

3 News Poll

**Embargoed until,
6.00pm Sunday 20th April 2008**



**Opinion Poll
Results
10th February– 16th April 2008**

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3 News Opinion Poll

Press Release: 3 News Opinion Poll Results

April 10th -16th 2008

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

	Number of seats*
Labour	48
National	60
Green Party	7
Maori Party	4
ACT	1
United Future	1
Jim Anderton	1
Progressive	
NZ First	-
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 by TNS Direct

Date poll was conducted	Interviews were conducted over the period 10 th -16 th April 2008
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 Opinion Poll

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 ...?

	2005 – Don Brash	2006 – Don Brash						2007 – John Key						2008 – John Key		
	27 Oct – 2 Nov	26 Jan – 2 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	30 Aug – 5 Sept	5 – 12 Dec	23 – 30 Jan	19 – 26 Feb	10-16 April
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very Well	9	6	6	5	4	5	6	11	13	16	15	16	13	13	16	12
Fairly Well	31	32	28	28	25	27	24	36	41	45	42	39	39	42	42	40
Total – Performed Well	40	38	34	33	29	32	30	47	54	61	57	55	52	55	58	52
Neither Well nor Poorly	17	16	17	19	19	18	17	20	16	14	19	16	21	18	15	17
Fairly Poorly	25	27	27	28	30	26	28	8	12	9	7	13	11	11	12	15
Very Poorly	15	15	18	16	17	21	22	3	5	4	4	5	5	4	6	7
Total – Performed Poorly	40	42	45	44	47	47	50	11	17	13	11	18	16	15	18	22
Don't know	4	5	5	4	5	3	3	22	13	12	12	11	11	13	9	9
Base	1000	1000	1000	1000	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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National Voters																
2005 – Don Brash	2006 – Don Brash						2007 – John Key						2008 – John Key			
27 Oct – 2 Nov	26 Jan – 2 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	30 Aug – 5 Sept	5-12 Dec	23 – 30 Jan	19 – 26 Feb	10-16 April	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Very Well	16	11	9	8	8	9	12	20	22	26	24	28	21	21	28	22
Fairly Well	51	45	46	43	39	38	38	46	54	51	51	51	53	58	55	53
Total – Performed Well	67	56	55	51	47	47	50	66	76	77	75	79	74	79	83	75
Neither Well nor Poorly	17	21	20	22	23	23	24	19	15	11	14	13	15	12	11	15
Fairly Poorly	12	18	18	21	25	23	19	3	4	5	4	6	5	5	4	5
Very Poorly	2	2	4	4	5	6	6	0	0	1	1	1	*	1	0	1
Total – Performed Poorly	14	20	22	25	30	29	25	3	4	6	5	7	5	6	4	6
Don't know	3	3	3	2	1	-	1	12	5	6	6	2	5	4	3	3
Base	354	351	353	373	345	354	354	362	363	413	409	398	442	418	425	418

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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															
	2005 – Don Brash	2006 – Don Brash						2007 – John Key						2008 – John Key		
	27 Oct – 2 Nov	26 Jan – 2 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	30 Aug – 5 Sept	5 – 12 Dec	23 – 30 Jan	19 – 26 Feb	10-16 April
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Is a capable leader	51	50	49	48	44	45	43	54	56	64	66	61	64	-	64	63
Has more style than substance	30	29	26	27	26	26	28	31	39	37	39	40	39	-	44	44
Would be good in a crisis	43	43	43	45	40	43	40	42	46	51	50	49	50	-	53	49
Tends to talk down to people	52	54	50	51	49	49	49	15	23	21	20	22	23	-	24	27
Is rather narrow minded	52	50	48	49	50	47	50	13	20	17	17	19	21	-	21	25
Is too inflexible	44	44	41	40	43	41	43	13	17	16	16	19	18	-	18	21
Has sound judgement	53	53	53	56	50	54	45	52	53	58	60	55	56	-	58	56
Is more honest than most politicians	41	43	45	45	40	46	40	33	38	40	40	40	-	44		38
Is down to earth	47	44	45	47	43	45	43	59	60	63	64	64	-	65		
Understands the economic problems facing New Zealand	78	79	79	80	75	77	76	64	67	67	71	70	-	70		70
Has a lot of personality	27	25	24	25	21	24	22	55	57	58	61	59	-	58		
Is rather inexperienced	71	68	61	62	60	57	61	64	64	65	62	63	-	60		
Is out of touch with ordinary people	55	54	55	51	53	52	57	22	27	26	25	27	-	31		
In touch with the needs of Maori	24	23	25	24	23	25	22	32	31	29	32	25	26	28	41	31
Base:	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

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