3 News Opinion Poll

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Opinion Poll Results 10th February– 16th April 2008

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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

*

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	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Percentages					
Confidence	+/- 1.9%	+/- 2.5%	+/- 2.7%	+/- 3.0%	+/- 3.1%
limits					

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.

	2005			20	06					20	07				2008	
	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	44	44	43	42	46	43	42	44	44	36	36	37	36	35	35	38
National	37	38	40	41	39	40	40	41	42	48	48	47	51	49	51	48
NZ First	3.5	3.4	4.3	3.8	3.8	3.2	2.4	2.8	1.2	2.4	2.6	3.2	2.2	3	3	3.4
Green Party	7	7	6	6	6	7	7	8	6	8	6	7	4.8	7	7	5.8
ACT	1.5	1.2	1.1	1.8	0.8	1.0	1.5	0.8	1.3	0.5	1.2	1.5	0.9	0.5	1	0.5
United Future	2.5	1.5	1.9	1.9	1.1	1.2	1.9	0.8	0.9	0.6	1.1	0.1	0.7	0.5	0.1	0.3
Maori Party	2.5	1.7	3	2.2	1.3	2.8	3.4	2.0	2.7	3.7	2.7	1.8	2.8	3	2	2.9
Alliance	-	0.2	-	0.1	0.2	0.1	0	0	-	0.1	0.4	0.1	0.5	0.1	-	0.1
Christian Heritage	-	0.2	0.1	0.3	0.1	0.2	0.1	0	-	-	-	-	-	-	-	0.2
Progressive	0.7	0.5	0.2	0.2	0.4	0.2	0.2	0.1	0.1	0.1	0.4	-	_	-	0.1	-
Destiny NZ	0.3	0.5	0.2	0.3	-	-	0.3	0.2	0.1	0.3	0.6	0.1	0.1	-	0.1	-
All Others	0.7	1.7	0.7	0.6	1.2	1.8	1.2	0.3	1.7	0.3	1.0	2.2	1.0	1.9	0.9	0.7
Base:	947	918	894	902	890	893	885	888	864	862	856	843	863	848	838	873
Don't know/undecided	4	5	7	7	8	7	9	9	11	11	12	12	11	13	14	11.2
Would not vote	1	3	4	3	3	4	3	3	3	3	3	4	3	3	3	1.5
Base:	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

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.

	2005			20	06					20	07				2008	
	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	45	45	45	41	45	42	40	45	42	36	39	39	37	37	38	38.8
National	38	38	41	44	41	41	43	41	45	49	48	46	50	51	50	48.5
NZ First	2.6	2.4	3.5	3.3	3.4	2.7	3.3	2.3	1.2	1.7	2.2	3.2	1.9	2.5	2	3.4
Green Party	5.3	6	3.9	4.2	4.6	5.5	5.6	5.9	5.6	6	4.8	5.4	4.2	4	5	4
ACT	1.4	1.6	1.4	1.4	1.0	1.2	1.6	0.7	1.2	0.5	1.1	1.2	0.6	1	1	0.5
United Future	2.3	1.1	1.5	1.6	1.4	1.8	1.1	0.8	0.7	1.3	0.9	1.2	1.0	0.1	0.5	0.4
Maori Party	3.3	3.0	2.6	2.8	1.7	3.4	3.4	3.1	3.1	3.7	2.2	1.9	3.2	2.5	2	2.6
Alliance	0.2	0.1	0.1	0.2	0.4	0.2	0.1	0.1	0.2	0.1	-	-	0.5	-	0.1	0.3
Christian Heritage	-	0.1	-	0.1	0.2	-	0.1	-	-	-	0.1	-	0.1	-	-	0.2
Progressive	0.8	0.6	0.6	0.5	0.1	0.4	0.2	0.5	0.2	0.3	0.3	-	-	0.1	0.1	0.4
Destiny NZ	0.2	0.4	0.5	0.2	-	0.1	0.4	-	0.1	0.3	0.1	0.4	0.1	0.1	0.1	-
All Others	1.0	1.8	0.2	1.0	1.3	1.8	2.0	0.6	0.7	1.1	1.3	1.7	1.5	1.6	1.0	0.9
Base:	923	899	850	866	829	849	828	835	805	786	787	773	793	769	770	796
Don't know/ undecided	6	7	11	12	14	13	15	14	17	18	18	19	18	20	20	19
Would not vote	2	3	4	2	3	3	3	2	3	3	4	4	2.3	3	3	2
Base:	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

Preferred Prime Minister

If you were able to vote for any politician in New Zealand to be Prime Minister, for whom would you vote? * = support of less than 0.5 %

	2005			20	06					20	07				2008	
Main politicians mentioned	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Helen Clark	43	39	38	34	38	38	35	35	37	30	31	28	28	29	28	32
John Key								24	28	32	31	32	33	33	35	29
Don Brash	19	16	15	18	13	17	15	1	1	1	1	1	*	*	*	*
Winston Peters	8	7	6	6	6	5	5	5	4	5	4	6	6	6	5	6
Bill English	1	1	1	1	1	2	1	1	1	1	1	1	1	1	*	1
Peter Dunne	2	1	1	1	*	*	1	*	1	*	*	*	*	*	*	*
Jim Anderton	2	1	1	1	1	1	1	1	1	1	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
Michael Cullen	*	*	1	*	*	*	1	*	*	-	*	*	1	*	*	*
Jeanette Fitzsimmons	1	1	1	1	1	1	1	1	1	1	1	*	1	1	1	*
Tariana Turia	1	*	*	1		*	*	1	1	1	*	*	1	1	*	*
None	5	7	6	7	7	7	8	5	5	6	7	6	6	5	6	6
Don't know	10	13	18	18	18	14	14	19	17	18	17	17	18	18	20	18
Base:	1000	905	1000	997	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

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 ...?

