

3 News TNS Poll

Embargoed until 6pm, 13th May 2006



**Opinion Poll
Results**

4th – 10th May 2006

“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

4th – 10th May2006

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

	Number of seats*
Labour	53
National	53
NZ First	
Green Party	7
Maori Party	4
United Future	2
Progressive	1
ACT	2
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 4 th to 10 th May 2006
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%

3 News TNS 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.*

	% of those who stated a preference												
	2005										2006		
	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	Election Result 17 Sep	27 Oct – 2 Nov	26 Jan – 02 Feb	23-29 March	4-10 May
	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	46	45	40	39	41	39	45	40.5	41.1	44	44	43	42
National	38	34	36	39	37	41	36	38.7	39.1	37	38	40	41
NZ First	4.8	8	11	7	8	6	5	6.8	5.7	3.5	3.4	4.3	3.8
Green Party	4.7	3.8	6	6	7	6	7	6.9	5.3	7	7	6	6
ACT	2.1	2.9	1.5	1.6	1.4	1.4	2.4	0.9	1.5	1.5	1.2	1.1	1.8
United Future	1.4	1.9	1.9	1.4	2.1	1.7	1.5	3.0	2.7	2.5	1.5	1.9	1.9
Maori Party	1.7	1.8	2.4	2.2	1.8	1.7	1.7	1.4	2.1	2.5	1.7	3	2.2
Alliance	0.5	0.1	0.1	0.1	0.1	0.3	0.1	-	0.1	-	0.2	-	0.1
Christian Heritage	0.3	1.2	0.2	0.4	0.3	0.3	0.1	-	0.1	-	0.2	0.1	0.3
Progressive	-	0.1	0.2	0.4	0.3	0.8	0.3	0.4	1.2	0.7	0.5	0.2	0.2
Destiny NZ	-	0.1	0.1	0.6	0.5	0.9	1.0	0.8	0.6	0.3	0.5	0.2	0.3
All Others	0.5	1.7	1.0	2.3	1.1	0.7	0.6	0.6	0.5	0.7	1.7	0.7	0.6
Base:	858	834	848	854	798	870	875	901	2286190	947	918	894	902
Don't know/undecided	11	12	12	12	10	11	10	9		4	5	7	7
Would not vote	4	4	3	3	2	2	2	1		1	3	4	3
Base:	1000	1000	1000	1000	905	1000	997	1000		1000	1000	1000	1000

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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															
	2004				2005									2006		
	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 %	18-23 Aug %	25-31 Aug %	1-7 Sept %	8-14 Sept %	27 Oct – 2 Nov %	26 Jan – 02 Feb %	23-29 March %	4-10 May %
Labour	43	47	46	48	45	44	42	44	44	41	43	41	45	45	45	41
National	41	38	37	36	41	39	38	39	41	44	40	42	38	38	41	44
NZ First	6	6	4.9	4.3	4.2	6	7	5.5	4.6	4.7	4.8	4.0	2.6	2.4	3.5	3.3
Green Party	3.2	4.1	2.8	3.4	3.6	3.0	4.4	4.6	3.4	3.3	4.7	3.0	5.3	6	3.9	4.2
ACT	1.0	1.3	2.3	2.2	1.5	2.3	0.9	1.3	0.8	1.5	1.9	1.3	1.4	1.6	1.4	1.4
United Future	2.2	1.2	1.8	0.8	1.3	1.9	2.1	1.1	1.6	1.5	1.4	3.0	2.3	1.1	1.5	1.6
Maori Party	n/a	0.5	1.9	2.2	1.4	1.9	2.5	2.2	2.2	1.6	2.5	2.8	3.3	3.0	2.6	2.8
Alliance	0.4	0.4	0.5	0.4	0.4	-	0.3	-	0.1	-	-	0.4	0.2	0.1	0.1	0.2
Christian Heritage		0.3	0.3	0.5	0.3	0.5	0.3	0.1	0.3	-	-	0.1	-	0.1	-	0.1
Progressive	0.1	0.3	0.5	0.4	0.1	-	0.4	0.4	0.5	0.3	0.8	0.5	0.8	0.6	0.6	0.5
Destiny NZ				0.4	0.1	0.1	0.3	0.5	0.7	1.0	0.6	0.4	0.2	0.4	0.5	0.2
All Others	2.4	1.3	1.5	0.7	1.1	1.1	1.7	0.9	1.2	1.4	0.8	1.2	1.0	1.8	0.2	1.0
Base:	777	763	739	741	783	729	754	784	737	791	792	854	923	899	850	866
Don't know/ undecided	20	21	23.5	21	19	22	22	19	17	19	19	13	6	7	11	12
Would not vote	3	3	3	5	3	5	3	2	1.5	2	2	1	2	3	4	2
Base:	1000	1000	1000	1000	1000	1000	1000	1000	905	1000	997	1000	1000	1000	1000	1000

