### 3 News Poll

**Embargoed** 



Opinion Poll Results 17-23 May, 2013

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## Press Release: 3 News Opinion Poll Results 17<sup>th</sup>-23<sup>rd</sup>, 2013

# Projected number of seats in the House on the basis of the latest poll results compared to election night 2011

	Number of seats currently predicted	Seats won 2011 election
National	59	59
Labour	41	34
Green Party	15	14
New Zealand First	-	8
Maori Party	3	3
ACT	1	1
United Future	1	1
Mana	1	1
Total seats	121	121

<sup>\*</sup> These figures are based on Mana Party, United Future and ACT winning one electorate seat each and the Maori Party winning three electorate seats

#### **Research Methodology by Reid Research**

Date poll was conducted	Interviews were conducted over the period 17 <sup>th</sup> -23 May , 2013
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.

	2009			20	10							2	011							20	12			2	2013	
	2-8 Dec	11- 16 Feb	13-20 Apr	8-15 Jun	30 Jul- 10 Aug	27 Sept - 6 Oct	30 Nov – 7 Dec	7-15 Feb	4-12 Apr	20-26 May	28 Jun – 5 Jul	12- 18 Aug	18- 26 Oct	1-8 Nov	9 -16 Nov	16-23 Nov	Election night result	9 – 15 Feb	10-17 April	29 May- 6 Jun	24-31 July	2 10 Oct	20-28 Nov	12- 21 Feb	9 – 17 April	17- 23 May
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		%	%	%	%	%	%	%	%	%
Labour	30.8	29.6	33.8	30.5	30.6	32.6	31.2	30.9	27.1	32.8	29.9	28.8	30.2	29.9	27.4	25.8	27.5	29.4	29.4	33.2	30.8	33.0	34.6	32.6	30.2	33.1
National	55.2	56.3	52.1	55.3	54.5	53.8	55.5	54.6	57.5	53.0	55.1	54.0	52.3	53.3	50.2	47.3	47.3	47.5	49.8	45.8	50.6	48.8	47.0	51.4	49.4	47.1
NZ First	1.5	1.5	1.5	1.8	1.5	1.2	1.9	3.3	2.8	2.4	2.2	2.2	2.4	2.4	3.5	4.1	6.6	5.0	2.3	2.8	3.00	3.2	2.0	3.4	3.8	2.2
Green Party	7.8	7.3	8.2	7.5	8.5	7.6	7.3	8.2	7.7	6.5	9.1	9.3	9.4	10.2	13.0	13.8	11.1	13.3	14.1	14.4	11.2	10.6	13.0	10.8	11.5	12.0
ACT	1.8	1.6	1.6	1.6	2.2	0.9	1.3	0.6	1.7	2.2	1.7	2.2	1.5	0.7	1.8	1.7	1.1	0.2	0.2	0.5	0.1	0.1	0.2	0.1	0.5	0.2
United Future	0.1	0.2	0.5	0.1	0.2	0.3	0.1	-	0.2	0.2	-	-	-	-	-	0.2	0.6	-	=	-	-	-	0.1	0.3	0.1	0.4
Maori Party	1.7	2.4	1.9	1.9	1.5	2.4	1.7	2.3	2.5	1.6	0.8	1.5	1.4	1.4	1.3	2.3	1.4	1.3	1.6	1.4	1.6	1.5	1.2	0.4	1	2.2
MANA	-	-	-	-	-	-	-	-	-	0.5	0.7	0.9	0.9	1.0	1.0	1.4	1.1	1.3	0.9	0.3	0.2	0.1	0.1	-	1	0.5
Conservative Party													1.0	0.7	1.1	1.8	2.7	1.4	1.1	1.1	1.7	2.0	0.7	0.9	1.6	1.5
All Others	0.9	0.7	0.3	1.2	1.0	1.1	0.8	0.1	0.4	0.6	0.3	0.7	2.0	0.5	0.7	1.1	0.8	0.7	0.5	0.3	0.7	0.6	0.9	0.3	0.2	0.1
Base:	893	910	874	880	890	863	890	868	831	871	836	882	886	873	893	981	2237464	923	885	879	865	855	826	807	809	849
Don't know/ undecided	8.3	6.8	10.9	9.2	9.9	11.4	9.4	11.0	14.8	11.1	14.6	10.5	10.0	11.0	9.6	Base includi ng Dk		6.4	9.2	9.9	10.7	11.4	13.6	16.2	15.3	12.8
Would not vote	2.4	2.2	1.7	2.8	1.1	2.3	1.6	2.2	2.1	1.8	1.8	1.3	1.4	1.7	1.1	with pref		1.3	2.4	2.2	2.8	3.2	3.8	3.1	3.8	2.3
Base:	1000	1000	1000	1000	1000	1000	1000	1000	1000	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?

