

## 3 News Opinion Poll

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**Embargoed**



**Opinion Poll  
Results  
17-23 May, 2013**

**For further information contact:**

**Murray Campbell**



**021 599684**

[murray@baselineconsultancy.co.nz](mailto:murray@baselineconsultancy.co.nz)

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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<br>seats<br>currently<br>predicted | Seats won 2011<br>election |
|--------------------------|--|----------------------------|
| <b>National</b>          | 59   | 59                         |
| <b>Labour</b>            | 41   | 34                         |
| <b>Green Party</b>       | 15   | 14                         |
| <b>New Zealand First</b> | -  | 8                          |
| <b>Maori Party</b>       | 3  | 3                          |
| <b>ACT</b>               | 1  | 1                          |
| <b>United Future</b>     | 1  | 1                          |
| <b>Mana</b>              | 1  | 1                          |
| <b>Total seats</b>       | <b>121</b>                                   | <b>121</b>                 |

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

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### Research Methodology by Reid Research

|                                |   |
|--------------------------------|---|
| <b>Date poll was conducted</b> | Interviews were conducted over the period 17 <sup>th</sup> -23 May , 2013   |
| <b>Sample Size</b>             | 1000 voter eligible New Zealanders aged 18+   |
| <b>Sampling Technique</b>      | Telephone Interviews. Random generation of telephone numbers with quota sampling to ensure representative cross section by age, sex and geography |
| <b>Sample Coverage</b>         | National including rural, secondary urban and main urban areas  |
| <b>Sample Error</b>            | 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% |













