
3 News Opinion Poll

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Embargoed

14 November 2011



**Opinion Poll
Results
November 1st-8th, 2011**

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Press Release: 3 News Opinion Poll Results November 1st-8th, 2011

Projected number of seats in the House
on the basis of the latest poll results compared to election night
2008

| | Number of seats currently predicted | Seats won 2008 election |
|--------------------------|--|----------------------------|
| Labour | 37 | 43 |
| National | 66 | 58 |
| Green Party | 13 | 9 |
| Maori Party | 4 | 5 |
| ACT | 1 | 5 |
| United Future | 1 | 1 |
| Mana | 1 | - |
| Jim Anderton Progressive | | 1 |
| Total seats | 123 | 122 |

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

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Research Methodology by Reid Research

| | |
|--------------------------------|---|
| Date poll was conducted | Interviews were conducted over the period November 1 st -8 th , 2011 |
| 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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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.*

| | 2008 | | | | 2009 | | | | 2010 | | | | 2011 | | | | | | | | | | | | |
|-----------------------|-------------|-------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------|-----------------|----------------|-------------|-------------|-------------|----------------|-------------|-------------|-------------|--------------|-------------|-------------|
| | 2-8 Oct | 16-22 Oct | 30 Oct - 5 Nov | % | 9-16 Feb | 14-21 Apr | 5-14 Aug | 6-14 Oct | 2-8 Dec | 11-16 Feb | 13-20 Apr | 8-15 Jun | 30 Jul- 10 Aug | 27 Sept - 6 Oct | 30 Nov - 7 Dec | 7-15 Feb | 4-12 Apr | 20- 26 May | 28 Jun - 5 Jul | 12-18 Aug | 22- 29 Sept | 18- 26 Oct | 1st- 8th Nov | % | |
| Labour | 39.2 | 37.4 | 33.1 | 27 | 30 | 29.2 | 27.2 | 30.8 | 29.6 | 33.8 | 30.5 | 30.6 | 32.6 | 31.2 | 30.9 | 27.1 | 32.8 | 29.9 | 28.8 | 26.6 | 30.2 | 29.9 | 29.9 | 29.9 | |
| National | 45.1 | 45.1 | 46.0 | 60 | 56 | 58.1 | 59.9 | 55.2 | 56.3 | 52.1 | 55.3 | 54.5 | 53.8 | 55.5 | 54.6 | 57.5 | 53.0 | 55.1 | 54.0 | 57.4 | 52.3 | 53.3 | 53.3 | 53.3 | |
| NZ First | 2.7 | 3.5 | 3.4 | 1.6 | 1.3 | 1 | 1.0 | 1.5 | 1.5 | 1.5 | 1.8 | 1.5 | 1.2 | 1.9 | 3.3 | 2.8 | 2.4 | 2.2 | 2.2 | 1.9 | 2.4 | 2.4 | 2.4 | 2.4 | |
| Green Party | 6.8 | 8.8 | 9 | 7 | 6.1 | 7.5 | 6.9 | 7.8 | 7.3 | 8.2 | 7.5 | 8.5 | 7.6 | 7.3 | 8.2 | 7.7 | 6.5 | 9.1 | 9.3 | 9.8 | 9.4 | 10.2 | 10.2 | 10.2 | |
| ACT | 1.8 | 1.7 | 2.8 | 1.2 | 2.1 | 1.4 | 1.7 | 1.8 | 1.6 | 1.6 | 1.6 | 2.2 | 0.9 | 1.3 | 0.6 | 1.7 | 2.2 | 1.7 | 2.2 | 1.6 | 1.5 | 0.7 | 0.7 | 0.7 | |
| United Future | 0.1 | 0.2 | 0.2 | 0.2 | 0.1 | 0.2 | - | 0.1 | 0.2 | 0.5 | 0.1 | 0.2 | 0.3 | 0.1 | - | 0.2 | 0.2 | - | - | - | - | - | - | - | |
| Maori Party | 2.5 | 2.3 | 2.7 | 2.1 | 2.9 | 1.2 | 2.4 | 1.7 | 2.4 | 1.9 | 1.9 | 1.5 | 2.4 | 1.7 | 2.3 | 2.5 | 1.6 | 0.8 | 1.5 | 0.8 | 1.4 | 1.4 | 1.4 | 1.4 | |
| MANA | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 0.5 | 0.7 | 0.9 | 0.7 | 0.9 | 1.0 | 1.0 | 0.7 | |
| Conservative Party | | | | | | | | | | | | | | | | | | | | | | | | | |
| All Others | 1.3 | 0.7 | 2.4 | 0.6 | 0.9 | 1.2 | 0.5 | 0.9 | 0.7 | 0.3 | 1.2 | 1.0 | 1.1 | 0.8 | 0.1 | 0.4 | 0.6 | 0.3 | 0.7 | 1.2 | 2.0 | 0.5 | 0.5 | 0.5 | |
| Base: | 842 | 860 | 903 | 949 | 947 | 911 | 917 | 893 | 910 | 874 | 880 | 890 | 863 | 890 | 868 | 831 | 871 | 836 | 882 | 864 | 886 | 873 | 873 | 873 | |
| Don't know/ undecided | 14.3 | 12.8 | 8.6 | 4.0 | 4.4 | 7.2 | 6.8 | 8.3 | 6.8 | 10.9 | 9.2 | 9.9 | 11.4 | 9.4 | 11.0 | 14.8 | 11.1 | 14.6 | 10.5 | 11.3 | 10.0 | 11.0 | 11.0 | 11.0 | |
| Would not vote | 1.5 | 1.2 | 1.1 | 1.0 | 0.9 | 1.7 | 1.5 | 2.4 | 2.2 | 1.7 | 2.8 | 1.1 | 2.3 | 1.6 | 2.2 | 2.1 | 1.8 | 1.8 | 1.3 | 2.3 | 1.4 | 1.7 | 1.7 | 1.7 | |
| Base: | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 |

Others include Kiwi Party, Alliance, Aotearoa Legalise Cannabis,

