

87 days to go

DAVID FARRAR, CURIA MARKET RESEARCH LTD



US since 1970s

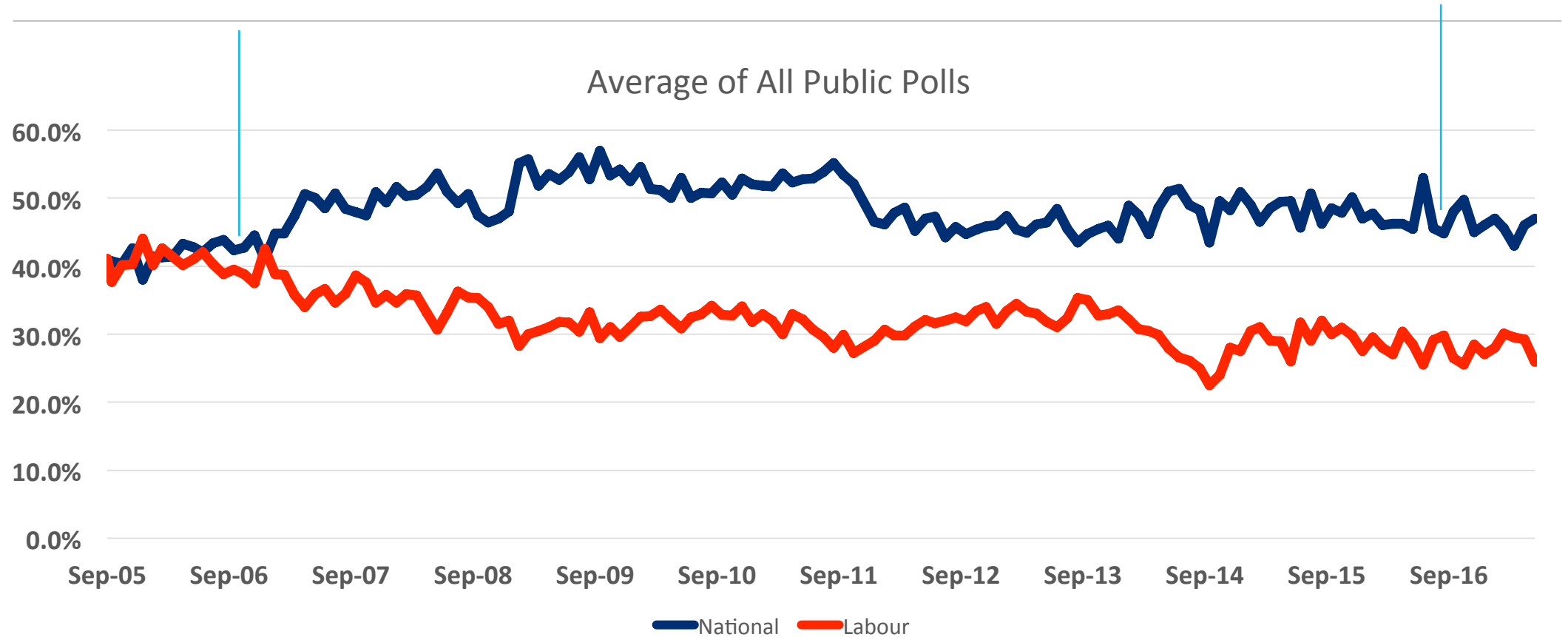
Satisfaction With the Way Things Are Going in the U.S.

