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Nota di contenuto	Cover; Copyright; Contents; Preface; 1. Polls that Count: From One Election to the Next; 2. What Happened at the 2002 Election?; 3 Estimating Change During the Campaign; 4 The Campaign on Television; 5 Strategic Voting; 6 Who Stood for Office, and Why?; 7 Political Parties and Voter Mobilisation; 8 Patterns of Public Opinion; 9 A Vote for Coalition Government?; 10 The 2002 Election in Comparative Context; 11 Political Leadership, Representation and Trust; 12 Conclusion; Appendix 1: The 2002 New Zealand Election Study; Appendix 2: Methodology: Statistical Methods and Variable Coding Appendix 3: Chapter Appendices; Appendix 4: The Questionnaires; Bibliography; Contributors; Index
Sommario/riassunto	Studies the 2002 New Zealand election campaign including candidates, media, issues, leaders, electoral system and social background.