	2009			20 <sup>-</sup>	10							20	11							20	12				2013	
Main politicians mentioned	2-8 Dec	11- 16 Feb	13-20 Apr	8-15 Jun	30 Jul- 10 Aug	27 Sep t – 6 Oct	30 Nov – 7 Dec	7-15 Feb	4-12 Apr	20- 26 May	28 Jun – 5 Jul	12- 18 Aug	22- 29 Sep t	18- 26 Oct	1 -8 Nov	9-16 Nov	16- 23 Nov	9 - 15 Feb	10- 17th April	29 May- 6 Jun	24 <sup>th</sup> - 31 <sup>st</sup> July	2-10 Oct	20-28 Nov.	12 – 21 Feb	9 – 17 April	17-23 May
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Helen Clark	6.1	4.4	3.7	4.9	2.3	3.7	5.3	3.8	2.5	4.5	1.7	2.6	2.2	2.3	1.5	3.1	2.6	1.5	2.6	1.4	1.9	2.9	1.9	1.4	1.5	1.5
John Key	49.9	49.4	49.0	49.6	48.7	50.6	54.1	49.1	52.4	48.2	50.5	53.3	54.5	52.7	50.0	49.4	48.9	45.8	44.2	40.5	43.2	41.0	37.4	41.0	37.6	40.7
David Shearer																		10.1	10.4	12.3	8.9	8.5	12.6	10.0	10.0	10.5
David Cunliffe																			0.6	1.1	0.5	0.9	1.2	0.5	0.9	0.6
Phil Goff	8.0	8.2	7.5	5.1	7.4	8.8	6.8	6.8	6.8	7.6	6.9	8.7	6.2	9.8	12.4	10.3	11.7	2.5	1.2	1.4	0.8	1.2	1.0	0.6	0.3	0.9
Winston Peters	2.1	3.3	3.8	2.8	3.7	3.4	3.1	4.9	4.4	4.0	3.9	4.1	2.1	2.6	3.9	3.7	3.8	5.7	4.2	4.8	6.2	5.0	5.8	4.7	5.3	6.1
Bill English	0.4	0.2	0.3	0.5	0.1	0.2	0.4	0.2	0.1	0.4	0.3	0.3	-	0.3	0.1	0.1	0.2	0.3	0.2	0.2	0.3	0.3	0.1	0.4	0.8	0.8
Peter Dunne	0.2	-	0.1	0.1	-	0.1	-	0.1	0.1	0.1	•	•	0.5	0.2	0.3	0.5	0.2	0.1	-	0.4	0.3		0.1	-	-	0.2
John Banks																		1.0	0.3	0.2	0.4		0.5	0.2	0.6	0.3
Russel Norman														0.5	1.1	1.6	2.0	2.0	2.2	4.0	2.0	2.4	2.2	1.8	3.3	3.6
Tariana Turia	0.2	0.1	0.6	0.1	0.3	•	0.5	0.5	0.3	0.2	0.4	0.1	0.1	0.6	0.3	-	0.2	0.7	0.3	0.3	0.5	0.5	0.4	0.3	0.2	0.1
Pita Sharples	0.9	0.7	0.3	0.6	0.4	0.3	0.7	1.2	0.7	0.7	0.6	0.8	0.5	0.6	0.4	1.0	1.2	0.7	0.3	0.3	0.7	0.4	0.1	0.3	0.3	0.6
None	6.6	8.7	5.8	8.3	6.7	7.1	7.1	7.6	6.6	5.2	6.5	4.1	5.5	4.5	5.0	4.6	5.7	5.1	5.8	6.7	6.9	5.3	9.0	8.0	10.9	10.4
Don't know	17.7	16.1	20.3	19.2	20.7	17.4	15.8	19.0	18.9	19.9	20.3	17.6	19.4	19.3	17.7	16.7	15.6	18.7	21.2	21.7	22.6	26.1	23.0	25.9	21.9	18.5
Base:	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

