

3 News TNS Poll

Embargoed until, Sunday 15 July 2007



**Opinion Poll
Results**

5th July– 11th July 2007

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Press Release: 3 News TNS Opinion Poll Results

5th July– 11th July 2007

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

	Number of seats*
Labour	45
National	60
Green Party	8
Maori Party	4
ACT	2
United Future	1
Progressive	1
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 5 th July – 11 th July 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?

	2005									2006						2007			
	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	3-9 May	5-11 July
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Helen Clark	36	36	33	37	37	37	39	38	43	39	38	34	38	38	35	35	37	30	31
John Key																24	28	32	31
Don Brash	21	15	16	20	21	23	21	23	19	16	15	18	13	17	15	1	1	1	1
Winston Peters	10	12	15	14	11	10	9	10	8	7	6	6	6	5	5	5	4	5	4
Bill English	1	1	1	1	1	1	*	1	1	1	1	1	1	2	1	1	1	1	1
Peter Dunne	1	1	1	*	2	1	1	2	2	1	1	1	*	*	1	*	1	*	*
Jim Anderton	1	*	1	*	1	2	2	2	2	1	1	1	1	1	1	1	1	1	1
Rodney Hide	*	1	*		*	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	1
Tariana Turia	*	*	1	1	1	*	1	1	1	*	*	1		*	*	1	1	1	*
None	6	8	7	5	5	4	5	4	5	7	6	7	7	7	8	5	5	6	7
Don't know	17	16	16	14	14	15	13	12	10	13	18	18	18	14	14	19	17	18	17
Base:	1000	1000	1000	1000	905	1000	997	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

* Less than 0.5%

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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 ...?

	Don Brash – 2005					Don Brash – 2006						John Key – 2007			
	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	3-9 May	5-11 July
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very Well	7	7	8	8	9	6	6	5	4	5	6	11	13	16	15
Fairly Well	31	35	34	33	31	32	28	28	25	27	24	36	41	45	42
Total – Performed Well	38	42	42	41	40	38	34	33	29	32	30	47	54	61	57
Neither Well nor Poorly	17	16	19	15	17	16	17	19	19	18	17	20	16	14	19
Fairly Poorly	23	20	19	24	25	27	27	28	30	26	28	8	12	9	7
Very Poorly	17	15	14	17	15	15	18	16	17	21	22	3	5	4	4
Total – Performed Poorly	40	35	33	41	40	42	45	44	47	47	50	11	17	13	11
Don't know	5	6	5	4	4	5	5	4	5	3	3	22	13	12	12
Base	905	1000	997	1000	1000	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			
	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	3-9 May	5-11 July
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very Well	15	13	18	17	16	11	9	8	8	9	12	20	22	26	24
Fairly Well	53	61	51	55	51	45	46	43	39	38	38	46	54	51	51
Total – Performed Well	68	74	69	72	67	56	55	51	47	47	50	66	76	77	75
Neither Well nor Poorly	15	15	19	15	17	21	20	22	23	23	24	19	15	11	14
Fairly Poorly	10	6	9	10	12	18	18	21	25	23	19	3	4	5	4
Very Poorly	3	2	2	2	2	2	4	4	5	6	6	0	0	1	1
Total – Performed Poorly	13	8	11	12	14	20	22	25	30	29	25	3	4	6	5
Don't know	4	3	1	1	3	3	3	2	1	-	1	12	5	6	6
Base	294	357	313	349	354	351	353	373	345	354	354	362	363	413	409

* 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			
	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	3-9 May	5-11 July
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Is a capable leader	49	51	49	51	51	50	49	48	44	45	43	54	56	64	66
Has more style than substance	24	25	29	27	30	29	26	27	26	26	28	31	39	37	39
Would be good in a crisis	48	48	47	44	43	43	43	45	40	43	40	42	46	51	50
Tends to talk down to people	47	39	44	43	52	54	50	51	49	49	49	15	23	21	20
Is rather narrow minded	45	41	46	45	52	50	48	49	50	47	50	13	20	17	17
Is too inflexible	39	34	41	36	44	44	41	40	43	41	43	13	17	16	16
Has sound judgement	56	58	55	56	53	53	53	56	50	54	45	52	53	58	60
Is more honest than most politicians	40	47	45	41	41	43	45	45	40	46	40	33	38	40	40
Is down to earth	45	50	48	50	47	44	45	47	43	45	43	59	60	63	64
Understands the economic problems facing New Zealand	77	76	76	75	78	79	79	80	75	77	76	64	67	67	71
Has a lot of personality	23	24	24	27	27	25	24	25	21	24	22	55	57	58	61
Is rather inexperienced	63	63	69	70	71	68	61	62	60	57	61	64	64	65	62
Is out of touch with ordinary people	49	46	50	47	55	54	55	51	53	52	57	22	27	26	25
In touch with the needs of Maori	22	22	23	23	24	23	25	24	23	25	22	32	31	29	32
Base:	905	1000	997	1000	1000	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.

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Measures of Confidence

	2005					2006						2007			
	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	3-9 May	5-11 July
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
NZ Economy Improve/ Deteriorate in The Next Three Months:															
• Improve	37	35	31	39	26	21	24	23	29	32	44	45	41	34	34
• Deteriorate	32	31	39	32	49	60	56	56	45	40	30	24	31	44	40
• Neither/nor	26	29	25	23	20	15	17	17	21	23	21	26	23	17	20
• Don't know	4	5	5	7	5	4	3	5	5	5	5	5	5	5	6
Nett Improvement/ (Deterioration)	5	4	(8)	7	(23)	(39)	(32)	(33)	(16)	(8)	14	21	10	(10)	(6)
Unemployment Over The Next Three Months:															
• Increase	31	26	31	29	39	61	49	48	44	36	37	29	35	44	41
• Decrease	36	39	35	37	31	24	27	26	28	40	42	44	39	34	33
• Neither/nor	28	29	28	27	24	12	20	22	21	19	17	22	21	16	21
• Don't know	4	6	6	7	5	3	5	5	7	4	4	5	5	6	6
Nett Increase/ (Decrease)	(5)	(13)	(4)	(8)	8	37	22	22	16	(4)	(5)	(15)	(4)	10	8
Is New Zealand Becoming a Better or Worse Place to Live In?															
• Better	45	44	48	50	42	42	40	37	42	41	35	38	40	36	36
• Worse	38	38	36	34	42	39	39	43	40	44	49	48	44	48	45
• No better no worse	15	16	13	14	14	17	18	18	15	13	14	12	14	13	16
• Don't know	3	2	3	2	2	3	3	3	3	2	2	2	2	3	2
Nett Better/(Worse)	7	6	12	16	0	3	1	(6)	2	(3)	(14)	(10)	(4)	(12)	(9)
Base:	1000	1000	997	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

