

3 News Opinion Poll

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Embargoed



**Opinion Poll
Results
9-17 July , 2013**

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Press Release: 3 News Opinion Poll Results July 9th-17th , 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	63	59
Labour	40	34
Green Party	15	14
New Zealand First	-	8
Maori Party	2	3
ACT	1	1
United Future	-	1
Mana	1	1
Total seats	122	121

* 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

Date poll was conducted	Interviews were conducted over the period 9 th - 17 th July , 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 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%