■ % Satisfied



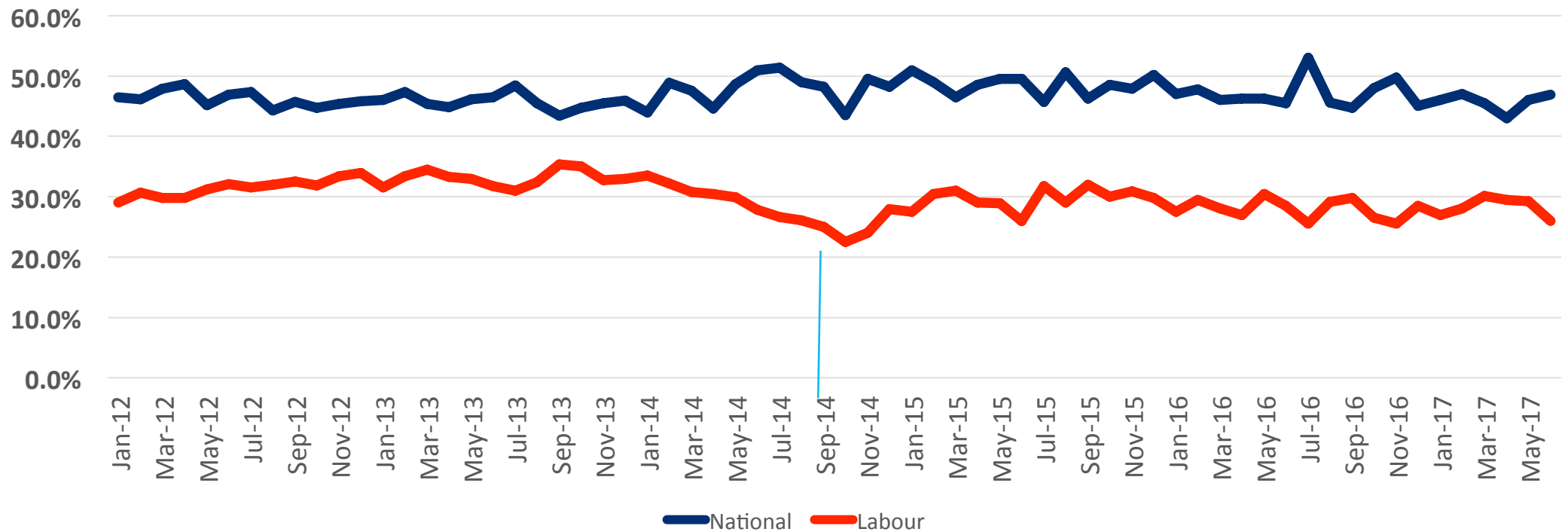
GALLUP

The polls since 2005

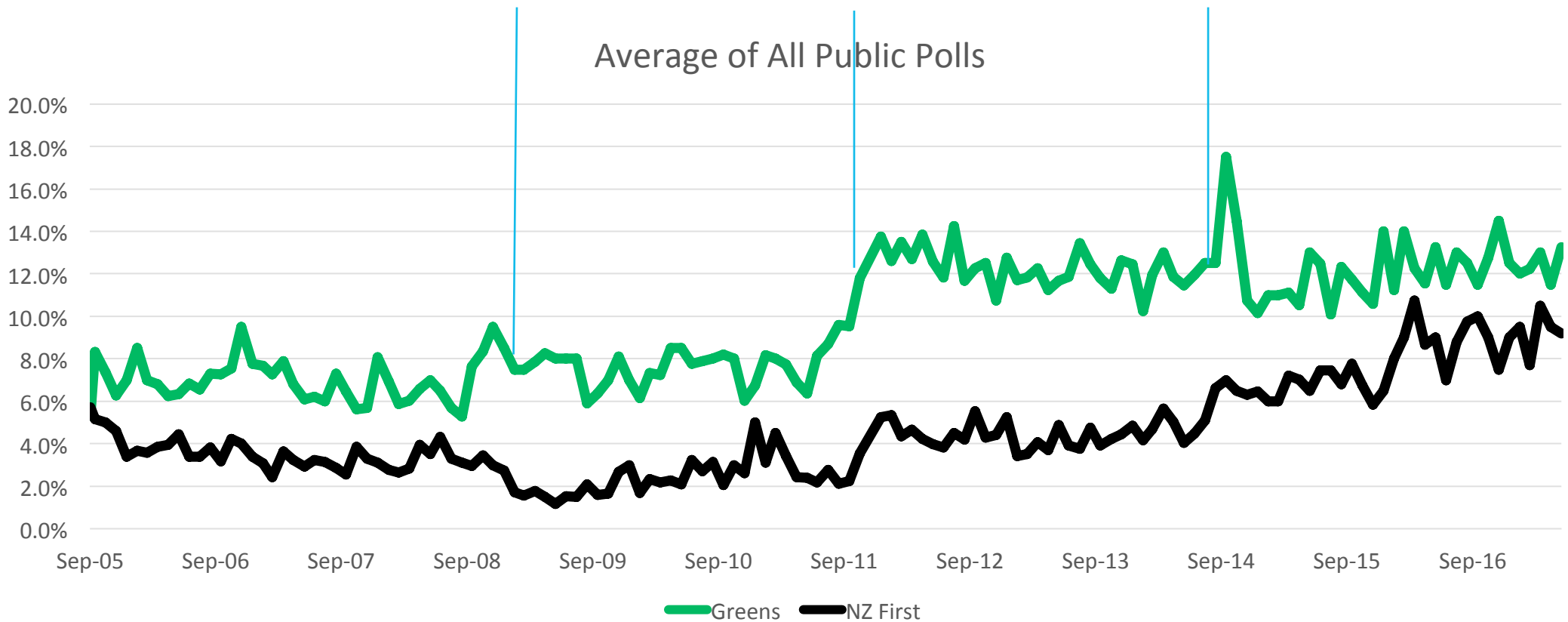


The polls since 2012

