
NZ First	6	5	8	9	10	9	8	6	5	5	5	5	7	4.8	8	11	7	8
Green Party	6	6	6	6	8	8	8	6	4.6	4.6	4.7	5.2	5.1	4.7	3.8	6	6	7
ACT	4.2	4.9	4.5	5	6	4.8	4.2	2.4	1.3	2.0	2.6	3.3	2.8	2.1	2.9	1.5	1.6	1.4
United Future	3.6	2.4	2.9	2.7	2.9	2.7	2.4	0.9	2.1	2.3	1.8	2.8	2.3	1.4	1.9	1.9	1.4	2.1
Maori Party										n/a	0.9	1.5	2.6	1.7	1.8	2.4	2.2	1.8
Alliance	0.7	0.6	1.0	0.8	0.1	0.6	0.6	0.3	0.6	0.1	0.4	0.5	0.1	0.5	0.1	0.1	0.1	0.1
Christian Heritage	0.5	0.4	0.4	1.0	0.9	0.4	0.5	0.5	0.3	0.4	0.4	0.5	0.6	0.3	1.2	0.2	0.4	0.3
Progressive	0.5	0.2	0.2	0.3	0.8	0.1	0.2	0.1	0	0.2	0.1	0.8	0.1	-	0.1	0.2	0.4	0.3
Destiny NZ													0.9	-	0.1	0.1	0.6	0.5
All Others	1.5	1.5	1.0	0.3	1.2	2.4	0.9	2.2	1.4	1.7	1.3	2	0.6	0.5	1.7	1.0	2.3	1.1
Base:	841	836	870	862	845	853	819	867	873	844	852	847	822	858	834	848	854	798
Don't know/undecided	12	11	9	11	12	11	15	11	10	13	12	13	13	11	12	12	12	10
Would not vote	4	5	4	3	4	3.6	3	2	3	3	2	2.5	5	4	4	3	3	2
Base:	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	905

MMP Voting : Electorate Vote

If a general election was held yesterday, using MMP, which party would you have voted for, with your electorate vote? That is, for the MP in your area.

	% of those who stated a preference																	
			20	03						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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	55	53	51	52	47	50	43	43	43	43	47	46	48	45	44	42	44	44
National	26	29	29	29	31	29	37	44	44	41	38	37	36	41	39	38	39	41
NZ First	6	4.7	6	7	7	7	8	4.0	3.8	6	6	4.9	4.3	4.2	6	7	5.5	4.6
Green Party	4.8	4	6	4.6	6	7	5	3.5	3.9	3.2	4.1	2.8	3.4	3.6	3.0	4.4	4.6	3.4
ACT	3.2	3.9	3.5	2.9	3.4	3.1	2.6	1.5	1.1	1.0	1.3	2.3	2.2	1.5	2.3	0.9	1.3	8.0
United Future	1.7	1.6	1.9	1.3	2.6	1.6	2.0	0.8	1.8	2.2	1.2	1.8	8.0	1.3	1.9	2.1	1.1	1.6
Maori Party										n/a	0.5	1.9	2.2	1.4	1.9	2.5	2.2	2.2
Alliance	0.7	0.9	1.2	1.1	0.3	0.6	0.9	0.5	0.5	0.4	0.4	0.5	0.4	0.4	-	0.3	-	0.1
Christian Heritage											0.3	0.3	0.5	0.3	0.5	0.3	0.1	0.3
Progressive	0.5	0.3	0.5	0.3	0.6	0.1	0.4	0.1	*	0.1	0.3	0.5	0.4	0.1	-	0.4	0.4	0.5
Destiny NZ													0.4	0.1	0.1	0.3	0.5	0.7
All Others	2.1	2.6	0.9	1.9	2.1	1.6	0.9	2.3	4.3	2.4	1.3	1.5	0.7	1.1	1.1	1.7	0.9	1.2
Base:	786	768	786	797	769	793	758	807	787	777	763	739	741	783	729	754	784	737
Don't know/ undecided	18	18	17	17	20	17	21	18	19	20	21	23.5	21	19	22	22	19	17
Would not vote	4	5	4	3	3	4	3	1	3	3	3	3	5	3	5	3	2	1.5
Base:	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	905

Preferred Prime Minister

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

			20	03						2004						2005		
	10-16 Feb	7-13 Apr	9-16 Jun	4-10 Aug	25 Sep -4 Oct	21-27 Nov	29Jan – 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 Helen Clark Performing?

Thinking now about the Prime Minister. How would you rate the performance of Helen Clark as Prime Minister? Overall, would you say that as Prime Minister she is performing well or poorly? Is that Very ... or Fairly ...?

