

Election Campaign Funding Bill

“The government is working on proposals to change the way our political parties are funded for election campaigning.

There are two key areas of change: to help fund election campaigns political parties would receive taxpayer money based on the party's share of the vote in the previous general election, and political parties would have to be more open about where their funding comes from.

Do you believe that political parties should receive taxpayers' money to help them fund their election campaigns?”

	14-19 APR 2007
Yes	26%
No	70%
Don't know	4%
TOTAL	100%

Base: N=997 New Zealanders; 14-19 April 2007

- The majority of New Zealanders do not believe that political parties should receive taxpayer funded help for their election campaigns.
- Those more likely to think that political parties should not receive taxpayer funded help for their election campaigns are 18-34 year olds, males, and Labour party voters.

“Currently political parties aren't required to declare where all their election funding comes from. Do you think that political parties should have to declare exactly where all their election campaign funding comes from?”

	14-19 APR 2007
Yes	81%
No	16%
Don't know	3%
TOTAL	100%

Base: N=997 New Zealanders; 14-19 April 2007

- The vast majority of New Zealanders believe that all sources of election campaign funding should have to be declared by political parties.
- Those more likely to believe that political parties should have to declare exactly where all their election campaign funding comes from are females, low to middle income earners and Labour party voters.

“The rules may also change for groups outside Parliament who want to use advertising to put across their political views. This follows debate about advertising by groups such as unions and the Exclusive Brethren.

Which one of the following do you agree with most strongly?”

	14-19 APR 2007
There need to be tighter controls on political advertising by groups outside Parliament	39%
The current controls on political advertising by groups outside Parliament are enough	15%
Groups outside Parliament should be free to advertise their political views in any way they like	46%
Don't know	1%
TOTAL	101%*

Base: N=997 New Zealanders; 14-19 April 2007 *Total does not equal 100% due to rounding

- The views of New Zealanders are divided when looking at the issue of controls on the political advertising by groups outside Parliament.
- The largest group (46%) believe there should be few controls placed on the activities of groups outside Parliament however only a slightly smaller group (39%) want to see tighter controls than currently exist. Therefore most New Zealanders are not happy with the status quo.
- Those who believe in the need for tighter controls are more likely to be aged 55 or over, female, low income earners, and Labour party voters.
- Those who believe that free reign should be given to groups outside Parliament are more likely to be National party voters.