3 News TNS Opinion Poll

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

* Less than 0.5%

3 News TNS Opinion Poll

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 ...?

	2004			2005								2006			
	22-28 July	30 Sep - 6 Oct	25 Nov - 1 Dec	26 Jan - 2 Feb	7-13 April	9-15 June	21-28 July	18-23 Aug	25-31 Aug	1-7 Sept	8-14 Sept	27 Oct - 2 Nov	26 Jan - 02Feb	23-29 Mar	4-10 May
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very Well	19	24	23	25	21	21	22	25	22	25	21	28	25	21	18
Fairly Well	43	40	40	39	42	39	40	39	43	40	43	37	41	40	40
Total – Performed Well	62	64	63	64	63	60	62	64	65	65	64	65	66	61	58
Neither Well nor Poorly	14	14	15	14	13	14	14	12	10	12	11	14	14	13	15
Fairly Poorly	15	13	11	12	14	17	15	15	14	15	14	13	12	15	15
Very Poorly	8	8	8	8	9	8	8	9	10	8	10	8	7	8	11
Total – Performed Poorly	23	21	19	20	23	25	23	24	24	23	24	21	19	23	26
Don't know	2	1	2	2	1	1	1	1	1	1	1	1	1	2	1
Base	1000	1000	1000	1000	1000	1000	1000	905	1000	997	1000	1000	1000	1000	1000

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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 ...?

	2005									2006		
	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
	%	%	%	%	%	%	%	%	%	%	%	%
Very Well	8	5	7	9	7	7	8	8	9	6	6	5
Fairly Well	30	25	26	32	31	35	34	33	31	32	28	28
Total – Performed Well	38	30	33	41	38	42	42	41	40	38	34	33
Neither Well nor Poorly	16	16	20	16	17	16	19	15	17	16	17	19
Fairly Poorly	19	27	23	22	23	20	19	24	25	27	27	28
Very Poorly	17	20	16	17	17	15	14	17	15	15	18	16
Total – Performed Poorly	36	47	39	39	40	35	33	41	40	42	45	44
Don't know	9	7	8	5	5	6	5	4	4	5	5	4
Base	1000	1000	1000	1000	905	1000	997	1000	1000	1000	1000	1000

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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											
	2005									2006		
	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
	%	%	%	%	%	%	%	%	%	%	%	%
Very Well	17	11	13	17	15	13	18	17	16	11	9	8
Fairly Well	47	45	43	52	53	61	51	55	51	45	46	43
Total – Performed Well	64	56	56	69	68	74	69	72	67	56	55	51
Neither Well nor Poorly	20	16	24	18	15	15	19	15	17	21	20	22
Fairly Poorly	7	20	14	9	10	6	9	10	12	18	18	21
Very Poorly	3	4	3	2	3	2	2	2	2	2	4	4
Total – Performed Poorly	10	24	16	11	13	8	11	12	14	20	22	25
Don't know	5	4	3	1	4	3	1	1	3	3	3	2
Base	328	279	302	329	294	357	313	349	354	351	353	373

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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...