Average of All Public Polls

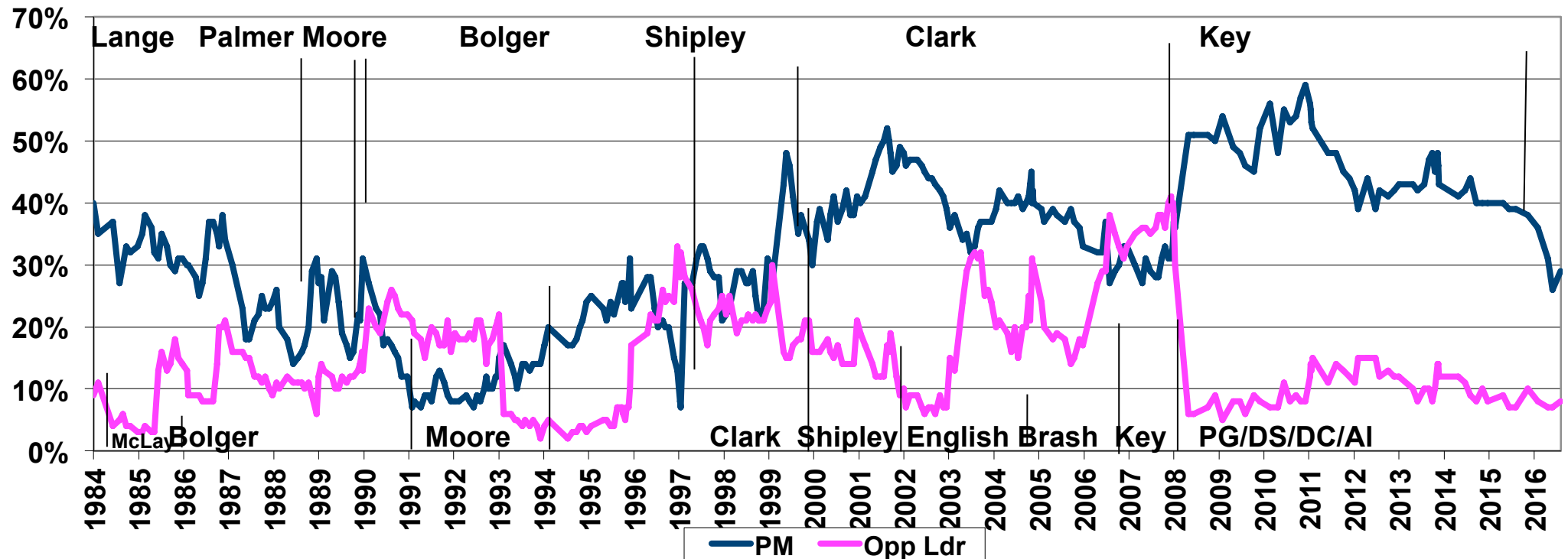


Minors since 2005



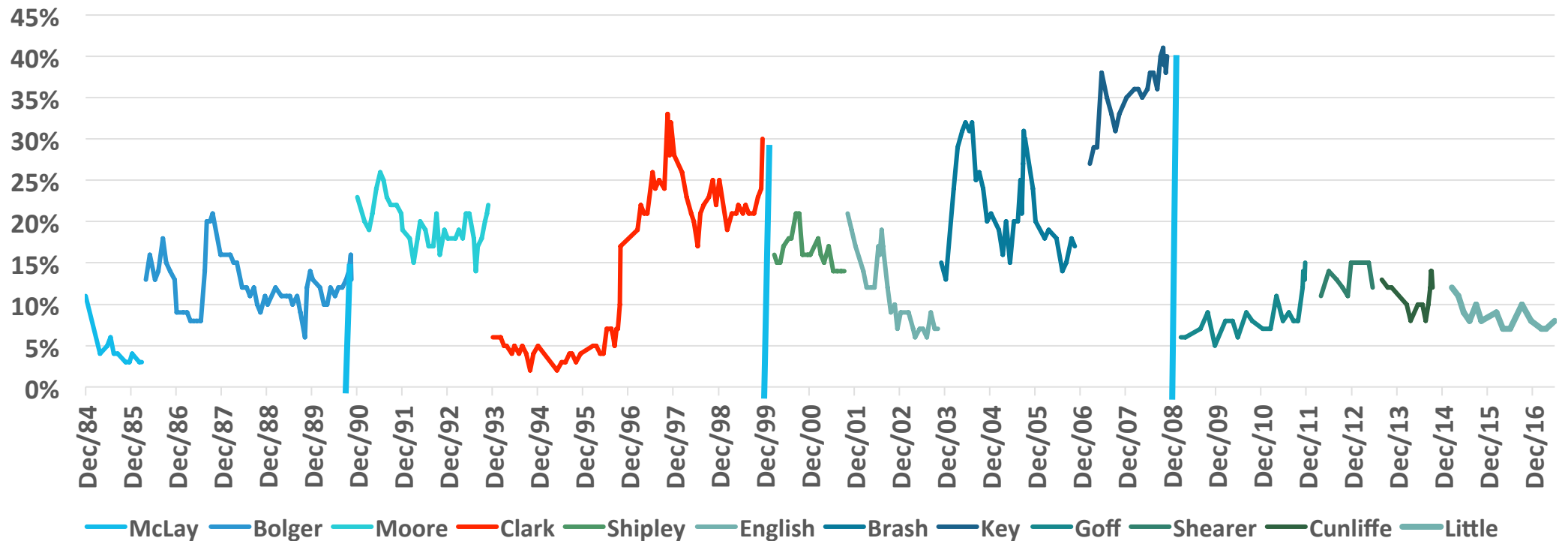
Preferred PMs