#### **How is John Key Performing as Prime Minister?**

Thinking now about the Prime Minister. How would you rate the performance of John Key as Prime Minister? Overall, would you say that as Prime Minister he is performing well or poorly? Is that Very ... or Fairly ...?

	2009			- :	2010							2011							20	)12				2013	
	2-8 Dec	11- 16 Feb	13- 20 Apr	8-15 June	30 Jul- 10 Aug	27 Sept - 6 Oct	30 Nov – 7 Dec	7-15 Feb	4-12 Apr	20-26 May	28 Jun – 5 Jul	12-18 Aug	18-26 Oct	1-8 Nov	9-16 Nov	16- 23 No v	9 - 15 Feb	10- 17 <sup>th</sup> April	29 May- 6 Jun	24-31 July	2-10 Oct	20-28 Nov	12 – 21 Feb	9 – 17 April	17-23 May
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very Well	24.8	24.0	25.0	24.0	23.5	28.9	35.9	28.4	31.9	27.3	28.5	30.1	31.9	26.3	26.8	26. 4	23.2	20.2	15.9	18.6	17.6	13.7	16.0	16.4	20.2
Fairly Well	48.1	49.5	43.8	45.0	46.4	47.0	40.6	41.2	43.9	41.3	43.6	44.8	39.2	42.6	40.2	41. 6	37.3	39.7	39.5	40.6	36.4	38.2	40.8	38.9	34.8
Total – Performed Well	72.9	73.5	68.8	69.0	69.9	75.9	76.5	69.6	75.8	68.6	72.1	74.9	71.1	68.9	67.0	68. 0	60.5	59.9	55.4	59.2	54.0	51.9	56.8	55.3	55.0
Neither Well nor Poorly	12.9	10.0	13.0	13.1	13.4	11.3	11.5	14.4	10.0	13.4	13.4	10.3	10.0	13.1	13.3	11. 4	16.7	15.4	14.6	13.4	14.9	17.3	16.0	11.4	12.6
Fairly Poorly	8.8	9.6	9.9	10.5	10.4	6.7	7.1	9.1	7.3	9.3	7.5	8.7	10.6	10.8	10.7	11. 0	12.3	13.7	18.0	13.8	16.6	15.8	14.5	15.7	17.9
Very Poorly	3.5	6.0	6.5	5.4	5.5	5.2	4.3	6.0	5.6	7.7	6.4	5.8	7.3	6.4	8.2	9.0	9.7	10.3	11.2	12.6	13.8	13.6	11.3	16.5	13.4
Total – Performed Poorly	12.3	15.6	16.4	15.9	15.9	11.9	11.4	15.1	12.9	17.0	13.9	14.5	17.9	17.2	18.9	20. 0	22.0	24.0	29.2	26.4	30.4	29.4	25.8	32.2	30.3
Don't know	1.9	0.9	1.8	1.1	0.8	0.9	0.6	0.9	1.3	1.0	0.6	0.3	1.0	0.8	0.8	0.6	8.0	0.7	0.8	1.0	0.7	1.4	1.3	1.1	1.1
Base:	1000	100 0	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	10 00	1000	1000	1000	1000	1000	1000	100 0	1000	1000

## How is David Shearer (Phil Goff prior to Feb 2012 results) Performing as leader of the Opposition?

And now thinking about David Shearer, the leader of the Labour Party in opposition. How would you rate his performance? Overall would you say he is performing well or poorly? Is that Very ... or Fairly ...?