		2003					2004					2005			
	4-10 Aug	25 Sep -4 Oct	21-27 Nov	29Jan – 4 Feb	25-31 Mar	27 May - 3 Jun	11-16 Jul	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very Well	24	25	19	23	22	21	20	19	24	23	25	21	21	22	25
Fairly Well	41	43	45	41	41	38	39	43	40	40	39	42	39	40	39
Total - Performed Well	65	68	64	64	63	59	59	62	64	63	64	63	60	62	64
Neither Well nor Poorly	14	11	11	15	15	14	13	14	14	15	14	13	14	14	12
Fairly Poorly	12	12	15	12	14	17	17	15	13	11	12	14	17	15	15
Very Poorly	8	7	9	8	7	9	11	8	8	8	8	9	8	8	9
Total – Performed Poorly	20	19	24	20	21	26	28	23	21	19	20	23	25	23	24
Don't know	1	2	1	1	2	1	1	2	1	2	2	1	1	1	1
Base	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	905

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 ...?

					То	tal Don Bı	rash				
			20	04					2005		
	29 Jan – 4 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 August
	%	%	%	%	%	%	%	%	%	%	%
Very Well	7	24	18	17	9	5	8	5	7	9	7
Fairly Well	29	34	32	34	27	25	30	25	26	32	31
Total – Performed Well	36	58	50	51	36	30	38	30	33	41	38
Neither Well nor Poorly	17	12	14	13	16	18	16	16	20	16	17
Fairly Poorly	18	10	12	15	22	22	19	27	23	22	23
Very Poorly	13	12	14	14	18	18	17	20	16	17	17
Total – Performed Poorly	31	22	26	29	40	40	36	47	39	39	40
Don't know	16	8	10	8	8	11	9	7	8	5	5
Base	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	905

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	– Nationa	l Voters				
			200	04					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

I am going to read out some things, both favourable and unfavourable that have been said about various politicians.

I would like you to pick out all those statements that you feel fit Helen Clark. Would you say she...

							lelen Cl	ark Agr	eeing						
		20	003				20	04					2005		
	7-13 Apr	9-16 Jun	4-10 Aug	25 Sep - 4 Oct	29 Jan – 4 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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Is a capable leader	82	83	80	82	83	81	79	81	83	81	82	80	80	81	84
Has more style than substance	25	29	25	26	25	24	28	24	24	24	25	24	25	26	30
Would be good in a crisis	70	70	69	73	68	68	69	70	71	71	70	68	71	73	75
Tends to talk down to people	44	43	46	46	44	46	50	53	47	47	46	48	50	47	47
Is rather narrow minded	33	33	34	35	35	34	36	33	32	35	35	37	37	38	35
Is too inflexible	42	39	43	44	43	41	41	43	40	42	42	44	47	47	43
Has sound judgement	65	67	66	67	69	65	63	66	68	67	67	65	64	68	66
Is more honest than most politicians	62	59	55	54	58	54	53	53	53	51	53	53	50	50	46
Is down to earth	75	74	71	73	73	72	69	70	75	68	69	68	69	72	69
Understands the economic problems facing New Zealand	67	69	68	65	64	63	66	68	67	67	67	65	63	66	67
Has a lot of personality	45	43	40	42	43	37	38	42	38	39	35	37	38	42	40
Is rather inexperienced	16	15	14	14	15	14	15	12	13	12	14	15	15	13	12
Is out of touch with ordinary people	38	38	42	43	40	41	43	41	40	40	41	43	47	43	44
In touch with the needs of Maori	66	63	57	60	62	61	53	54	57	54	57	56	57	58	58
Base:	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	905

I would now like you to tell me which of these statements you feel fit Don Brash. Would you say he...

					Don Bras	sh Agreein	 g				
			20	04					2005		
	29 Jan – 4 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 Apr	9-15 June	21-28 July	18-21 Aug
	%	%	%	%	%	%	%	%	%	%	%
Is a capable leader	45	61	57	59	48	47	51	47	48	51	49
Has more style than substance	24	28	32	30	29	30	27	27	27	29	24
Would be good in a crisis	45	54	54	51	46	45	46	46	48	45	48
Tends to talk down to people	42	43	47	52	51	52	54	56	55	50	47
Is rather narrow minded	38	40	44	46	47	48	47	52	48	48	45
Is too inflexible	34	35	37	39	45	41	43	43	43	42	39
Has sound judgement	54	58	57	56	54	50	52	49	55	55	56
Is more honest than most politicians	37	44	43	41	40	38	43	41	43	39	40
Is down to earth	39	47	46	43	41	39	41	42	43	40	45
Understands the economic problems facing New Zealand	70	77	75	77	76	70	74	74	77	74	77
Has a lot of personality	24	32	30	33	25	20	23	22	23	22	23
Is rather inexperienced	53	58	53	56	57	58	57	59	57	66	63
Is out of touch with ordinary people	43	39	46	47	49	50	52	54	53	50	49
In touch with the needs of Maori	20	26	28	23	22	22	22	22	23	23	22
Base:	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	905