Preferred PMs - Heylen/Colmar Brunton



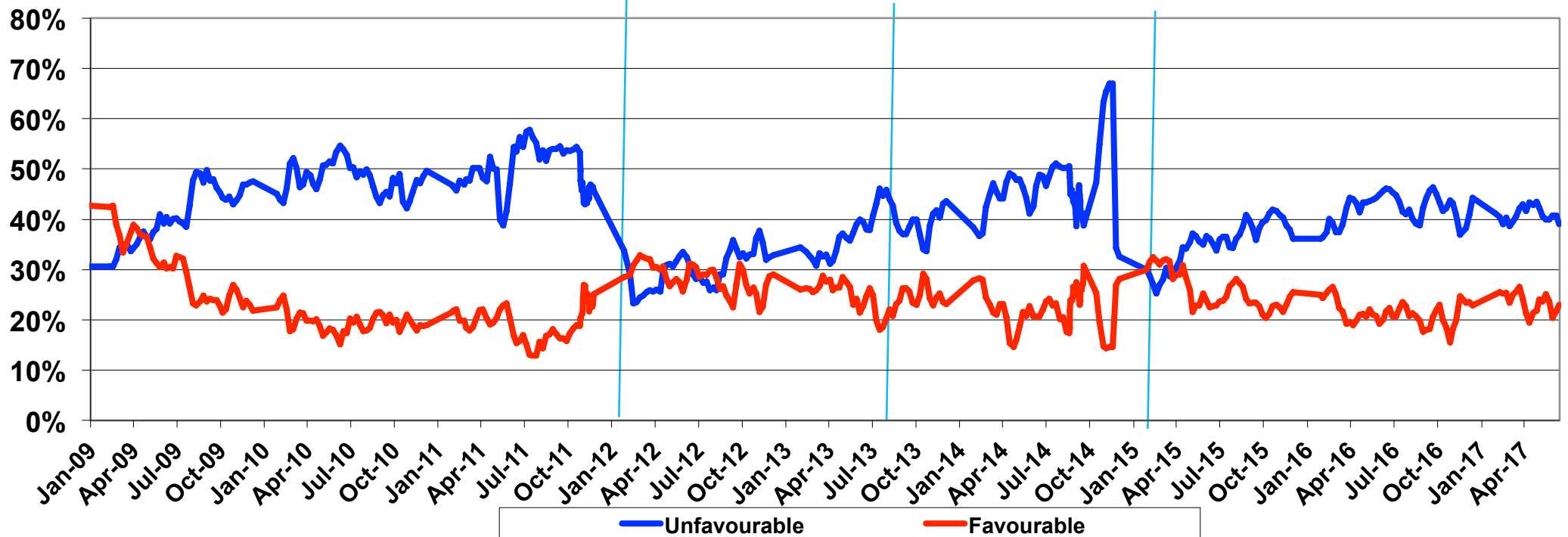
How they have gone in Opposition

Opposition Leaders Preferred PM Ratings - One News polls