	Helen Clark Agreeing												
	2004	2005									2006		
	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 - 02Feb	23-29 March	4-10 May
	%	%	%	%	%	%	%	%	%	%	%	%	
Is a capable leader	81	82	80	80	81	84	82	85	82	86	85	83	82
Has more style than substance	24	25	24	25	26	30	26	28	25	27	26	25	25
Would be good in a crisis	71	70	68	71	73	75	74	75	74	77	76	76	74
Tends to talk down to people	47	46	48	50	47	47	53	52	55	51	49	50	48
Is rather narrow minded	35	35	37	37	38	35	37	34	40	33	32	32	36
Is too inflexible	42	42	44	47	47	43	45	43	46	41	42	44	40
Has sound judgement	67	67	65	64	68	66	64	68	65	69	69	66	68
Is more honest than most politicians	51	53	53	50	50	46	43	47	45	51	51	52	46
Is down to earth	68	69	68	69	72	69	68	71	67	70	73	70	67
Understands the economic problems facing New Zealand	67	67	65	63	66	67	66	68	69	69	65	65	63
Has a lot of personality	39	35	37	38	42	40	44	46	43	44	44	38	39
Is rather inexperienced	12	14	15	15	13	12	9	9	11	10	12	11	13
Is out of touch with ordinary people	40	41	43	47	43	44	41	38	44	40	40	42	44
In touch with the needs of Maori	54	57	56	57	58	58	54	59	57	57	60	59	53
Base:	1000	1000	1000	1000	1000	905	1000	997	1000	1000	1000	1000	1000

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

	Dan Brash Agreeing											
	2005									2006		
	26 Jan – 2 Feb	7 – 13 Apr	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
	%	%	%	%	%	%	%	%	%	%	%	%
Is a capable leader	51	47	48	51	49	51	49	51	51	50	49	48
Has more style than substance	27	27	27	29	24	25	29	27	30	29	26	27
Would be good in a crisis	46	46	48	45	48	48	47	44	43	43	43	45
Tends to talk down to people	54	56	55	50	47	39	44	43	52	54	50	51
Is rather narrow minded	47	52	48	48	45	41	46	45	52	50	48	49
Is too inflexible	43	43	43	42	39	34	41	36	44	44	41	40
Has sound judgement	52	49	55	55	56	58	55	56	53	53	53	56
Is more honest than most politicians	43	41	43	39	40	47	45	41	41	43	45	45
Is down to earth	41	42	43	40	45	50	48	50	47	44	45	47
Understands the economic problems facing New Zealand	74	74	77	74	77	76	76	75	78	79	79	80
Has a lot of personality	23	22	23	22	23	24	24	27	27	25	24	25
Is rather inexperienced	57	59	57	66	63	63	69	70	71	68	61	62
Is out of touch with ordinary people	52	54	53	50	49	46	50	47	55	54	55	51
In touch with the needs of Maori	22	22	23	23	22	22	23	23	24	23	25	24
Base:	1000	1000	1000	1000	905	1000	997	1000	1000	1000	1000	1000

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Measures of Confidence

	2005									2006		
	26 Jan – 2 Feb	7 – 13 Apr	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
	%	%	%	%	%	%	%	%	%	%	%	%
NZ Economy Improve/ Deteriorate in The Next Three Months:												
• Improve	51	32	31	33	37	35	31	39	26	21	24	23
• Deteriorate	15	39	35	37	32	31	39	32	49	60	56	56
• Neither/nor	29	23	28	26	26	29	25	23	20	15	17	17
• Don't know	6	5	6	4	4	5	5	7	5	4	3	5
Nett Improvement/ (Deterioration)	36	(7)	(4)	(4)	5	4	(8)	7	(23)	(39)	(32)	(33)
Unemployment Over The Next Three Months:												
• Increase	24	33	35	31	31	26	31	29	39	61	49	48
• Decrease	51	39	35	37	36	39	35	37	31	24	27	26
• Neither/nor	21	23	24	28	28	29	28	27	24	12	20	22
• Don't know	5	5	5	5	4	6	6	7	5	3	5	5
Nett Increase/ (Decrease)	(27)	(6)	0	(6)	(5)	(13)	(4)	(8)	8	37	22	22
Is New Zealand Becoming a Better or Worse Place to Live In?												
• Better	46	38	43	44	45	44	48	50	42	42	40	37
• Worse	38	44	40	41	38	38	36	34	42	39	39	43
• No better no worse	14	14	14	13	15	16	13	14	14	17	18	18
• Don't know	3	4	3	2	3	2	3	2	2	3	3	3
Nett Better/(Worse)	8	(6)	3	3	7	6	12	16	0	3	1	(6)
Base:	1000	1000	1000	1000	1000	1000	997	1000	1000	1000	1000	1000