	2009			20	010							201	1						2	012 David	d Shear	er			2013	
	2-8 Dec	11-16 Feb	13-20 Apr	8-15 June			30 Nov – 7 Dec	7-15 Feb	4-12 Apr	20-26 May	28 Jun – 5 Jul	12-18 Aug	22- 29 Sept	18-26 Oct	1- 8 Nov.	Nov	16-23 Nov	9 - 15 Feb	10- 17 <sup>th</sup> April	29 May- 6 Jun	24-31 July	2-10 Oct	20- 28 Nov.	12 – 21 Feb	·	17-23 May
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very Well	4.4	4.3	4.3	3.2	3.7	5.4	4.0	3.1	4.2	3.2	3.4	4.3	3.7	6.0	5.6	4.3	6.6	5.0	3.6	4.6	4.5	5.1	5.0	4.0	3.3	6.8
Fairly Well	27.8	29.4	29.8	24.0	27.2	28.8	26.6	22.0	22.5	24.5	20.9	21.8	23.1	22.4	29.0	28.3	31.0	30.1	28.9	27.5	30.0	28.4	26.6	30.9	29.1	29.4
Total – Performed Well	32.2	33.7	34.1	27.2	30.9	34.2	30.6	25.1	26.7	27.7	24.3	26.1	26.8	28.4	34.6	32.6	37.6	35.1	32.5	32.1	34.5	33.5	31.6	34.9	32.4	36.2
Neither Well nor Poorly	19.4	15.0	17.4	20.5	20.1	17.9	23.0	24.3	15.3	20.8	20.0	18.5	20.2	12.3	17.0	17.3	16.3	24.4	22.9	24.5	22.1	22.0	21.0	19.7	21.2	18.7
Fairly Poorly	29.0	31.4	27.6	31.6	28.6	28.7	26.1	30.3	32.1	29.5	32.2	35.0	30.7	34.2	31.8	30.6	28.8	13.1	20.2	22.7	21.9	21.8	25.0	23.7	25.5	26.3
Very Poorly	11.6	15.2	13.9	13.8	15.3	13.2	13.1	14.2	17.2	17.8	17.6	17.5	18.4	20.0	13.0	16.1	13.9	4.1	6.0	7.0	6.9	9.7	9.4	8.3	10.3	10.0
Total – Performed Poorly	40.6	46.6	41.5	45.4	43.9	41.9	39.2	44.5	49.3	47.3	49.8	52.5	49.1	54.2	44.8	46.7	42.7	17.2	26.2	29.7	28.8	31.5	34.4	32.0	35.8	36.3
Don't know	7.8	4.7	7.0	6.9	5.1	6.0	7.2	6.1	8.7	4.2	5.9	2.9	3.9	5.1	3.6	3.4	3.4	23.3	18.4	13.7	14.6	13.0	13.0	13.4	10.6	9
Base:	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

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 David Shearer (from Feb 2012, Phil Goff previously).

Would you say he...