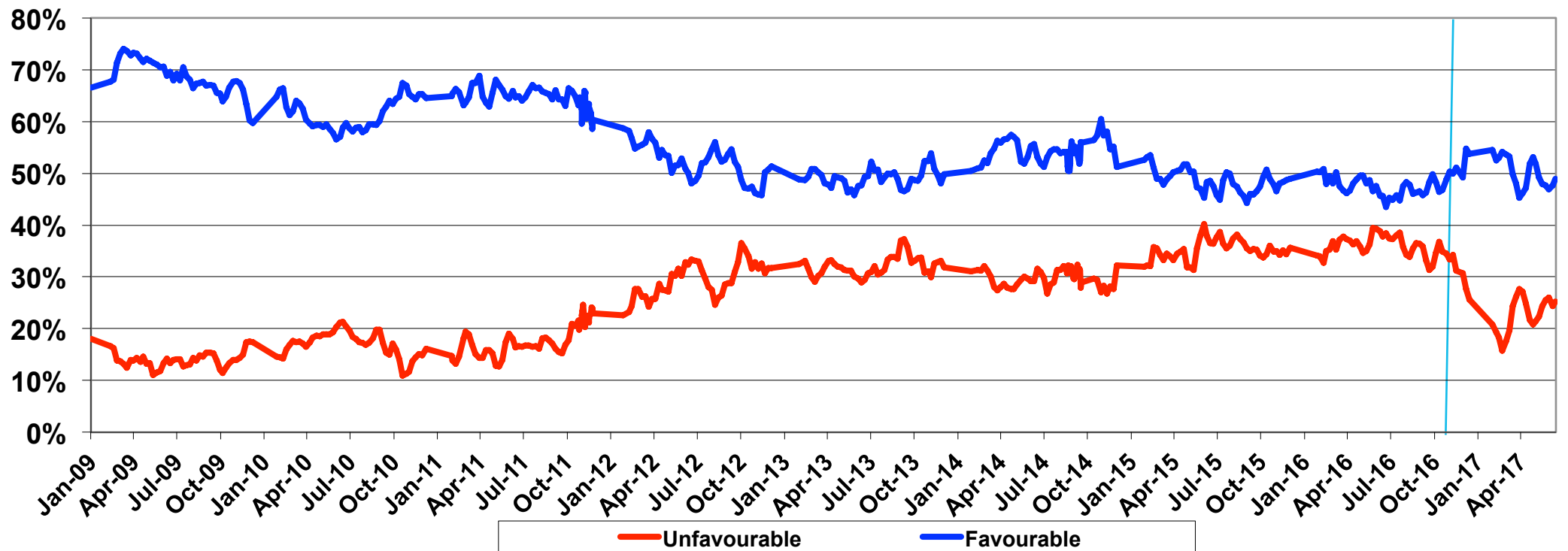
Goff/Shearer/Cunliffe/Little favourability

Labour Leader Favourability on last three polls (n=1000)

