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**3 News Opinion Poll**

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# **3 News Poll**

**Embargoed**

**6pm  
24 November 2011**



**Opinion Poll  
Results  
November 16th -23rd, 2011**

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# 3 News Opinion Poll

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## Press Release: 3 News Opinion Poll Results November 16<sup>th</sup>-23<sup>rd</sup>, 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	Number of Seats Predicted if ACT Doesn't win Epsom	Seats won 2008 election
Labour	34	34	43
National	65	66	58
Green Party	17	17	9
Maori Party	4	4	5
ACT	1	-	5
United Future	1	1	1
Mana	1	1	-
Jim Anderton Progressive			1
<b>Total seats</b>	<b>123</b>	<b>123</b>	<b>122</b>

\* 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

<b>Date poll was conducted</b>	Interviews were conducted over the period November 16 <sup>th</sup> -23 <sup>rd</sup> , 2011
<b>Sample Size</b>	1000 voter eligible New Zealanders aged 18+
<b>Sampling Technique</b>	Telephone Interviews. Random generation of telephone numbers with quota sampling to ensure representative cross section by age, sex and geography
<b>Sample Coverage</b>	National including rural, secondary urban and main urban areas
<b>Sample Error</b>	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%

### 3 News Opinion Poll

#### 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	1 <sup>st</sup> -8 <sup>th</sup> Nov	9 <sup>th</sup> - 16 <sup>th</sup> Nov	16 <sup>th</sup> - 23 <sup>rd</sup> 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	27.4	26	
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	50.2	50	
Green Party	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	3.5	3	
Māori 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	13.0	13	
CT	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	1.8	1	
United Future	0.1	0.2	0.2	0.2	0.1	0.2	0.1	0.2	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	1.3	1	
Te Mana Rau	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5	0.7	0.9	0.7	0.9	1.0	1.0	1	
Conservative Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	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	0.7	1	
Don't know/ undecided	842	860	903	949	947	911	917	893	910	874	880	890	863	890	868	831	871	836	882	864	886	873	893	871	
Could not vote	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	9.6	12	
Total	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,













### Analysing the don't knows

Unlike in other elections when the proportion of uncommitted voters drops below 10 % in the last week prior to the election, this most recent poll recorded **an increase** in the don't knows from 9.6% to 12.0 %.

Because of this result we have analysed the parties that the don't knows may consider voting for on Election Day and added them back to the sample of the committed voters. The impact of this extra analysis has been minimal to Labour ..they remain on 26% . But not surprisingly the don't knows are less likely than the committed voters to support the incumbent, the National Party, and its share of votes drops from 50.8 % to 47.3%. An array of smaller parties benefit , including the Greens, NZ First, ACT and Maori Party . but this is not enough for the NZ First to breach the 5% barrier.

Which numbers should we focus on ? Just the committed voters or the re-analysed don't knows ? The reality is that many of the don't knows don't vote on election day so the committed vote is likely to be a more accurate predictor of election day voting behaviour . BUT I would recommend that we mention National's potential lower share of vote as reflective of an uncharacteristic rise in don't knows following the tea pot saga and Goff's strong showing in the Monday night TV3 debate .

	Total		
	Total sample	Total of committed voters Excluding Don't know and would not vote	Total including the share of party preferences of the don't knows who have at least one party they prefer
Total	1000	870	981
Labour	22.60%	26.0% +++	25.8%
National	44.20%	50.8% +++	47.3%
NZ First	2.70%	3.1% +	4.1%
Green party	11.70%	13.4% +++	13.8%
ACT	0.90%	1.0%	1.7%
Maori Party	1.30%	1.5%	2.3%
Mana Party (Hone Harawira)	1.00%	1.1%	1.4%
Conservative	1.60%	1.8%	1.8%
All others	1.00%	1.1%	1.1%
Don't know/Undecided	12.00%		
Would not vote	1.00%		