

3 News TNS Poll

Embargoed until, 6pm 1 April 2007



**Opinion Poll
Results**

22nd March – 28th March 2007

“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

22nd March – 28th March 2007

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

	Number of seats*
Labour	55
National	52
Green Party	7
Maori Party	4
ACT	2
United Future	1
Progressive	1
Total seats	122

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

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Research Methodology

Date poll was conducted	Interviews were conducted over the period 22 nd March – 28 th March 2007
Sample Size	1000 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 3.1% expressed at a 95% confidence level (see below)

Observed Percentages	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Confidence limits	+/- 1.9%	+/- 2.5%	+/- 2.7%	+/- 3.0%	+/- 3.1%

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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?

	2004		2005									2006					2007		
	30 Sep - 6 Oct	25 Nov - 1 Dec	26 Jan - 2 Feb	7-13 April	9-15 June	21-28 July	18-23 Aug	25-31 Aug	1-7 Sept	8-14 Sept	27 Oct - 2 Nov	26 Jan - 02 Feb	23-29 March	4-10 May	29 Jun - 5 Jul	24-30 Aug	26 Oct- 1 Nov	25 Jan -1 Feb	22-28 Mar
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Helen Clark	41	35	36	36	33	37	37	37	39	38	43	39	38	34	38	38	35	35	37
John Key																		24	28
Don Brash	18	16	21	15	16	20	21	23	21	23	19	16	15	18	13	17	15	1	1
Winston Peters	10	11	10	12	15	14	11	10	9	10	8	7	6	6	6	5	5	5	4
Bill English	1	*	1	1	1	1	1	1	*	1	1	1	1	1	1	2	1	1	1
Peter Dunne	2	1	1	1	1	*	2	1	1	2	2	1	1	1	*	*	1	*	1
Jim Anderton	1	1	1	*	1	*	1	2	2	2	2	1	1	1	1	1	1	1	1
Rodney Hide			*	1	*		*	1	1	*	1	*	*	1	*	1	1	*	*
Phil Goff	1	*	1	*	1	1	1	1	1	*	1	1	1	*	1	1	1	*	1
Michael Cullen					1	*	*	*	1	*	*	*	1	*	*	*	1	*	*
Jeanette Fitzsimmons	-	1	1	*	1	1	1	*	1	1	1	1	1	1	1	1	1	1	1
Tariana Turia	1	*	*	*	1	1	1	*	1	1	1	*	*	1		*	*	1	1
None	5	8	6	8	7	5	5	4	5	4	5	7	6	7	7	7	8	5	5
Don't know	16	18	17	16	16	14	14	15	13	12	10	13	18	18	18	14	14	19	17
Base:	1000	1000	1000	1000	1000	1000	905	1000	997	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

* Less than 0.5%

3 News TNS Opinion Poll

How is John Key Performing?

And now thinking about John Key, 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 – 2005							Don Brash – 2006						John Key – 2007	
	9-15 June	21-28 July	18-23 Aug	25-31 Aug	1-7 Sept	8-14 Sept	27 Oct – 2 Nov	26 Jan – 02 Feb	23-29 March	4-10 May	29 Jun – 5 Jul	24-30 Aug	26 Oct- 1 Nov	25 Jan - 1 Feb	22-28 Mar
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very Well	7	9	7	7	8	8	9	6	6	5	4	5	6	11	13
Fairly Well	26	32	31	35	34	33	31	32	28	28	25	27	24	36	41
Total – Performed Well	33	41	38	42	42	41	40	38	34	33	29	32	30	47	54
Neither Well nor Poorly	20	16	17	16	19	15	17	16	17	19	19	18	17	20	16
Fairly Poorly	23	22	23	20	19	24	25	27	27	28	30	26	28	8	12
Very Poorly	16	17	17	15	14	17	15	15	18	16	17	21	22	3	5
Total – Performed Poorly	39	39	40	35	33	41	40	42	45	44	47	47	50	11	17
Don't know	8	5	5	6	5	4	4	5	5	4	5	3	3	22	13
Base	1000	1000	905	1000	997	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

* Results prior to the 2007 Poll are based on Don Brash as the leader of the National party.

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How is John Key Performing?

And now thinking about John Key, 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 ...?

	National Voters														
	Don Brash – 2005							Don Brash – 2006						John Key – 2007	
	9-15 June	21-28 July	18-23 Aug	25-31 Aug	1-7 Sept	8-14 Sept	27 Oct – 2 Nov	26 Jan – 02 Feb	23-29 March	4-10 May	29 Jun – 5 Jul	24-30 Aug	26 Oct- 1 Nov	25 Jan - 1 Feb	22-28 Mar
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very Well	13	17	15	13	18	17	16	11	9	8	8	9	12	20	22
Fairly Well	43	52	53	61	51	55	51	45	46	43	39	38	38	46	54
Total – Performed Well	56	69	68	74	69	72	67	56	55	51	47	47	50	66	76
Neither Well nor Poorly	24	18	15	15	19	15	17	21	20	22	23	23	24	19	15
Fairly Poorly	14	9	10	6	9	10	12	18	18	21	25	23	19	3	4
Very Poorly	3	2	3	2	2	2	2	2	4	4	5	6	6	0	0
Total – Performed Poorly	16	11	13	8	11	12	14	20	22	25	30	29	25	3	4
Don't know	3	1	4	3	1	1	3	3	3	2	1	-	1	12	5
Base	302	329	294	357	313	349	354	351	353	373	345	354	354	362	363

* Results prior to the 2007 Poll are based on Don Brash as the leader of the National party.

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

	Agreeing														
	Don Brash – 2005							Don Brash – 2006						John Key – 2007	
	9-15 June %	21-28 July %	18-23 Aug %	25-31 Aug %	1-7 Sept %	8-14 Sept %	27 Oct – 2 Nov %	26 Jan – 02Feb %	23-29 March %	4-10 May %	29 Jun – 5 Jul %	24-30 Aug %	26 Oct-1 Nov %	25 Jan – 1 Feb %	22-28 Mar %
Is a capable leader	48	51	49	51	49	51	51	50	49	48	44	45	43	54	56
Has more style than substance	27	29	24	25	29	27	30	29	26	27	26	26	28	31	39
Would be good in a crisis	48	45	48	48	47	44	43	43	43	45	40	43	40	42	46
Tends to talk down to people	55	50	47	39	44	43	52	54	50	51	49	49	49	15	23
Is rather narrow minded	48	48	45	41	46	45	52	50	48	49	50	47	50	13	20
Is too inflexible	43	42	39	34	41	36	44	44	41	40	43	41	43	13	17
Has sound judgement	55	55	56	58	55	56	53	53	53	56	50	54	45	52	53
Is more honest than most politicians	43	39	40	47	45	41	41	43	45	45	40	46	40	33	38
Is down to earth	43	40	45	50	48	50	47	44	45	47	43	45	43	59	60
Understands the economic problems facing New Zealand	77	74	77	76	76	75	78	79	79	80	75	77	76	64	67
Has a lot of personality	23	22	23	24	24	27	27	25	24	25	21	24	22	55	57
Is rather inexperienced	57	66	63	63	69	70	71	68	61	62	60	57	61	64	64
Is out of touch with ordinary people	53	50	49	46	50	47	55	54	55	51	53	52	57	22	27
In touch with the needs of Maori	23	23	22	22	23	23	24	23	25	24	23	25	22	32	31
Base:	1000	1000	905	1000	997	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

* Results prior to the 2007 Polls are based on Don Brash as the leader of the National party.