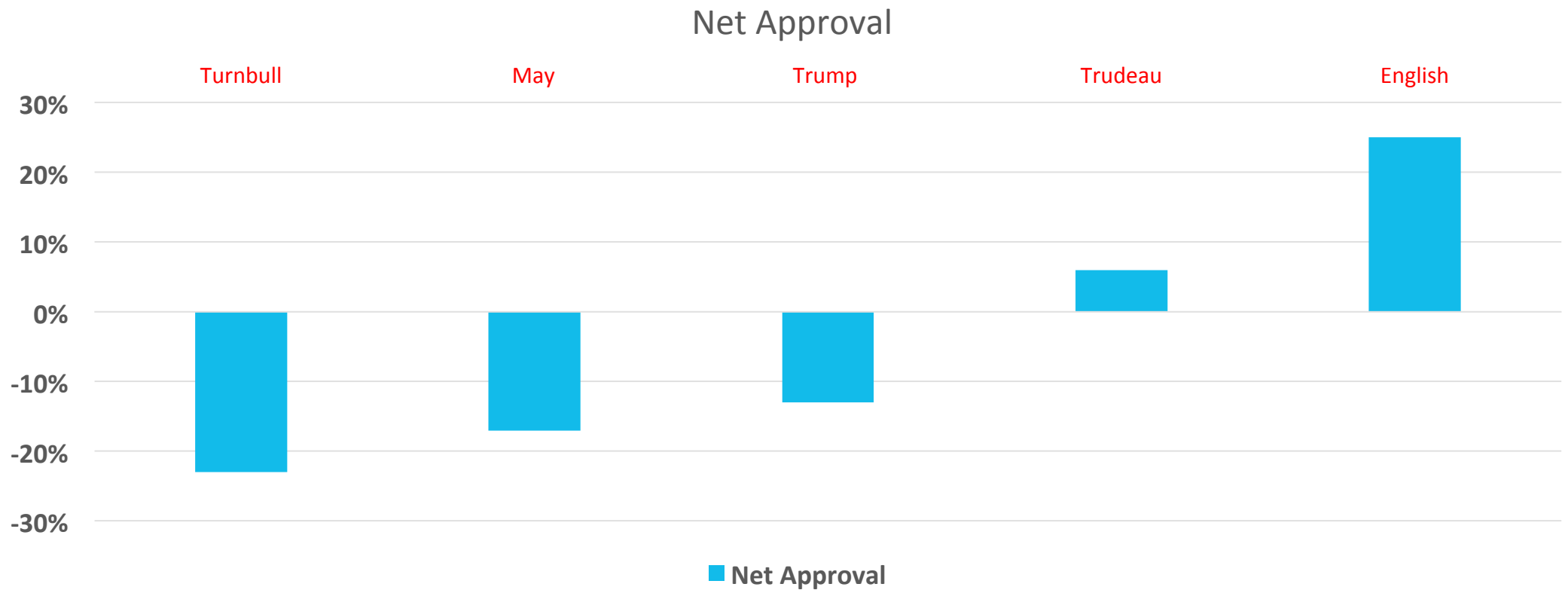


Key/English favourability

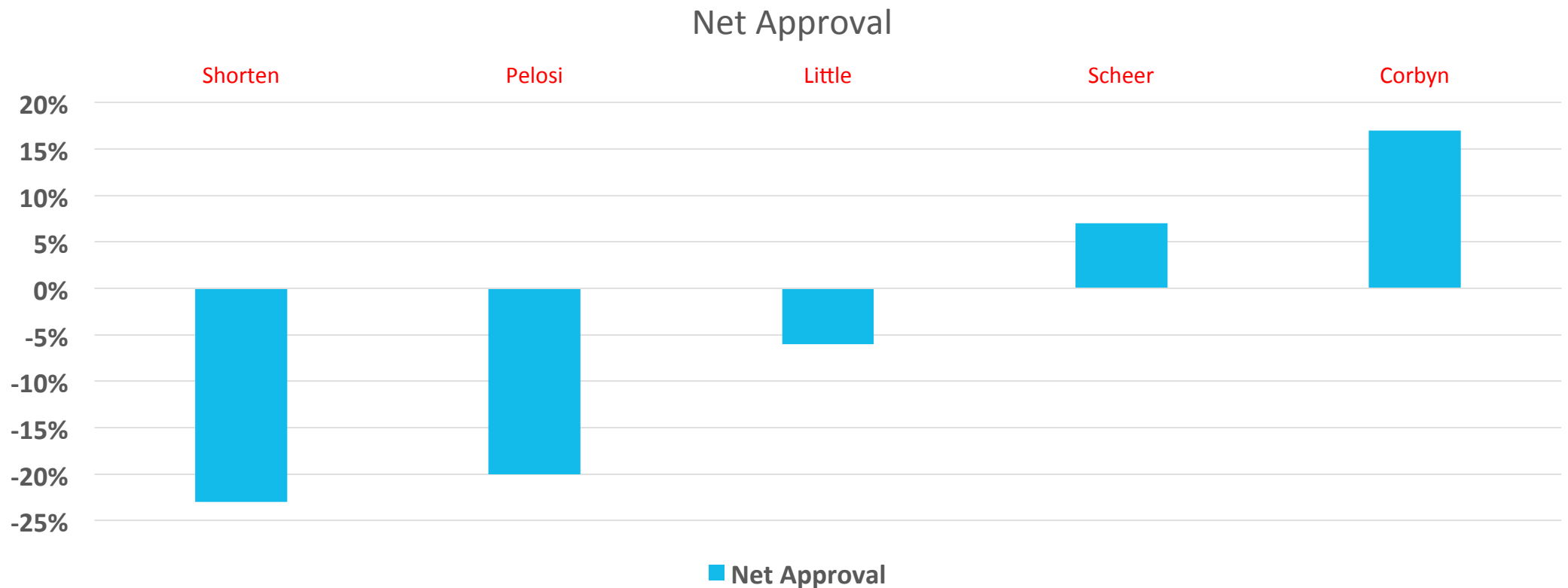
Key/English Favourability on last three polls (n=1000)