	2005			20	06					20	07				2008	
	27 Oct - 2 Nov	26 Jan – 2 Feb	23-29 Mar	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	28	25	21	18	21	24	17	19	25	18	18	17	20	20	19	23
Fairly Well	37	41	40	40	41	34	36	41	36	36	37	34	33	37	37	39
Total – Performed Well	65	66	61	58	62	58	53	60	61	54	55	51	53	57	56	62
Neither Well nor Poorly	14	14	13	15	14	14	13	14	16	15	17	16	18	17	17	13
Fairly Poorly	13	12	15	15	15	15	18	16	14	19	18	19	16	15	15	15
Very Poorly	8	7	8	11	8	12	15	9	9	11	10	12	11	9	10	9
Total – Performed Poorly	21	19	23	26	23	27	33	25	23	30	28	31	27	24	25	24
Don't know	1	1	2	1	1	1	1	1	1	1	1	2	1	2	2	1
Base	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

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 ...?

1		-						-								
	2005 – Don Brash		2	2006 – D	on Brasl	h				2007 – J	lohn Key	1		2008	3 – John	Key
		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		3 – 9 May	5 – 11 July	30 Aug - 5 Sept	5 – 12 Dec	23 – 30 Jan	19 – 26 Feb	10-16 April
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
′ery Well	9	6	6	5	4	5	6	11	13	16	15	16	13	13	16	12
airly Well	31	32	28	28	25	27	24	36	41	45	42	39	39	42	42	40
otal – Performed Well	40	38	34	33	29	32	30	47	54	61	57	55	52	55	58	52
leither Well nor Poorly	17	16	17	19	19	18	17	20	16	14	19	16	21	18	15	17
airly Poorly	25	27	27	28	30	26	28	8	12	9	7	13	11	11	12	15
'ery Poorly	15	15	18	16	17	21	22	3	5	4	4	5	5	4	6	7
ʻotal – Performed 'oorly	40	42	45	44	47	47	50	11	17	13	11	18	16	15	18	22
)on't know	4	5	5	4	5	3	3	22	13	12	12	11	11	13	9	9
lase	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.

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 ...?

								Nationa	I Voters	3						
	2005 – Don Brash		2	2006 – D)on Brash	n				2007 – J	lohn Ke _l	У		200	8 – John	Кеу
		26 Jan – 2 Feb		4-10 May	29 Jun – 5 Jul		26 Oct- 1 Nov	25 Jan - 1 Feb		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

* Results prior to the 2007 Poll are based on Don Brash as the leader of the National party.

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...

							Hele	n Clar	k agre	eing						
	2005			20	06					20	07				2008	
	27 Oct – 2 Nov	26 Jan – 2 Feb	23 – 29 Mar	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	86	85	83	82	82	82	79	84	84	78	81	79	79	-	82	82
Has more style than substance	27	26	25	25	27	29	26	25	28	25	26	27	26	-	24	29
Would be good in a crisis	77	76	76	74	74	71	72	74	78	70	76	70	73	-	73	73
Tends to talk down to people	51	49	50	48	47	49	54	49	49	49	46	51	52	-	52	48
Is rather narrow minded	33	32	32	36	32	35	36	35	37	40	37	40	38	-	37	36
Is too inflexible	41	42	44	40	41	46	46	47	44	47	46	47	50	-	45	47
Has sound judgement	69	69	66	68	67	64	62	66	68	64	64	61	62	-	68	64
Is more honest than most politicians	51	51	52	46	50	47	42	45	50	45	45	49	-	49		48
Is down to earth	70	73	70	67	70	70	66	70	68	65	66	64	-	69		
Understands the economic problems facing New Zealand	69	65	65	63	63	65	65	67	69	59	60	60	-	61		59
Has a lot of personality	44	44	38	39	39	39	40	40	40	40	39	39	-	39		
Is rather inexperienced	10	12	11	13	12	13	14	10	14	13	10	11	-	11		
Is out of touch with ordinary people	40	40	42	44	42	43	46	42	43	46	46	50	-	47		
In touch with the needs of Maori	57	60	59	53	57	65	60	58	60	56	59	54	54	54	55	57
Base:	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

								Agre	eing							
	2005 – Don Brash		2	006 – D	on Bras	h			2	2007 – J	ohn Ke	у		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		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

* Results prior to the 2007 Polls are based on Don Brash as the leader of the National party.