

3 News TNS Poll

Embargoed until 6pm, 4th November 2006



**Opinion Poll
Results**

26th October – 1st November 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

26th October – 1st November 2006

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

| | Number of seats* |
|--------------------|---------------------|
| Labour | 53 |
| National | 50 |
| NZ First | |
| Green Party | 9 |
| Maori Party | 4 |
| United Future | 2 |
| Progressive | 1 |
| ACT | 2 |
| Total seats | 121 |

* 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 26 th October to 1 st November 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% |

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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 | | | | | |
|-----------------------------|------------------|---------------|-------------------|-------------------|-------------------|---------------|--------------|---------------|--------------|--------------|-------------|--------------|----------------------|-----------------------|----------------|-------------|-------------------|--------------|------------------|
| | 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 | 29 Jun - 5 Jul | 24-30 Aug | 26 Oct- 1 Nov |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Helen Clark | 35 | 36 | 41 | 35 | 36 | 36 | 33 | 37 | 37 | 37 | 39 | 38 | 43 | 39 | 38 | 34 | 38 | 38 | 35 |
| Don Brash | 26 | 25 | 18 | 16 | 21 | 15 | 16 | 20 | 21 | 23 | 21 | 23 | 19 | 16 | 15 | 18 | 13 | 17 | 15 |
| Winston Peters | 9 | 8 | 10 | 11 | 10 | 12 | 15 | 14 | 11 | 10 | 9 | 10 | 8 | 7 | 6 | 6 | 6 | 5 | 5 |
| Bill English | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| Peter Dunne | 1 | 1 | 2 | 1 | 1 | 1 | 1 | * | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | * | * | 1 |
| Jim Anderton | * | * | 1 | 1 | 1 | * | 1 | * | 1 | 2 | 2 | 2 | 2 | 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 |
| Michael Cullen | | | | | | | 1 | * | * | * | 1 | * | * | * | 1 | * | * | * | 1 |
| Jeanette Fitzsimmons | * | 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 | | * | * |
| None | 4 | 6 | 5 | 8 | 6 | 8 | 7 | 5 | 5 | 4 | 5 | 4 | 5 | 7 | 6 | 7 | 7 | 7 | 8 |
| Don't know | 16 | 17 | 16 | 18 | 17 | 16 | 16 | 14 | 14 | 15 | 13 | 12 | 10 | 13 | 18 | 18 | 18 | 14 | 14 |
| Base: | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 905 | 1000 | 997 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 |

* Less than 0.5%

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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 | 29 Jun – 5 Jul | 24-30 Aug | 26 Oct- 1 Nov |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very Well | 17 | 11 | 13 | 17 | 15 | 13 | 18 | 17 | 16 | 11 | 9 | 8 | 8 | 9 | 12 |
| Fairly Well | 47 | 45 | 43 | 52 | 53 | 61 | 51 | 55 | 51 | 45 | 46 | 43 | 39 | 38 | 38 |
| Total – Performed Well | 64 | 56 | 56 | 69 | 68 | 74 | 69 | 72 | 67 | 56 | 55 | 51 | 47 | 47 | 50 |
| Neither Well nor Poorly | 20 | 16 | 24 | 18 | 15 | 15 | 19 | 15 | 17 | 21 | 20 | 22 | 23 | 23 | 24 |
| Fairly Poorly | 7 | 20 | 14 | 9 | 10 | 6 | 9 | 10 | 12 | 18 | 18 | 21 | 25 | 23 | 19 |
| Very Poorly | 3 | 4 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 5 | 6 | 6 |
| Total – Performed Poorly | 10 | 24 | 16 | 11 | 13 | 8 | 11 | 12 | 14 | 20 | 22 | 25 | 30 | 29 | 25 |
| Don't know | 5 | 4 | 3 | 1 | 4 | 3 | 1 | 1 | 3 | 3 | 3 | 2 | 1 | - | 1 |
| Base | 328 | 279 | 302 | 329 | 294 | 357 | 313 | 349 | 354 | 351 | 353 | 373 | 345 | 354 | 354 |