PM Net Approvals

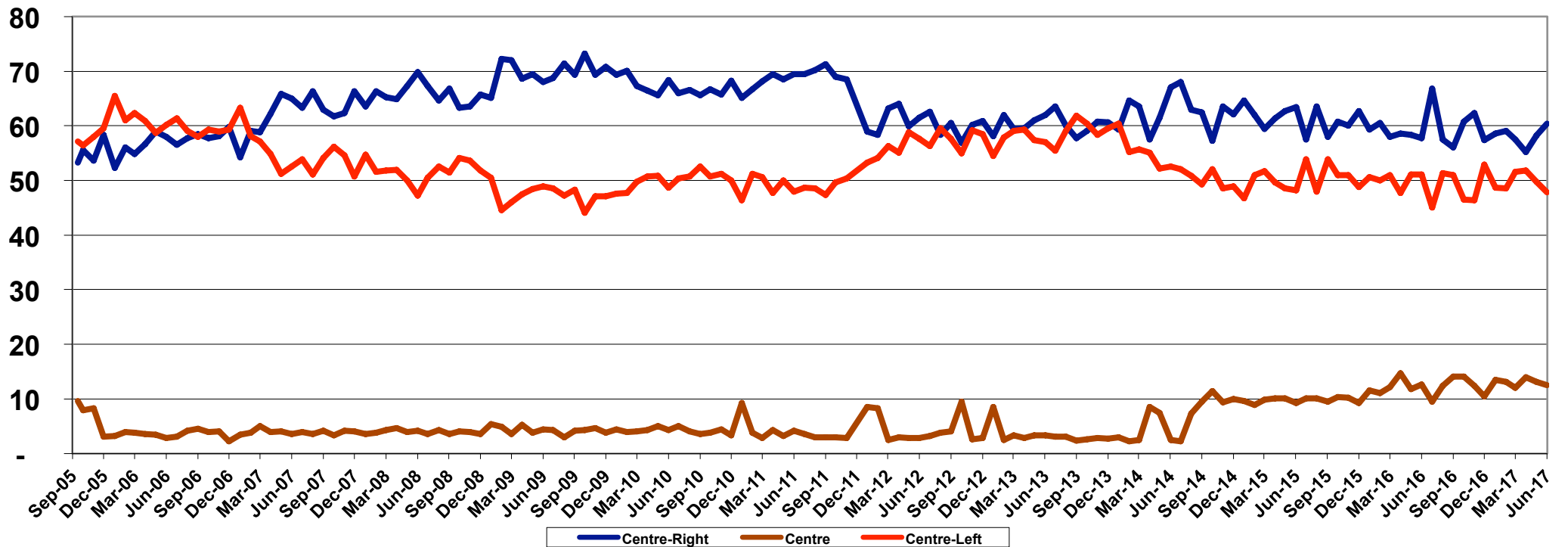


Opposition Net Approvals



The seats

Seats on Average of Public Polls



Winston decision factors

1. Caucus and board views – doesn't matter
2. Dislike other parties – Greens and Maori most of all – favour National
3. Dislike of leader – neutral now Key has gone
4. Policy compatibility – favour Labour
5. Can he govern with just one other party? – favour National
6. Might they make me Prime Minister? – favour Labour

The campaign can matter – UK 2017