	2009			20	)10							2011						ı	20 David S	12 Sheare	r			2013	
	2-8 Dec	11- 16 Feb	13-20 Apr	8-15 June	30 Jul- 10 Aug	27 Sept- 6 Oct	30 Nov – 7 Dec	7- 15 Feb	4-12 Apr	20- 26 May	28 Jun – 5 Jul	12- 18 Aug	18- 26 Oct	1-8 Nov	9- 16 Nov	16 - 23 Nov	9 - 15 Feb	10- 17 <sup>th</sup> April	29 May- 6 Jun	24 31 July	2-10 Oct	20-28 Nov	12- 21 Feb	9 – 17 April	17-23 May
_	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Is a capable leader	42		45		40		40.1		35.0		35			39	39	41	46	43		45.5	46.1	46.1	47.7	45.9	49.1
Has more style than substance	27		26		27		27.4		26.1		27			22		24	15	20			26.8			23.1	
Would be good in a crisis	39		46		40		43.3		40.8		40			45		44	38	38		39.6	39.4			39.4	
Tends to talk down to people	29		32		26		30.5		30.0		29			27		23	9	10			17.1			17.1	
Is rather narrow minded	29		31		31		33.9		34.8		33			33		31	9	12			19.9			21.0	
Is too inflexible	26		29		30		33.6		33.0		34			31		32	11		19			19.1			
Has sound judgement	49		51		49		50.4		38.0		42			48		50	44		46	50.5		47.3			50.5
Is more honest than most politicians		38		41		44		39		34		39	42		43	45	38		42	40.8		46.0		40.2	41.4
Is down to earth		61		64		66		61		60		66	65		69		61		65	67.8		64.0			
Understands the economic problems facing New Zealand		53		56		53		52		55		55	57		55		40			45.0					53.8
Has a lot of personality		26		27		29		26		23		23	26		24		35			30.7			32.6		30.6
Is rather inexperienced		32		28		32		29		28		30	34		35		56			63			64.2		
Is out of touch with ordinary people		32		30		32		32		31		30	30		27		12			19.2			20.2		23.9
In touch with the needs of Maori	39	43	47	43	45	43	50.3	45	45.2	41	48	43	48	49	48	54	34	37	37	39.3	38.3		45.4		
Base:	1000	1000	1000	1000	1000	1000	1000	100 0	1000	100 0	100 0	100 0	100 0	1000	100 0	100 0	1000	1000	1000	1000	1000	1000	1000	1000	1000

#### I would now like you to tell me which of these statements you feel fit John Key. Would you say he...

	2009			;	2010						2	2011							201	12				2013	
	2-8 Dec	11- 16 Feb	13- 20 Apr		30 Jul- 10 Aug	27 Sept- 6 Oct		7-15 Feb	4-12 Apr	20-26 May	28 Jun – 5 Jul	12- 18 Aug	18- 26 Oct	1- 8 Nov	9-16 Nov	16 <sup>-</sup> 23 Nov	9 - 15 Feb	10- 17 <sup>th</sup> April	29 May- 6 Jun	24- 31 July	2-10 Oct	20- 28 Nov	12- 21 Feb	9 – 17 April	17- 23 May
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Is a capable leader	83		83		84		88		86		83			83	82	83	79	81		81	76	78.0	80.6	75.4	76.3
Has more style than substance	39		40		40		37		43		45			46		45	45	48			49			46.9	
Would be good in a crisis	68		68		69		82		83		77			75		73	72	71		70	67			68.1	
Tends to talk down to people	21		22		24		20		22		22			31		30	35	33			40			41.2	
Is rather narrow minded	22		22		25		19		21		23			28		29	32	32			36			36.5	
Is too inflexible	24		24		23		22		23		24			28		29	33		36			39.1			
Has sound judgement	72		72		70		78		74		72			69		68	68		60	64		56.7			58.8
Is more honest than most politicians		64		61		62		64		56		58	57		49	53	49		49	48		42.1		40.9	42.6
Is down to earth		78		76		79		79		75		76	76		69		70		68	69		66.1			
Understands the economic problems facing New Zealand		78		79		79		77		74		80	79		76		77			72					70.0
Has a lot of personality		68		73		75		76		77		78	76		76		73			68			70.8		67.9
Is rather inexperienced		47		41		35		31		31		27	31		25		24			26			26.0		
Is out of touch with ordinary people		35		34		32		38		39		36	38		40		48			49			52.0		52.0
In touch with the needs of Maori	53	57	56	48	51	46	53	51	49	44	45	42	41	38	39	40	41	42	38	41	40		44.0		
Base:	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000